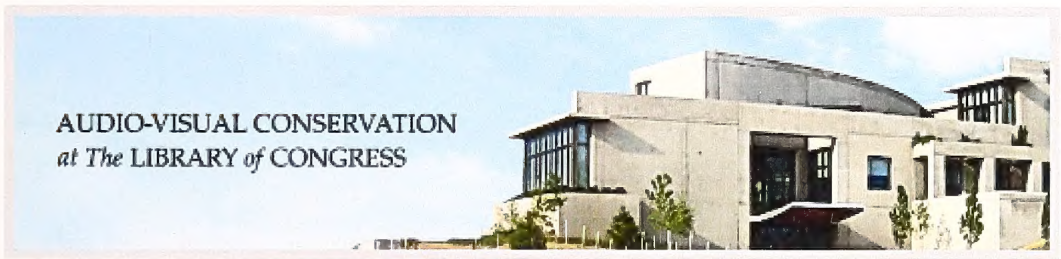

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1800

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for Audio Visual Conservation
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Motion Picture and Television Reading Room
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Recorded Sound Reference Center
www.loc.gov/rr/record

5
Copy 1

PUBLISHER'S BINDING

NOV 23 1954

JULY 5, 1954 35c PER COPY

BROADCASTING TELECASTING

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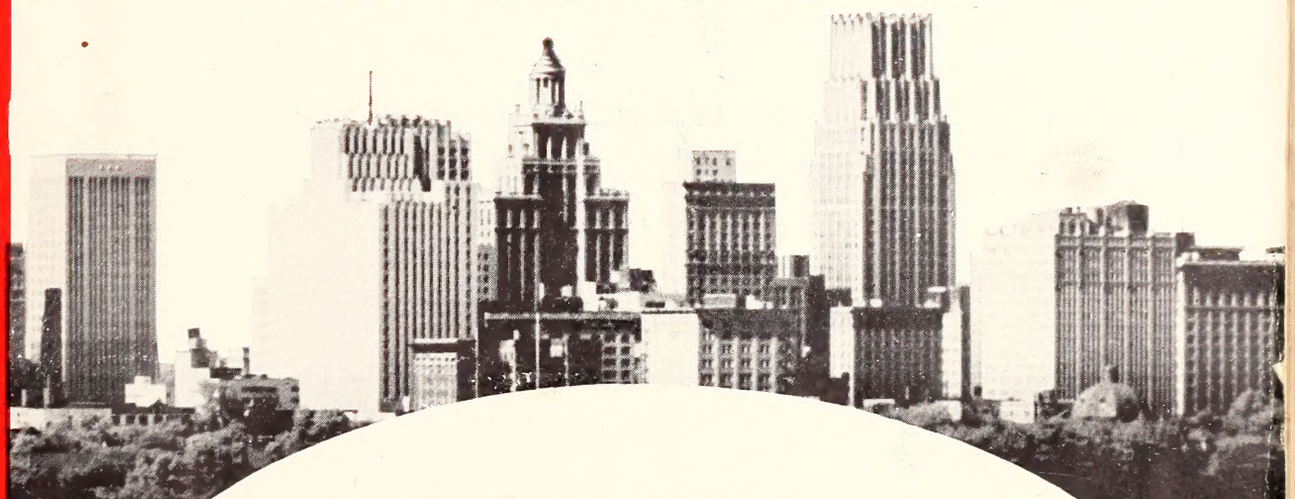
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23RD year

THE NEWSWEEKLY OF RADIO AND TV

Houston hits a MILLION!



Metropolitan Houston reached the million population mark on July 3rd. This fabulous industrial giant of the Gulf Coast, representing a net effective buying income of $1,856,123,000.00, becomes the first million population metropolitan area in the South. Tremendous expansion of the city itself barely keeps pace with the ever-increasing demands of industry. A million strong today, with the promise of an eminently greater future, Houston proudly claims the slogan of "Industrial Frontier of the South."

KPRC is FIRST

KPRC radio and television remains FIRST in the hearts of the metropolitan million. First in morning . . . afternoon . . . evening . . . first all the time.

KPRC NBC and TQN on the Gulf Coast

KPRC-TV NBC • ABC CHANNEL 2 HOUSTON

JACK HARRIS, Vice President and General Manager • Nationally Represented by EDWARD PETRY & CO.

First in the South's FIRST MILLION METROPOLITAN MARKET!

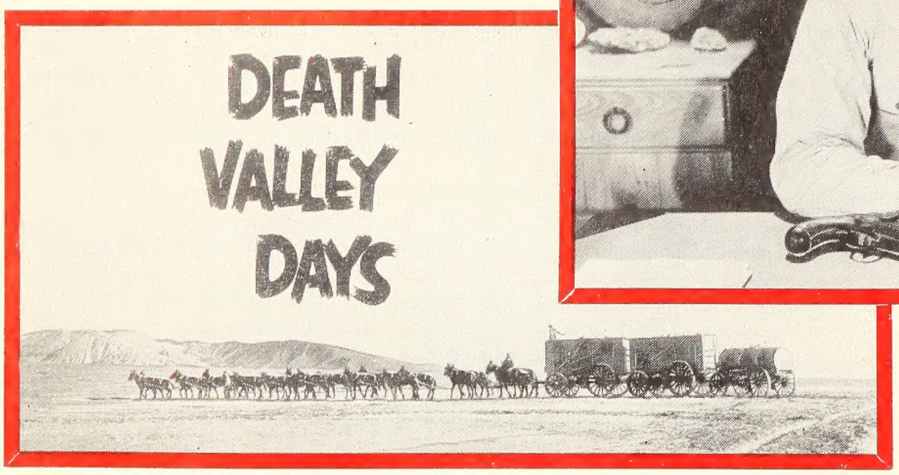
TK 6540
.B85

Howdy Folks!

I'm the "Old Ranger"

of "Death Valley Days"





20 Mule Team — early method of transporting Borax out of Death Valley, California

For many years, the "Old Ranger" on the radio related the thrilling and romantic stories of the Old West and Death Valley Days. They were the source of tremendous interest and popularity.
Such enthusiasm has since been transferred by popular demand to Television, and the "Old Ranger" is now regularly portraying "Death Valley Days" with the help of sight and sound.
The public has been overwhelming with compliments for the rebirth of "Death Valley Days" on Television.

PACIFIC BORAX CO. DOES A COMPLETE JOB . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**



The "Old Ranger" and his associates in the "Death Valley Days" show on television feature the virtues of 20 Mule Team Borax and Boraxo.

20 Mule Team Borax — to speed and sweeten all laundry, diapers, and for housecleaning.

Boraxo, powdered hand soap — tackling dirt plain soap can't wash . . . works gently and quickly in cold water.

From one pioneer to another . . . Havens & Martin, Inc. doffs its hat to Pacific Borax Co. and the "Old Ranger." Pioneers build, and WMBG, WCOD and WTVR continue to build audiences and sales results for advertisers. Join the other advertisers using the First Stations of Virginia.



Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY *Since* 1922



WGAL · *33rd year*
WGAL-FM · *7th year*
WGAL-TV · *6th year*

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by

MEEKER

New York Chicago
Los Angeles San Francisco

closed circuit

ABC RADIO, which wanted once before to go to single rate for daytime and nighttime but was rebuffed by affiliates, now understood to be planning new move in same direction as counter to CBS and NBC projected 15-20% reduction in evening network radio rates—but this time stations will be more told than asked about it, on theory ABC must "keep competitive." Unlike CBS and NBC, ABC plans to accomplish nighttime reduction by straight rate cuts rather than raising discounts. Necessary advance computations make it unlikely any definite move can be made before latter part of July.

★ ★ ★

NEXT major headache in tv advertising bureau project, now that industry schism has been headed off, will be underwriting of up to million dollars annually to match operations of competitive media. On top of that will come another potential million dollars to finance vast tv audience-circulation count, entirely separate from advertising bureau but expected to provide basic sales material.

★ ★ ★

TAB or TvAB? There's sentiment for both sets of initials to designate new tv advertising bureau. While backers of TvAB version concede it can be confused with independent unit formed during Chicago NARTB convention in May, they point to exploitation of visual medium inherent in such title.

★ ★ ★

WHEN ROBERT K. RICHARDS, administrative vice president of NARTB, leaves his $25,000 a year post October 1 to set up his own public relations business, NARTB will be numbered among his clients at approximately $12,000 per year. Mr. Richards also will participate in policy direction of two West Virginia stations—WHAR Clarksburg and WKYR Keyser—his acquisition of which now awaits FCC approval.

★ ★ ★

WOR-AM-TV, which have had hard going in highly competitive New York market, turned corner in June with black ink operations. WOR-AM, it's learned authoritatively, made money in May while tv outlet showed profit in June. Gordon Gray, veteran broadcaster, became vice president and general manager of operations last December at which time stations were believed to be losing in excess of $100,000 monthly.

★ ★ ★

DON'T WRITE off Bricker bill (S 3456) to authorize FCC to license and regulate networks directly on same basis as individual station licenses. Chairman Bricker (R-Ohio) of Senate Commerce Committee is considering appointment of special committee expert to research and draft plans for hearings on his bill, introduced May 13 and now pending before Senate Communications Subcommittee. There's reportedly Senatorial support, too, since most legislators cannot understand why broadcast field is only "half regulated," with stations licensed but networks outside regulatory scope except through "back door" of owned and operated network outlets.

★ ★ ★

WHILE health was given as principal reason for resignation of Edward T. Stodola as chief examiner of FCC after only three and a half months of service, to return to Civil Aeronautics Board, there's more to it than that. Old line FCC examiners, it's understood, made Mr. Stodola's job tough when he sought to check status of cases and jog them along on initial decisions. They cited Administrative Procedures Act and so-called McFarland Amendments as grounds for ignoring pleas. These provisions are regarded as unrealistic and untenable by many officials on independent agencies.

★ ★ ★

THOUGH there's no announcement, Senate Communications Subcommittee either informally or formally will suggest to FCC that it supply Edward Lamb, publisher-broadcaster, bill of particulars on renewal proceedings in advance of public announcement, to enable him to prepare his response. This is in keeping with suggestion that Comr. John C. Doerfer testified he had made to FCC only to be voted down.

★ ★ ★

BRIEFING ON how to win votes and influence electorate via microphone and camera was given representative group of Democrats last Tuesday under auspices of Democratic National Committee. J. Leonard Reinsch, managing director of Cox stations and consultant to committee, at request of Stephen Mitchell, national chairman, indoctrinated some 35 members of Congress, administrative aides to Senators and others in party councils on techniques in campaigns for fall elections.

★ ★ ★

IT WAS no simple task to get broadcast point of view into *Federal Bar Journal* symposium on Congressional Hearings and Investigations (see story on page 50). Although FBA committee asked NARTB attorneys Vince Wasilewski and Abiah Church to do piece, it kept asking them to be "objective." It got so that two NARTB'ers finally told FBA they'd either write piece their way, or someone else could be given assignment. After that, they were left alone.

the week in brief

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Announcing

the appointment of

H-R inc.

as the National Representatives

for Radio

KOWH
OMAHA

Another step toward even better service for KOWH advertisers is the appointment of H-R Inc. as National Representatives for "America's Most Listened-To Independent Station."

And just to cinch the "Most Listened-To" title even more firmly, KOWH just completed its 32nd month in first place in Omaha by setting a new record. With a day-time *rate of 46.2%,* KOWH has just topped the mark for share of audience in a six-station area.

And with an average like that, any spot you pick at random has a better than even chance of delivering you a *bigger listening audience than a spot on all other Omaha-Council Bluffs stations combined!*

MID-CONTINENT BROADCASTING CO.
General Manager; Todd Storz

KOWH	WTIX	WHB
Represented by	Represented by	Represented by
H-R Inc.	Adam J. Young, Jr.	John Blair & Co.

at deadline

Another Veteran Evicted; Auto-Lite Quits 'Suspense'

ELECTRIC Auto-Lite Co. will drop sponsorship of *Suspense* on CBS-TV (Tues., 9:30-10 p. m.) after Aug. 17 broadcast, as result of network's notification that in view of realignment of Tuesday night programming *Suspense* could not be renewed in present time period. CBS-TV issued statement Friday saying it has "and will continue to" offer alternate time periods and alternate programs to Electric Auto-Lite. Company has decided to exercise option and stop sponsorship after Aug. 17 program although original contract ran to February 1955.

Hubbell Robinson Jr., program vice president of CBS-TV, said Friday plans for replacement of *Suspense* were not ready for announcement. Evicting *Suspense* from its current spot follows pattern established by both NBC-TV and CBS-TV in realigning program schedules. NBC-TV moved U. S. Tobacco's *Martin Kane,* Firestone's *Voice of Firestone* (which switched to ABC Radio and ABC-TV), and Speidel Co.-Block Drug Co. *Name That Tune,* while CBS-TV has served similar notice on Lever Bros.' *Big Town.*

KPIX (TV) Transfer To Westinghouse Approved

TRANSFER of KPIX (TV) San Francisco to Westinghouse Electric Corp. probably will take place "late this month," it was announced Friday by E. V. Huggings, Westinghouse vice president for corporate affairs, following FCC approval for sale of ch. 5 CBS affiliate to Westinghouse for $6 million by Wesley I. Dumm and associates [B•T, April 12].

In revision of multiple-ownership rule interpretation, FCC also declared subsidiary Westinghouse Broadcasting Co. to be within legal limit of station holdings, stating WBC now has "interest" in six radio and four tv outlets. Commission approved waiver of rules to allow Westinghouse to continue prosecution of pending bids for two more tv outlets.

Aside from KPIX, Westinghouse owns WBZ-TV Boston and WPTZ (TV) Philadelphia. It bought WPTZ in early 1953 from Philco Corp. for record $8.5 million. FCC ruled Westinghouse would be considered to have "interest" in fourth tv outlet, ch. 13 KTLK (TV) Houston, for purpose of multiple ownership rule in view of minority holding in KTLK of Westinghouse Electric director Dillon Anderson.

WBC radio stations are WBZ Boston-WBZA Springfield, Mass., KDKA Pittsburgh, KEX Portland, Ore., KYW Philadelphia and WOWO Fort Wayne, Ind. Multiple ownership rule limits single entity to seven am, seven fm and five tv stations.

Westinghouse is applicant for ch. 11 at Pittsburgh and ch. 8 at Portland, Ore. In latter case, initial decision has been issued by hearing examiner favoring North Pacific Television Inc., chiefly owned by KING-AM-TV Seattle, but Westinghouse plans to appeal [B•T, June 28].

Consideration in KPIX sale, involving part cash and part stock, was held by FCC to have total market value of $7.6 million as of June 2. $6 million value was that at time of sales contract, it was explained. Westinghouse also acquires all KPIX profits retroactive to first of this year, it was reported.

Mr. Dumm, who was controlling stockholder of KPIX, retains ownership of KSFO San Francisco, not involved in sale of KPIX. Philip G. Lasky, vice president-general manager of KPIX and KSFO under Dumm group ownership, is to continue as directing head of KPIX under Westinghouse. KPIX staff will be retained, it was said.

In letter revising its earlier interpretation of applicability of multiple ownership rule to Westinghouse [B•T, Feb. 22, 15], FCC noted Westinghouse Electric director John L. Hall has severed connection with parent firm of WHDH Boston (ruled earlier to constitute Westinghouse "interest").

Letter indicated interest of director John M. Schiff in Transcontinental Properties Inc. no longer appears attributable to Westinghouse. Transcontinental is parent firm of ch. 38 WFTV (TV) Duluth, ch. 23 KETV (TV) Little Rock, Ark., ch. 36 KCTV (TV) Sioux City, Iowa, and ch. 20 WICS (TV) Springfield, Ill. WFTV and WICS are on air. Mr. Schiff holds 15% non-voting preferred stock in Transcontinental, and has been unable to find suitable buyer, it was reported earlier [B•T, March 29].

FOUR MINUTE SHOW?

NBC-TV has obtained exclusive rights to telecast of "Dream Race" between mile runners Jack Landy of Australia and Roger Bannister of Great Britain in Vancouver, B. C., Aug. 7. Transmission was arranged in cooperation with CBC, which will make actual telecast. Signal will be beamed from Vancouver to Seattle and thence by closed-circuit to Buffalo. It will be fed to NBC-TV in New York for showing between 5 and 6 p.m. EDT, as well as to CBC Television Network. Both runners have broken four-minute mile.

NARTB Seeks to Appear At Senate Rules Hearing

REQUEST to present broadcasting industry's position covering radio-tv pickups of Senate investigating committee made Friday by NARTB Vice President Ralph W. Hardy in letter to Sen. William E. Jenner (R-Ind.), chairman of Senate Subcommittee on Rules of Committee on Rules & Administration (see early story page 48).

Reminding that much testimony, some of it adverse, had been taken by subcommittee and that eight resolutions on subject were pending, Mr. Hardy asked permission to appear before subcommittee on behalf of radio-tv coverage of hearings.

New Record Policy Protested

VIGOROUS protest against adoption by record companies of 45 rpm disc voted unanimously by joint convention of North and South Carolina broadcasters at Myrtle Beach, S. C., last Friday (see earlier story, page 43).

Convention also approved resolution opposing Bryson Bill to ban alcoholic beverage advertising, on ground that any legal commodity may be legally advertised.

TESTING GROUND

NEW gimmick on new program, *Good Morning,* which starts today (Mon.) on WABC-TV New York, Monday-through-Friday 8-9 a.m., is attempting to get advertisers to use it as "proving ground" to pre-test tv commercials before putting them on network or film for nationwide use. Produced by John Moses Assocs., package programs firm, *Good Morning* will feature Allen Ludden as m.c. and Scotty Scott, station's weather girl, both as entertainers and commercial announcers.

• BUSINESS BRIEFLY

CAT'S PAW ON ABC • Cat's Paw Rubber Co., Baltimore, will sponsor Monday portion of *Modern Romances* five times weekly, 11-11:15 a.m., on ABC Radio, effective July 26. S. A. Levyne Co., Baltimore, is Cat's Paw agency. Additionally, ABC said new sponsor for Tues.-Fri. portions of series would be announced shortly.

SHORT BUT HEAVY • General Foods (Maxwell House instant coffee) preparing saturation radio spot announcement campaign using as many as 75 spots a day per market, 60 seconds and 20 seconds, mostly from 7 to 9 a.m. on July 21, 22, 23 in Southwest. Benton & Bowles, N. Y., is agency.

FALL TV CAMPAIGN • Burlington Mills (Cameo hosiery) planning to use fall spot announcement campaign in tv in about 40 scattered markets. Donahue & Co., N. Y., is agency.

PREAM EXPANDS • M & R Dietetic Labs (Pream), Cleveland, through Benton & Bowles, N. Y., expected to add 16 Midwest radio markets early in August. This is in addition to 20 markets added effective today (Mon.).

GROVE LOOKING • Grove Labs, through its agencies, Gardner, St. Louis, and Harry B. Cohen, N. Y., lining up availabilities for fall radio and tv spot announcement campaign.

Guild Films Reports Gains

RAPID growth of Guild Films Co., N. Y., since its establishment two years ago is pointed up in company's semi-annual report made public today (Mon.) by Reub Kaufman, president. Gross billings for first six months of 1954 amounted to $2,200,000 as compared with $350,000 for corresponding period of 1953, representing increase of about 600%. Other increases reported for six-month period were those of 600% in number of finished shows (from 26 half-hour telefilms to 160 half-hours); 700% in number of weekly telecasts of programs (from 48 to 360); 800% in number of licensees or sponsors of shows (from 39 to 309).

Luckies' Auctioneer Dies

F. E. BOONE SR., 61, whose voice was known to American radio listeners as auctioneer on American Tobacco Co. programs, died of heart disease at his home in Robersonville, N. C. Mr. Boone performed auctioneer's chant on Lucky Strike broadcasts from 1937 to 1951.

Twelve Renew 'Lives'

ZIV Television Programs Inc. announced Friday that 12 additional sponsors have renewed for second year of *I Led Three Lives* tv film series, raising to 77 number of current advertisers who have signed 52-week renewals at expiration of current contracts.

Weed to Move Headquarters

WEED & Co. and Weed Television Corp., station representatives, will move headquarters offices to 597 Fifth Ave., New York 17, effective July 10. Telephone will be Plaza 9-4700.

WAGA ZOOMS AHEAD WITH BOOMING ATLANTA



▲ An example of Atlanta's continued business expansion is Fulton National Bank's ▶ new 25 story office building now under construction in the downtown area.

● New Programs ● New Talent ● New Personnel

To keep ahead of the ever-expanding Atlanta market and to build an even larger listening audience, wide-awake WAGA has built vigorous new programs, obtained new talent, employed sales-minded, sales-making personalities.

Let us show you how this up-to-date streamlining can create sales for your product or service—give you more for your advertising dollar.

NEW PROGRAM
"GEORGIA PANORAMA"
6:15 - 6:45 p.m.

Featuring Three Top Local Personalities—

★ **Dale Clark**
★ **Les Henrickson**
★ **Ed Blair**

with local news, commentary, sports and "Atlanta Speaks."

Follows Allen Jackson and the News (CBS) 6—6:15 p.m.
Precedes Lowell Thomas (CBS) 6:45—7 p.m.

590 on the dial
5,000 watts

waga
CBS-Radio in Atlanta

A STORER STATION

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Three Television Grants Made Final by Commission

GRANTS for three new vhf tv stations made final by FCC Friday: ch. 12 to WBLK Clarksburg, W. Va.; ch. 2 at Henderson, Nev., to Southwestern Pub. Co. (KFSA-AM-TV Fort Smith, Ark.), and ch. 9 at Dothan, Ala., to Ala.-Fla.-Ga. Tv Co.

In Clarksburg case, Commission affirmed earlier grant to WBLK and denied Sec. 309(c) economic protest of Clarksburg Pub. Co., which claimed tv station would injure its local newspapers. FCC found no Grade A overlap would occur between WBLK-TV and WTRF-TV Wheeling, under common ownership. Final ruling also declared media diversification issue not pertinent since WBLK-TV parent firm, while publishing papers and owning stations in other cities, did not have paper in Clarksburg.

Southwestern was only bidder for ch. 2 at Henderson following dismissal of competitive application by KRAM Las Vegas. In Dothan case Commission denied competitive bid of WOOF Dothan in default.

Chs. 4, 5 Get Protection

TV channels 4 and 5 are going to be better protected from interference from fixed stations operating in the 72-76 mc band, it was indicated in FCC order issued Friday. Channels straddle fixed station band—ch. 4 on 66-72 mc and ch. 5 on 76-82 mc.

New order, which finalizes proposals made in 1952, provides that (1) all operations in 72-76 mc band must not cause harmful interference to tv reception on chs. 4 and 5; (2) present fixed operations in 72-76 mc band may continue but interference complaints must be cleared up in 90 days; (3) fixed stations within 10-80 miles of tv ch. 4 or 5 transmitters must meet certain technical criteria; (4) no fixed station in this band will be authorized if its transmitter is 10 miles or less from a ch. 4 or 5 tv transmitter. Amended rules become effective Aug. 9.

Uhf Applicant Quits Contest

WGRD Grand Rapids, Mich., granted petition to dismiss bid for ch. 23, but FCC ruled action was "with prejudice" because hearing was concluded in contest with Peninsular Broadcasting Co. and awaiting initial decision by Examiner J. D. Bond. WGRD said it dropped out in view of testimony before Senate Communications Subcommittee on problems of uhf [B•T, May 24 et seq.].

Raleigh-Durham De-Intermixture

DE-INTERMIXTURE of commercial channels in Raleigh-Durham market through switch of educational reservations there from uhf to vhf is asked in petition filed with FCC Friday by WNAO-TV Raleigh, operating on ch. 28. Educational ch. 40 at Durham would become commercial, reservation going to ch. 11, under permit to WTVD (TV) there, which plans September commencement. At Raleigh, reservation on ch. 22 would be switched to ch. 5, sought by WPTF and WRAL, whose bids are in hearing.

KTHE (TV) Keeps Alive

CONTINUED operation of KTHE (TV) Los Angeles, Hancock Foundation educational station, was promised by U. of Southern California last week following resignation of Capt. Allan Hancock from directorship of foundation of same name and as chairman of U. S. C. board of trustees [B•T, June 14]. University spokesman said station's present 20-hour weekly schedule would be maintained "as long as possible," but cautioned that station "must live within budget." Hancock Foundation has $2.15 million fund to support all its projects (KTHE, KUSC [FM], schools of telecommunications, aeronautics and oceanography). Rumor denied that Capt. Hancock had stipulated fixed percentage of fund for KTHE support until 1955.

SAFETY FOURTH

ACTING upon plea from President Eisenhower for safe Fourth of July weekend, Thomas F. O'Neil, president of Mutual, had recording made in which he referred to President's appeal and urged caution during holiday weekend. Special message was to be presented consistently on 560 stations of coast-to-coast Mutual network, starting Friday and ending today (Mon.).

Bendix Doubles Facilities For Auto Radio Production

OUTPUT of car radio production facilities to be doubled by Bendix Communications Div., of Bendix Aviation Corp., which already operates in Baltimore one of industry's longest auto radio assembly lines. Part of increase will be production of 50% of six-tube sets for 1955 Fords, according to Edward K. Foster, Bendix vice president and division general manager.

Pre-production shipments will start this fall. Bendix has been making auto radios for Ford for six years, and will reach 2,000,000th Ford unit near end of 1954. New six-tube model will take up less space than previous types.

AT&T Connects Four

FOUR more tv stations—KCBD-TV and KDUB-TV Lubbock, Tex.; WDBO-TV Orlando, Fla., and WISH-TV Indianapolis—were tied into AT&T's intercity tv facilities in time to receive live network video programs Thursday, AT&T reported Friday. KZTV (TV) Reno is scheduled to be interconnected tomorrow (Tues.); WLAC-TV Nashville and WTVI (TV) Terre Haute, July 15.

RCA Sets Dividends

RCA board Friday declared quarterly dividend of 25 cents per share on RCA common, payable Aug. 23 to holders of record July 16, and dividend of 87½ cents per share of first preferred for period July 1-Sept. 30, payable Oct. 1 to holders of record Sept. 13.

KING-TV's First Color

COLOR tv made its bow in Pacific Northwest with *Salute to Seattle* telecast by KING-TV. Seattle outlet has been testing color bar test patterns and plans motion picture films in color by early autumn.

UPCOMING

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 9: Air Force briefing of advertising agencies on bids for fiscal 1955 recruiting contract, Pentagon, Washington. Room 5A1070. 10 a.m.

July 10 (tentative): Senate Communications Subcommittee meets with FCC on status and development of uhf. G-16, Senate Wing, U. S. Capitol. Closed.

For other Upcomings see page 101.

PEOPLE

RICHARD F. GOEBEL, member of advertising department, Nestle Co., named advertising manager in charge of media, it was announced by **DONALD CADY,** vice president in charge of advertising and merchandising. Mr. Goebel joined Nestle in 1952 and is at company's executive offices in White Plains, N. Y.

WILLIAM STARK, salesman, WINS New York, joining New York office of WLW Cincinnati radio sales staff, succeeding **BEN F. CONWAY,** who has resigned to move to California.

MARK WEBB JR., recently discharged from Marines, named sales representative, WSAZ-TV Huntington, W. Va.

FREDERICK W. FLORENZ of Cupples Co., St. Louis, to sales staff, WBAL Baltimore.

ROBERT SIEGRIST, formerly of WGST Atlanta, named news-special events director, WEAS Decatur, Ga.

GEORGE C. VAUGHAN, director of sponsorship for The Advertising Council for past three years, has resigned, effective July 12, to join New York sales staff of MCA-Tv Ltd. His duties at council will be assigned temporarily to other members of New York staff.

Film Suit Amendment Planned

AMENDED SUIT charging that Matthew Fox, president-board chairman of Motion Pictures for Television, acquired 11 feature films as payoff for engineering sale of Eagle Lion Classics to United Artists, is expected to be filed tomorrow (Tuesday) in Los Angeles Superior Court. Suit, for $2.5 million, involves charges by six independent movie companies that five distribution firms prematurely released their features to tv.

New Agency Announced

MARTHA D. LEVY and James Carvin form new advertising and public relations agency, Levy-Carvin Adv., at 921½ Ryan St., Lake Charles, La. Miss Levy formerly was copywriter at Friend, Reiss, McGlone, N. Y., and Mr. Carvin was former production supervisor of McGraw-Hill advertising department. Agency will have radio and television accounts on local and regional basis.

WFBR's President Dies

FUNERAL services for Robert S. Maslin Sr., president of WFBR Baltimore since 1930, were to be held last Saturday at his home. Mr. Maslin, 79, died Thursday. Surviving are his son, Robert S. Maslin Jr., WFBR vice president in charge of advertising and promotion, and daughter, Mrs. Hope Barroll Jr.

WOW Boosts Radio Rates

ADVERTISING rate increase announced by WOW Omaha, with current advertisers protected for year. Station explained 542,000 new radio sets have been sold in Nebraska and Iowa alone in last 3½ years, according to manufacturers' data.

European Tv Conferences

TWO European conferences looking toward creation of permanent continental network scheduled this month in Paris and Rapallo, Italy, with members of European Broadcasting Union taking part. BBC tv executive said meetings will look into plans to maintain existing temporary network for several months.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

We Would Like You To Meet . . .



JIM THACKER

NEW WSAZ SPORTS DIRECTOR

THE FAVORITE SPORTSCASTER OF THE TRI-STATE AREA . . . Bringing the latest local, regional and national events to the listening audience at

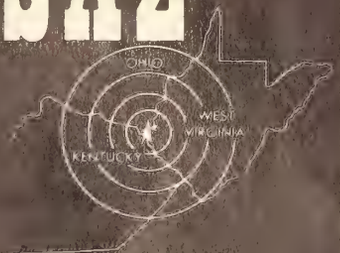
6:05 P.M.

MONDAY THRU SATURDAY

"TIME FOR SPORTS"

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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On the Washington scene...

Her column tops 'em all!



You might not think it, to look at slim, diminutive Elinor Lee... but she's one of Washington's best-known, most influential women. For one thing, she's food editor-columnist of Washington's largest newspaper, The Washington Post and Times Herald. For another, she's the dean of women broadcasters in the capital, with an award-studded record of more than 25 years as a dietician, homemaker and consumer service expert. (One of her WTOP shows was sponsored by Potomac Electric Power Co. for 11 years!)

But what's most important... her daily column of the air, "At Home with Elinor Lee," is (by a wide margin) Washington's *highest-rated women's program, month after month, year after year!*

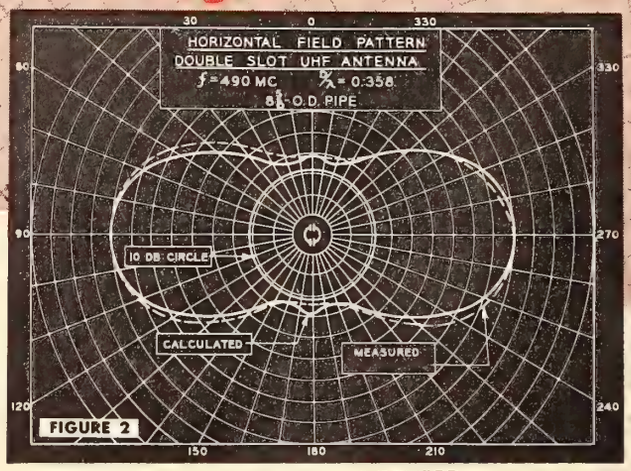
If Washington women interest you (and remember that we have the highest major-market family income in the nation here), reach them with Washington's most interesting woman, WTOP Radio's Elinor Lee.

WTOP RADIO

Represented by CBS Radio Spot Sales

Put your UHF





Do you require "single-direction" coverage?

If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?

If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?

If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?

All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, *with minimum power loss in vertically polarized radiation.*

Do you need BETTER "close-in" coverage?

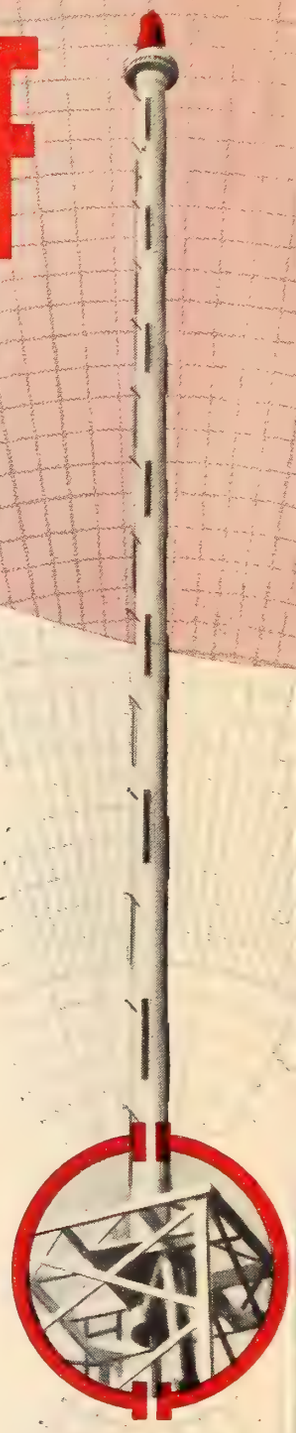
New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 4 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 3 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a commercial TV station now "ON-AIR").

How much UHF gain do you need?

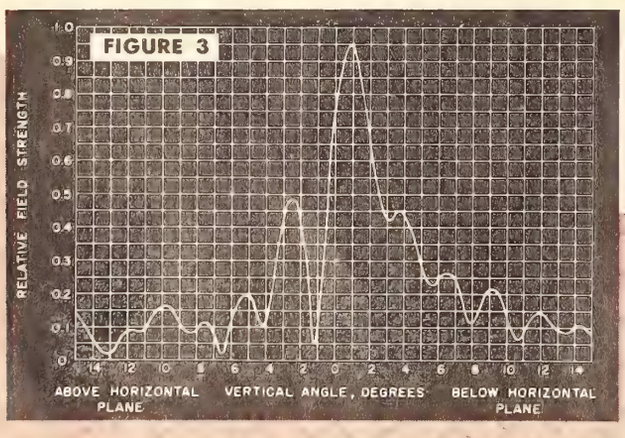
RCA standard UHF Pylons can be furnished with gains of 21, 24 and 27 . . . Directional UHF Pylons with maximum gains of 40 to 50, the realizable maximum gain depending upon channel and pattern shape. No tuning compromises—with resultant loss of gain (such as caused by cross-polarized components). *You get published gain!*

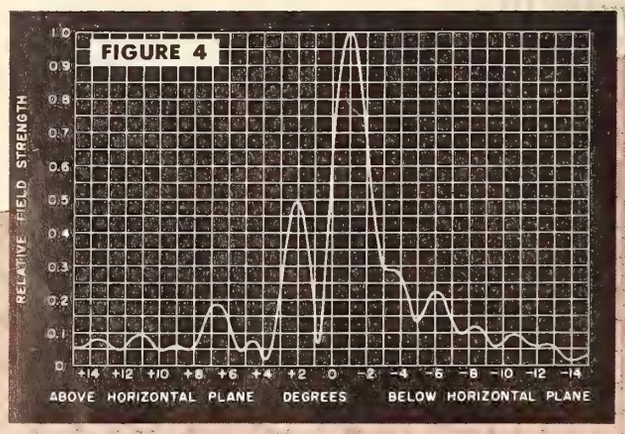
RCA UHF Pylon design is simplicity—plus! Just one feedpoint for the line input

You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.



Typical installation of an RCA Adjustable Beam, High-Gain UHF Pylon





signal where the population is

with an RCA "contour-engineered" Pylon

NOW... Free Measured Vertical Patterns and Power Gains with Every RCA UHF Antenna

Up to 500 KW ERP!

For maximum power on all UHF channels, RCA UHF antennas and the TTU-12A transmitter are the answer. Up to 300 Kw ERP can be attained with RCA Standard UHF Pylons—and up to 500 Kw ERP with RCA custom high gain UHF antennas.

RCA UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known.

Select the RCA UHF Pylon to meet your requirements
Power input ratings up to 50 KW!

Channel	Type	No. of Sections	Gain in Db	Power Gain	TV Power Rating** KW	TV Power Rating** DBK
14-83	TFU-24C*	16	13.8	24	50.0	17.0
14-30	TFU-21DL	14	13.22	21	10.0	10.0
14-30	TFU-24DL	16	13.8	24	10.0	10.0
31-50	TFU-24DM	16	13.8	24	10.0	10.0
51-83	TFU-27DH	18	14.31	27	10.0	10.0
14-30	TFU-21DAL (Custom)	14				
14-30	TFU-24DAL (Custom)	16	Directional Types: Horizontal pattern shapes, RMS and maximum power gains depend on channel. Beam-tilting and null fill-in features are included. All directional antennas are custom-built and specifications are subject to individual study and application.			
31-50	TFU-24DAM (Custom)	16				
51-83	TFU-27DAH (Custom)	18				

*Preliminary data. **Power ratings given are maximum visual power to input of antenna and assume aural carrier of one-half peak of visual sync.-rating. For other values of aural carrier the total average power is 1.1 X TV power rating listed above.

RCA supplies specially matched UHF transmission lines

No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0



RCA UHF TV Waveguide

RCA supplies complete UHF accessories



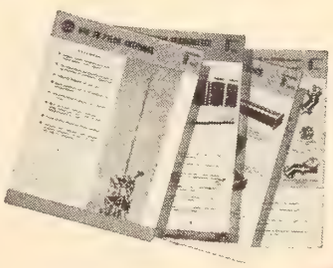
Only when everything in your transmitting system *is matched*—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

For planning help, call your RCA Broadcast Sales Representative.

4 New Books on UHF

- 12-page brochure on RCA-UHF TV Pylon Antennas
- 12-page brochure on RCA-UHF TV Waveguides
- 12-page brochure on RCA's 12.5 Kw UHF Transmitter
- 28-page brochure on RCA-UHF Transmission lines and fittings

Ask your RCA Broadcast Sales Representative for copies.



RCA®

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.


WBRC
TELEVISION • RADIO
Channel 6
960 Kilocycles
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BECOMES
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July 4th
WBRC Radio and Television "ROCKETS" ahead with the nation's Number One Network, CBS, July 4th! Offering unsurpassed coverage over a 35 county area in the Industrial Center of the South.
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118 E. 57th St., New York 22, Eldorado 5-7690
BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

THE GARY CROSBY SHOW

Network: CBS Radio
Time: Sun., 8-8:30 p.m. EDT
Writer-Producer: Bill Morrow
Director: Murdo MacKenzie
Music: Jeff Alexander
Star: Gary Crosby
Origination: Hollywood by transcription
Production Costs: $4,160 per week

THE CROSBYS believe in keeping their radio contracts in the family. Back when summer was just around the corner it was time to think about a replacement for Bing Crosby's weekly radio show on CBS. Son Gary, who has been cautiously feeling his way around show business for the last few years under the expert tutelage of his famous father, got the job. *The Gary Crosby Show* is now a regular CBS attraction each Sunday night.

The show is a junior version of its predecessor. Its star is a carbon copy of the original. This will assure Gary a sizable following for awhile at least. Whether or not his father's fans will permanently accept him on the strength of the similarity between them in both personality and performance, is another matter. Time—and the fans—will decide that.

At any rate, the young Mr. Crosby, who celebrated his 21st birthday on his show last week, has inherited a good deal of his father's charm and talent for pleasing his listeners. He is relaxed, congenial and confident. He has even made a stab at developing his own singing style although his voice and song delivery have definite traces of the Crosby touch.

A more pointed and bothersome trace, however, is in the dialogue between Gary and the guests who appear on the show. Bill Morrow, who writes scripts for the *The Bing Crosby Show*, is also supplying the spoken word for its replacement. It is to Gary's disadvantage that Mr. Morrow is still writing for Bing. Perhaps a writer cannot change his style but in order to establish himself as a personality—not a mimic—Gary Crosby would probably be wise if he changed his writer.

THE WORLD OF MR. SWEENEY

Network: NBC-TV
Time: Tues.-Fri., 7:30-7:45 p.m.
Origination: New York
Star: Charles Ruggles
Cast: Glenn Walken and Helen Wagner
Producer: Sam Schiff
Director: Alan Neuman
Writer: Arthur Stander
Sponsor: Offered for co-op sponsorship
Production Costs: $9,000-$10,000 per week

NBC-TV's *The World of Mr. Sweeney* is in the grand tradition of radio and television situation comedies. The recipe calls for a principal character (Mrs. Goldberg, Mamma, Maxie the Taxi, Mr. Peepers, et al.) and a setting. The latter can be a family, a taxicab, a school, an office or a country store. The country store was chosen for Mr. Sweeney's locale.

Cicero P. Sweeney is the "prop." of the Mapleton (U.S.A.) general store. Played by the ineffable Charlie Ruggles, Mr. Sweeney is the town "character," who is friend, judge, fixer-upper, philosopher and what-have-you to everyone in the mythical community. Title and surname to the contrary, Mr. Ruggles gives his character a stock Yankee quality, at least in the first show which appeared on the country's screens last Wednesday.

Since the new series runs for only 15 minutes, Tuesdays through Fridays, the situation in *The World of*—necessarily is limited. The network used the right word when it spoke of a "vignette."

In the first essay, Mr. Sweeney helped bring the town's social leader (distaff department) down to more humane size—through a rather implausible plot contrivance. Nevertheless, the quarter-hour gave Mr. Sweeney time to expound New England-edged homilies and "hey rube" witticisms.

Mr. Ruggles, who has been in show business for 48 years (his count), hopes that *The World of*—will be expanded to 30 minutes. Since the 15-minute series derives from his once-a-week characterization of the mellow storekeeper on the *Kate Smith Hour*, it is to be hoped that the half hour is not too far in the future. With that amount of time, a craftsman like Mr. Ruggles could really sink his teeth into the role.

Promised are the appearances from time to time of seven-year-old Glenn Walken as Kippie, Mr. Sweeney's grandson, and Helen Wagner, as the boy's mother.

SELLING AND PROMOTING RADIO AND TELEVISION, by Jacob A. Evans. Published by Printers' Ink Pub. Co., 205 E. 42d St., New York. $5.95.

IN SIMPLE language, with explicit detail and many pertinent examples, NBC's director of national advertising and promotion in this 348-page volume has spelled out exactly what every time salesman or promotion man needs to know about his station, his market and his clients. This book belongs in every station library as a textbook for the beginner, a refresher course for the veteran and a handy reference for the station's management. One of broadcasting's all-time great salesmen, Niles Trammell, former NBC president, supplies the foreword.

DIRECTORY OF JOURNALISM FILMS, compiled by Assn. for Education in Journalism. Iowa State College Press, Press Bldg., Ames, Iowa. 95 pp. $1.

THIS paper-bound, mimeographed booklet lists some 450 available films in six major areas of mass communications, and is intended to increase the use of film materials in journalism education in both colleges and high schools. The film listings come under general headings as follows: advertising and business side of journalism; graphic arts; magazine field; newspaper field; public relations, public opinion and propaganda; radio and television, and miscellaneous films. Data includes titles, description, size, whether color or sound, time, sponsor, and cost, if any, of purchase or rental.

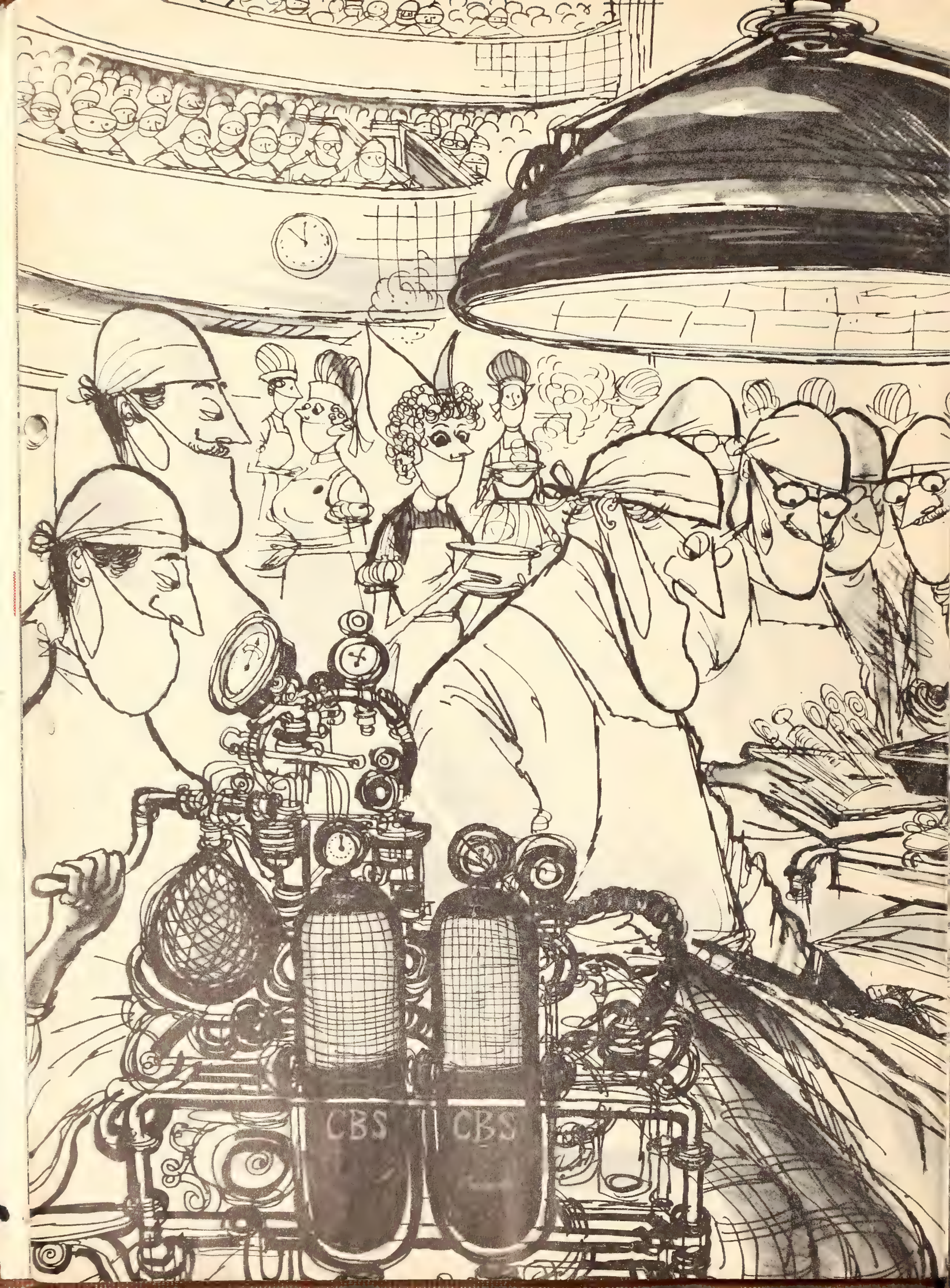
FUNDAMENTALS OF TRANSISTORS, by Leonard M. Krugman. John F. Rider Publisher Inc., 480 Canal St., New York. 160 pp. $2.70.

THIS book is designed to consolidate in practical form for the technician and amateur all the fundamentals necessary to assure a complete understanding of basic transistor operation, performance and characteristics. It also is intended that this book will serve the initial needs of engineering students and engineers who are confronted with transistors for the first time.

HOW TO LOCATE AND ELIMINATE RADIO AND TV INTERFERENCE, by Fred D. Rowe. John F. Rider Publisher Inc., 480 Canal St., New York. 128 pp. $1.80.

ALTHOUGH interference investigation is a specialized field, the aim of this book is to assist the service technician in overcoming these difficulties by supplying him with the fundamental reasons why they occur. Since the basic methods of locating and eliminating many troubles are equally applicable to both radio and tv, no fine line of demarcation is drawn between the two, except in special cases.

COVER
NORTH CAROLINA'S
RICH, GROWING*
"GOLDEN TRIANGLE"
WINSTON-SALEM
GREENSBORO
HIGH POINT
WITH
WSJS
TELEVISION
CHANNEL 12
* A 24 COUNTY MARKET WITH A POPULATION OF 1,303,700
(Sales Management 1954 Survey of Buying Power)
NBC
Interconnected Television Affiliate
National Representative:
The Headley-Reed Company


CBS
CBS

With CBS Radio

Spot Sales assisting...

Every operation is a success!



With our help, you can operate with a sure and steady hand in thirteen of your most crucial areas. We'll provide you with everything you need to come through brilliantly...

THE RIGHT MEDIUM: In these areas—thirteen of the nation's biggest markets—you'll find 31% more radio families today than in 1947, before television. And family ownership of radios has increased 71% during the same period. And radio set sales are running 166% higher than television set sales. Radio's the right instrument for the most delicate—or the toughest—operation!

THE RIGHT STATIONS: Our thirteen stations command more than 36% of the nation's total population...more than 38% of the nation's retail sales. *And each station delivers the biggest average share of audience in its area, day and night, year after year after year!* In radio, the stations we represent represent radio at its best!

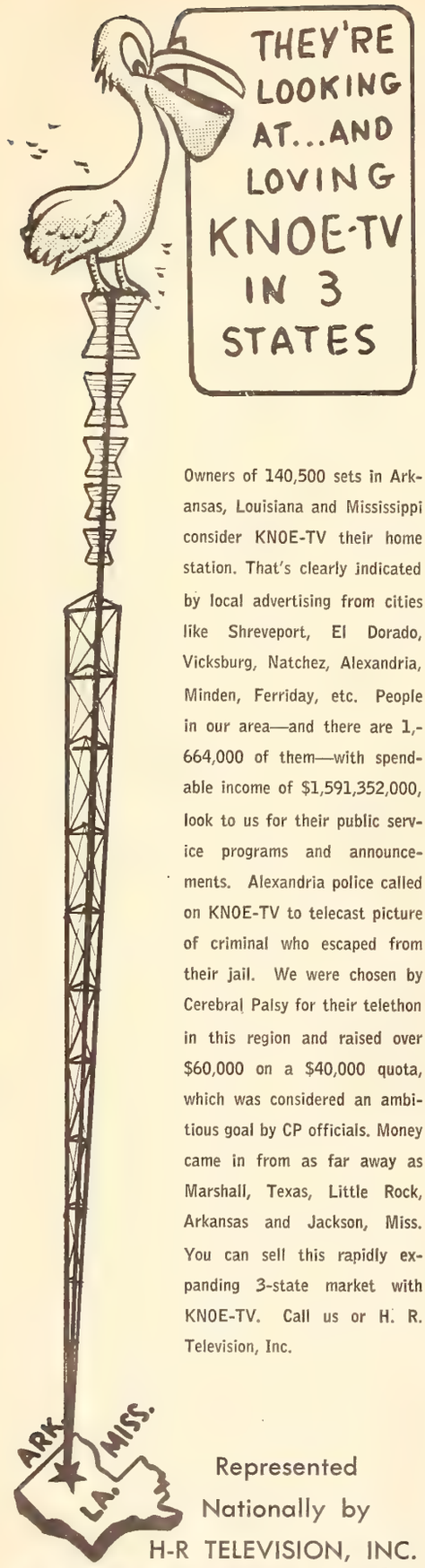
THE RIGHT REPRESENTATIVE: We're an outfit of 88 full-time radio people, including the largest research and promotion departments in the spot business, so that our account executives can give you *all* the answers *all* the time...can prescribe the right availabilities for the right kind of sales results in *every one* of the thirteen markets.

Call us in for consultation about *your* operation, won't you? Maybe we can be a real lifesaver.

CBS RADIO SPOT SALES

Representing: WCBS, New York—WBBM, Chicago—KNX, Los Angeles WCAU, Philadelphia—KCBS, San Francisco—KSL, Salt Lake City WCCO, Minneapolis-St. Paul—WBT, Charlotte—WMBR, Jacksonville WEEI, Boston—WRVA, Richmond—WTOP, Washington—KMOX, St. Louis—Columbia Pacific Radio Network and Bonneville Radio Network

All sources on request.



Owners of 140,500 sets in Arkansas, Louisiana and Mississippi consider KNOE-TV their home station. That's clearly indicated by local advertising from cities like Shreveport, El Dorado, Vicksburg, Natchez, Alexandria, Minden, Ferriday, etc. People in our area—and there are 1,664,000 of them—with spendable income of $1,591,352,000, look to us for their public service programs and announcements. Alexandria police called on KNOE-TV to telecast picture of criminal who escaped from their jail. We were chosen by Cerebral Palsy for their telethon in this region and raised over $60,000 on a $40,000 quota, which was considered an ambitious goal by CP officials. Money came in from as far away as Marshall, Texas, Little Rock, Arkansas and Jackson, Miss. You can sell this rapidly expanding 3-state market with KNOE-TV. Call us or H. R. Television, Inc.

Represented Nationally by H-R TELEVISION, INC.

KNOE-TV

Channel 8—Monroe, La.

CBS — NBC — ABC — DUMONT

Paul H. Goldman, V.P. & Gen'l Mgr.

A JAMES A. NOE STATION

OPEN MIKE

'Ads, Women and Boxtops'

EDITOR:

Your series "Ads, Women and Boxtops" by Duane Jones is a most excellent series.

I note in this week's BROADCASTING • TELECASTING that this series is condensed from a forthcoming book. Will you be kind enough to advise me the title and availability of this forthcoming book? We certainly want same for our library . . .

Lloyd D. Loers, Tv Sls. Mgr.
KGLO-AM-FM-TV Mason City, Iowa

[EDITOR'S NOTE: Final publishing plans are not complete.

Thomas Doubted

EDITOR:

Someone sent me the clipping of the Norman Thomas letter you published in your current issue [June 21] headed "No Knights Needed." Since I am the "knight" to whom Mr. Thomas refers, may I make it clear that my original intention was not to debate Mr. Thomas on the merits—or lack of them—of Facts Forum, but to question him on his rather serious allegations concerning the organization. . . .

I know nothing about H. L. Hunt or his motives—good or bad—in sponsoring Facts Forum. But I believe he has as much right to go into the tv business as has Henry Ford Jr. through his Ford Foundation. As yet, I haven't noted Mr. Thomas raising any objections to Mr. Ford's activities. Why?

But what really got me was Mr. Thomas pressuring a network to keep Facts Forum off the air—and this in the name of "cultural freedom." This hardly made sense to me since Mr. Thomas' most recent book assails pressures on networks when pro-Communist entertainers are involved. . . .

Victor Lasky
New York

News When It Is

EDITOR:

Your editorial, "Vicious Horse Play," in June 14 B•T certainly hit the nail on the head in more ways than one. I am happy to see you take up the fight for radio stations to be able to broadcast news when it is news whether it's a horse race or anything else. . . .

Fred M. Wood, Gen. Mgr.
WWBZ Vineland, N. J.

Round and Round (Cont.)

EDITOR:

With regard to the "major" record companies recent action (the change to 45's etc.), it's too bad that we have to use that much used quotation "We have just begun to fight."

But, fight, we will!

Here in Texas, and I hope in every state, a movement is underway to enlist the aid and written sentiments of every broadcaster, on these issues. Look out record companies, when every state association gets this ball rolling. . . .

Les Eugene, Sta. Mgr.
KTFS Texarkana, Tex.

Left Out

EDITOR:

We note the story on page 62 of the June 28 issue in which recognition is given the successful "Dollar Days" staged by the Charlotte (N. C.) Broadcasters Assn. and the Charlotte Merchants Assn. It appears that WIST was apparently inadvertently omitted in the broadcasters' group which was credited with the project. I hasten to point out that WIST was very much a part of this successful project, and we are most pleased with the successful promotion our media had on this occasion. . . .

W. Frank Harden, Mng. Dr.
WIST Charlotte, N. C.

Fun for Fellowship

EDITOR:

In the June 28, 1954 issue of BROADCASTING • TELECASTING, page 98, there appeared a cartoon by G. C. Troop which we would like to include in copy for a future issue of our publication, "Visual Education Fellowship Newsletter." . . .

June Kushino, Administrative Sec'y
Dept. of Audio-Visual & Radio Education
National Council of the Churches of Christ
Chicago.

[EDITOR'S NOTE: Permission granted.]

Capital "T", All the Way

EDITOR:

On May 31, 1954, there appeared an article in your magazine . . . (and) reference was made to Technicolor . . . But we note that on one instance the word Technicolor was used with a small "t" whereas the words Ansco, Kodochrome and Kodak were used with initial capital letters in all places as befits their proper usuage as proper nouns.

. . .We wish . . . to call this to your attention and to be diligent in protecting our registered trade-mark Technicolor.

Volney F. Morin, Resident Counsel
Technicolor Motion Picture Corp.

Freak Tv Signals Are Back

THAT old midsummer madness—freak television reception—is back with us again, as correspondence at B•T revealed last week.

At least three television stations were pleased to acknowledge distant viewers—some of them thousands of miles away.

CJON St. John's, Nfld., reported receiving a portion of the Army-McCarthy hearings from WSYR-TV Syracuse, N. Y., on the 17-inch Marconi tv set at its studios.

WABC-TV New York, key ABC-TV station, said its signal was picked up 400 miles away.

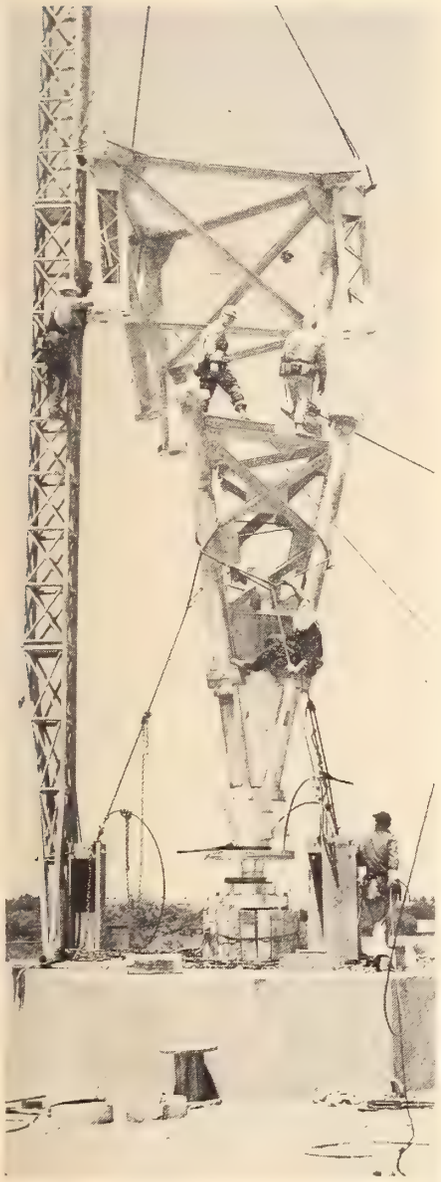
WCCO-TV Minneapolis-St. Paul said it had so many reports of reception from distant points that it is saving up a collection of cards and letters from distant viewers. These distant postmarks now number 22.

One WCCO-TV viewer was a man aboard a ship off the eastern coast of the U. S., who watched a basketball game from "thousands of miles away"; other messages were received from Florida, Pennsylvania, Texas, Alberta (Canada), Flordia, Georgia, Mississippi and Louisiana.

WABC-TV's and WCCO-TV's explanations of the phenomena differ somewhat. WCCO-AM-TV Engineering Director John M. Sherman says it's the troposphere acting up, caused by mysterious spots on the sun which create layers of gaseous substances in the troposphere to act as a giant reflector to a radio or tv signal.

ABC Engineering Vice President Frank Marx calls it abnormal temperature inversion, resulting from a cold front moving in rapidly over a warm front.

Going Up!



WORLD'S TALLEST MAN-MADE STRUCTURE!

KWTV

OKLAHOMA'S NO. 1 TV STATION!

NO. 1 IN HEIGHT—1572-foot tower, tallest in the world!

NO. 1 IN POWER—316,000 watts!

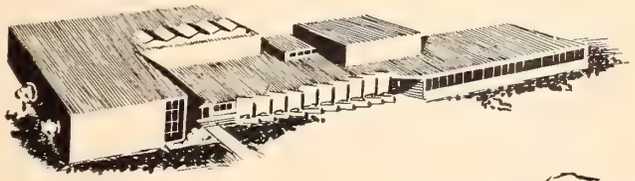
NO. 1 IN COVERAGE—will bring viewing to Oklahoma areas never before served by television!

The first 35 feet of KWTV's massive tower (at left) swings into place. This section weighs 64,000 pounds. In the other picture workmen set the solid steel cap on a cluster of 21 porcelain insulators. The insulators are four inches in diameter.

NOW is the time to start **your** (sales) building with KWTV. Ask us for the complete story!



EDGAR T. BELL, Executive Vice Pres.
FRED L. VANCE, Sales Manager





OKLAHOMA CITY

AFFILIATED MANAGEMENT KOMA CBS • REPRESENTED BY AVERY-KNODEL, INC.

EVEN HAMILTON WATCHES

W·H·E·N



IT takes two to make a duel, but better a bullet in the back than miss a single moment of the fun on Channel 8.



The eyes of Hamilton are on the target that really matters . . . WHEN-TV, where top score is perfect pleasure and everyone gets top score.

Hamilton is only one of the 250 upstate New York communities that happily shoot the works on WHEN-TV advertised products. And every day, every night the target-wise Hamiltonians fix their sights again on Channel 8.

Want to draw a bead on a covey of prospective customers . . . and bag some top sales for your product?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

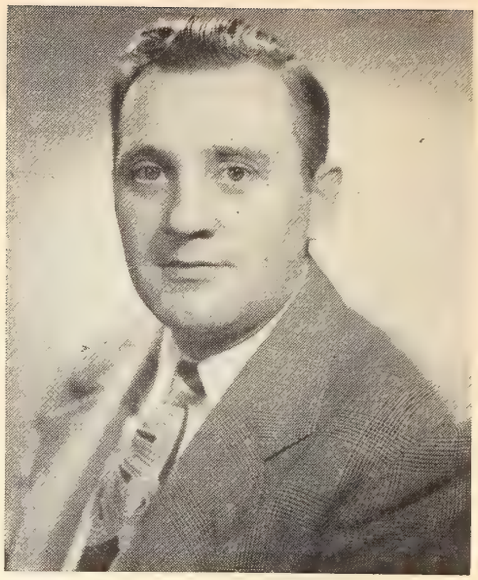
W·H·E·N

CHANNEL 8

SYRACUSE, N.Y.

our respects

to KIERAN THOMAS MURPHY



DETERMINATION to succeed is the backbone of Kieran Thomas Murphy's story.

Growing up on the sidewalks of the Bronx, young Kieran learned the value of a dollar the hard way when in his teens both parents died, leaving eight Murphy children.

At this stage of life Kieran Murphy had to think quickly. He shouldered his responsibilities —quit school and took the first job he could find. It was these early experiences with the art of making-do with what little you have that started Mr. Murphy on the ambitious climb to his present position as vice president and treasurer of the Crosley Broadcasting Corp.

He began as office boy with King Features. Running messages, going for coffee and assisting the bookkeeper seemed to him to be menial tasks. The necessity of completing his formal education seemed apparent.

Determined to get ahead, he enrolled in night school to complete his high school requirements. Then he entered Pace College, majoring in accountancy, and graduated after eight years of evening classes.

From there his career started to take shape. He left King Features and joined the fledgling Hearst Radio Inc. where he was soon promoted to a position with Hearst Enterprises Inc. The next step up was as assistant chief accountant for Hearst Enterprises, a job that encompassed the management side of newspapers, magazines, radio stations and other properties reaching across the country.

At the age of 28, in 1943, Mr. Murphy was made business manager of the Hearst-owned WINS New York. Three years later, when Crosley purchased WINS, Mr. Murphy stayed with the station and began his career with Crosley.

In 1949, he was appointed manager and controller of WINS. Under his direction the station hit its top level for net profits.

To Headquarters

Mr. Murphy's career began to mushroom. Because of his skill with corporate finances he was transferred about a year later to Crosley Broadcasting Corp.'s headquarters in Cincinnati as comptroller. In 1951, at the age of 36, Mr. Murphy was elected a vice president and named treasurer of the firm.

His activities as head of all the accounting departments of the multi-million dollar organization keep him constantly on the move. As part of the weekly work diet he keeps a watchful eye on income and expenditures of WLW Cincinnati and the four Crosley television outlets: WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLWA (TV) Atlanta. He also is charged with inter-company industrial relations and the acquisition and sale of Crosley properties.

During the week, he is as much at home on an airliner flying to New York, Atlanta, Chicago or some other city, as he is in his office.

Business from Sickbed

It's a difficult task to keep the stocky, broad-shouldered Mr. Murphy out of things. A short while ago he was ordered hospitalized for a rest. The doctor turned a deaf ear to his many pleas to get back to work. Finally, after adamant requests, the doctor agreed to have a telephone installed in the room so that Mr. Murphy "might talk to his friends." Once the phone was connected Mr. Murphy was negotiating the final details of Crosley's recent sale of WINS.

In addition to all this, Mr. Murphy works directly with the U. S. government each year on the cost of operating the Crosley-built Voice of America transmitters located at Bethany, Ohio, about 30 miles north of Cincinnati. Each transmitter has a power of 200 kw.

Mr. Murphy's present plans for improving the financial functioning of Crosley are many. He is in the midst of reorganizing a number of corporate divisions and is eyeing new ways of speeding up the processing of financial reports and new methods to effect a closer financial liaison between and firm's varied enterprises.

In his office, amidst ledgers, tax books and corporate reports, Mr. Murphy has a table set aside for four pictures—those of his sons, Kieran Jr., 11, and Peter, 8, his wife, Anne, and his cousin, comedian Dennis Day. The Murphys are a singing Irish family and St. Patrick's Day finds their home full of music with the County Cork flavor.

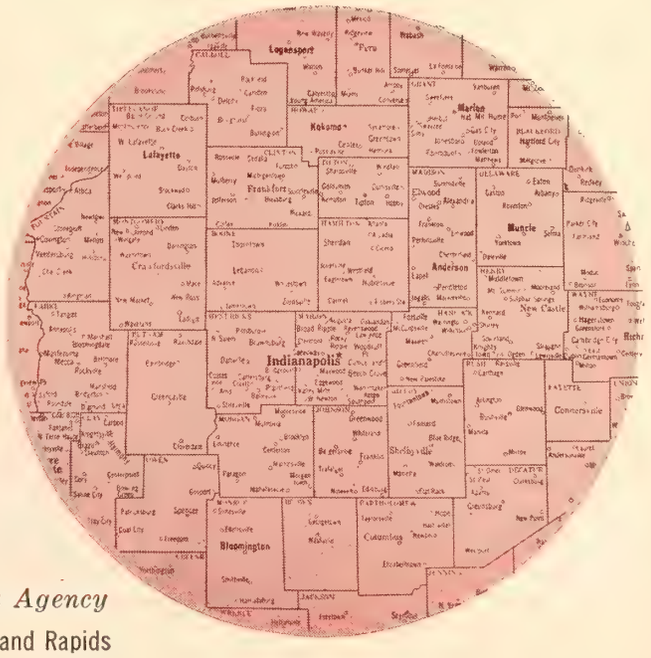
Mr. Murphy, who is also known as K. T., Kieran or just Murph, is fond of trout and deep sea fishing and bowling, and, when peace and quiet are available, reading—either news, business magazines or historical novels. At present he is taking some extra time to set his new home in order. It's on the western approach to Cincinnati and has plenty of ground for Mr. Murphy to toy with when his busy schedule permits.

Higher Tower, Higher Power

add 12,000 sq. mile coverage area

Tower:	UP	Now 1019 feet
Power:	UP	Now 100,000 watts
Households:	UP	76.1%*
Farm Households:	UP	147.3%
Tv Homes:	UP	59.5%
Retail Sales:	UP	71.8%
Farm Income:	UP	141.1%
Food Store Sales:	UP	74.3%
Drug Store Sales:	UP	20.3%
Counties Covered:	UP	122.2%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.



* *Data, based on Nov. Nielsen, compares new coverage area with coverage prior to power-tower increase.*

WFBM-TV

Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids



Passing lures don't take away our listeners. We stack up . . . for we carry the 20 top-rated programs, day and night. And for faithful listening, WBNS has lasting appeal — a greater tune-in than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO



EDWIN REYNOLDS

on all accounts

EDWIN (RED) REYNOLDS, director of radio and television for Fletcher D. Richards Inc., New York, is one of the most talented promotion executives in the country. Moreover—as one agency man who has known him for 18 years put it—"When they start passing out honors for nice guys in the industry, there'd be no way in the world of keeping Red Reynolds off the first team."

Actually, Mr. Reynolds has another and earlier claim to All-American distinction—as oarsman on a championship Princeton crew of the late '20s. An alumnus of the class of '29, he was also a member of the famed Triangle Club there in the era that produced Josh Logan, Henry Fonda and James Stewart, fellow grads.

Bucking the business world in the first year of the depression, Mr. Reynolds started out as an investment adviser, the first of a series of depression jobs that led him eventually to his destined field of promotion. As far back as 1931 he saw the potential of frozen foods and initiated the first successful promotion of the infant Birdseye Food Co., introducing its products on menus of leading restaurants.

In 1932 he joined R. H. Macy's department store, where one of his duties was to write a show each Friday for Macy's on WOR. That was his introduction into radio. When the station moved from Newark to New York the officials there invited him to join the station as promotion manager. He accepted and remained with WOR in that capacity until 1936 when he accepted an offer from CBS to serve as copy chief under Vic Ratner, then head of promotion. Soon after that he was appointed manager of all CBS owned and operated station promotion. He stayed with the network for 15 years, leaving in 1950 to join the National Collegiate Athletic Assn. in Chicago, as its television director.

He remained with NCAA for six months and then accepted a bid from the Richards agency to function as program director in charge of the *Royal Showcase*.

Among the accounts that he supervises in radio and television are U. S. Rubber (participations on NBC-TV *Today*, live tv spot campaign in 85 cities), Avoset Mfg., Qwip (CBS-TV *Morning Show*), Eastern Airlines (91-station radio spot schedule) and American Machine Foundry (participation on CBS-TV *Omnibus* last year).

Mr. Reynolds has been married for the past 18 years to the former Charlotte Fairchild. They live in a Manhattan apartment.

Mr. Reynolds lists photography, the theatre and the Brooklyn Dodgers among his hobbies.



The signs of Charlotte are signs of a market bigger by far than city population indicates. Take air traffic, for example:

In air passengers per thousand population, Charlotte ranks fourth in the nation, surpassed only by Miami, Dallas and Atlanta—surpassing such air travel centers as Washington, Kansas City and San Francisco-Oakland.

Charlotte's bulging, pre-war air terminal gives way to a plush, new $1,500,000 terminal building due for dedication this spring.

Such busy-ness cannot be accounted for alone by the fact that there is no rival commercial airport for 60 miles in any direction but only by the additional fact that this 60-mile area is densely populated with prosperous people who depend upon Charlotte for air travel and myriad other services, including—

—Radio and television. Charlotte's great area stations, WBT and WBTV unite hundreds of populous textile communities into one integrated market ranking in the first 25 markets of the nation.

Coverage to Match the Market

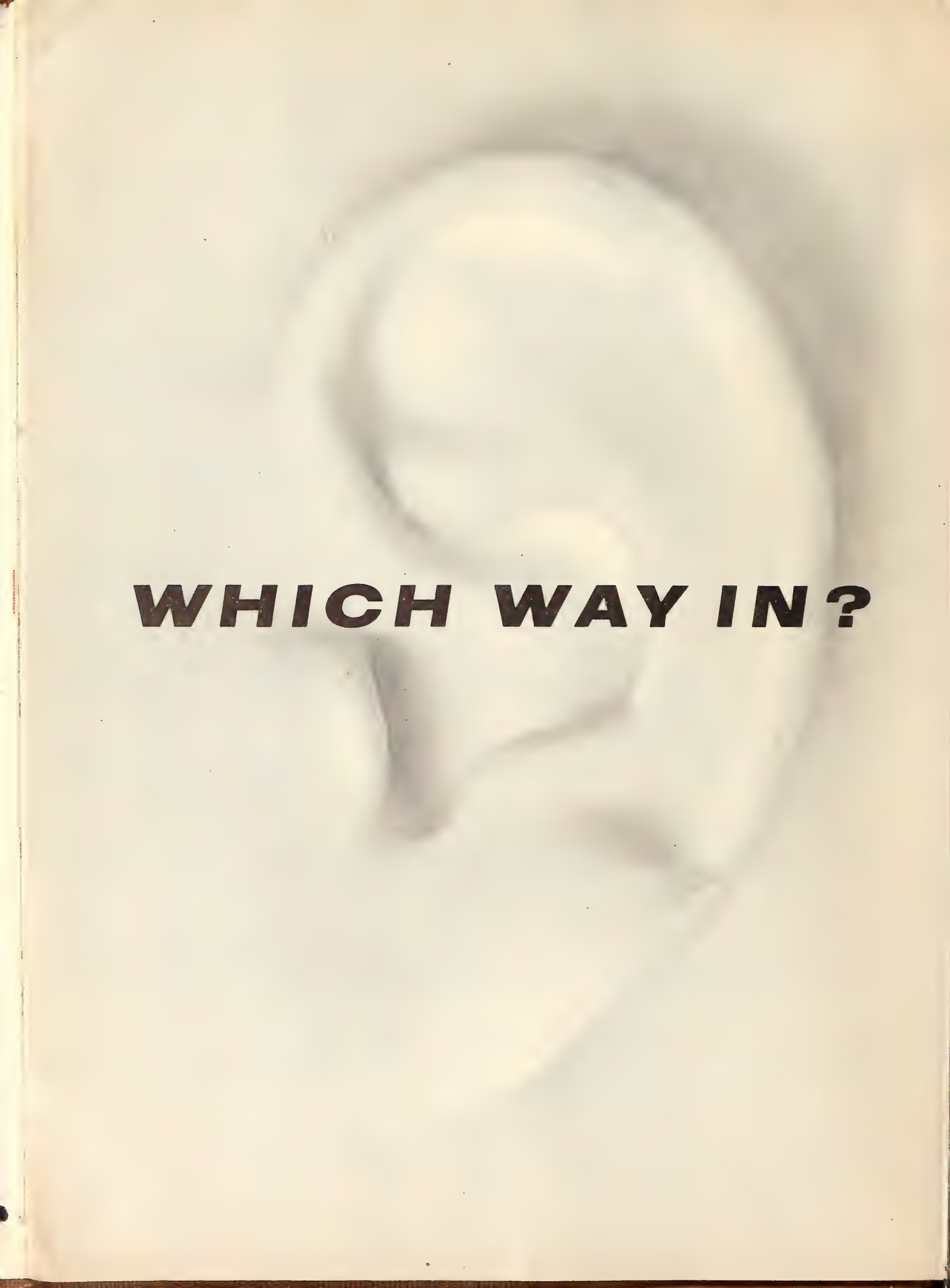
Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE, N. C.



The Radio-TV Services of the Jefferson Standard Life Insurance Company


WHICH WAY IN?

How to make the most memorable impression on the human mind is the subject of a now classic debate among the advocates of mass advertising media.

It started with the advent of radio and the thesis that the living voice best moved men to action because it could tell your story with human persuasiveness, give it the precise emphasis your message required, and make every line a headline.

The partisans of the printed page have cited arguments as old as Confucius and held that in addition to the authority of the printed word, the use of pictures could arrest, clarify, evoke a mood and a desire to buy that the spoken word alone could never achieve.

Since the appearance of television, the debate seems somewhat academic. We'd like to participate in it, but nobody wants to listen. For we've never found anyone who doubted television's impact... even before it began.

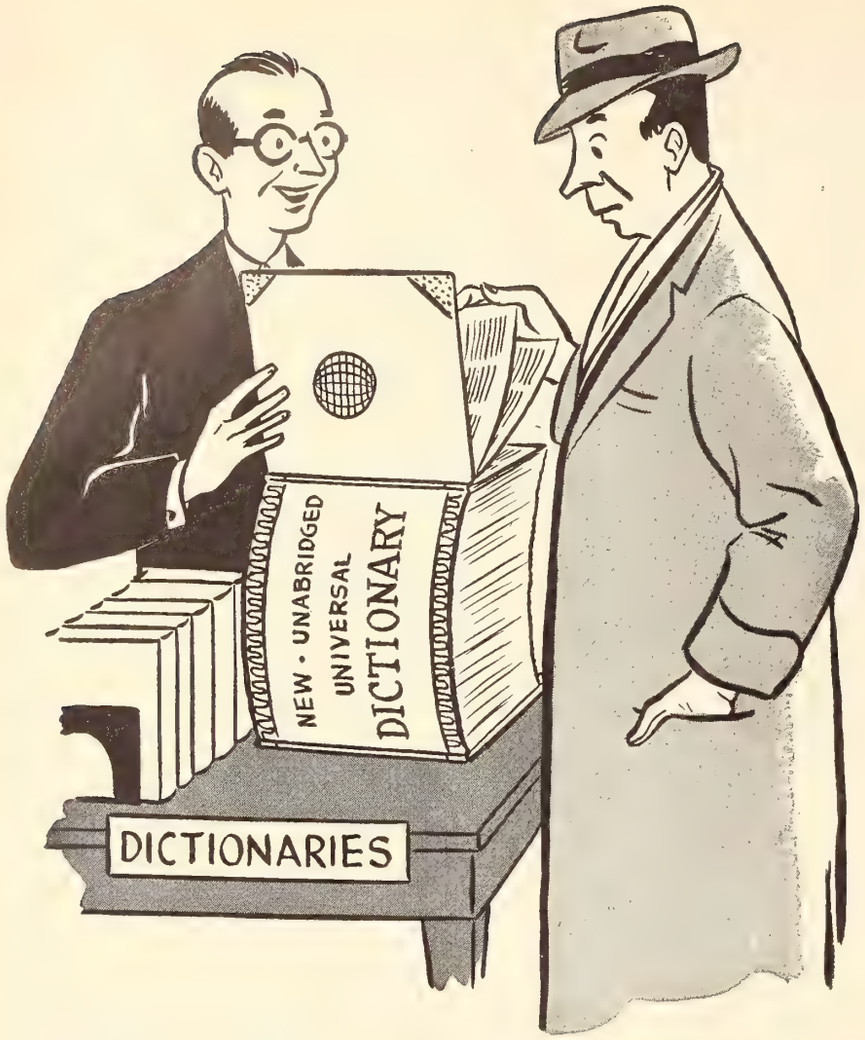
It was obvious at once that television makes the strongest impression. But it was not so certain to make it with comparable economy.

Yet television already wins larger audiences than any other mass medium. And it already reaches more people per dollar than printed media. To deliver the same total circulation today, television costs half as much as a group of magazines and a quarter as much as a group of newspapers.

And in all television, the network with the lowest cost per thousand is CBS Television —20% lower than the second network.

Advertisers, convinced that the eye and ear work best together, seem to have settled the debate with some finality. In the first four months of 1954, they made a greater investment in the facilities of CBS Television than in any broadcasting network or national magazine.

CBS TELEVISION



"But is this one

REALLY complete?"

If you want to be 100% "thorough" in covering Kentucky with radio, more power to you—and you'll need *plenty!*

On the other hand, if you want to reach 51.3% of the State's total purchasing power, at minimum cost, you can do it with just *one* station! 5000-watt WAVE delivers the big Louisville Trading Area intact—covers it, plus a quarter-billion dollar chunk of Southern Indiana, thoroughly, and without waste circulation. To get the remaining 48.7% of the State's income, you need *many* of Kentucky's 47 other radio stations.

Check NBC Spot Sales for full details!

5000 WATTS

NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, *Exclusive National Representatives*

IN PUBLIC INTEREST

'Highway Cavalcade 1954'

WTTM Trenton, N. J., has launched its Highway Cavalcade 1954, a public service safety program. The campaign, which lasts to Labor Day, each weekend features 36 hours' continuous programming of music, news, sports, traffic bulletins and highway detour details. In addition five quarter-hour broadcasts are aired each week on various aspects of safety. The program, which began in 1951, has won two public interest awards from the National Safety Council.

Wichita Marathon

A WICHITA broadcast marathon brought in more than $62,000 for the Cerebral Palsy Fund campaign last month. Facilities of KEDD (TV) Wichita were offered by John North, general manager, with KAKE, KANS, KFBI and KWBB taking part. The 16½-hour marathon was aired from the Arcadia Theatre.

Patriotic Contest

WOR-AM-FM-TV New York has launched a public service campaign to elicit audience response on the subject "Why I Have Faith in the Future of America." Listeners and viewers have been asked to enter a 50-word letter-writing contest designed to dramatize the Advertising Council campaign on "Economic Facts of Life," part of a continuing project on "The Future of America."

WFDF Airs Cancer Data

CANCER from the specialists' point of view recently was brought to listeners of WFDF Flint, Mich., when the station recorded a panel discussion of five nationally prominent cancer specialists taking part in the ninth annual Cancer Day program at Flint's Hurley Hospital and broadcast the discussion the evening of the same day. A special talk on Cancer Research was prepared for the program by Dr. Leonard A. Sheele, surgeon general of the U. S. Public Health Service.

WJBF-TV Aids ACS Fund

FORMER victims of cancer made two-minute television appearances in a two-day saturation campaign by WJBF-TV Augusta, Ga., as part of the Cancer Crusade fund appeal. Working in cooperation with the American Cancer Society and the local Richmond County Medical Society, WJBF-TV presented case histories of one-time patients, crediting cures to research made possible by contributions to ACS. As a result, a marked gain in donations over former campaigns was reported.

WOW-AM-TV Palsy Telethon

AN ESTIMATED $135,000 for cerebral palsy victims of eastern Nebraska and southwestern Iowa was brought in by a 16-hour telethon carried by WOW-AM-TV Omaha, Neb., according to John Dickman, national telethon chairman for United Cerebral Palsy Assn., and Mrs. Ben Cowdery, president of the Omaha chapter. *Dragnet* star Ben Alexander and radio-tv actress Toni Gilman co-emceed the program.

KYW Helps Ease Traffic

KYW Philadelphia's *Open Road U.S.A.*, series of weekend programs to aid motorists, received commendation from L. Ralph Phillips, superintendent of Valley Forge Park, for airing traffic conditions throughout the area over the spring weekends. KYW news department kept in touch with Pennsylvania police and Valley Forge Park police for reports on crowded roads and highway conditions with suggestions of alternate routes to and from park grounds.



TELEVISION KPIX

2655 VAN NESS AVENUE · SAN FRANCISCO 9, CALIFORNIA · PROSPECT 6-5100

March 29, 1954

Dear Mr. Haist:

I would like to let you know how our Channel 5 35-kw television transmitter has worked out. We feel that we have now had sufficient operating hours to make a comprehensive report of its performance.

The transmitter has been operating at the full 35,000-watts into a 3 bay Super Turnstile Antenna in accordance with full band width transmission characteristics specified by the Federal Communications Commission. In fact, we have made tests into the dummy load at 37,000-watts, indicating that the transmitter has excess power capability.

The output tubes, Machlett Type 5681, now have over 4,000 hours in the picture and sound transmitters. There is no indication yet of any reduction in their emission, which leads us to believe that we can expect 6,000 to 7,000 hours at least from them. This indeed indicates a most economical operation for high power television transmitters. To my knowledge this is the lowest tube cost per hour for a high power television transmitter operation.

I thought you would be interested in getting this information and knowing our praise of G. E. television equipment.

Very sincerely,

KPIX, INC.

A. E. Towne

A. E. Towne
Director of Engineering

Here's how an expert rates G-E!

22 STATIONS RELY ON IT!

35 KW * LOW CHANNEL TV AMPLIFIER



COMPARE THESE FEATURES . . . YOU'LL BUY GENERAL ELECTRIC HIGH POWER, TOO!

- **EXTRA LONG TUBE LIFE.** Operating and maintenance expense greatly reduced.
- **BUILT-IN RF SWEEP** simplifies alignment.
- **PICTURE QUALITY MAINTAINED AT ANY POWER FROM 35 KW DOWN TO 15 KW.** Get bonus tube life. When you can use it ...higher power is at your fingertips.
- **POWER GAIN OF 7.** Full power output from any 5 KW driver.
- **SINGLE-TUBE AMPLIFIER.** Highest circuit reliability.
- **TUNEABLE TO ALL LOW CHANNELS.**
- **SIMPLIFIED INSTALLATION.**

Progress Is Our Most Important Product

GENERAL ELECTRIC

BROADCAST EQUIPMENT SECTION, SYRACUSE, NEW YORK

NOW in production! 2nd Record

Making TV History! . . . FOR PRESENT SPONSORS AND READY TO DO THE SAME FOR YOU, IF YOUR MARKET IS STILL OPEN.

"I LED 3 LIVES"

From the secret files of a counterspy for the F. B. I.

- TENSE because it's factual
- GRIPPING because it's real
- FRIGHTENING because it's true

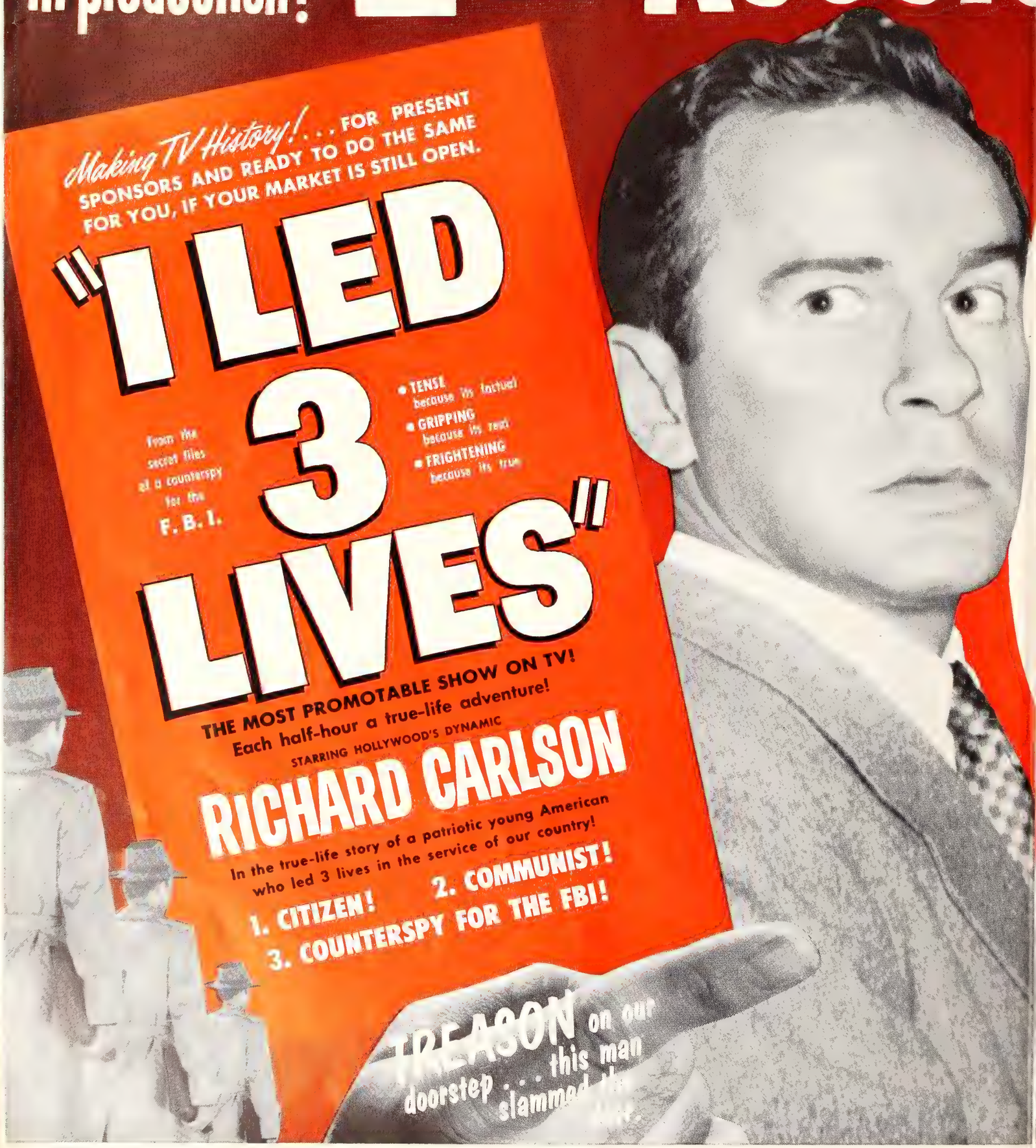
THE MOST PROMOTABLE SHOW ON TV!
Each half-hour a true-life adventure!

STARRING HOLLYWOOD'S DYNAMIC

RICHARD CARLSON

In the true-life story of a patriotic young American who led 3 lives in the service of our country!

1. CITIZEN! 2. COMMUNIST!
3. COUNTERSPY FOR THE FBI!



-Breaking Year!

Record-Breaking Ratings!

1ST NATIONALLY!

SPONSOR-TELEPULSE ratings of top spot film shows

Chart covers half-hour syndicated film programs specially made for tv

Rank	Top 10 shows in 10 or more markets Period 1-7 April 1954	Average Rating	22 MARKETS SURVEYED
1	*I Led Three Lives,* ZIV (D)	25.7	N.Y., L.A., Boston, Chi., Mpls., Seattle, St. L., Wash., Atlanta, Balt., Buffalo, Cinc., Cleve., Columbus, Dayton, Detroit, Milw'kee, Phila., S. Fran., Birm., Charlotte, New O.

1ST NATIONALLY!

FACTS AND FIGURES
April 12, 1954

BROADCASTING TELECASTING

ZIV's THREE LIVES TOPS FILM VIDEODEX

Z V-TV's I Led Three Lives is still at the top of V deodex Inc.'s top ratings of TV films based on a March 17 survey of programs that appear in a minimum of 20 markets. The survey includes percentage of TV homes, number of cities, and number of TV homes.

Program and Distributor	% of TV Homes	# of Cities	# TV Homes (000's)
1. I LED THREE LIVES (ZIV)	19.8	100	5,841

CONSISTENTLY AT THE TOP LOCALLY

Buffalo, Television	53.0	New Orleans, Television	50.0
Charlotte, Television	59.3	Milwaukee, Television	47.0
Cincinnati, ARB	47.7	Salt Lake City, ARB	39.0
Houston, Television	36.0	St. Louis, Television	44.3

Record-Breaking Renewals! It's terrific! Stations and sponsors rushing to renew months before expiration date. Renewed for second year by: PHILLIPS PETROLEUM COMPANY in 23 markets; COORS BEER in 8 markets; WIEDEMANN'S in 3 markets; FALLS CITY in Huntington; IDEAL LAUNDRY in Fort Smith; ECKERD'S DRUGS, INC. in Charlotte; KCBD-TV, Lubbock, Texas; WNAC-TV, Boston; KTNT-TV, Tacoma; KRON-TV, San Francisco; GOLDEN STATE CO., LTD., in 8 markets.

Record-Breaking Results! Sponsors, agencies and stations speak for us in these quotes from typical unsolicited letters.

F. L. Rice, Manager, Advertising Department
PHILLIPS PETROLEUM COMPANY
"Our average rating over 23 TV stations used has steadily increased. With I LED 3 LIVES we are getting more than our share of the viewing audience in tough, multi-station markets."

Carl L. Nelson, Advertising Manager
GOLDEN STATE COMPANY, LTD., California
"Every day we receive enthusiastic reports from our sales staff, from letters, comments from market owners, customers or people who have switched to Golden State products because of the show."

ZIV-TV



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

DON'T "PICK BLIND" IN SHREVEPORT!



LOOK AT KWKH's HOOPERS!

KWKH is a 50,000-watt station — reaches out far, far beyond Metropolitan Shreveport. Even so, *look* how the hometown people like us, as proved by Hooper!

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

KWKH reaches 22.3% more people, daytime, than all other Shreveport stations, combined! Cost-per-thousand listeners, however, is far, far less than *any* other station in the area.

Ask The Branham Co. for *detailed* data!



50,000 Watts • CBS Radio

The Branham Co., Representatives
Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

July 5, 1954 Vol. 47, No. 1

NARTB, TVAB FACTIONS MERGE FOR ALL-INDUSTRY FALL PUSH

Speed is the word as merger developments nip a potential video industry feud in the bud, with both NARTB and TvAB agreeing on a bureau to begin early promotion of tv. Both sides give ground, NARTB in sanctioning formation of the bureau outside its fold, and TvAB in conceding membership to networks.

TELEVISION will enter the advertising marts this autumn with its own all-industry promotion bureau following a series of fast merger developments that stopped a potential intra-tv feud.

National spot, network, regional and local tv will jointly face other media in the battle for advertising dollars, backed by a sales project that developed last week when NARTB and Television Advertising Bureau (TvAB) agreed to combine their separately conceived plans [B•T, June 28].

The merged tv bureau will be new and limited in scope during early weeks but it's conceived by its sponsors as a competitive weapon that will match the million-dollar Bureau of Advertising maintained by newspapers and similar media enterprises.

Action came quickly last week as NARTB and TvAB blended their separate projects. Final decision to solve the matter peacefully was reached Wednesday when the groups agreed at a Washington meeting to pool their resources.

Within hours a new committee was formed, representing all industry facets. It will report by mid-August with final details of an autonomous agency that will be independently financed and operated.

Speed Emphasized

Speed will be emphasized in an effort to produce sales material answering the claim of newspapers that they are the basic advertising medium. It appeared obvious, however, that many months will be required before the tv bureau can reach the effectiveness of the newspapers' bureau, or of radio's Broadcast Advertising Bureau.

The new bureau will be completely independent of another project—the NARTB television audience and circulation bureau, also in an embryo stage. NARTB has been working on its circulation measurement idea as well as a sales promotion bureau since late in 1952, with both designed to be independent units outside the NARTB fold.

The merger ended a two-month period marked by swift formation of TvAB as NARTB looked on with growing concern while continuing work on long-range plans to set up a sales bureau and then turn it loose to operate as an independent corporation along the lines of BAB.

Enthusiastic comments greeted the merger from both sides. NARTB officials didn't want to be quoted, but they indicated the way was clear to set up a bureau that would truly represent networks and stations. They attained several key points, including network participation, but gave up the privilege of first organizing the bureau inside the association.

Richard A. Moore, KTTV (TV) Los Angeles, acting chairman of TvAB, called Wednesday "a great day in television history." L. H. Rogers, WSAZ-TV Huntington, W. Va., who introduced a merger resolution a few minutes after TvAB's executive committees met in New York Tuesday, said the accord is "wonderful."

TvAB organizers, convinced that the need for speed in setting up the bureau was imperative, felt its two-month campaign had served to instill the need for fast action in the minds of the NARTB Tv Board, which just a week before had shrugged off the TvAB project and had decided to get its own bureau on the road. NARTB has held all along that any tv sales bureau must include networks as well as stations, whereas TvAB, formed under station representative encouragement, had excluded networks except through their owned stations.

NARTB flatly refused to have anything to do with a bureau that excluded networks, contending such a promotion project could not be financed without their help.

TvAB will close its temporary headquarters at the New Weston Hotel, New York, as soon as routine commitments have been handled. It has a nest egg of station dues that awaits formal action. Richard P. Doherty, who had been consultant to TvAB, was understood to be under contract but Neville Miller, legal consultant, was said to be on a per diem basis.

The joint industry committee named Wednesday to draw up plans for the new bureau consists of five TvAB committeemen and five NARTB tv directors. From TvAB are Mr. Moore; Roger W. Clipp, WFIL-TV Philadelphia; L. H. Rogers; Henry W. Slavick, WMCT (TV) Memphis, and George B. Storer Jr., Storer Broadcasting Co. Representing NARTB are five association tv directors, Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; Campbell Arnoux, board vice chairman; Kenneth L. Carter, WAAM (TV) Baltimore; Merle Jones, CBS, and W. D. Rogers Jr., KDUB-TV Lubbock, Texas.

First committee meeting will be held within a fortnight. At that time the 10-man group will pool the extensive file of NARTB preparatory work, prepared over a 19-month period, and the TvAB plans and promotion material.

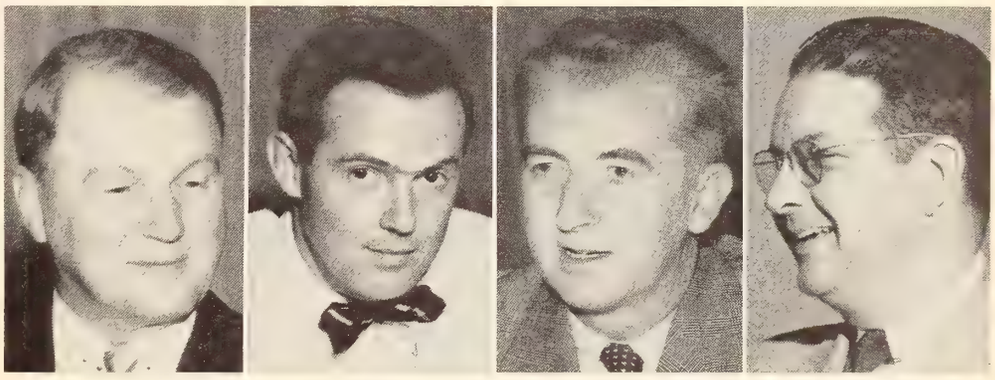
Besides organizing groundwork supplied by TvAB and NARTB, the committee will work out ways of raising money to finance the enterprise, dues structure, administration and office.

If necessary other meetings will be held in late July and early August, with a formal operating plan to be submitted by mid-August. NARTB, it is understood, will supply temporary funds and clerical help to the committee. Should the committee become the nucleus of a board of directors, their next job will be to sell the sales promotion project to the industry.

Networks will respond favorably, it's believed, since they enjoy full participation in the plan. The money-raising job will have the benefit of the impetus already supplied by TvAB, which had been conducting a campaign for funds.

First steps to prevent a tv industry split and then to bring the competing NARTB-TvAB projects under one roof were taken June 24, the day after NARTB's Tv Board had decided to go ahead with its 19-month-old bureau plan. Mr. McCollough and W. D. Rogers Jr. contacted key parties in TvAB, with Mr. Rogers operating both as an NARTB tv director and a participant in TvAB's organization meeting during the Chicago convention in May.

Their warnings about the dangers of an industry split and the need for an all-industry



ACTIVE FIGURES in the merging of NARTB and TvAB tv sales promotion bureaus included (l to r) Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; L. H. Rogers, WSAZ-TV Huntington, W. Va., who introduced the TvAB merger resolution; Richard A. Moore, KTTV (TV) Los Angeles, acting TvAB chairman; W. D. Rogers Jr., KDUB-TV Lubbock, Tex., NARTB Tv director and participant in forming TvAB.

promotion apparently were heeded because merger talk developed as soon as TvAB's committeemen assembled in New York last Tuesday. L. H. Rogers emphasized these points when he introduced a merger resolution 10 minutes after the TvAB meeting convened.

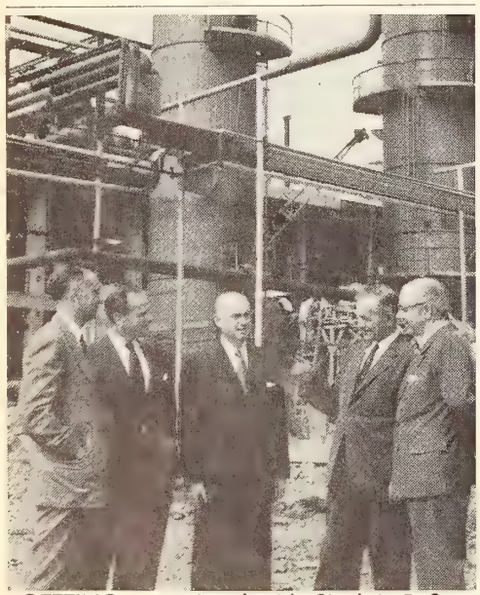
Besides agreeing to meet the next day with NARTB representatives, the TvAB committeemen worked on organization details and even discussed proposed selections of executive personnel. Mr. Moore reported many inquiries had come from advertising agencies for market data.

Attending the TvAB Tuesday meeting were: Messrs. Doherty; Moore; Slavick; Storer; Miller; L. H. Rogers; Ben Berenston, WGN-TV Chicago; Charles Crutchfield, WBTV (TV) Charlotte, N. C.; David Gentling, KROC-TV Rochester, Minn.; F. E. Fitzimonds, KFYR-TV Bismarck; Paul Adanti, WHEN-TV Syracuse; Robert B. Hanna, WRGB (TV) Schenectady; Tom Harker, Storer Broadcasting Co.; Payson Hall, Meredith stations; William Rines, WCSH-TV Portland, Me.; Jack Harris, KPRC-TV Houston; Harold P. See, KRON-TV San Francisco; G. Bennett Larson, KTVT (TV) Salt Lake City; Gordon Gray, WOR-TV New York; Don Searle, KOA-TV Denver.

Meeting Wednesday at NARTB Washington headquarters were Messrs. Moore, L. H. Rogers, Slavick, Storer and Clipp for TvAB; for NARTB, Messrs. McCollough, Carter and President Harold E. Fellows, who presided.

Mr. Fellows opened the merger meeting by stating the association's position and emphasizing the common dangers involved in a feud. He said NARTB felt strongly that television should be sold on an all-industry basis and not exclude any group such as networks. He said he hoped a plan could be developed that would attract every tv station in the country.

A statement announcing the merger was drawn after an agreement was reached and cleared by telephone with key officers and directors of the two organizations.



GETTING acquainted with Sinclair Refining Co.'s operation at Marcus Hook, Pa., are (l to r) Stanley F. Ellsworth, vice president and account executive, and William L. Wernicke, radio-tv director, both of Morey, Humm & Johnstone, Sinclair's agency; James J. Delaney, Sinclair advertising manager; R. J. Self, superintendent of the Marcus Hook refinery, who is describing the plant, and John R. Gambling, m.c. on WOR New York's breakfast-time program, which Sinclair sponsors.

Air Force to Brief Competing Ad Agencies

Meeting this week will center around the filing of bids for a $1.2 million recruitment advertising program to be conducted by the Air Force for fiscal year 1955. The 1952 advertising policy will continue, however. This excludes the purchase of radio-tv programs or spots. Broadcasts now are on a public service basis.

ADVERTISING agencies will be briefed this Wednesday by the U. S. Air Force at the Pentagon in Washington, D. C., on the filing of bids for a $1.2 million recruitment advertising program.

The contract will cover fiscal 1955, which began last Thursday and ends June 30, 1955. Recruitment advertising now has been split between the Air Force and the Army, a departure from the former program which was operated jointly.

Questionnaires in the hands of agencies interested in the account must be returned by July 20. The Air Force's Headquarters Air Material Command (Wright-Patterson Air Base, Dayton) is letting the bids.

Time Purchasing Policy Continues

The Air Force says that it will continue its 1952 policy on time purchasing. This policy rules out purchases of radio or tv programs or spots. Broadcasts now are on a public service basis. The military pays for production costs but not for station or network time. Wednesday's briefing will be held in Room 5A1070, 10 a.m. EST.

At the same time, the Army Recruiting Service announced that Dancer-Fitzgerald-Sample, New York, would continue to handle its advertising through fiscal year 1955. D-F-S has had the account since October 1952. The renewed budget with D-F-S is for $500,000.

However, the Army said that it also would ask for bids from agencies for the following fiscal year—July 1, 1955, through June 30, 1956. Contract award will be announced next April, the Army said, with the selected agency being briefed during May and June in 1955.

Package Designing for Tv Seldom Advisable—Grey

IN appraising package design and the way it looks on color tv, as many advertisers and agencies are doing these days, don't overlook that the appeal of the package on the shelf to the purchaser in the store is the most important consideration, according to the July 1 issue of *Grey Matter*, advertisers' bulletin published semi-monthly by Grey Advertising Agency.

"Color television—coming on top of the self-service, self-selection retail revolution—will make the package a still more important member of the product selling family," *Grey Matter* states.

"But let's always remember that the first and foremost package consideration must be the appearance of the package under typical lighting and shelf display conditions in the more important retail outlets. Then, if the package design that functions most efficiently under these circumstances does not 'come over' well on the home color tv screen, the problem is easily solved by hand color-corrected samples.

"So—:

"1. Don't design your package expressly for color tv.

"2. It is not necessary—it will seldom be advisable.

"3. The first and darn near the last consideration of package design is its appearance on the retail shelf—for color tv presents few package-design problems. To the contrary, color tv presents unique, new and persuasive package promotional opportunities."



JOHNSON & JOHNSON Co. has signed as one of the sponsors of next fall's Imogene Coca show featuring the former NBC-TV *Your Show of Shows* co-star. L to r: Robert W. Sarnoff, executive vice president of NBC; Edward G. Gerbic, sponsor's vice president and director of merchandising and advertising; Sylvester L. Weaver Jr., NBC president; Miss Coca.

Brewery to Boost Radio-Tv

PORTENT of future activity in the western "battle of the brews" [B•T, May 24] was the opening last fortnight of a new $20 million Anheuser-Busch brewery in Van Nuys, Calif., with an announced production capacity of 1.8 million barrels annually. With an intense battle now underway for the western beer market, the firm is expected to augment its current radio-tv schedule in that area.

Part of the campaign is the recent purchase of the *Stories of the Century* series in six northwest markets for 52 weeks [B•T, May 24]. Agency is D'Arcy Advertising Co.

Hartnett Heads Tobacco Unit

TIMOTHY V. HARTNETT, who retired as president of Brown & Williamson Tobacco Corp. on June 30, has been named full time chairman of the Tobacco Industry Research Committee, O. Parker McComas, president of Philip Morris & Co., announced last week. The committee was formed early this year by 15 tobacco manufacturers and organizations to sponsor research on tobacco and health.

Matthews to FC&B

WILLIAM C. MATTHEWS, who recently resigned as president of Abbott Kimball Co., New York, has returned to Foote, Cone & Belding, New York, as a vice president and account executive.

Amoco Buys Network Time On ABC-TV, CBS Radio

SIGNING of the American Oil Co. to sponsor all the 12 home and away games of the professional football Washington Redskins over an ABC-TV network serving the Southeast was announced by ABC-TV last week. The schedule will begin Sept. 26 and end Dec. 12. All are Sunday games with the exception of a Saturday night game Oct. 2.

Arrangements were completed by George M. Glazier, manager of advertising and sales promotion for Amoco; Robert H. O'Brien, executive vice president of ABC; John McHugh, vice president of the Joseph Katz Co., Baltimore, agency for Amoco, and George Preston Marshall, president of the Redskins.

Amoco also has signed to sponsor a full hour of CBS Radio Network's three-hour *On a Sunday Afternoon* program starting yesterday (Sunday). This buy is in addition to its sponsorship of *Edward R. Murrow and the News* on CBS Radio, five times weekly. The new buy expands Amoco's sponsorship to two and one-fourth hours per week on CBS Radio.

The Amoco-sponsored hour portion of the three-hour series will be entitled "Rhythm on the Road," 4:30-5:30 p.m., and will feature the "Sunday Afternoon Regulars," Eddie Gallaher as host, Louis E. Carlyle and Stuart Foster as vocalists, and Russ Case and his 26-piece orchestra.

SPOT NEW BUSINESS

Sunset Oil Co., L. A. (Golden Eagle Service stations), is conducting 13-week radio-tv spot announcement campaign, with singing jingle created by Song Ads Inc., Hollywood, using 100 spots weekly on two local radio and 20 spots weekly on one tv station, with possibility of expanding both spots and stations. Agency: William W. Harvey Inc., Hollywood.

Richfield Oil Corp., L. A. (for subsidiary Rocket Gasoline), starts continuing radio spot announcement campaign, using one-minute and 20 second jingles on 10 Oregon and Washington stations in connection with local dealers. Agency: Hixson & Jorgensen Inc., L. A.

NETWORK NEW BUSINESS

Whitehall Pharmacal Co., N. Y., has signed Monday night portion of the Doug Edwards news show on CBS-TV and alternate-week sponsorship of *Name The Tune,* Thursdays, 10:30-11 p.m. on ABC Radio. Biow Co., N. Y., is agency.

NETWORK RENEWALS

Ralston Purina Co., St. Louis, and **Nestle Co. Inc.,** White Plains, N. Y., have renewed 52-week sponsorship of *Space Patrol* (ABC-TV, Sat., 11-11:30 a.m., EDT), starting Sept. 4. Agencies: Gardner Adv., St. Louis (Ralston) and Cecil & Presbrey, N. Y. (Nestle).

AGENCY APPOINTMENTS

American Can Co. (fibre milk container dept.), appoints Compton Adv., N. Y.

Tilghman Sales Co., Tilghman, Md., appoints M. Belmont Ver Standig Inc., Washington, for its Old Salt brand of sea food products.

Grocery Store Products Co. (Foulds Macaroni div.), Chicago, appoints Clinton E. Frank Inc., same city.

District of Columbia Building & Loan League appoints Kal, Erhlich & Merrick, Washington, to handle advertising for drive for new savings accounts to start this fall. R. Edward Hotze is account executive.

Lee-Tex California (balloon manufacturers), Los Angeles, appoints The Edwards Agency, same city, to handle national advertising.

Adam Scheidt Brewing Co. (Valley Forge beer, Prior beer, Rams Head ale), appoints Al Paul Lefton Co., Philadelphia.

Milnot Co., Litchfield, Ill., appoints McCann-Erickson Inc., N. Y.

Good Luck Products Div. (Good Luck Cream Sauce Mix & new products), Lever Bros. Co., N. Y., appoints Foote, Cone & Belding, N. Y.

American Woolen Co., N. Y., appoints Weiss & Geller, N. Y.

Max Factor, Hollywood (Erace, cover-up used before make-up), appoints Doyle Dane Bernbach Inc., N. Y.

MCA Tv Ltd. appoints Paris & Peart Adv., N. Y. Donald C. Porteous is account executive.

Globe Brewing Co., Baltimore, for Arrow 77 beer, appoints AWL & Golnick Assoc., same city.

AGENCY SHORTS

Maurie H. Orodenker, moved to larger quarters at 1530 Land Title Bldg., Phila.

Ewell & Thurber Assoc. July 1, moved eastern offices from New York to 56 Grand St., White Plains, N. Y.

A&A PEOPLE

Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co., named director of Ford institutional advertising.

George E. White, production manager, Maxwell House Div., General Foods Co., named advertising and merchandising manager of division.

Harold G. Abernathy promoted to national sales promotion manager, Dr. Pepper Co., Dallas, Tex., succeeding **Robert L. Stone,** recently named national sales manager, fountain division.

William F. Stalker, formerly vice president, Simon, William & Roberts Adv., Youngstown,

An Ad Veteran Retires

FORTY key members of Lennen & Newell, New York, met last Wednesday in the agency's conference room to pay tribute to Phillip W. Lennen, who retired on that day as director and chairman of the board of Lennen & Newell. The retirement was in fullfilment of his plans made two years ago. It was effective on June 30 on his 67th birthday.

H. W. Newell, agency president, made a presentation to the Lennen & Newell organization of a portrait of Mr. Lennen which had just been completed by Gerald L. Brockhurst, noted artist.

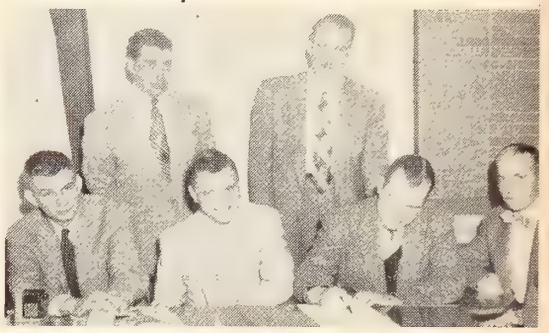
Mr. Lennen plans to leave with his family for Europe soon, where he expects to spend the summer. He plans to write a book on advertising, not for the trade but for the consumer, telling some of the exciting advertising exploits in which he has taken part during the past half century.



SATTLER'S Department Store will sponsor filmed *Waterfront* on WGR-TV Buffalo. Signing (l to r): seated—Joe Bernard, WGR-TV gen. mgr.; Aaron Rabow, Sattler's pres.; standing, Ollie Howard, WGR-TV sls. mgr.; Bob Cornelius, prom.-mchdsg. v.p., Sattler's; Manny Roizen, Roizen Adv.; Frank Brill, slsmn., United Tv Programs, film dist.



WHAS-TV Louisville will carry live *Hayloft Hoedown* for alternate sponsors Delmonico and Stokely-Van Camp. L to r: Al Gillen, WHAS-TV sls. mgr.; Hugh Hunter, Stokely rep.; Don Cotton, Delmonico rep.; Jack Markward, WHAS-TV sls. rep.



TOLEDO'S four Chevrolet dealers inaugurated a Father of the Year contest, tied in with advertising on WSPD-AM-TV. L to r: seated, George Kopf, Kopf Motor Sales Co.; Bob Lownsbury, Lownsbury Chevrolet Co.; Jack Senn, Jim White Chevrolet Co.; Jim Ward, Carl F. Weissenberger Inc.; standing, Bill Rimmelin, acct. exec., WSPD; Bob Evans, acct. exec., WSPD-TV.

SERUTAN Co. will sponsor live mystery, *The Stranger,* on WABD (TV) New York and DuMont Tv Network. L to r: seated, Walter Craig, v.p.-adv. dir., Serutan; Ted Bergmann, DTN mng. dir.; standing, William Koblenzer, DTN eastern sls. mgr.; Edward Kletter, pres., Edward Kletter Assoc., Serutan agency.



Ohio, named sales promotion manager, Century Food Markets Co. (chain food stores), headquartered in Youngstown.

Peter La Rosa, president, V. La Rosa & Sons, Brooklyn (macaroni products), elected president, National Macaroni Mfrs. Assn.

Douglas Meservey, account executive, J. Walter Thompson Co., L. A., transfers to agency's San Francisco office in similar capacity.

Alan B. Miller, formerly with Carter Products Inc., N. Y., appointed an account executive, Weiss and Geller Inc., Chicago.

Warren P. McKenna, advertising manager, John W. Williamson & Sons Inc., Montebello, Calif., to Hill & Christopher Adv., L. A., as account executive.

Russel A. Behr named account executive, Ayres, Swanson & Assoc., Lincoln, Neb., effective tomorrow (Tuesday).

George Height, onetime production supervisor, *Robert Montgomery Presents,* to McCann-Erickson, Hollywood, as production supervisor.

Joseph G. Ferrara, formerly with production dept., Lawrence Fertig Agency, N. Y., appointed production manager, Levy Adv., Newark, N. J.

Christy Walsh Jr., press information dept., NBC Hollywood, to Ted Bates & Co., that city, as director of public relations.

Frederick Sherman, formerly senior copywriter, Lynn Baker Inc., N. Y., to publication division of copy staff, Erwin, Wasey & Co., L. A.

John J. Ennis, Benton & Bowles, N. Y., to media staff, Bryan Houston Inc., N. Y.

H. Kendig Eaton, public relations director, Mathisson & Assoc., Milwaukee, appointed editor of *Torch,* official publication of Milwaukee Adv. Club.

Mary Harris, freelance writer, director and producer in radio and tv, to radio-tv department, McCann-Erickson, N. Y., as a production supervisor.

Douglas K. Burch, formerly with Benton & Bowles Inc., N. Y., to Stockton, West, Burkhart Inc., same city, as manager of tv and radio programming.

Jess L. Hadsell, advertising manager, WOWO Ft. Wayne, Ind., to contact dept., Gray & Rogers, Phila.

John B. Fergison, formerly with *Oregon Journal,* Portland, to Hyster Co., same city, as copy chief, succeeding **Edward Cauduro,** resigned.

Lyman Cooper, formerly of McCann-Erickson, N. Y., to Street & Finney Inc., same city ,as art director.

James Monley, Foote, Cone & Belding, N. Y., to art directors staff, Ted Bates & Co., same city.

C. Murray Crumming, Erwin, Wasey & Co., N. Y., and **Len Hall,** Animated Productions, to tv copy dept., Benton & Bowles, N. Y.

John D. Finley, formerly assistant advertising manager, J. R. Watkins Co., Winona, Minn., to Bruce B. Brewer & Co., Minneapolis, as copywriter; **David Riebe,** formerly with Reproduction Services, to art staff, Brewer agency.

Beatty Stevens, 66, formerly head of his own Seattle advertising agency, died June 18.

FILM GROUP PLANS N. Y. COLOR SHOWING

Film Producers Assn. and NBC-TV to demonstrate color film findings resulting from joint study of several months.

FILM PRODUCERS Assn. will hold a closed-circuit demonstration of films for color tv at NBC-TV's Colonial Theatre in New York on July 12. It is said to be the first demonstration that will feature 35mm, as well as 16mm color film.

FPA has been working closely with the NBC color corps for several months shooting tests on three main types of film in the studios of various members of the group. Products and packages were obtained from advertising agencies, with more than 50 varieties included in the footage. It consists of Technicolor 35mm, Eastman 35mm and commercial Kodachrome 16mm, with filming done under identical conditions for all three types. Reduction prints of Technicolor and Eastman to 16mm also will be screened.

The demonstration on July 12 will be followed by a panel discussion including the directors, art directors, cameramen and the NBC color corps, who participated in the actual preparation of the films.

New Telefilm Representatives

APPOINTMENT of various regional representatives to the staff of Telefilm Enterprises, New York, was announced last week by Charles Wick, president, and Bud Austin, vice president and general manager. The company's initial film property is *Fabian of Scotland Yard,* a series of 39 half-hour films, based on cases from the files of Scotland Yard.

New representatives are Al Levine, Chicago; Bob Gabriel, Philadelphia; Robert Blair, Cleveland; W. D. Besselieu, Miami; Martin Hogan, Richmond; R. B. Davis, Nashville, and Ed Stevens, Atlanta. Jim Kier will cover Arkansas and Louisiana and KTTV (TV) Los Angeles will represent Telefilm on an exclusive basis for 11 western states and Texas. It was announced that Bill Russell and Ed Freeman have been added to Telefilm's New York staff.

Reynolds Forms Own Firm

SHELDON REYNOLDS, producer-director-writer of the *Foreign Intrigue* tv series of half-hour filmed programs, has formed his own distribution company, Sheldon Reynolds Productions, to syndicate the series for markets outside those eastern cities in which the program is sponsored by Ballantine & Sons. The new firm will have headquarters at 1740 Broadway, New York. Another Reynolds series, *Sherlock Holmes,* which has been in production in Europe for several months, is being syndicated by Motion Pictures for Television.



MR. REYNOLDS

Rebellion on Film

CBS Newsfilm claims to be first on the air with action films on the rebellion in Guatemala, according to Bill Corrigan, Washington manager of CBS Newsfilm. Cameraman Bruce Hoertel of Newsfilm's Washington headquarters left the U. S. by airliner June 23, arriving at Tegucegalpa, Honduras, the same afternoon in time to film a student riot in the Honduras capital. The films were flown back to New Orleans, where they were originated the following day, June 24, on CBS-Tv's *Douglas Edwards & the News* (7:30-45 EDT). Mr. Corrigan said that, although Mr. Hoertel has a private pilot's license, he has been forced to travel by muleback. He said Mr. Hoertel, traveling with the rebel army, has sent several action film sequences back to CBS since the June 23 riot.

Freight Savers Announces Client List of 22 Stations

CURRENTLY in operation as tv film shippers, Freight Savers Inc., Hollywood and New York, has announced a client list of 22 stations across the country. The firm expedites film shipments and saves individual stations "prohibitive" shipping costs by consolidation, according to Hal Marienthal, president, and former traffic manager, Lou Snader Telescriptions, Hollywood.

Other officers include George G. Meyer, Beverly Hills advertising agency executive, as vice president, and Sidney Dorfman, secretary-treasurer. Offices are located at 1133 Broadway, New York, where Philip Jaffe is general manager, and at 735 Seward St., Hollywood.

Suit Against Webb Dismissed

DAMAGE suit for $100,000, filed in Los Angeles Federal Court against Jack Webb, KNBH (TV) Hollywood and others by Lewis E. Smith, carnival operator, was dismissed last week by U. S. Judge William C. Mathes, who ruled that it contained no cause of action in a federal court. The plaintiff, who last March reported that a black panther was loose in the Los Angeles area and later revealed the story was a "publicity stunt," charged that the June 8 broadcast of NBC Radio *Dragnet* invaded his privacy, implied he was insane, was adapted without his permission and was factually incorrect. He also had asked for a court order to prevent Mr. Webb from rebroadcasting the radio program and telecasting a tv version on his NBC-TV series.

INS-Telenews Film Sales

NINE new sales of INS-Telenews tv film services were announced last week by Robert H. Reid, manager of the International News Service tv department. INS-Telenews daily film service was sold to KRON-TV San Francisco and KSWS-TV Roswell, N. M.; INS-Telenews weekly news review was sold to Indianapolis Power & Light Co. by WISH-TV Indianapolis, and to Quality Southern Pine Producers over WALA-TV Mobile, Ala., while General Tire & Rubber Dealers added WDAK-TV Columbus, Ga., and WMSL-TV Decatur, Ala., for the INS-Telenews weekly sports review, and Radiodifusora Nacional Tv, Bogota, Colombia, purchased all three news film services offered by INS-Telenews.

Rogers to Ask Rehearing On Film Release Edict

WITH filing deadline tomorrow (Tuesday), Roy Rogers Enterprises, through Attorney Frederick Sturdy, announced it definitely will petition for a rehearing on the U. S. Circuit Court of Appeals decision permitting tv showings of the star's old theatrical pictures [B•T, June 28].

In its ruling June 4 [B•T, June 14], appellate court held that the injunction issued previously by Federal Judge Peirson M. Hall restraining Republic Pictures from selling the old Rogers films to tv was in error.

Sutherland to Gross-Krasne

SIGNING of A. Edward Sutherland, director of production in the radio-tv department of McCann-Erickson Inc., New York, as vice president of Gross-Krasne Inc., Hollywood, has been announced by Jack J. Gross and Philip N. Krasne. Mr. Sutherland will serve as executive producer on both the *Big Town* and *O. Henry Television Playhouse* film series. Creator-producer-director of NBC-TV's *Martin Kane* for Kudner Agency, New York, he first entered the production field as assistant to Charlie Chaplin on "The Gold Rush" feature film.

Simultaneously announced was the signing of Mark Stevens, star of *Martin Kane,* to portray Steve Wilson in *Big Town,* which, with a revised format, is scheduled for NBC-TV this fall.

'Racket Squad' Renewals

RENEWALS of *Racket Squad,* 98 half-hour tv film dramas, total 85.7% since the series was made available for syndication last fall, George T. Shupert, president of ABC Film Syndication Inc. has announced. In 9.5% of the markets, new buyers picked up the series within 10 days of the expirations of the original contracts, he said.

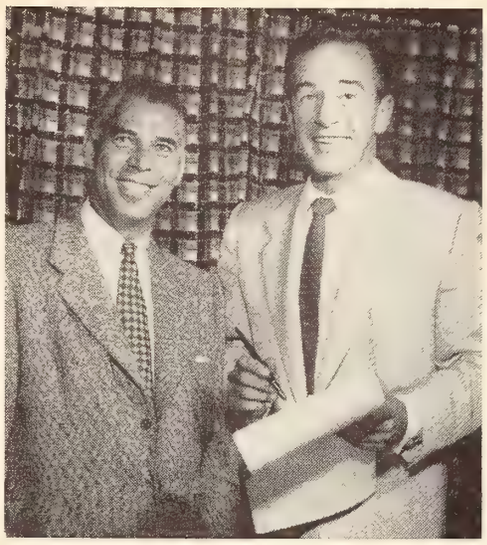
Texas markets, with 100% renewal of the series, set the *Racket Squad* geographical record, Mr. Shupert noted, with 57% of all renewals coming from western markets, where the program is second-run in all but three markets.

Kirby Suit Still On

MOTIONS to dismiss the $250,000 suit by Col. Edward M. Kirby against movie star Broderick Crawford, Al Gannaway and William F. Broidy was denied by Federal District Judge Edward A. Tamm in Washington last fortnight. The suit claims that Col. Kirby, former chief of the Army radio-tv branch, was hired by the defendants to secure U. S. Treasury Dept. permission to use Secret Service symbols in radio, tv and motion picture productions. The Hollywood figures deny that any such contract existed.

$2 Million for 'Oakley'

FILM SYNDICATION deal involving more than $2 million in time and talent charges and thought to be the largest in tv to date was completed last week when B & B Enterprises (Tv Time foods) signed a contract with Annie Oakley Productions Co. through CBS Television Film Sales for use of *Annie Oakley* films throughout the U. S. for two years beginning in October, to advertise Tv Time popcorn. Sherwin Robert Rodgers & Assoc. is agency for Tv Time foods.



ZIV TV PROGRAMS begins producing the second year of *I Led Three Lives* with 65 markets pre-sold. Actor Richard Carlson (r), star, and Maurice (Babe) Unger, Ziv West Coast operations vice president, study a script of the upcoming teleplays.

FILM SALES

Sportsvision Inc., S. F., delayed tv sports films, has sold *All American Game of the Week* football series to KIVA-TV Yuma, WKOW-TV Madison, Wis., KPHO-TV Phoenix, KCMO-TV Kansas City, WTOK-TV Meridian, Miss., KWK-TV St. Louis, WSM-TV Nashville and WTSK-TV Knoxville, Tenn.

Guild Films Co., N. Y., reports that 11 contracts have been signed embracing 19 tv markets, for the new *Florian ZaBach Show,* which was released for sale on June 21. Series will go on the air in September.

International Harvester (Truck Division) starts weekly half-hour *City Detective,* KNXT (TV) Hollywood for 23 weeks, starting today (July 5). Series, starring **Rod Cameron,** is made by **Revue Productions.** Agency: Young & Rubicam, Chicago.

FILM PRODUCTION

Dynamic Films Inc., N. Y., has had its production "Leather in Your Life" selected by NBC for reportedly first color telecast of a motion picture on a national hook-up.

Wayne Steffner Productions, Hollywood, will film 16 quarter-hour *Pigskin Prediction* programs, with Tom Harmon, for syndication during forthcoming football season. Programs will feature Mr. Harmon's predictions plus interviews.

FILM PEOPLE

Lynn Marks, Screen Gems, N. Y., promoted to publicity assistant, advertising and promotion dept.

Richard F. Reynolds, formerly with Fuller & Smith & Ross Inc., Cleveland, appointed general manager, Cinécraft Productions Inc., same city.

Ted Swift, account executive, WBZ Boston, to Sportsvision Inc., S. F., as New England states representative.

Hugh W. McFadyen, control operator, CFRB Toronto to S. W. Caldwell Ltd., Toronto, tv film distributor. **Richard Cox** to head tv commercial art work and animation dept., S. W. Caldwell Ltd.

— PROGRAM SERVICES —

'WIRE SERVICE' FEED OF VOICES SUGGESTED

Cleveland Heights radio station owner proposes that wire services furnish the voices of people in the news just as they transmit news copy.

PLAN to feed live voices of White House and Capitol Hill officials to radio stations throughout the country has been proposed to White House News Secretary James C. Hagerty.

Mr. Hagerty has not only shown great interest, but he has promised to take up the matter with the wire services, reports S. R. Sague, president - general manager of WSRS Cleveland Heights, Ohio, who proposed the idea last week in Washington.



MR. SAGUE

Basis of Mr. Sague's plan is that just as the wire services feed news copy to newspapers they might also feed recordings of the voices of the actual participants in a news event to subscribing radio stations throughout the country. Stations would record this feed and use the voices in their regular or special newscasts, Mr. Sague feels.

Although he has not checked the technical or economic feasibility of his plan with anyone, Mr. Sague said he felt that such a service might cost subscribing stations about $100 a month.

Cites Parallel

"Voices are our business," Mr. Sague said last week, "just as the printed word is that of the newspaper. The more we can broadcast the actual words spoken by the one who is making the news, the more effective will we make our medium."

Part of Mr. Sague's thinking is that there would be fixed microphone facilities at various important news fronts in the capital (the White House, Capitol, various government departments, etc.). These could be "opened" any time occasion arose and the resultant broadcast recorded at a wire service's bureau headquarters. These would be collected and at a specified hour each day would be transmitted over broadcast quality lines to subscribing stations. At present, of course, network affiliates get this service on national network newscasts.

The idea, Mr. Sague said, is an extension of WSRS' technique in covering the 1.5 million population of greater Cleveland. Station has a microphone installation in the Cleveland City Hall and the city halls of nine suburban communities. A line feeds them all into the WSRS studio where any public announcement can be taped for use by the station.

Seven-year-old 250 w WSRS (on 1490 kc) is known as the "community information station" in the Cleveland area. During the last four years it has won national awards for its news programming. Station runs a five-minute newscast every hour on the half-hour, a 15-minute newscast at 8 a.m. and 4 p.m., and 30-minute programs at 6:30 a.m., 8:30 a.m., and 5:30 p.m.

A B•T check with AP and UP indicated late last week that neither had heard from Mr. Hagerty, but that from time to time, a few

stations have suggested plans along this line. Spokesmen for both services expressed doubt that radio stations could afford such a service. AP spokesman said its radio service is not designed for this type of service; it provides only a teletype of the news. UP spokesman said it would put the suggested service into effect if stations were willing to pay for it.

An AT&T Long Lines spokesman said that he had not heard such a plan broached before. He also said that until it was known exactly what facilities were required, it would be difficult to estimate costs.

200 Million '45s' Sold In Five Years—Folsom

THE PHONOGRAPH RECORD industry has been revitalized by the 45 rpm recording system introduced by RCA five years ago, with more than 200 million "45" records sold during that period, Frank M. Folsom, president of RCA, declared last week.

Mr. Folsom said 13 million homes now have turntables capable of playing "45s" and estimated that within another five years, the "45" will account for more than 75% of the total record volume.

"The '45' records now represent more than 50% of all single records sold," Mr. Folsom said. "The older 78-rpm records are obsolete. In 1949, when RCA introduced the '45' system, record industry sales totaled $160 million. This year, because of the interest the system has generated for all types of records, the sales volume for the industry should be greater than $225 million—and the quarter-billion-dollar figure is only a matter of time."

Clubtime Productions Begins Transcribed Artists Series

RECORDS with a preceding voice track by an artist, to be used with disc m.c.'s introduction of that artist's transcribed musical number, have been prepared in kits for distribution to radio stations by Clubtime Productions Inc., Hollywood radio program syndication firm.

Stations will receive Clubtime's present list of 100 introduction-and-record kits by 50 artists, including Frank Sinatra, Tex Beneke, Vic Damone, Jeff Chandler, Frankie Laine, Giselle MacKenzie and Champ Butler, at the rate of two each week during a year's period.

The firm announces that stations KROW Oakland; KRIZ Phoenix; KOB Albuquerque; KBIS Bakersfield, Calif.; KNGS Hanford, Calif.; WLEU Erie, Pa.; KCNA Tucson; WAIT Chicago; CKLW Windsor, Ont., and WAFB Baton Rouge currently are leasing service.

Diversified Program Needs For Radio Cited by Weis

SPREAD of radio receivers and radio listening from living room to all other rooms of the house and to auto, playplace and factory as well calls for a new versatility of programming by radio stations, Pierre Weis, general manager of World Broadcasting System, transcription library service, said last week, following a series of field conferences with stations regarding the new WBS ComET plan [B•T, May 31].

"The mass of statistical data assembled by different research agencies proves that radio, far from dwindling in its effectiveness, is more powerful than it ever was in the past—powerful in a unique way through its personal penetration at the local level.

"The pattern of listening and set use is changing," he said. "Radio's strength is in the local community and the people in the community identify themselves with their own station. To serve the community properly the station must have at hand or must be able to supply a variety of programming appeals and special material for almost any occasion or season. In addition since the community depends so greatly upon radio for the news of the products it buys, the station must be able to accommodate any advertiser whether he is a national spot advertiser, a regional, or a local retail advertiser. Each has his own requirements and each has his own personalized message. A variety of programming gives the station the versatility he needs to serve all three equally well."

Declaring that "the spot advertiser on participating spot carriers still forms the backbone of radio advertising," Mr. Weis pointed to the success of the ComET plan in providing for the stations the type of program material that serves a number of advertiser categories.

275 Take ComET Plan

WORLD Broadcasting System business for the three weeks following the NARTB convention at the end of May was the highest in the company's history, Dick Lawrence, WBS sales manager, announced last week. In that period, he said, 27 new affiliates were signed, and the total number of stations taking the new world ComET plan, launched just before the convention, has risen to 275.

PROGRAM SERVICES PEOPLE

J. Samuel Garrison, formerly radio sales promotion executive, WPEN Philadelphia, named director of sales, Bob Bingham Productions (producer of radio and tv shows), Miami, Fla. **S. S. Beneckson,** former news commentator, WKAT Miami Beach, named assistant general manager. Bingham Co.

Kathryn A. Wolff, formerly director of public relations, Moore Institute of Art, Phila., to programming dept., Tel Ra Productions, same city.

Malcolm Boyd, former tv program packager-producer, ordained minister in Episcopal Church in Los Angeles, June 21.

PROGRAM SERVICES SHORTS

Altes Brewing Co., Detroit (Altes Golden Lager), signs Tv Spots Inc., Hollywood, to create six live action tv spot announcements for summer programming. Agency: W. B. Doner & Co., Detroit.

Gotham Recording Corp., N. Y., announces addition of complete filming and production services to existing recording facilities, and is now equipped to handle entire production of tv spot and industrial films, according to the company.

Standard Radio Transcription Services Inc., Chicago, moves to larger quarters in London Guarantee Bldg., 360 N. Michigan Ave., where firm's headquarters have been located for past 15 years.

Spectacular Radio & Television Productions Inc., new production company, establishes headquarters at 1042 Warwick Ave., Norfolk, Va., until first of year when it is planned to set up offices in New York.

Law Firm Changes Name To Haley, Doty & Wollenberg

NAME of the Washington law firm of Haley, Doty & Schellenberg has been changed to Haley, Doty & Wollenberg, it has been announced. J. Roger Wollenberg, former FCC assistant general counsel, joined the firm early this year [B•T, Feb. 8]. Mr. Wollenberg was graduated from the U. of California Law School in 1942, served as a Navy lieutenant in the Pacific during World War II, and as a law clerk to Associate Justice William O. Douglas. After five years with the Justice Department, he joined the FCC in 1952. Howard J. Schellenberg Jr., who joined the Haley firm in 1952, established his own office in association with James P. O'Laughlin several weeks ago [B•T, June 7].

PROFESSIONAL SERVICES SHORTS

John Feller Assoc., N. Y., public relations firm, has been formed by **John Feller,** president and treasurer. Offices: 11 West 42d St. Other officers are **Dr. Lawrence D. Brennan,** vice president; **Stanley Strand,** secretary, and **T. J. Mackay,** director of sales promotion division.

Lou Brott, formerly with WOL Washington, opens public relations office at 1616 K St., N.W., that city. Telephone is Metropolitan 8-1441.

WABI-AM-TV Bangor, Me., appoints Dean & Schultz, N. Y., to bandle national publicity.

Ted Ashley Assoc. N. Y., radio-tv agents and producers moves to new offices on penthouse floor of 579 Fifth Ave.

San Francisco Chamber of Commerce through its special "Keep California Green" committee is distributing five 20-second and two one-minute public service spot announcements to radio and tv stations throughout northern California urging forest fire prevention.

PROFESSIONAL SERVICES PEOPLE

Albert L. Capstaff, president, Lower Columbia Broadcasting Co. (KVAS Astoria, Ore. and applicant for Portland, Ore., station), and **Walter Compton,** RKO Pictures, Hollywood, to Walter E. Kline & Assoc., Hollywood advertising and publicity firm, as executive vice presidents in charge of New York and Hollywood offices, respectively. Mr. Capstaff retains his radio interests.

Ursula Halloran, formerly vice president in charge of the New York office of Rogers & Cowan, forms public relations firm, Ursula Halloran & Assoc., N. Y., for tv and commercial accounts. Office is at 5 E. 57th St. Telephone is Plaza 1-1543.

Felix Mendelsohn Jr., Hollywood freelance publicist, to Rogers & Cowan, Beverly Hills public relations firm, as publicist on financial and commercial accounts.

Roy Mack, partner in Hollywood talent agency, forms own agency with offices at 9128 Sunset Blvd. Telephone is Crestview 1-2141.

Harold Rosenzweig, formerly with Toni div., Gillette Co., named a partner in Ira Rubel & Co., Chicago, certified public accountants and management consultants.

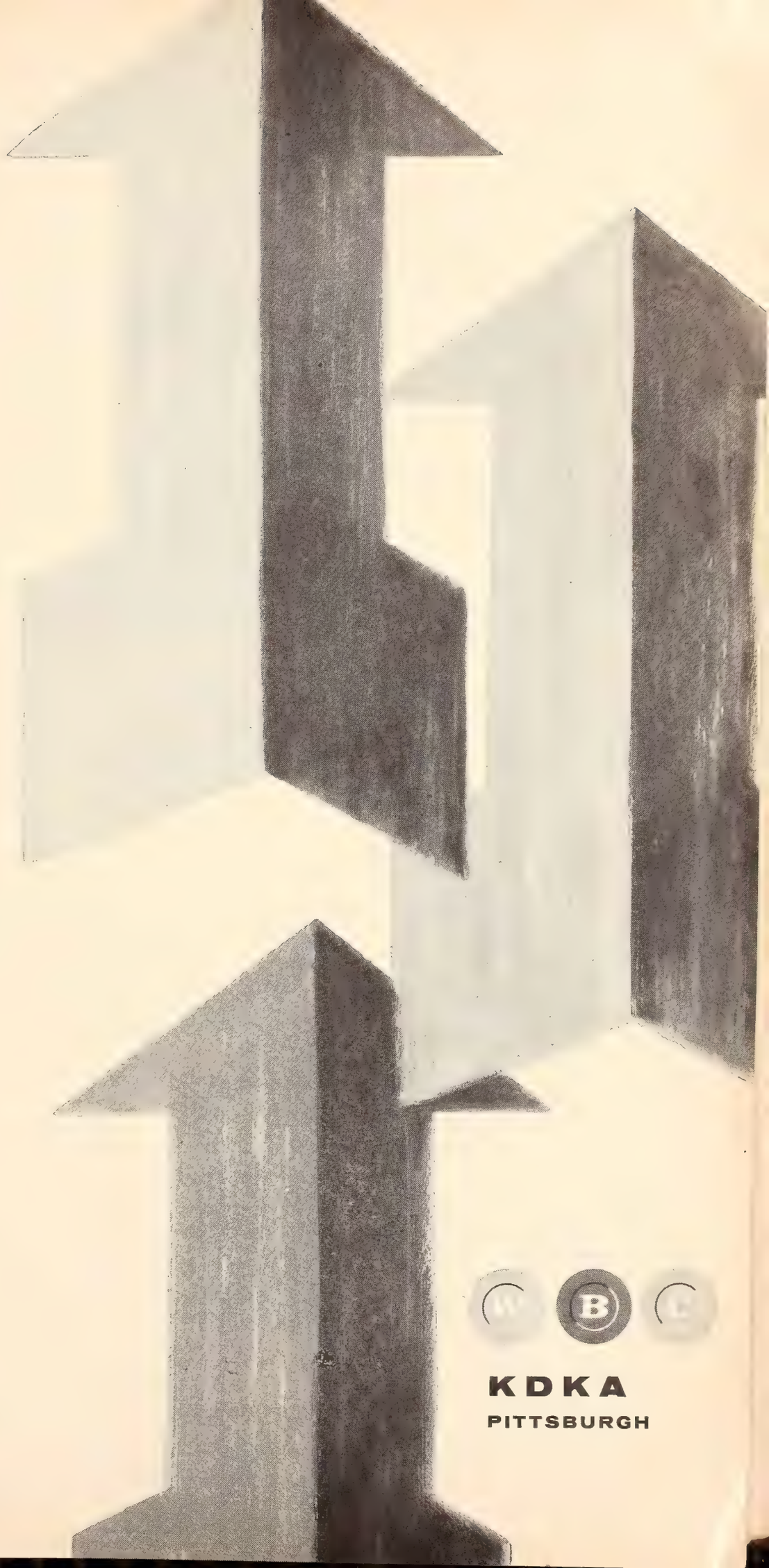
KDKA

AUDIENCE JUMPS 11% OVER LAST YEAR! AUDIENCE LISTENS 27% MORE THAN LAST YEAR!

Things are jumping at KDKA! A comparison of February-March, 1954 Nielsen with that of the previous year, charts big gains for advertisers. And that goes for Pulse, too. Hour after hour, any day of the week, KDKA's audience is up thousands over last year . . . far beyond that delivered by any other station in the 108-county Pittsburgh trading area. It's all in Nielsen. Give it a look. Better still, call John Stilli, Sales Manager, KDKA, GRant 1-4200 or Eldon Campbell, WBC National Sales Manager at PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA, *Pittsburgh;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ (TV)**, *Philadelphia;* **WOWO**, *Fort Wayne;* **KEX**, *Portland, Ore.*
National Representatives:
FREE & PETERS, INC.
444 Madison Avenue,
New York 22, N.Y.



W B C

KDKA
PITTSBURGH

Get in the

Largest average audience, day and night

Most quarter-hour wins, day and night

6 of the top 10 nighttime shows



picture!

For the best exposure in the nation's number one market, get on the number one station:

WCBS-TV

New York

CHANNEL 2

CBS Owned...

Represented by

CBS Television Spot Sales

7 of the top 10 weekday daytime shows

Most of the top 10 daily local shows

Source: ARB, May '54



RADIO-TV NETWORK GROSS SALES UP 17% IN MAY COMPARED TO SAME MONTH IN '53

Time sales figures reported by PIB also show that combined radio-tv time sales for January-May 1954 are up 20.3% over the same period last year.

COMBINED gross time sales of the nationwide radio and tv networks in May totaled $38,039,744, a gain of 17% over the May 1953 gross of $32,500,335, according to figures compiled by Publishers Information Bureau. Radio network billings for May were down 14.2% from the previous May, but tv network billings rose 41% to more than offset the radio decline. All figures are gross, calculated at the one-time rates, before discounts or commissions.

For the January-May period, combined radio-tv network time sales totaled $189,247,658, up 20.3% from the same five-month period of last year. For the five months, radio networks showed a decrease in gross time sales of 8.3%, while tv networks were up 42.9% from the 1953 level.

Network-by-network time sales, for radio and tv, for May and January-May, this year compared to last, and each network's month-by-month time sales for 1954, as computed by PIB, follow:

NETWORK RADIO

	May 1954	May 1953	Jan.-May 1954	Jan.-May 1953
American Broadcasting Co.	$ 2,307,029	$ 2,593,923	$12,764,603	$13,242,116
Columbia Broadcasting System	5,115,837	5,334,225	25,532,817	26,065,483
Mutual Broadcasting System	1,894,474	2,038,210	9,501,810	9,466,887
National Broadcasting Co.	2,780,725	4,141,070	15,951,564	20,753,318
TOTAL	$12,098,065	$14,107,428	$63,750,794	$69,527,804

NETWORK TELEVISION

	May 1954	May 1953	Jan.-May 1954	Jan.-May 1953
American Broadcasting Co.	$ 2,411,656	$ 1,813,985	$ 12,889,785	$ 8,268,952
Columbia Broadcasting System	11,497,850	7,622,432	54,477,931	36,837,673
DuMont	988,350	903,945	5,816,015	4,654,553
National Broadcasting Co.	11,043,823	8,052,545	52,313,133	38,044,773
TOTAL	$25,941,679	$18,392,907	$125,496,864	$87,805,951

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
January	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$13,285,626
February	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998*	2,962,839	12,267,416*
May	2,307,029	5,115,837	1,894,474	2,780,725	12,098,065
TOTAL	$12,764,603	$25,532,817	$ 9,501,810	$15,951,564	$63,750,794

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	Total
January	$ 2,780,574	$10,713,329	$ 1,445,608	$10,116,937	$ 25,056,448
February	2,502,372	9,965,481	1,108,157	9,368,148*	22,944,158*
March	2,640,699	11,379,631	1,205,526	10,981,690*	26,207,546*
April	2,554,484	10,921,640	1,068,374	10,802,535*	25,347,033*
May	2,411,656	11,497,850	988,350	11,043,823	25,941,679
TOTAL	$12,889,785	$54,477,931	$ 5,816,015	$52,313,133	$125,496,864

*Revised as of June 24, 1954.



PLEASED at Los Angeles reception to his presentation, "Television's Daytime Profile," [B•T, June 14] is Dr. Thomas Coffin (l), manager of research, NBC; and three of his audience (l to r): Raymond R. Morgan, president of his own Hollywood advertising agency; Larry Nolte, advertising director, Los Angeles Soap Co., and John K. West, vice president in charge, NBC Pacific Division.

43 Million a Week

NEARLY 43 million families use their radios during a typical week, according to a special study made March 7-13 by A. C. Nielsen Co., which showed 92% of all U. S. homes tuned in at some time during the week and the average home using radio 20¾ hours a week, or virtually one full day out of the seven. Radio-only homes had slightly higher figures—95% used their radios during the week for an average of 30½ hours. Among tv homes, 90% used radio for 14½ hours on the average.

Quarterly Radio Set Shipments Tabulated

MANUFACTURERS shipped 1,369,157 radio receivers, not including auto sets, to dealers during the first four months of 1954, according to Radio-Electronics-Tv Mfrs. Assn. April shipments totaled 384,390 sets compared to 418,997 in March, a five-week month.

Following are radio set shipments to dealers by states for the first four months of 1954:

State	Total	State	Total
Alabama	15,681	Nevada	1,289
Arizona	7,199	New Hampshire	3,440
Arkansas	11,341	New Jersey	71,943
California	100,877	New Mexico	3,761
Colorado	8,914	New York	246,252
Connecticut	23,329	North Carolina	23,224
Delaware	2,643	North Dakota	4,077
Dist. of Col.	15,268	Ohio	80,483
Florida	33,124	Oklahoma	11,760
Georgia	21,339	Oregon	7,676
Idaho	2,830	Pennsylvania	93,816
Illinois	97,804	Rhode Island	7,132
Indiana	24,854	South Carolina	10,104
Iowa	16,284	South Daktoa	5,480
Kansas	10,890	Tennessee	20,576
Kentucky	16,620	Texas	54,608
Louisiana	17,860	Utah	4,558
Maine	5,086	Vermont	2,309
Maryland	24,222	Virginia	20,973
Massachusetts	46,988	Washington	19,459
Michigan	61,698	West Virginia	9,273
Minnesota	21,096	Wisconsin	26,610
Mississippi	10,769	Wyoming	2,013
Missouri	28,643		
Montana	4,260		
Nebraska	8,722	TOTAL	1,369,157

Groucho in First Place On Nielsen Radio List

NBC Radio's *You Bet Your Life* (the Groucho Marx quiz show) headed the Nielsen radio network evening once-a-week listings for the week of May 16-22. In second place was CBS Radio's *Lux Radio Theatre*. The Nielsen list:

Rank	Program	Homes Reached (000)
Evening, Once-a-Week (Average for All Programs)		(1,539)
1	You Bet Your Life (NBC)	3,359
2	Lux Radio Theatre (CBS)	3,032
3	Big Story (NBC)	2,519
4	Charlie McCarthy Show (CBS)	2,332
5	Amos 'N' Andy (CBS)	2,332
6	Dragnet (NBC)	2,332
7	Jack Benny Show (CBS)	2,286
8	Hallmark Radio Hall of Fame (CBS)	2,286
9	Meet Mr. McNutley (CBS)	2,286
10	F.B.I. in Peace and War (CBS)	2,239
Evening, Multi-Weekly (Average for All Programs)		(886)
1	News of the World (NBC)	1,633
2	Fibber McGee & Molly (NBC)	1,446
3	Gabriel Heatter (American Home) (MBS)	1,446
Weekday (Average for All Programs)		(1,679)
1	Romance of Helen Trent (CBS)	2,519
2	Guiding Light (CBS)	2,472
3	This Is Nora Drake (Toni) (CBS)	2,426
4	Aunt Jenny (CBS)	2,426
5	Stella Dallas (NBC)	2,426
6	Perry Mason (CBS)	2,379
7	Wendy Warren and the News (CBS)	2,379
8	Young Widder Brown (NBC)	2,379
9	Arthur Godfrey (Toni) (Fri.) (CBS)	2,332
10	Ma Perkins (CBS)	2,332
Day, Sunday (Average for All Programs)		(746)
1	Shadow, The (MBS)	1,959
2	Sunday Gatherin' (CBS)	1,399
3	Galen Drake (General Foods) (CBS)	1,213
Day, Saturday (Average for All Programs)		(1,120)
1	Stars Over Hollywood (CBS)	2,006
2	Mary Lee Taylor (NBC)	1,726
3	Bill Shadel and the News (CBS)	1,586

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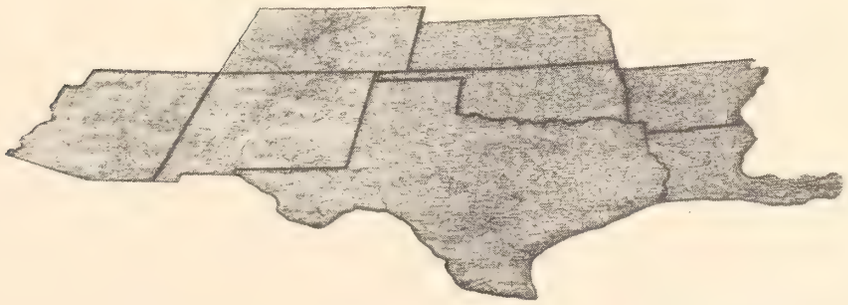
Planning fall schedules? Remember . . . The Southwest listens to WOAI!

If you want real coverage in the Southwest, use the truly effective, economical method . . . WOAI! With this one advertising "buy" you get radio coverage throughout the Southwest . . . coverage that no combination of media can give you nearly as economically.

WOAI's 50,000 watt clear channel signal blankets the entire Southwest. And WOAI's combination of local and NBC programs are by far the most popular in its listening area.

For that fall schedule you're planning, get the lowest cost radio coverage of the Southwest by placing your advertising on . . .

WOAI



"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.


now on the air
channel 8
WISH
INDIANAPOLIS
...operating with a full 316,000 watts.
for availabilities see the bolling company
wish-tv is owned and operated by
universal broadcasting company, inc.
1440 north meridian street
INDIANAPOLIS

CAROLINIANS HOLD JOINT CONVENTION

Myrtle Beach sessions review radio and television operations in the two states.

BROADCASTERS of North and South Carolina—some 200 strong—took stock of their operations in radio and television at the first joint annual convention of the two state associations Thursday and Friday at Myrtle Beach, S. C.

From advertisers, agencies, networks and fellow station spokesmen, they heard ways and means of keeping radio sold and of getting into television on the proper economic foot.

At the Thursday session, Dick Lewis Jr., president-general manager of WINC Winchester, Va., recounted how his station had sold Sears, Roebuck a regular schedule, overcoming one of the "hardest sells" in radio. Tv production was covered by Fred Coe, NBC's top television producer. Millard C. Faught, publicist and consultant to Zenith on Phonevision, made another in his series of lectures on the importance of subscription television in the economic future of the visual medium. Warren E. Foster, Coca-Cola Co., Atlanta, recounted the importance of radio and television in the advertising and promotion activities of his company.

Meagher, Reinsch Speak

At Friday's meeting, John F. Meagher, recently named vice president for radio of NARTB, and J. Leonard Reinsch, managing director of the James M. Cox stations, shared the program with presentations on what's ahead in radio, covered by Mr. Meagher, and efficient radio and television management, by Mr. Reinsch.

Radio faces a bright future, and color tv may help brighten it, Mr. Meagher, NARTB radio vice president, told the Carolina group.

Tv stations will give newspapers plenty to worry about when color comes, he predicted, adding, "There are certain large advertisers, particularly among the department stores, who have been rather immune to radio's blandishments. I anticipate that color television may provide the catapult for destroying their fixed patterns of newspaper preference, and that radio may then gain access to sell its services for rounding out their coverage pictures."

With technological progress, the relationship between broadcaster and audience continually becomes closer, he said. "We can and we will maintain radio broadcasting's position as the most immediate and effective medium of mass communication ever enjoyed by man, as well as the most economical force for sales ever devised by man," he said.

Every time he hears a broadcaster moan about business, Mr. Meagher said, he looks around and finds no business, including tv, where a profit is guaranteed. "I know one broadcaster," he recalled, "who is getting a little bearish about his 250 w radio station because its earnings are down to $3,000 a month, not nearly enough to meet the monthly deficit of his television station, which is getting a substantial part of its revenue from advertising lured away from his radio station."

He urged broadcasters to see that "your salesmen know as much about selling your time as you do." He noted the increase in local billings that has offset losses from network income. "Under-the-table deals and rate-cutting have no place in the radio profession," he contended, calling for adherence to NARTB's radio standards of practice in their individual roles as "good citizens of the industry."

Dr. Faught said subscription tv would add new revenue and new program service opportunities, increasing tv's scope and uses as an advertising medium. He called subscription tv "the only basic solution to tv's present economic limitations, contending it is compatible with and a supplement to conventional tv commercial programming, requiring no separate channels; that it would provide new revenue, adding premium programs not now sponsorable and expanding the audience, and finally reducing advertisers' share of all tv costs.

NCAB Protests 45s

PROTEST against proposal of major record manufacturers to provide only 45 rpm records to broadcast stations has been made by North Carolina Assn. of Broadcasters. In telegrams sent to all major labels following announcement that 45s had been selected for radio releases as an economy move [B•T, June 14], J. T. Snowden Jr., WCPS Tarbara, N. C., NACB secretary, said the change "will require a minimum cost of $300 per station to sell your records." NCAB has 104 member stations.

ACT NOW ON COLOR AAW IS ADVISED

Western ad executives meeting in Salt Lake City hear RCA's Elliott describe magnitude of color television.

COLOR tv will be the "biggest thing" for advertising agencies in the media field, Joseph B. Elliott, executive vice president, Consumer Products, RCA, predicted before delegates to 51st annual Advertising Assn. of the West convention in Salt Lake City last week.

Terming color tv "no longer a dream," Mr. Elliott advised agency executives that firms desiring to protect and augment their shares of the market "will start a campaign in color this fall." The new NBC rate manual for color was cited as proof the networks are not lagging in promotion of the medium, with the new rate structure "an eye-opener" in countering rumors on color cost.

"RCA has complete confidence in acceptance of color tv by the American public. We believe demand for sets this year will exceed supply," he said, with "several hundred thousand" sets selling in 1955, about 1¾ million in 1956, three million in 1957 and five million in 1958.

"The advertiser can look forward to a rapidly expanding area wherein he can tell his story with a greater impact than through any other medium," he concluded.

Clair H. Henderson, Denver, was elected president of AAW, succeeding Robert R. Gross. Other officers elected were: John Kemp, Los Angeles, senior vice president; Audrey Calder, Oakland, vice president at large; Earl J. Glade Jr., Boise, Idaho, secretary, and Carol O'Rourke, Portland, treasurer.

New district vice presidents are E. M. McKim, Denver; Harold McLain, Portland; Martha Jeffries, Los Angeles; Sam Ross, Vancouver, B. C., and Florence Dieves, San Francisco.

With approximately 500 advertising executives in attendance, the four-day convention was held Sunday through Wednesday.



NEWLY-ELECTED president of Southern California Broadcasters Assn., Robert J. McAndrews (l), commercial manager, John Poole Broadcasting Co., Hollywood, receives the gavel of office from (l to r) Thelma Kirchner, general manager, KGFJ Hollywood and SCBA secretary-treasurer; Norman J. Ostby, vice president of station relations, Don Lee Broadcasting System, Hollywood, and SCBA vice president; Frank Crane, SCBA managing dir.

Besides Utah Gov. J. Bracken Lee and Salt Lake City Mayor Earl J. Glade (onetime general manager of KSL there), 12 nationally-known advertising, sales and marketing-research experts spoke.

Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York, discussed "Advertising and Selling—America's Prosperity Tools for 1954"; Esther Latzke, director of the consumer service department, Armour & Co., Chicago, gave her observations on advertising and selling at the consumer level.

Other previously announced speakers were Everett J. Runyon, manager of advertising and sales promotion, California Packing Corp.; David Bascom, partner, Guild, Bascom & Bonfigli; M. A. Mattes, advertising manager, Standard Oil Co. of California; Stan Galli, advertising artist, all San Francisco; Hal Stebbins, president, Hal Stebbins Inc., Los Angeles; Samuel G. Barton, president, Marketing Research Corp.; Richard L. Scheidker, vice president, American Assn. of Advertising Agencies; Walter P. Margulies, industrial designer; Dr. Raymond Moley, contributing editor, *Newsweek* magazine, all New York, and Charles Downs, advertising manager, Abbott Labs, Chicago.

24 Stations Join BAB

TOTAL of 24 radio stations and one station representative firm joined BAB in the five weeks preceding June 30, Arch L. Madsen, director of member service, reported last week. The representative is George P. Hollingbery Co., 13th radio representative to join BAB.

New BAB station members are: KBIZ Ottumwa, Iowa; KBOR Brownsville, Tex.; KDHL Faribault, Minn.; KHQ Spokane; KMON Great Falls, Mont.; KOFO Ottawa, Kan.; KOIL Omaha; KPDQ Portland, Ore.; KROY Sacramento; KSIG Crowley, La.; KSO Des Moines; WAVI Springfield, Ohio; WCHV Charlottesville, Va.; WEAW Evanston, Ill.; WGST Atlanta; WHOS Decatur, Ala.; WHVR Hanover, Pa.; WNXT Portsmouth, Ohio; WPIK Alexandria, Va.; WSGN Birmingham; CFNB Fredericton, N. B.; CHUM Toronto; CHML Hamilton, Ont.; and CKOM Saskatoon, Sask.

'51 "Glad dad"

February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

'53 "Red hot item"

Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

'54 "man-O-man"

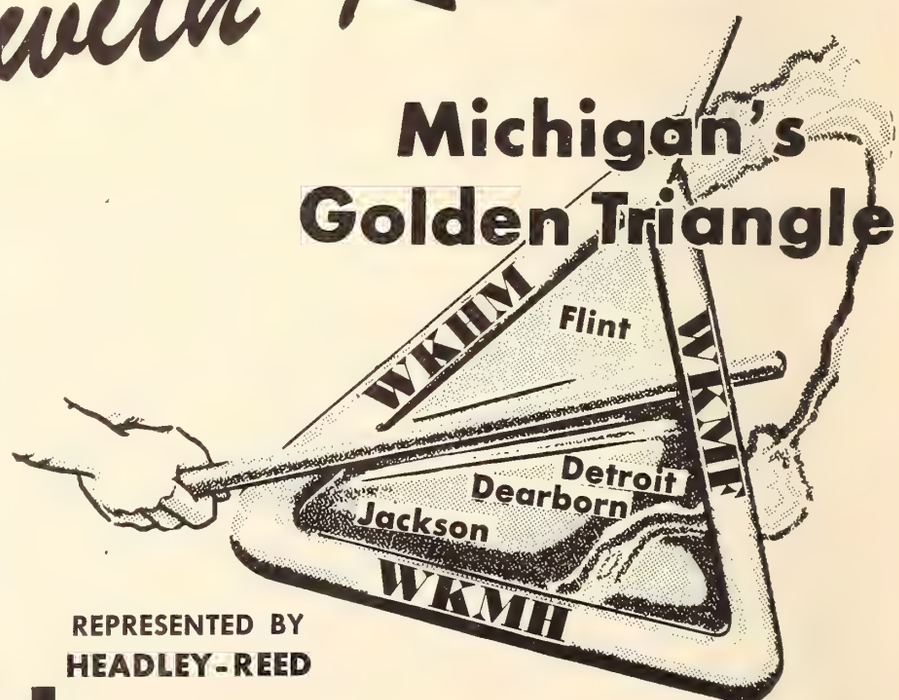
Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!



Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show . . . your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

Bobbin with Robin

Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

REPRESENTED BY
HEADLEY-REED

WKMH
DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

Campbell Cites Need For Radio Sales Push

WBC sales manager makes a point of the products which weren't sold last year, and says radio will do its part in selling the yet-unsold market.

AMERICAN industry soon will be spending $10 billion yearly for advertising, and "radio will get its share because radio will do its share of the sales job," Eldon Campbell, national sales manager of Westinghouse Broadcasting Co., told the Oklahoma City Ad Club Wednesday.



MR. CAMPBELL

Measuring the size of the nationwide sales job by a negative formula, Mr. Campbell said that last year "47 million American families did not buy a food freezer; 46 million did not buy a room air conditioner; 45 million families did not buy a cleaner or refrigerator; 44 million men did not buy an electric shaver 'maybe because Gillette is doing such a good job with its *Cavalcade of Sports* on both television and radio'." He listed data for washing machines, house painting and vacations, including 41 million families that didn't buy a tv set.

"This vast, untouched market calls for lots of sales tools, and foremost among them is advertising," he said. "And that sightless wonder which is radio will do its share of the advertising job — persuasively, in unexpected places, at all kinds of odd hours, and economically."

A Puzzler

As a seller of both radio and tv time, Mr. Campbell confessed he is puzzled by those who say, "Get me television time. Any time. And you can sign me to a 52-week contract for $3,000 a week." Others, he said, "are actually dropping all advertising until they can get the spot on television they want adjacent to *I Love Lucy* or *Dragnet*."

Reminding that 13 million radio sets were turned out last year, he said consumers paid $300 million for them—"actually more radios than were being purchased per year before commercial television was firmly established. Even before the sale of those 13 million new sets, there were in excess of 100 million radio sets in use in American homes."

Mr. Campbell said he "believes that the man who pays a nickel for a newspaper reads it and that a woman who pays $100 for a vacuum cleaner sweeps the floor with it." He continued, "I also believe that the 13 million who bought radios in 1953—plus the 100 million radios bought before 1953—are tuning in to radio news and sports and soap operas and music every day and every night. And I know that I am not unique in my belief that those 100 million radios are being listened to."

Local sponsors are spending twice as much for radio advertising as they were spending in 1947, he said, and 25% more in 1953 than 1950.

Looking at the Westinghouse radio stations, all of which are in markets having tv, he said, "Local merchants are spending more dollars on every one of those five stations in June 1954 than they spent in June 1953. At two of our stations local sales for this June are more than 50% higher in dollar volume than for June of last year. I can only conclude that advertising on our Westinghouse stations is making the doors spin around for local merchants. And what's true of us must be true of other radio stations across the nation."

Mr. Campbell cited a success story in which a savings-loan association found in late 1952 that eight spot announcements brought $40,000 in new deposits. In 1953 a $7,500 radio budget was allocated and as a direct result the association had $1¼ million in new deposits. Another story, built around the Hollinator home incinerator, found that 70% of the leads resulted in sales at $150 each.

Only Radio Can Reach Food Market, Kimble Says

RADIO was termed last fortnight by R. David Kimble, BAB director of local promotion, as the "only medium" that can reach the entire consumer market for the food industry.

Mr. Kimble spoke before the Tri-City Food Brokers Assn. at Bristol, Tenn.-Va. He documented his claim by quoting results from sales effectiveness research studies underwritten by BAB for the Kroger Co. on the retail store level and for the McCormick Tea Co. on the manufacturer level. He cited the following conclusions from the study:

1. While you can always reach part of your food potential with visual advertising, to reach all your potential customers you must use radio advertising too. (2) Even when used dominantly, radio advertising and visual advertising reach and produce buying action from almost exclusive audiences—with relatively little overlap.

As evidence of the food industry's confidence in radio, Mr. Kimble reported that 50% of the supermarkets in the country and 60% of the top 1,000 food manufacturers currently are regularly using radio.

Jean Elliot to Head Ohio AWRT Organization

JEAN ELLIOT, vice president-treasurer of WCUE Akron, has been named president of the Ohio provisional chapter of American Women in Radio & Television. The organizational meeting was held in Cleveland last month at the call of Ellamae Casteel, WKBN Youngstown and national chairman of the central area AWRT.

Other officers chosen were: Marjorie Mariner, WFMJ Youngstown, corresponding secretary; Jean Shea, WBNS-TV Columbus, treasurer; Penny Pruden, WLW Cincinnati, membership chairman, and Mart Holt, WJMO and WSRS Cleveland, recording secretary. Directors of the state chapter include: Dorothy Fuldheim, WEWS (TV) Cleveland; Margot Graham, Margot Graham Shows, Dayton, and Eleanor Hansen Sands, WHK Cleveland. Cleveland has been selected as the site for the October convention.

Alabamans Meet Oct. 8-9

THE ALABAMA Broadcasters Assn. will hold its fall meeting Oct. 8-9 at the U. of Alabama, Tuscaloosa, it was announced last week by J. Dige Bishop, president. Plans for the event were adopted at a recent Birmingham meeting of the board of directors. Lionel Baxter, WSFA Montgomery, is program chairman and Dr. Jack Morton of the university is chairman of the arrangements committee.

RETMA Voices Protest To Subscription Tv Bill

CLASSIFICATION of subscription tv as a common carrier service is an "arbitrary" move, Radio - Electronics - Television Manufacturers Assn. told the House Commerce Committee last fortnight. RETMA opposed the bill (HR 6431) introduced by Rep. Carl Hinshaw (R-Calif.) which would make subscription tv a utility type service.

No one proposes that he be licensed by the government to provide this service, RETMA said. Subscription tv is not a common carrier service within the meaning of that term, RETMA said.

"Merely charging the public a fee for listening to a particular program does not change the operation from being a broadcast service," RETMA said.

The manufacturer's organization asked that the FCC be permitted to use its discretion in the matter.

It added that the bill as now drawn might affect community television systems.

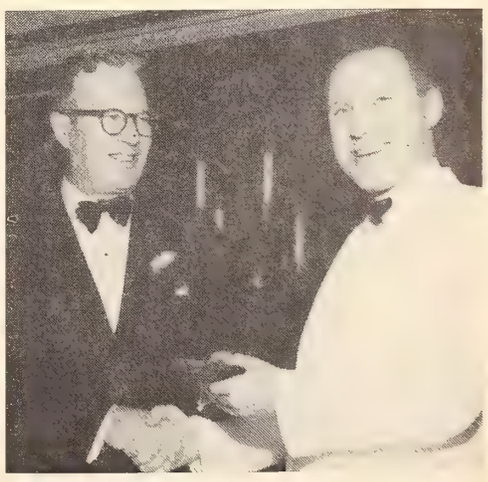
If broadcasters had to assume common carrier obligations in order to render subscription tv service, RETMA said, it would "clearly prevent or seriously retard the establishment of this new service." RETMA asked that it be given the opportunity of appearing if hearings are held.

Common carriers are not only subject to FCC regulation but their rates are also fixed by the FCC. Broadcast operations, also under FCC regulation, are not rate-regulated.

Rep. Hinshaw introduced his bill last July. The FCC last month also opposed enactment of the bill. It said that if it found subscription tv to be in the public interest it could authorize it as a broadcast service [B•T, May 17].

South Dakotans Elect Eppel

RAY EPPEL, KORN Mitchell, has been elected president of South Dakota Broadcasters Assn., succeeding Max Staley, KIJV Huron. Byron McElligot, KSDN Aberdeen, is new vice president, and Jim Slack, KUSD Vermillion, secretary-treasurer. Officers were elected at the June 22-24 state meeting and BMI clinic, held in Huron. North Dakota stations met simultaneously with the South Dakota group, taking part in the clinic sessions.



MEDAL OF HONOR presented annually by Radio-Electronics-Tv Mfrs. Assn. is given to Robert C. Sprague (l), retiring RETMA chairman, by Glen McDaniel, president, at the June 15-17 meeting in Chicago.





TOP: Attending the meeting of the Assn. of Independent Metropolitan Stations at Portsmouth, N. H. [B•T, June 21], were (l to r): seated, John Engelbrecht, WIKY Evansville, Ind.; Jock Fearnhead, KYA San Francisco; Chuck Balthrope, KITE San Antonio; standing, Bob Leder, WINS New York; Steve Cisler, KEAR San Mateo, Calif.; Robert Enoch, WXLW Indianapolis, AIMS vice chairman; Fred Rabell, KSON San Diego.

BOTTOM: Also present (l to r): seated, Claire E. Grant, KCBC Des Moines; Paul Lytle, WNEB Worcester, Mass.; Ed Weldon, WKYW Louisville; Jock Maurer, WCUE Akron; standing, Ed McCann Jr., WNEB; Will Dougherty, WDOK Cleveland; John Hurley, WNEB; Lawrence Reilly, WTXL West Springfield, Mass.; Sherm Marshall, WOLF Syracuse, AIMS president.

AHF Cites Radio Spot Aid for Freedom Crusade

ESTIMATED 700,000 radio spot announcements on behalf of the American Heritage Foundation Crusade for Freedom project were broadcast during the recently-concluded campaign, it was announced last week.

This estimate was reached by the Foundation on returns from questionnaires to well over 1,000 radio stations, which were used as a statistical base. It was indicated that about 95% of stations used Crusade material from January through April and that about 30% of the stations used feature material or engaged in special activity.

The Crusade, which was designed to raise funds for Radio Free Europe, also made use of tv programming. It was estimated that a total of 1½ to 2 billion radio and television home impressions (one message in an individual home at one time) carried the Crusade to every part of the nation.

N. Y. Pioneers Pick Officers

FRANK SILVERNAIL, radio and tv manager, BBDO, was elected president of the New York chapter of Radio Pioneers for the coming year at the chapter's final meeting of the 1953-54 season. Charles Butterfield, Associated Press, was elected first vice president; Henriette Harrison, broadcast consultant, second vice president; Bruce Robertson, B•T, third vice president; Myer H. Shapiro, BMI, secretary; Charles Wall, Associated Music Publishers, treasurer, and Arthur Simon, *Radio-Television Daily*, recording secretary.

TRADE ASSNS. PEOPLE

Don Larson, former advertising manager, Hoffman Radio Corp., L. A., named general manager, West Coast Electronic Mfrs. Assn. New headquarters of group are located at 339 S. Robertson Blvd., Beverly Hills.

Ru Lund, manager, Moore & Lund, Portland, Ore., radio-tv station representatives, elected president, Oregon Advertising Club.

AFM NEGOTIATES ON FUND PAYMENTS

Tv networks, film distributors press for payment of flat sum to musicians performance trust fund instead of present percentage basis payments.

NEGOTIATIONS were reported in progress last week between the American Federation of Musicians and the television networks and tv film distributors on devising a new method of royalty payments to the musicians performance trust fund for use of tv filmed musical programs.

Presently networks and tv film distributors pay a percentage fee, but they are pressing for the adoption of a flat sum to be earmarked for the fund. Under a new arrangement proposed to AFM, it is reported that the networks would pay $750 for first run on a half-hour filmed show; $300 for second, third and fourth runs, and $200, for fifth and subsequent runs. Distributors would pay $400 for first run; $250, second run; $200, third and fourth runs and $100, fifth and subsequent runs.

James C. Petrillo, AFM president, is said to be mulling over the offer but has come to no decision.

It is the belief of distributors that the new arrangement would stimulate use of musicians in tv filmed productions and thereby benefit the trust fund. They contended that the percentage formula does not achieve AFM's objective of building up the fund and providing more work for musicians, claiming that it serves to restrain production of musical tv filmed shows. They believe that more such programs would be made if the new formula were adopted.

TWA to Consider Strike Against Davis Enterprises

A STRIKE vote against Joan Davis Enterprises, producers of NBC-TV *I Married Joan,* currently is being taken by Television Writers of America, with mail ballots returnable by the night of a membership meeting this Wednesday.

The union contends the move is merely "precautionary." Although Davis Enterprises recently "switched" negotiators, after joining Alliance of Tv Film Producers, no trouble is expected in reaching an agreement, TWA spokesmen said. The new contract was virtually completed when ATFP became the Davis negotiators, union officials declared, and the hitch arose after ATFP indicated the whole contract would have to be re-negotiated, instead of four minor points which still are unsettled.

IATSE Candidates to Debate

RICHARD F. WALSH, incumbent president of International Alliance of Theatrical & Stage Employes, tentatively has agreed to debate campaign issues with former Hollywood IATSE representative Roy M. Brewer, candidate for the IATSE presidency, at a dinner meeting in Hollywood July 8.

The Brewer-for-president committee, which will stage the Hollywood meeting and debate for a Southern California delegation to the IATSE convention in Cincinnati, to start Aug. 9, reports the press will be barred from covering the meeting at Mr. Walsh's request.

THEY EXCEL in SELLING!



Sponsors ride a strong vehicle when Betty and Bob hit the air-lanes with—

THE WDAF·TV KITCHEN KLUB

BETTE HAYES, a Bradley University home economics graduate, won several awards as a Westinghouse demonstrator before WDAF-TV discovered her. Bette is a TV natural. She never reads a commercial. She learns the product and delivers the advertiser's message straight into the camera's eye in her easy mid-western style.
Bette works in a beautiful, modern kitchen, and Bette is a beautiful girl. But her viewer friends don't envy her. They like her because she doesn't talk over them, below them, or to them. She talks WITH them.

BOB KERR has won his place in the hearts of WDAF-TV viewers with his quick, puckish—not cornball—wit. When Bob is not performing as general taste-tester, he helps Bette sell products with a warm conviction that homemakers admit they just can't resist.
Bob won a recent poll conducted throughout the Kansas City area by TV GUIDE to determine "The local personality in the Kansas City seven-station market area, most deserving of network recognition."

Here are some excerpts from WDAF-TV KITCHEN KLUB'S heavy mail:

You are by far the sweetest little homemaker that I have seen on any TV station . . . and you are so refreshing—so neat and you truly make cooking an exciting and challenging affair. ***Kansas City, Missouri***

It is 1 o'clock p. m. and your daily program is just over as usual every day. I have been listening, enthralled to every word . . . Of course I am just one person who is profiting by your priceless cooking directions. If only the young brides or those who are not wise in the culinary methods, would listen to you, how much worry, even expense, they might save themselves . . . As I believe I told you in a previous letter that I am quite an old lady (93)—the daughter and grand-daughter of two good cooks and thought I, also, knew pretty well how to cook . . . I have learned quite a lot from listening to you. ***Kansas City, Missouri***

At our house Kitchen Klub time is the TV event of the day. I am a regular viewer because of the variety of ideas and practical suggestions. After thirty years as a homemaker . . . one is likely to find ones self in a rut, so your program is an inspiration to many of us. ***Ottawa, Kansas***

We really like your helper Bob. We had seen him many times on the TV newscast, but we really had no idea how nice he was, until we met him on your program. It is just like being in the kitchen with you. ***St. Joseph, Missouri***

Our Study Club is having a lesson on Famous American Women in Home Economics and Business, and I have chosen you as my subject on July 23rd. The Ludlon Study Club members all enjoy your Kitchen Klub very much. You're also so bright and cheery that it is impossible not to smile all the short half hour. ***Ludlon, Missouri***

I try and use the products you advertise as we enjoy your program. ***Ottawa, Kansas***

Keep up your good work, good ideas, and helpful hints. They are a blessing to us housewives. I sometimes throw up my arms in despair, for I cannot get any new ideas as to what I should fix for my family for supper . . . But since I have been watching your TV shows, it has given me a new outlook on life. I now have some new wonderful ways to fix our meals. ***Kansas City, Kansas***

And here is a sampling of the consistent participating-sponsor company that Bette and Bob keep:

General Foods
Knox Gelatine
Safeway Stores
Wearever Aluminum
Eatmor Cranberries
Sunkist
Procter and Gamble
Carnation Co.
Lever-Lipton
Armour & Co.
Mirro Products
Purex
General Baking Co.
Louisiana Yams
Culligan Water Softener
Nestle
Lee Foods
Sunshine Biscuit
Mrs. Tucker's Shortening
Whirlpool Washers and Dryers
General Electric Co.
Holsum Products
Dracket Co.
Washington Apples
Wish-Bone Salad Dressing
Walcott Oven Cleaners
Kerr Glass
Minnesota Mining Co.
Texas Rice
Princess Place Mats
Harpel Salad Dressing

The Kitchen Klub is just one of the outstanding local programs produced by a staff of television pioneers on

WDAF·TV KANSAS CITY

The Television Station of The Kansas City Star

Represented by Harrington, Righter, and Parsons

SENATE CRITICS OF RADIO-TV EVOKE INDUSTRY OPPOSITION

Senate Rules group holds hearings on investigative procedures. Oft-repeated is suggestion that broadcast media be barred.

PROTESTS from harassed broadcasters, faced with loss of rights to cover Congressional committee procedures with microphone and camera, mounted in volume last week as a key Senate subcommittee heard influential Senators decry the media's presence on Capitol Hill.

The Senate Rules subcommittee last Monday opened a three-day hearing on Congressional investigating committee procedures. It is considering a number of resolutions to overhaul present procedure by setting up a new code.

Among the various proposals are those affecting radio-tv coverage. They break down into three distinct types. These include the prohibition of all televising of Congressional proceedings (S Res 86 authored by Sens. Olin D. Johnston [D-S. C.] and John C. Stennis [D-Miss.]); permission for radio-tv left up to the individual committee chairman but any witness can ask not to be on tv or radio against his will (S Res 256 by Sen. Estes Kefauver [D-Tenn.]); ban of any commercial sponsorship of Congressional hearings (S Res 249 by Sen. Wallace F. Bennett [R-Utah]).

In addition, there are companion proposals in the House plus H Res 550, by Rep. George Meader (R-Mich.), which would permit committee chairmen in the House to decide if hearings be broadcast or telecast.

As the subcommittee heard Senator after Senator take the stand in opposition to radio-tv coverage, network representatives and the NARTB formed plans to testify in defense of the media's right for equal access with the press.

By today (Monday) the subcommittee reportedly will have a formal letter from NARTB asking that it be heard. CBS and NBC also are contacting the subcommittee for appearances, it was learned.

At the same time, the Radio-Tv Correspondents Assn. in Washington was expected to lodge its protest and possibly request an appearance.

From New York, the Radio-Newsreel-Television Working Press Assn. sent a letter to Chairman William E. Jenner (R-Ind.) of the Senate Rules Committee (and also chairman of the subcommittee) protesting the Senators' testimony.

'Beacon Light'

Arnold Lerner, president of the association, urged Senators "to keep ever in sight the beacon light of the freedom of public information."

Reviewing historical precedent for radio-tv and newsreel coverage of the flow of information, Mr. Lerner said that "to turn back the calendar of mass communications by barring newsmen of radio, theatrical newsreels, and television from public hearings covered by the newspaper press would be an unthinkable step. It would be, in effect, an attempt to repeal the Twentieth Century."

He said the association subscribes to any changes in rules that would "enhance the dignity of the legislature and the country and insure fair and equitable treatment for witnesses without detracting from the Senate's power to investigate within the constitutional framework." But, he said, "We ask only that no proscriptions on the freedom of public information be adopted without reference to the spirit of the Bill of Rights."

For Senators opposing broadcast coverage, the subcommittee permitted an open season. Broadsides fired by the lawmakers did not hew to party line. Both Republicans and Democrats joined in the hunting and the subcommittee membership, as represented at the hearing by Sen. Jenner, Sen. Carl Hayden (D-Ariz.), and Sen. Frank Carlson (R-Kan.), seemed to go along.

Strongest testimony delivered against radio-tv coverage was presented by Sen. Bennett. The Senator spoke on behalf of his resolution to bar commercial sponsorship of hearings. During his testimony, however, he urged that the Rules Committee separate his proposal from the others and place it on the calendar for immediate consideration.

Sen. Bennett saw in this move an opportunity to enact his proposal while the Senate committee further deliberated on other resolutions to shear the rights of broadcast coverage.

Key portion of Sen. Bennett's testimony follows:

> This rule would not prevent broadcasts or recordings devoted exclusively to a survey or summary of news of current events even though such newscasts were commercially sponsored. It would not prevent unsponsored broadcasts or those broadcast as a public service.
>
> I have serious doubts about the advisability of broadcasting any Senate proceedings under any circumstances even though this resolution would prohibit only those broadcasts that are to be commercially sponsored. To allow the broadcasting of committee proceedings raises some extremely difficult problems.

'Questionable Commercialism'

Sen. Bennett said the McCarthy-Army hearings, which were broadcast and telecast and during which a limited type of sponsorship was permitted, were marked by "questionable commercialism." He said, "I cannot but feel that the sale of Senate proceedings is a prostitution of the legislative process."

He also said sponsorship would expose Senators to new political and commercial "pressures."

Boiled down, Sen. Bennett's objections to radio-tv coverage of hearings are: omission of material broadcast will distort "real picture" of the Congressional workday; broadcasting destroys the "total normal atmosphere of committee proceedings" and fails to project it; encourges "brashness and scene-stealing"; raises question of violation of right of privacy of a witness; opens door to abuse of senatorial immunity; works to advantage of party which through control of committees frequently can determine when and what shall be broadcast according to political purpose. He said:

> I hope that this resolution will not be blanketed in with other legislation pending before this committee pertaining to the interrogation of witnesses and designed to set a pattern for the actual conduct of the hearings themselves, but will be separately reported for prompt consideration by the Senate.

Also testifying before the subcommittee were Sens. Prescott Bush (R-Conn.); Thomas C. Hennings (D-Mo.); Irving M. Ives (R-N. Y.); Wayne Morse (Ind.-Ore.); Guy M. Gillette (D-Iowa); Herbert Lehman (D-N. Y.); A. S. Mike Monroney (D-Okla.); Robert C. Hendrickson (R-N. J.); Charles E. Potter (R-Mich.); Herman Welker (R-Idaho).

Most of the Senators were critical of radio-tv. Those who were not, did not mention the subject. The following is a rundown on Senatorial opinion expressed:

Sen. Hennings — McCarthy-Army hearings were "tawdry, tedious and shameful" and a national "disgrace." Tv lights and equipment are distracting and disconcerting to witnesses. "I feel . . . that rather than having the committee accommodate itself to this media and overtaxing the physical limitations of the hearing rooms, television should itself make the adjustment." He said no doubt such advances will be made by the industry.

Sen. Ives—Tv in particular has taken the committee investigation into the living room and has pin-pointed the conduct of these investigations in the public mind.

Sens. Morse, Gillette, Lehman, Monroney and Potter made no specific mention of radio or tv in their prepared testimony. However, Sen. Lehman noted that "members of the press have been called before investigating committees in an attempt to intimidate and to smear them. This is a violation of the freedom of the press."

Sen. Potter in an off-the-cuff remark when he appeared before the subcommittee said it was a relief to be before a Senate group without the glare of tv. He said he believes "much more can be accomplished without cameras" in committee proceedings.

Sens. Hendrickson and Welker only briefly mentioned the broadcast media. Both were critical of their effects on the conduct of investigations. Sen. Hendrickson said he thought a witness should have the right not to have his testimony broadcast or televised.

Bricker Among 'Anti's'

In a statement filed with the subcommittee, Senate Commerce Committee Chairman John W. Bricker (R-Ohio) said hearings ought to be televised only when approved by a majority vote of the full committee "but in no event over the objection of any witness." He also gave his support to Sen. Bennett's resolution.

Sen. Olin D. Johnston (D-S. C.) in a statement endorsed Sen. Bennett's stand against commercials, hit against grandstanding, pointed up a complaint that only portions of a hearing are presented and cited violation of a witness' privacy.

Sen. Alexander Smith (R-N. J.) filed with the committee a statement which included a recommendation that no radio or tv ought to be permitted when a witness asks they be discontinued.

Sen. Styles Bridges (R-N. H.) in his submitted statement said nothing about the media.

The hearing continues tomorrow (Tuesday) before the Senate Rules subcommittee. Organizations such as the AFL and the CIO among others are expected to testify. A hearing also will be held Wednesday and in subsequent weeks on Tuesdays and Wednesdays, according to current plans of the Rules group.

Welcome—For Now

THE SUBCOMMITTEE—of the Senate Rules Committee — that heard a string of Senators testify against the evils of radio-tv coverage of investigation hearings with many lawmakers strongly urging a broadcast blackout on Capitol Hill, had this to say in its original announcement of its own hearing last week:

> Motion picture, television, broadcasting and recording devices will be permitted to be operated, subject to the objection of any witness while testifying. In the event there is objection, use of the devices will be suspended during the testimony of the objecting witness.



Announcing

A Distinguished Business Opportunity

A *Muzak* FRANCHISE

Some fortunate business man in your area will shortly be appointed an exclusive MUZAK franchiser. ***That man could be you!***

For the past 20 years MUZAK, the originator and pioneer of functional background music, has been serving many of the best known hotels, restaurants, banks, offices, factories, and similar places of business, in key metropolitan areas.

Now, thanks to an exclusive MUZAK engineering triumph—a new automatic high-fidelity multi-channel tape transmission instrument—costs of franchise operation have been so reduced that markets down to 50,000 (and even less) population can handsomely support a MUZAK franchise.

No special technical knowledge is necessary; the entire MUZAK studio operation is push-button automatic. Equipment takes up a minimum of space, can be housed almost anywhere. A visit once a day to change reels is all that's normally required.

HERE ARE THE FACTS ON FUNCTIONAL BACKGROUND MUSIC!

Only Muzak—Muzak alone!—has music specifically selected, arranged, and recorded for one purpose only: functional background music to work to and relax to.

Only Muzak, with its library of 7,000 basic selections, has a reservoir of music *large enough* to permit scientific, non-repetitive programming. So valuable is this big library that MUZAK protects each selection by "watermarking" it indelibly yet inaudibly with electronic impulses which spell out MUZAK on the tape.

Only Muzak has different programs each set up to meet the special psychological needs of three *different markets:* factories; offices; and public places like hotels, restaurants, banks, and others.

Only Muzak is* true *background music. Other music, such as radio transcriptions and record music, is primarily *entertainment* music. Its jarring contrasts of rhythm, mood, and loudness may have an effect exactly opposite from that of pure background music.

With Muzak, *you*—and your *subscribers!*—are *sure!*

Not Just Another Music Service, But Muzak! The Only Planned Background Music in Existence!

To get the whole story, send in the coupon or phone or wire MUZAK today.

MUSIC *by* Muzak

MUZAK. *Reg. U. S. Pat. Off*

MUZAK CORPORATION, Dept. BT
229 Fourth Avenue, New York 3, New York
Phone: ORchard 4-7400

I'm interested in becoming a MUZAK Franchiser. Please send me your booklet "A Distinguished Business Opportunity: A MUZAK Franchise"

Name_____

Title_____

Affiliation_____

Type of Business_____

St._____ City & Zone ____ State_____

TV'S RIGHT IN HEARINGS DEFENDED

NARTB attorneys answer point-by-point the objections raised to telecasting. In same special issue of 'Federal Bar Journal' are anti-tv articles of Vice President Nixon and Harvard's Dean Griswold.

NARTB attorneys Vincent T. Wasilewski and Abiah A. Church stand in defense of the televising of Congressional hearings in a special issue of the *Federal Bar Journal* dealing with Congressional hearings and investigations, published last week.

Taking issue with every suggestion that television be barred from public hearings, the NARTB lawyers cite the history of the struggle for open hearings to plead that tv be treated on the same terms as any other news medium..

The symposium, the work of an FBA committee headed by Washington attorney Ralph E. Becker, is primarily concerned with Congressional hearing procedures and rules of conduct. Although subsidiary to the main concern of the writers (rights of witnesses, purposes of investigations, etc.), television is mentioned vigorously and in the negative by two of the contributing authors. They are Vice President Richard M. Nixon, in the foreword, and Harvard Law School dean, Erwin N. Griswold.



MR. NIXON

Mr. Nixon hails the advent of television as one of the best means of informing the public. But the vice president sees dangers in the televising of Congressional hearings. Repeating his 1952 speech to the Los Angeles Bar Assn., Mr. Nixon expresses the fear that television imbues hearings with a "circus atmosphere" and fosters "playing to the audience" on the part of participants.

Television, he says, may be an "unreasonable" burden on the average witness.

Mr. Griswold has even harsher words for tv. He calls for a rule forbidding broadcasting, television, newsreel cameras "or any other form of recording or reproduction except the ordinary stenographic transcript." He then goes on:

Even flashing flash bulbs can be an indignity and a source of strain to a witness. It is high time that we recognized and accepted the fact that legislative investigations are not a part of show business. Witnesses should not be required to testify in order to provide a spectacle for the public. Requiring testimony under such conditions is not compatible with any sound notion of due process of law, and I would expect our courts, as some have already done, to uphold a witness who refuses to testify for broadcast of any sort. We have even had Congressional investigations put on with sponsors, with advertising during the intervals. Can anyone possibly defend such a practice?

Stout defense of television's right to "cover" hearings by Messrs. Wasilewski and Church is premised on the theme that television only widens the public attendance at open hearings.

Citing legal patriarch Blackstone and Beuthan and their encouragement of widest possible publicity at trials and hearings, the two NARTB attorneys take each of the objections raised to the televising of Congressional hearings and answer them.

Government today is too vast, too impersonal, they point out. Through the medium of television it is possible to bring back the town hall idea enabling all citizens to participate in the activities of their government.

To the argument that tv is distracting to the witness because of lights, cameras, equipment and personnel, Messrs. Wasilewski and Church point to two 1952 court decisions in which the judges denied that contention on the part of Kefauver investigation witnesses who had refused to testify. The cases were those of U. S. *v* Kleinman and U. S. *v* Moran. They also point to the experience of WKY-TV Oklahoma City which "covered" a court trial and sessions of the Oklahoma legislature. The station received commendation from the judge and from the legislature for the inobtrusiveness of its apparatus. They also call attention to the number of church ceremonies televised without objections.



MR. CHURCH MR. WASILEWSKI

The NARTB lawyers deny that tv interferes with witness' right to privacy, calling attention to the accepted legal theory that when a citizen becomes newsworthy he loses that protection.

To objections that tv would give a one-sided or incomplete presentation, they answer that no medium is perfect in covering an event. To the charge that tv might lend itself to slanting the event, they vehemently object. "Tv lets the viewer see and hear for himself," they say.

They also take issue with the theory that televising a witness who refuses to testify on the ground that his answers might incriminate him denies to him the protection of the Fifth Amendment. The Fifth Amendment clause protects a witness against prosecution for wrong-doing which is revealed by his answers; it does not protect reputations, Messrs. Wasilewski and Church state. They call attention to bankruptcy proceedings, which are legal, but which certainly reflect on the reputation of the bankrupt.

"Honest, forthright witnesses should welcome television's candid portrayal," they say in response to arguments that participants might "put on an act" before tv cameras.

Outside of Congressional bills and resolutions regarding television (see main story on page 48), the American Bar Assn., the Federal Bar Assn. and the New York State Bar Assn. have passed resolutions opposing the televising of Congressional hearings.

KELP-TV Seeks Lower Vhf

KELP-TV El Paso, Tex., petitioned FCC a fortnight ago to change the educational reservation on ch. 7 there to ch. 13, assignment on which it expects to commence operation in September, so as to allow a switch to ch. 7. Reason is to avoid the "competitive disadvantage" of being at the top of the dial, away from the other vhf stations now operating in the area.

'Compromise' Liquor Bill Offered by Pelly

Washington Republican would ban such advertising during the 5 p.m. to 7 p.m. period when children watch and listen to radio-tv.

A "COMPROMISE" measure that would ban beer, wine and liquor advertising on radio and tv between 5 p.m. and 7 p.m. was introduced in the House Thursday by Rep. Thomas M. Pelly (R-Wash.).

In speaking to the House, Rep. Pelly said his bill was designed as a compromise to the pending Bryson bill. The latter proposal would prohibit all alcoholic beverage advertising on all media.

The Pelly bill, he said, would set aside a time when "parents can allow their children to watch television or listen to the radio without any fear that they will be subjected to harmful or objectionable advertising."

Rep. Pelly also warned that he had doubts whether Congress would approve the Bryson-type legislation and that he wished it to be "crystal clear . . . I do not align myself with either the 'dry' or the 'wet' forces in this country . . . On the contrary, I do align myself with those who believe in moderation in the use of alcoholic beverages and with those parents who feel that their children should be allowed to watch television and listen to the radio during the early evening hours without concern over the advertising they are apt to see or hear."

The bill, which was referred to the House Interstate & Foreign Commerce Committee that already has held hearings on the Bryson measure, would make the two-hour ban a condition in the issuance of station licenses. This would be done by amending the Communications Act.

At the same time, Capitol observers discounted any possibility that either the Bryson bill in the House or the Langer bill in the Senate (both measures are the same) would get far in these waning days of Congress.

The Langer bill still is in committee. But because of its highly controversial matter, it would be necessary to bring it to the Senate floor, if and when cleared by committee, where it would face debate. The issue is much the same with the Bryson bill in the House.

Sheppard Again Submits Anti-Network Legislation

RADIO and television networks, with the tocsin already sounded in the Senate by Sen. John W. Bricker (R-Ohio) in introducing a bill for FCC licensing of networks (S 3456), were alerted further last week by a similar bill introduced in the House by Rep. Harry R. Sheppard (D-Calif.).

The Sheppard proposal was referred to the House Interstate & Foreign Commerce Committee.

Rep. Sheppard's bill (HR 9700), which caught Congressmen getting ready to head homeward, coupled the proposal for FCC regulation of networks with another authorizing radio and tv stations to rebroadcast sponsored programs in the U. S. with permission of the sponsor, or unsponsored programs with approval of the person or "originating station" bearing the greatest expenses (non-transmitting costs) of the program.

The California Congressman's proposal on

rebroadcasting offered a new section (Sec. 332) to the Communications Act. A twin bill introduced by Rep. Sheppard (HR 9701) would amend Sec. 325 (a) of the Act to include the rebroadcasting proposal.

During the 82d Congress Rep. Sheppard also introduced a bill (HR 73) seeking FCC control of networks, with an endorsement by then FCC Chairman Paul A. Walker, and a rebroadcasting bill (HR 10), but no action was taken on either.

Rep. Sheppard's stand on network regulation and rebroadcasting dates back through several Congresses. In asking anti-network legislation, the Congressman often has called attention to backing by a number of broadcasters. Among the latter, the most outspoken has been Gordon P. Brown, WSAY Rochester, N. Y.

In a statement on behalf of his network regulation bill, Rep. Sheppard said many radio stations have discontinued operation and others are operating "in the red" because of "network chain monopolies."

He also blamed the networks and the FCC for the plight of uhf operators who he said failed to get high quality network programs.

He said the FCC was responsible for uhf troubles through its "quicky" vhf tv grants to applicants who filed "complicated merger television applications . . . with the FCC exactly at their closing time of 5 o'clock on Tuesday afternoon, and then the FCC promptly granted these applications at 10 o'clock on Wednesday, the next day, without the Commissioners ever having a chance to look into these complicated applications to determine if the grant . . . would be in the public interest."

He praised Comr. Frieda B. Hennock, who, he said, "refused to be a party to such illegal 'quicky' television grants. . . ."

Approval of WINT (TV)'s Ft. Wayne Site Protested

WKJG-TV Fort Wayne, Ind., operating on ch. 33, and Anthony Wayne Broadcasting Co., recommended in an examiner's initial decision for a grant on ch. 69 in that city, have protested to FCC a request by ch. 15 WINT (TV) Waterloo, Ind., for approval of main studio in Fort Wayne and designation as a Fort Wayne-Waterloo outlet.

They charged that the move violates FCC's allocation principles and constitutes misrepresentation in view of WINT's earlier statements to the Commission respecting studio and transmitter sites at Waterloo. Both asked for a "reprimand" of WINT to discourage other attempts to avoid FCC's normal procedures.

WKJG-TV also questioned whether acquisition of minority holdings in WINT by principals in WJR Detroit constitutes illegal transfer of control without approval.

WKJG-TV pointed out that in WINT's publicity to the trade press the Waterloo station already is identifying itself as a "Fort Wayne" station [B•T, June 7]. WKJG-TV noted ch. 15, according to FCC's allocation plan, is assigned to Angola, Ind., but was approved initially for WINT at a site in Waterloo 14.2 miles south of Angola. This site later was moved seven miles farther south of Waterloo, 21 miles from Angola, the Fort Wayne station said, and WINT now, through request for special temporary authority, seeks to become a Fort Wayne outlet.

WKJG-TV charged that WINT admitted in its request for STA it had not begun construction at Waterloo and that "it had no intention of constructing studio facilities in accordance with the representations which it has repeatedly made to the Commission."

DOERFER WINS UNANIMOUS CONFIRMATION

Commissioner is sworn in to full seven-year term. Fast Senate action follows collapse of objections posed by broadcaster Ed Lamb.

THE SENATE unanimously confirmed John C. Doerfer last Tuesday to a full, seven-year term on the FCC. The confirmation rode through without an objection, in effect giving the Commissioner a full vote of confidence.

In informal ceremonies Thursday afternoon in his office, Comr. Doerfer took his oath of office before Betty Ferro, notary public and chief of the FCC Common Carrier License Branch. The only others present were Mrs. Doerfer, their son, John, and members of his office staff.

The Senate's action came after an unprecedented attack by a broadcaster against the FCC nominee, an attack that lost its punch in the closing session of a two-day hearing held by the Senate Interstate & Foreign Commerce Committee a fortnight ago [B•T, June 28].

Setting off the note of approval was swift clearance of President Eisenhower's re-appointment of Comr. Doerfer by the Commerce Committee on Monday. The committee, apparently finding no basis for the charges against Comr. Doerfer, voted approval without a dissent.

Charges by broadcaster-publisher-industrialist Edward Lamb of Toledo collapsed when in testifying before the committee, Comr. Doerfer, on his own behalf, and Benito Gaguine, former FCC examiner and legal aide to Chairman Rosel H. Hyde, and now a Washington attorney, explained FCC procedure in the Lamb case.

Playing Politics

Mr. Lamb had charged that Comr. Doerfer had been playing politics and had prejudged him. These complaints were treated point-by-point by Comr. Doerfer in his testimony, presenting his own version of each charge. When the hearing ended, the consensus was that Comr. Doerfer had made an excellent appearance.

Hub of the case was that one of Mr. Lamb's applications has been set aside by FCC for hearing on the ground that he concealed Communist Party and communist association activities [B•T, Oct. 26, 1953, *et seq.*].

Comr. Doerfer, 49, is a Wisconsin Republican. He was nominated by President Eisenhower March 20, 1953, as successor to Comr. Eugene H. Merrill, a recess appointee of Mr. Truman. Taking office April 15, 1953, Comr. Doerfer served out the term of Robert F. Jones, who had retired from the Commission. The term ended last Wednesday.

President Eisenhower nominated Comr. Doerfer for a new and full term on the FCC early last month [AT DEADLINE, June 7].

Comr. Doerfer is credited with quickly clearing a backlog of public utility rate cases before the Wisconsin Public Service Commission. He was appointed to that commission in 1949, and was chairman when appointed to serve on the FCC.

Born in Milwaukee, Comr. Doerfer attended schools there and in 1924-28 attended the U. of Wisconsin at Madison, where he received a B.A. in commerce.

After college, he worked as an accountant, and acquired an interest in law that culminated in a doctor of jurisprudence degree *cum laude* in 1935. He was in private law practice in West Allis, a Milwaukee suburb, and served three terms as city attorney, beginning in 1940.

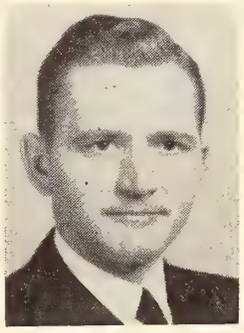
FCC Budget Clears

FCC is operating its broadcast service this fiscal year, which began last Thursday, with $1,230,000, some $374,000 less than the sum available for the 1954 fiscal year which ended Wednesday.

President Eisenhower signed the Independent Offices appropriation bill June 24 providing $6,544,400 for all of FCC's operations in fiscal 1955.

STODOLA RESIGNS FROM FCC POST

EDWARD T. STODOLA, chief FCC hearing examiner, resigned last week to return to his previous position as a hearing examiner with the Civil Aeronautics Board. Ill health was given as the reason for Mr. Stodola's return to a non-administrative job.



MR. STODOLA

Appointed FCC chief examiner only last March [B•T, Feb. 15], Mr. Stodola was the second chief hearing examiner in the FCC's annals. The first was the late J. Fred Johnson, appointed in 1950 but who died in May of that year.

At the present time, the FCC has 17 hearing examiners. This number is scheduled to be reduced to about 11 by the end of the year.

Simpson Bill Would Eliminate Excise Tax on Radio, Tv Sets

A BILL to add radio and tv sets, phonographs and tubes to the list of goods exempted from the 10% manufacturers' excise tax was introduced in the House last Tuesday by Rep. Richard M. Simpson (R-Pa.). The bill (HR 9742) was referred to the House Ways & Means Committee of which Rep. Simpson is third-ranking Republican member.

The bill would amend Sec. 3404 (a) of the Internal Revenue Code to read as follows:

"(a) Radio receiving sets, automobile radio receiving sets, television receiving sets, automobile television receiving sets, phonographs, and combinations of any of the foregoing of the entertainment type, and tubes of the type used on or in connection with or as component parts of any of the foregoing articles."

Meanwhile, in the Senate, an amendment to eliminate the Federal excise levy on all-channel tv sets, introduced by Sen. Edwin C. Johnson (D-Colo.), pends before the Senate Finance Committee.

SENATE UNIT SETS SESSION ON UHF

The Potter subcommittee meets Thursday, reportedly to plow through all suggestions made at the recent hearings on uhf, with FCC discussing each.

FIRST attempt to get the uhf question out of Senate drydock is set tentatively for Thursday.

Members of the Senate Communications Subcommittee and the FCC meet behind closed doors that day for a shirt-sleeve session on problems of uhf television. The session will be held as an aftermath of the subcommittee hearing on which the record has been closed [B•T, May 24, et seq.].

In the meantime, Radio-Electronics-Tv Mfrs. Assn. told the Potter subcommittee in a letter that it was opposed to the recommendation that the Senate group approach the Attorney General for an opinion on whether an anti-trust exemption would be in order for tv set manufacturers who agree to produce only all-channel receivers [B•T, June 28].

RETMA President Glen McDaniel said such a move would be a "serious mistake" in that it would weaken the manufacturers' protection under the anti-trust laws and would permit government regulation of the tv set manufacturer. He said he doubted whether such legislation would be constitutional.

While cognizant of the broadcaster's problems, "under no circumstances [does the set manufacturer] . . . believe that it would be proper or desirable to solve the problem by carrying out exceptions to the anti-trust laws or by imposing Federal regulation . . ." Mr. McDaniel said.

The subcommittee, headed by Sen. Charles E. Potter (R-Mich.), held an executive session last Tuesday at which time the FCC-Senate conference was discussed.

Details Slim

Details are slim on any concrete plans on the uhf situation. But reportedly the executive session Thursday will adopt the procedure of taking up point-by-point all recommendations proffered during the hearing. FCC will be asked by the Senators to discuss each point.

Preliminary work thus far has been to sift the more reasonable suggestions from the less probable—such as proposals for government subsidies to uhf operators.

The make-up of the subcommittee membership has changed since the group was created by Commerce Chairman John W. Bricker (R-Ohio) early in the year. Two Senators—Dwight Griswold (R-Neb.) and Lester C. Hunt (D-Wyo.)—have died. Sen. Earle C. Clements (D-Ky.) just last Thursday was assigned to the Democratic vacancy (see story, this page). Sen. Eva Bowring (R-Neb.) last May succeeded the late Sen. Griswold.

Thus, the five members of the subcommittee would be Sens. Potter; Andrew F. Schoeppel (R-Kan.); Bowring; John O. Pastore (D-R. I.) and Clements.

In addition to the suggestion that the Attorney General be sought out on a set manufacturer agreement, other proposals want to:

1. Foster an all-out campaign to eliminate immediately the excise tax on all-channel tv receivers (see set tax story, page 51).

2. Increase the supply of tv film for stations through tax inducements.

3. Create a special advisory committee, made up of industry experts, to study channel allocations with a view to solving the problem of mixed markets (uhf-vhf market).

4. Request FCC to be more flexible in its allocations table and in its multiple ownership rule.

5. Freeze immediately all vhf applications and grants.

6. Bolster the two trailing tv networks.

7. Eliminate intermixture in the same markets.

8. Cut back power and antenna height of vhf stations to equal uhf.

Intermixture Answer

ANSWER to the problem of intermixture of both vhf and uhf in the same city was supplied to FCC last week by 13-year-old Jay Millard of Brookhaven, Ga. Submitting a detailed revision of the U. S. tv allocation table, Jay said, "I hope you think this is satisfactory, but if you don't, I take defeat gracefully." Done on tablet paper with black pencil for commercial channels and red pencil for educational, revision would alter assignments of some 200 existing stations, delete another 50.

Bricker Unit Reports Radio-Tv Curb Bill

WITH little delay, the Senate Commerce Committee last week reported the so-called anti-gambling bill desired by the Justice Dept.

The measure (S 3542), authored by Sen. John W. Bricker (R-Ohio) upon request of the Justice Dept., would ban broadcasting and other interstate transmission of "gambling information" on certain sports events and would require an hour's time lag before details of a horse race or dog race are put on the air [B•T, June 14 *et seq.*].

The committee then sped the bill to the Senate floor.

As the bill was placed on the Senate calendar, Sen. Bricker moved quickly to pull back a long pending bill (S 2314) which is similar to the Bricker measure except that it contains a penalty provision. The latter measure would make the Justice Dept. primarily responsible for law enforcement as contrasted to the Bricker bill which places the administrative burden on the FCC.

S 2314 was authored by the late Sen. Charles W. Tobey (R-N. H.) early in the first session of the 83d Congress. It was the measure preferred by the FCC. It cleared the Senate Commerce group last summer and was placed on the Senate calendar where it gathered dust. Sen. Bricker had the bill returned to committee so it would not be in the position of favoring two differing bills on the same subject.

Observers close to the situation now predict this anti-gambling bill, thought by many to be restrictive toward the broadcast media, also will linger on the calendar. Since the legislative slate will be wiped clean when Congress soon adjourns there seems little hope for the Bricker anti-gambling measure.

Reportedly the Justice Dept. feels that even though the legislation it sponsors may fail to see the light of day, Congressional intent via committee will be placed on record. FCC, of course, feels the same way. Some observers see in this tit-tat-toe a point of no return and obviously, little chance for the anti-gambling-legislation, FCC- or Justice Dept.-sponsored.

Clements Assigned To Potter Subcommittee

ASSIGNMENT of Sen. Earle C. Clements (D-Ky.) to succeed the late Sen. Lester C. Hunt (D-Wyo.) as a member of the Senate Communications Subcommittee chairmanned by Sen. Charles E. Potter (R-Mich.), was announced Thursday.



SEN. CLEMENTS

Sen. Clements, assigned by the Senate leadership to the Senate Interstate & Foreign Commerce Committee, thus will be the second new face on the communications group since its creation early in the year. Sen. Eva Bowring (R-Neb.) succeeded the late Sen. Dwight Griswold (R-Neb.) [B•T, May 10].

A former governor of Kentucky, Sen. Clements has served in the Senate since Nov. 27, 1950. His term expires in January 1957. Sen. Clements was shifted to Commerce from the Senate Interior Committee.

Sen. Hunt died June 19 from a self-inflicted bullet wound.

Educ. Uhf WKAR-TV Seeks Non-Commercial Vhf Channel

FCC was asked last week to change commercial ch. 10 at Parma-Onondaga, Mich., to "reserved for education" in a petition filed by Michigan State College's ch. 60 WKAR-TV East Lansing, educational noncommercial outlet which fears it "is in immediate danger of being the only uhf island in a sea of vhf service."

Ch. 10 presently is in contest among four commercial applicants, although the formal hearing has not been scheduled. Seeking the facility are Booth Radio & Tv Stations Inc. (WIBM Jackson), Tv Corp. of Michigan Inc. (WILS-AM-TV Lansing), Jackson Broadcasting & Tv Corp. (WKHM Jackson) and Triad Tv Corp.

Live Programs Cited

Citing its record of 80% local live programming and other achievements, WKAR-TV pointed out "the highest tower, the greatest power and the finest local and live program service are not sufficient in themselves to motivate or develop a general acceptance by the general public of uhf and its service." Set conversion in the station's radius is only 25-30%, WKAR-TV said, with less than 5% in rural areas. Construction cost was more than $500,000 and annual operating budget is in excess of $350,000, WKAR-TV related.

WKAR-TV submitted an engineering survey which it contends shows that (a) greater coverage can be obtained on ch. 10 than on ch. 60; (b) Parma-Onondaga receives at least 10 commercial vhf signals, including all four networks; (c) no vhf educational operations have been allocated to central Michigan, and (d) if ch. 10 is designated for noncommercial use, it will not deprive Parma-Onondaga of "several good commercial tv services."



YOU MIGHT GET A 14½-LB. BROOK TROUT—*

BUT . . . YOU NEED WKZO RADIO TO LAND SALES IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

If WKZO, Kalamazoo, isn't part of your Western Michigan advertising—believe us, you're letting the big one get away!

Pulse figures, left, prove WKZO's dominance, *morning, afternoon and night.* On a quarter-hour, 52-time basis, WKZO gets 181.0% more morning listeners and 321.4% more afternoon listeners than Station B—*yet costs only 35.3% more money!*

Nielsen figures confirm WKZO's superiority. They credit WKZO with 181.2% more daytime radio homes than Station B!

Let Avery-Knodel give you the whole WKZO story.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

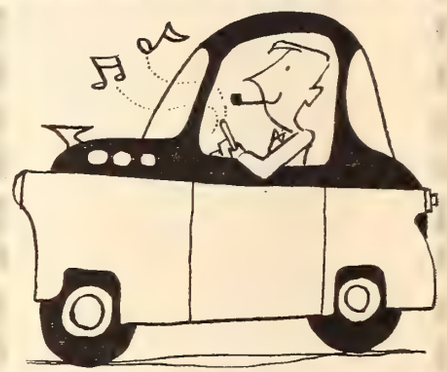
** Dr. W. J. Cook caught a brook trout this size on Nipigon River, Ontario, in July, 1916.*

USE THE BIG GUN!

when you want the people of Southern California to get your Sales Message









"O-O-H"* A "BOOM" WITH A BONUS!

A recent *Pulse Report* (Feb. 1954) shows that KMPC dominates Southern California's ** OUT-OF-HOME audience:*

KMPC TOPS ALL Los Angeles stations, except one network outlet, in total O-O-H ratings.

KMPC, except for just one network outlet, has a larger O-O-H audience than any other Los Angeles station — *including the networks!*

A 1953 survey estimates 2,804,196 automobile radios for O-O-H listening in Southern California.

KMPC reaches them ALL!

KMPC *The One-Station Network*
You could buy 38 stations in this area and still not get this great KMPC coverage.

KMPC IS A 24-HOUR STATION

KMPC 710 KC, Los Angeles

GENE AUTRY, *President* • R. O. REYNOLDS, *Vice-Pres. & Gen. Mgr.*

Represented Nationally by A. M. Radio Sales Company
NEW YORK • LOS ANGELES • CHICAGO

Impersonation Charged In San Antonio Case

Private detective, said to be of firm retained for KONO, is charged with representing self as FCC official to obtain financial data on KMAC tv venture.

ARREST of a private detective on the charge of impersonating an FCC official in soliciting credit information on a competitive television applicant was disclosed Tuesday by FCC counsel in the San Antonio ch. 12 case before Examiner James D. Cunningham.

Contestants are KMAC and KONO, both San Antonio.

It is charged that the detective, working for Texas Industrial Survey, an investigation firm retained by one of the officers of KONO, impersonated an FCC official in questioning sources of financial support for KMAC's tv venture.

KONO spokesmen testified, however, that they were unaware of the investigation technique used.

No one disputed the propriety of a credit check, *per se,* of a competitive applicant.

Assistant U. S. Attorney Bradford Miller, San Antonio, late Thursday told B•T that a "complaint" had been filed before the local U. S. Commissioner on Monday against James R. Duncan, described as a "private detective" of Texas Industrial Survey. The complaint, he said, charges Mr. Duncan with "falsely representing himself as an officer or employe of FCC" in violation of Sec. 912 of Title 18 of the U. S. Code. The law pertains to impersonation of federal officials.

Mr. Miller said Mr. Duncan was arrested Monday and he posted $1,500 bond. The case will be put before the San Antonio grand jury in October, he stated.

Mr. Miller said his office is "still investigating" whether there has been a possible violation of Sec. 605 of the Communications Act. Sec. 605 forbids wiretapping.

The ch. 12 hearing was recessed Wednesday until July 20.

Paul Dobin, counsel for KMAC, told the examiner that he may petition later for enlargement of issues in the ch. 12 case when the facts surrounding the charges filed in San Antonio are established.

KONO counsel is Edward P. Morgan. Pasquale Valicente represented FCC Broadcast Bureau's Hearing Division.

Diversification Argument Highlights Mobile Contest

ISSUE of mass media diversification was put before FCC Tuesday in oral argument on an examiner's initial decision proposing to grant ch. 5 at Mobile, Ala., to Mobile Television Corp. rather than WKRG-TV Inc. [B•T, Feb. 15].

WKRG-TV Inc., which includes principals in WKRG and local theatre interests, argued the examiner overlooked the diversification factor when he ruled for Mobile Television on the ground of better prospects for carrying out its program proposals in view of studio design, production equipment, staff training and expansion potential.

On these grounds WKRG-TV Inc. claimed equality and said it should have been preferred because Mobile Television is owned in part by the city's "monopoly newspaper," the Mobile Press-Register Inc. (WABB Mobile), and in part by WDSU-TV New Orleans principals, who also are interested in WAFB-TV Baton Rouge. This concentrates control of three tv stations in the same Gulf Coast area, FCC was told.

FCC Broadcast Bureau counsel cited the "close working arrangement" proposed between the Mobile Television station and the *Press-Register,* but this was defended by Mobile Television on the ground only the supply of "raw news" is involved and other sources of news are retained.

Mobile Television also argued it has "widespread local roots," saying it is owned by 69 people in 95 local businesses and has ties with 150 community organizations.

James A. McKenna Jr., argued for WKRG-TV Inc.; W. Theodore Pierson, Mobile Television; Jerome S. Boros, FCC.



GOV. JOHN LODGE (r) of Connecticut congratulates Eric Hatch, new owner and general manager of WBIS Bristol, Conn., during a recent visit to the station.

General Teleradio Purchase Of WHBQ Memphis Approved

ACQUISITION of WHBQ-AM-TV Memphis by General Teleradio Inc. [B•T, May 3] was approved Thursday by FCC, along with corollary disposal of KGB San Diego, required under multiple ownership rules.

The Memphis properties were acquired from Harding College. General Teleradio now owns the maximum five tv stations. Its owned properties, besides Memphis, include WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WEAN Providence, KFRC San Francisco, and majority interest in WGTH-AM-TV Hartford, Conn. The company controls Mutual Network, and owns Don Lee and Yankee networks.

According to FCC, the WHBQ-AM-TV assignment involves a leasing arrangement for 15 years at total rental of $2,879,046, with opportunity to re-lease at an annual rental of $12,000 or purchase for fair market value or $50,000, whichever is greater. The FCC approval was conditioned on disposal of KGB.

WHBQ operates with 5 kw power on 560 kc. It is a Mutual affiliate. WHBQ-TV, which went on the air in 1953, is a CBS affiliate.

Assignment of the KGB license to Marion R. Harris, KGB manager, was approved. This General Teleradio sale involves a $27,500 annual lease until Dec. 31, 1960, with the assignee having option to purchase during 1959 at fair market value.

FTC Trade Practice Rules Readied for Submission

PROPOSED trade practice rules for the radio and television industry, amending the 31 rules offered by the Federal Trade Commission in September 1953, will be submitted "in a very short time" for eventual consideration by FTC members, according to H. Paul Butz, FTC attorney who has been in charge of drawing up the proposed amendments.

Mr. Butz, who held two hearings last year [B•T, Dec. 14, Oct. 12, 1953] on the proposed rules, said his report will go through the FTC's chief of trade practice conferences and in turn to the director of the agency's bureau of consultation, with both incorporating their own reports before the proposed rules go to the FTC membership for review.

Several controversial points on the proposed rules came up at the October and December hearings, among them a proposal by Allen B. DuMont Labs that proposed Rule 2 (d) be amended to describe as an unfair trade practice the failure to label or advertise a television set according to the number of channels it is capable of receiving.

Comment from 11 tv set manufacturers was elicited by a May 28 letter sent by Mr. Butz to 19 manufacturers, said to represent 90% of the total set output, to ascertain their views on the DuMont proposal. Of the 11 who replied, nine were against the amendment and two were in favor. DuMont's reply had not been received by last week, Mr. Butz said.

Pro and Con

The UHF Tv Assn. seconded the DuMont proposal, but Radio-Electronics-Tv Mfrs. Assn. objected to the amendment in a letter sent to the FTC by RETMA President Glen McDaniel after discussions by RETMA's Set Division at a June 16 meeting in Chicago.

After stating RETMA's belief that the current uhf economic predicament is a basic one and not caused by individual trade practices, Mr. McDaniel said his association feels no deception was involved in sale of 21 million tv sets before uhf channels were allocated; that his organization does not believe failure to disclose affirmatively the technical limitations of a piece of equipment is deceptive, and that if such were the case, sale of an am set without noting its lack of fm tuning facilities also would be deceptive.

Mr. McDaniel said he doubted that the FTC has authority to require such affirmative labeling without special legislation to that effect.

Even if failure to label were deceptive, Mr. McDaniel said, it would not help present business practices because many manufacturers ship only all-channel sets to areas where there are both uhf and vhf signals, while merchants who sell vhf sets only in these areas are limited in their advertising claims. He said if the amendment is considered by the FTC the hearing should be reopened so it might receive fuller discussion.

Ill Witness Excused

EUGENE ROTH, president of KONO San Antonio, applicant for ch. 12 in contest with KMAC there (story this page), was excused from further testimony last week in the hearing before FCC Examiner James D. Cunningham because of illness. His examination has been completed by stipulation. On Monday afternoon, just as KMAC counsel began cross examination, Mr. Roth complained he did not feel well and was excused. Later it was disclosed he recently suffered from heart attacks on two occasions.

Eight Plan Protest In Daytime Skywave

INTENTION of eight limited-time stations to protest FCC's proposed rule-making in the daytime skywave case was set forth Thursday at a meeting of the stations in Washington. They charge that their sunrise and sunset operations will be restricted excessively by the proposed increased protection to Class I clear channel station [B•T, March 15 *et seq.*].

The eight stations plan to file briefs with the Commission by deadline on Thursday of this week and will cite loss of program service to the public and of revenue to the outlets if the restrictions are allowed to become effective, it was pointed out.

Oral argument on merit of the FCC plan is scheduled July 15 while comments on the proposed rule-making are due Aug. 2 [B•T, June 14, 7]. FCC indicated existing daytime-only stations now on clear channels would not be affected "at this time" but certain secondary limited-time outlets in the eastern U. S. may have to modify their operations at certain hours.

Those attending the Washington meeting included: Morris Novik, WLIB New York; Robert Miller, WAIT Chicago; Jack Carr, counsel, and George Lohnes, consulting engineer, for WJJD Chicago; Dr. Herman H. Hohenstein, KFUO Clayton, Mo.; Ted Baron, counsel, and J. B. Maurer, WHKK Akron, Ohio; Michael R. Hanna, WHCU Ithaca, N. Y.; Seymour Kreiger, counsel, WOSU Columbus, Ohio; ex-Gov. Charles M. Dale of New Hampshire, WHEB Portsmouth, N. H., and Leonard H. Marks, counsel for WLIB WHCU WAIT WHEB.

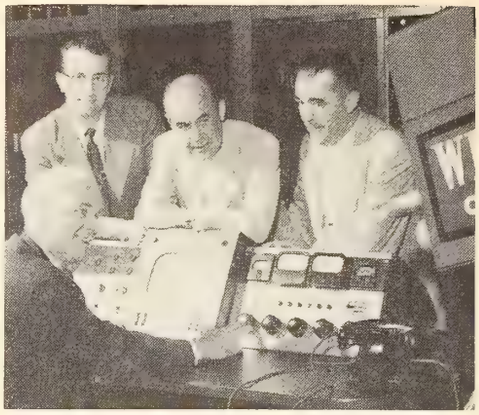
WSPA-TV Stay Order To Be Argued July 8

ARGUMENT for an order temporarily staying the construction of WSPA-TV Spartanburg, S. C., on Paris Mt. outside Greenville, S. C., will be held July 8 in the U. S. Court of Appeals in Washington.

Appeal against the FCC's grant for the Spartanburg station to move its ch. 7 transmitter to the Paris Mt. site was filed two weeks ago by WGVL (TV) Greenville, operating on ch. 23. The appeal followed the FCC's denial of the WGVL protest against the grant last month [B•T, June 7].

The court still has not acted on a request for a temporary stay against the WSPA-TV site modification brought by WAIM-TV Anderson, S. C., and argued two months ago [B•T, May 31].

The main contention of both WGVL and WAIM-TV is that the move of WSPA-TV nearer Greenville upsets the allocations table and in practice puts another station in Greenville. They also claim that WSPA-TV's move was made necessary in order to overcome overlap with WBTV (TV) Charlotte, N. C., and thus enable it to secure a CBS-TV affiliation. The FCC has consistently denied these petitions and protests on the ground that the Spartanburg station's new site meets all FCC requirements. The same fight developed earlier this year when WSPA-TV got temporary authority to move to Paris Mt. for interim operation. The court issued a stay after the same protesting stations asked for one [B•T, Feb. 1 *et seq.*].



LT. GOV. Harold W. Handley of Indiana officiates at the controls of the new transmitter of WFBM-TV Indianapolis. Previously, Mr. Handley pulled the switch to increase the station's power and add 10,000 square miles to its coverage. Explaining details of the panel board are (l to r): Robert Flanders, assistant chief engineer; William A. Shepler, public relations director, and Harold Holland, chief engineer.

Cohen, Schine Hurt Morale Of VOA, USIA—Monroney

THE Voice of America, at the time of Soviet Premier Joseph Stalin's death, was reduced to a "stutter and a stammer" by Roy M. Cohn and G. David Schine, aides on GOP Sen. Joseph R. McCarthy's investigation subcommittee, Sen. A. S. Mike Monroney (D-Okla.) charged last week.

Sen. Monroney, testifying before a Senate Rules subcommittee on his resolution which would help enable the Senate to curb probes it feels have gone to excesses, said the tour of Europe as Senate representatives by Messrs. Cohn and Schine last year damaged the morale of the Voice and its parent, the U. S. Information Agency.

In contrast, Sen. Monroney said, a Senate Foreign Relations subcommittee headed by Sen. Bourke B. Hickenlooper (R-Iowa), during the same period conducted a quiet and effective study of the overseas information program. The Hickenlooper subcommittee logically was the only Senate group entitled to make the investigation, he indicated.

'Voice' Men Go Abroad

TO SURVEY tv developments outside the U. S., two Voice of America representatives will spend the next six weeks abroad, J. R. Poppele, director, has announced. Vestel Lott, chief of the Voice's central program services division, left New York for a European tv survey covering France, England, The Netherlands, Belgium, Germany, Switzerland, Italy and Spain. Sidney N. Berry, tv development officer of the Voice, will leave later this month for a similar survey of Latin America, visiting Brazil, Argentina, Chile, Panama, Colombia, Venezuela and Cuba.

TRANSFORMERS FOR BROADCASTERS
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369

SAVANNAH RIVALS EXCHANGE BLASTS

PROGRAMMING and premature construction were points argued Thursday before FCC in oral argument on the Savannah, Ga., ch. 3 initial decision which would grant WSAV and deny WJIV there [B•T, April 12].

WJIV told the Commission WSAV should be disqualified on the basis of premature construction of antenna footings and a transmitter-projection-control room atop Savannah's Liberty National Bank Bldg. As to criticism of its radio programming, WJIV contended its service was meeting the needs of the Negro population.

WSAV, however, minimized the premature construction and said even if it was ruled improper, the Commission could condition the grant so as to preclude its use. WSAV attacked the WJIV program record, charging WJIV aired fortune telling and palmistry announcements as well as commercial religious shows, including one by Evangelist J. Harold Smith.

Rev. Smith at one time was denied a license by FCC to cover the permit for WIBK Knoxville, now off the air.

Charging WJIV with airing indecent records, WSAV showed the Commission a passage from one WJIV record in support of the WSAV contention.

Marcus Cohn appeared for WSAV; Philip M. Baker for WJIV.

Belknap Says WMCT (TV) Protest Belongs in Court

IF WMCT (TV) Memphis fears that community television systems in Poplar Bluff and Kennett, Mo., will "pirate" its programs, let it go to court, J. E. Belknap & Assoc. told the FCC last week in moving for dismissal of WMCT's protest against the common carrier grant to the Belknap group [B•T, June 21].

WMCT protested against the grant on the ground that it endangered its property rights in programs. It also asked the Commission to look into community tv systems.

The Belknap group received permission early in May to construct a microwave relay to pick up Memphis tv signals, relay them to community tv operations in Poplar Bluff and Kennett [B•T, May 10].

Since it is a common carrier, Belknap said in its answer to the WMCT protest, the only recourse WMCT has is against the community tv systems which may use its programs. Belknap said all it would do would be to furnish traffic on order to subscribers. It said it would presume that community systems would make arrangements with stations whose programs were to be picked up before ordering Belknap facilities. Belknap claimed that WMCT has no standing as a "party in interest," nor has it shown economic injury.

Texans Protest 'Facts Forum'

A RESOLUTION has been adopted by the Texas State Federation of Labor (AFL) calling for protest to FCC of the *Facts Forum* radio-tv program underwritten by oilman H. L. Hunt. The union group has asked stations to allot equal time for rebuttal programs, it was reported. The resolution described *Facts Forum* as a "biased program of propaganda" and "a fraud and a misrepresentation."

Summer Time is LISTENING TIME...



Yes, summertime is listening time . . . as a matter of fact . . . all the time is listening time in the KVOO area! More people listen to KVOO more of the time than to any other station in Oklahoma's Number One Market. What's more, KVOO listeners know from many years' experience that they always get the best from Oklahoma's Greatest Station . . . that they hear the news FIRST and hear it RIGHT. Advertisers know, too, that when they're fishing for customers their advertising hook, baited with a KVOO quality show, brings in the biggest results the quickest! If YOU haven't tried a KVOO schedule set one up for the summer months and reap a rich reward of results!

SHARE OF TULSA AUDIENCE

The Pulse, Inc. February, 1954

MONDAY-FRIDAY

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-10:30 PM
KVOO	33	38	45
"B"	21	18	23
"C"	20	21	15
"D"	5	5	5
"E"	9a	10a	*
"F"	9	5	6
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Homes using radio	17.9	20.4	20.0

a Does not broadcast for complete six hour period and share of audience is unadjusted for this situation.
* Not on air

Call your nearest Edward Petry & Company office or KVOO direct for availabilities. Do it now!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Aviation Groups Urge Tower Standards Study

STUDY of means to increase the effectiveness of marking and lighting tv and radio towers was urged last fortnight by the Air Transport Assn. and the National Assn. of State Aviation Officials.

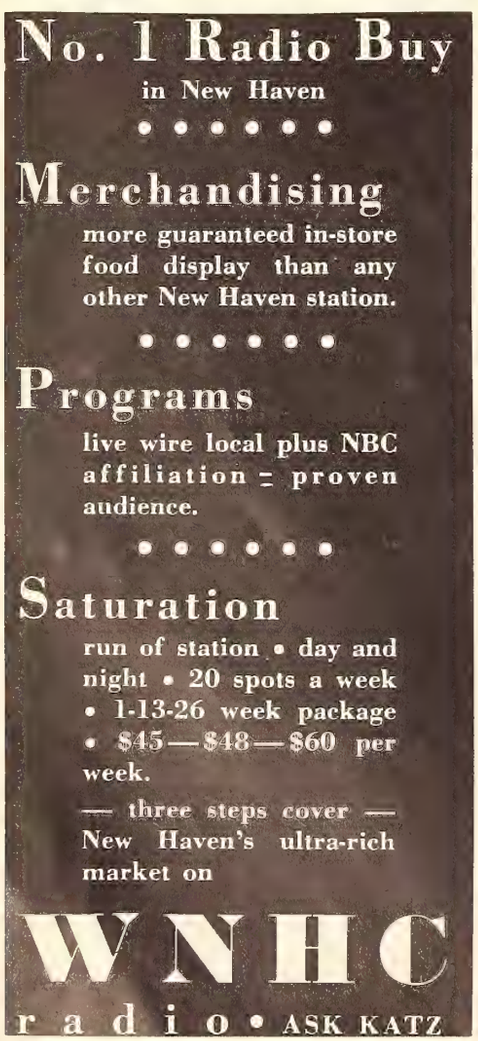
In testimony before the working committee of the Washington Air Coordinating Committee, Frank B. Brady, representing the ATA, said that present marking and lighting standards were inadequate.

He urged the committee to begin working on methods of improving tower identification, including the use of some sort of an electronic device which would warn pilots they were approaching a tower even under conditions of extreme poor visibility. He said ATA was interested in marking guy wires, but more concerned with identification of the main structure.

Col. A. B. McMullen, NASAO representative, also called for the committee to investigate means of improving marking and lighting of tall structures. He said state aviation officials had "intimate knowledge" of aircraft accidents resulting from collision with tall structures, and many near misses, "most of which received little or no publicity." He did not enumerate. Marking of guy wires is practically non-existent, Col. McMullen said, "although these wires are causing an ever increasing number of accidents." He also recommended that the committee consider the relationship between location and marking of towers.

In a summary of state activities, Col. McMullen revealed that the Bonneville Power Administration and Washington State College were cooperating in a test of neon lights on catenary wires above canyons and streams. He also said that the Idaho Aeronautics Commission had experimented with a large 2½-ft. orange colored sphere on a 6,000-ft. high tension line crossing Panther Creek; the Pennsylvania commission has experimented with reflective paint and has tested the use of spheres; Massachusetts commission recommends the use of an electronic warning device on towers, using 200-400 kc for this purpose, and the Minnesota Department of Aeronautics suggests experiments on a permanent array of lights in "ladder-type configuration; the ladders extending from the tower in the center to the points where the guy wires are anchored."

The working committee was established early this year as a group within the Airdromes, Air Routes and Ground Aids Subcommittee of the Washington ACC [B•T, Jan. 11 et seq.]. Its mission is to (1) determine whether present marking and lighting standards are adequate, and (2) if it decides they are not, to recommend methods of improving tower identification. The group consists of representatives of government and military services, plus associates representing the broadcast and aviation industries.



Contract of Private Facilities For VOA Approved

PRIVATE broadcasting facilities will be used on contract basis by the Voice of America, the U. S. radio arm, during fiscal 1955.

The Congress last week approved and sent to the White House an appropriations bill that permits $200,000 of USIA's fiscal 1955 budget to be earmarked for "the utilization of private broadcasting facilities." Radio programs under this plan would be sent to Latin America and Western Europe "as well as other areas of the free world, which programs shall be designed to cultivate friendships with the peoples of the countries of those areas, and to build improved international understanding."

This figure was a compromise struck between Senate and House conferees for the fiscal 1955 budget for USIA. Senators originally asked for $300,000 but later concurred with House conferees' requests the figure be scaled down to $200,000.

"Radio broadcasting and Soviet orbit program" in the budget would receive $18,039,000, compared to $13,049,000 for the press, motion picture and information center services.

Overall appropriation for USIA came to some $77 million, $6 million less than the current operating budget.

Doerfer Says Competition Is Answer in Uhf-Vhf Row

FCC Comr. John C. Doerfer, appearing on a forum program on WTTG (TV) Washington Thursday with Comr. Frieda B. Hennock, said he hasn't heard one word from the public about their being hurt in the current uhf-vhf controversy (See story, page 52).

"Let the evil be demonstrated first," Comr. Doerfer said of the uhf problem, "then the people will call for legislative remedy." Indicating he is against excessive regulation, Comr. Doerfer said the "natural forces of competition" should be allowed to operate and find the level of how many stations a market can support.

Comr. Hennock charged the public won't be satisfied with 250 vhf stations when the allocation can accommodate 2,000 outlets. She said the present situation accounts for 85% of the tv advertising dollars going to two networks and held little hope for the other two networks if remaining uhf stations die off.

FTC ACTS TO STOP POLLSTER-SALESMEN

AN INITIAL decision by a Federal Trade Commission hearing examiner has been entered against an encyclopedia firm whose salesmen, FTC charges, gained admittance to homes on the pretense they were conducting a radio-tv public opinion poll.

FTC Hearing Examiner Webster Ballinger's proposed decision is entered against Universal Educational Guild Inc., Brooklyn, publisher of *World Scope Encyclopedia,* and six other corporations which distribute the books.

The others are: Book Distributors Inc. and Public Distributors Inc., affiliates of Universal, and all sharing the same offices; New England Home Educators Inc., Boston; Eastern Guild Inc., Philadelphia; Keystone Guild Inc., Pittsburgh, and National Distributors Inc., Detroit.

The decision would prohibit salesmen from saying they are conducting a poll without first disclosing they also are selling encyclopedias.

Mr. Ballinger said World Scope salesmen had entered into a contract with *Radio Best Magazine,* subsequently known as *Radio Best and Television Magazine* and *Tv Screen,* whereby salesmen could conduct a poll, using questionnaires. A similar contract later was made with *Academy Magazine,* he said.

Radio-Tv Network Ads Top FTC Deceptive List

RADIO and television network broadcasts have produced the highest number of advertisements considered as questionable by the Federal Trade Commission and set aside for further checking, according to Daniel J. Murphy, director of the FTC's Bureau of Anti-Deceptive Practices.

Mr. Murphy's remarks on radio-tv and other advertising, made in an address at a Federal Communications Bar Assn. luncheon, were entered last Wednesday in the *Congressional Record* by Rep. Thomas J. Lane (D-Mass.).

Accordingly, Mr. Murphy said, "greater emphasis has been placed on the review of the radio and television network material."

The next highest number of questionable ads set aside by the FTC is from newspapers and magazines, with local radio and television commercials ranking third, Mr. Murphy said

FTC began the study in 1929 of newspaper and magazine ads, added radio in 1934 and tv in 1948. FTC examines sample commercials on all the networks, 2,365 local radio stations, 111 tv stations, and advertisements in 302 magazines, 504 newspapers and various mail order catalogs, he said.

Study Began in '29

Advertising has improved over the years, Mr. Murphy said. But he criticized "the so-called twilight-zone copy which does not come clean with the truth but relies on half-truths, false innuendos and deceptive stratagems. . . . Many forms of misrepresentation are so subtle that the consumer, exercising his own faculties and initiative, cannot determine whether he is being deceived or not," he said.

Mr. Murphy described how in 1950 the FTC put a stop to an advertisement inserted in more than 1,000 newspapers by an organization known as American Television Mfrs. Assn. The advertisement tried to stimulate tv set sales by shaming parents into buying tv sets for their children, he said.

He described tv as "the most powerful and

most effective medium for mass merchandising ever devised," calling the medium "the salesman's dream" because "instead of one foot in the door, he is right in the living room." The responsibilities of television as a guest in the home is well recognized by the NARTB's Television Code, he added.

WTVI (TV) Appeals Against Denial of Ch. 4 Protest

WHETHER FCC's grant of St. Louis ch. 4 to merged KWK St. Louis was made after or before a hearing again was argued before the U. S. Court of Appeals in Washington last week.

Case for issuance of a stay order was made by ch. 54 WTVI (TV) Belleville, Ill., in the St. Louis area. WTVI appealed to the court after its protest against the grant to KWK was denied by the Commission on the ground that the uhf station could not protest against a grant made after a hearing [B•T, June 28]. Protest provisions of the Communications Act may be used only against grants made without a hearing.

After the grant to KWK, the uhf station filed a court appeal against the Commission's denial of its application for St. Louis ch. 4. This was filed two days before the FCC finalized an examiner's initial decision in favor of the KWK grant. The Commission held that the WTVI application was foreclosed because KWK was in hearing status. A request by WTVI for a temporary stay was denied by the court. A further request by KWK to have the WTVI appeal dismissed also was denied by the court. Still pending is the appeal from the Commission's denial of the WTVI application.

Grant was made to KWK after competing applicants Missouri Valley Broadcasting Co. (comprising KSTP-AM-TV St. Paul and St. Louis businessmen) and KXOK withdrew [B•T, May 3].

FCC Re-Defines Policy On 'Commercial' Accounting

THE FCC modified a 20-year policy last week in announcing changes in application, license renewal, and assignment and transfer forms.

New forms, which become effective 30 days after publication in the *Federal Register,* define a commercial program to permit use of 15-minute segments. Thus, explained the FCC, if an hour film is scheduled and one spot is sold, only the 15-minute segment in which the spot announcement occurs must be called commercial. The other 45 minutes may be specified sustaining.

For years, broadcasters have hammered at the FCC in an attempt to force it to revise its thinking along the line of realities rather than *dictum.* One of the attacks on the Commission's 1946 *Public Service Responsibility of Broadcast Licensees* report (more commonly known as the Blue Book) was the unfairness of its accounting of the amount of "'commercialism" on radio stations.

Other changes made in the forms (Nos. 301, 303, 314 and 315) refer to: (1) color television, (2) films from network (instead of network recorded), (3) station location instead of studio location, (4) interpretation from secretary of state, where articles of incorporation do not specify broadcasting. Other revisions are mainly editorial, in order to bring the forms into line with recent rules adoptions.

Talkathon in Knoxville

REP. PAT SUTTON (D-Tenn.), seeking the Senatorial nomination in the August Democratic primary, staged a 26½-hour Talkathon over Knoxville radio-tv stations during June. Starting at 8 p.m. and running until 10:30 p.m. the next day, Rep. Sutton stated his position on over 4,000 questions telephoned in to him. The Talkathon, which cost in excess of $7,000, was produced by WROL-WATE (TV) Knoxville and Robert Venn.

FTC Examiner Underscores Bait Advertising Profits

A WASHINGTON, D. C., vacuum cleaner retail concern has grossed $290,000 to $364,000 annually during the past three years, largely through bait advertising practices, a Federal Trade Commission hearing examiner said last fortnight issuing an initial decision which would prohibit such practices.

The initial decision was issued against Clean-Rite Vacuum Stores Inc. by FTC Hearing Examiner Earl J. Kolb. The challenged advertising offers were made in published, broadcast and telecast advertisements, he said.

Examiner Kolb said the firm's advertised offers of reconditioned Electrolux vacuum cleaners at $8.75 and $10.95 were not *bona fide,* but were made to secure prospective customers, who in many cases were induced to buy more expensive vacuum cleaners. Corporate officers cited in the initial decision are Samuel and Etta Berenson.

First Section of VOA Moved to Washington

VOICE OF AMERICA's Engineering Dept. has moved to Washington, D. C., as the first step in bringing the entire broadcast operation to the Nation's Capital. The department is housed in the Dept. of Health, Welfare & Education Bldg. About 80 persons were involved in this move. When the whole operation is housed in Washington, some 200 persons will be affected.

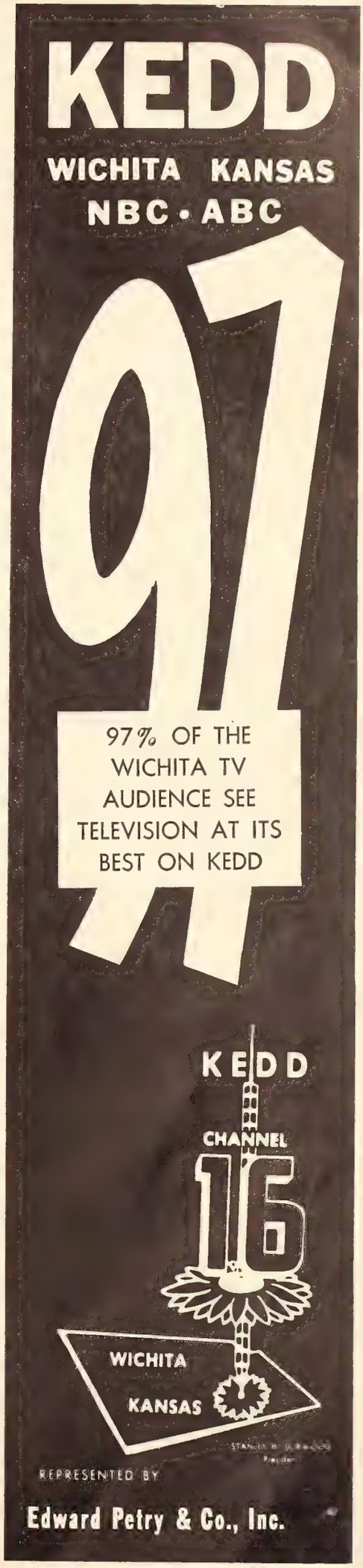
Top personnel in engineering include: Ed Mailin, chief engineer; Julius Ross, chief of the engineering division; George Jacobs, acting chief, central frequency staff; Charles Pease, chief technical inspector of the division, and Harold Wright, chief of facilities.

Further Voice moves will take place from September to November.

Secrest FTC Nomination Passes Committee Hurdle

THE NOMINATION of Rep. Robert T. Secrest (D-Ohio) for membership on the Federal Trade Commission was approved Thursday by the Senate Commerce Committee. Sen. Thomas A. Burke (D-Ohio) spoke to the committee on Rep. Secrest's behalf. Sen John W. Bricker (R-Ohio), chairman of the Senate group, also indicated his approval of Rep. Secrest for the post.

The Ohio Congressman, if approved for FTC membership by the Senate, would replace FTC Comr. Albert A. Carretta, Democrat, whose term on the FTC expires Sept. 20.



Toledo Ch. 79 Asked; Other Changes Sought

BECAUSE of the desire of Woodward Broadcasting Co. to establish a uhf station in Toledo, Ohio, FCC has announced proposed rule-making to add ch. 79 there. Comments are due July 19.

Owned by Detroit department and drug store operator Max Osnos, Woodward purchased the ch. 62 WCIO-TV Detroit for $100 from UAW-CIO Broadcasting Corp. of Michigan, subject to FCC consent [B•T, June 21]. Woodward proposes to drop its application for ch. 50 at Detroit, in competition with WJLB there.

Woodward petitioned FCC to add ch. 79 at Toledo and to switch the educational reservation from ch. 30 to 79, indicating it would file for a new commercial station on ch. 30. The firm noted Toledo has been assigned only two vhf channels, 11 and 13, and one uhf assignment, ch. 30. WSPD-TV is operating on ch. 13 while ch. 11 is sought by seven applicants with hearing scheduled July 23 [B•T, June 28].

Meanwhile, FCC also announced proposed rule-making to substitute ch. 70 for ch. 15 at Port Chicago, Calif., and ch. 35 for ch. 28 at Salinas-Monterey, Calif. Change was asked by ch. 14 KTRB-TV Modesto to eliminate interference potential.

KFBC-TV Files for New Tv; To Rebroadcast Own Programs

APPLICATION for a new tv station on ch. 10 at Scottsbluff, Neb., by ch. 5 KFBC-TV Cheyenne, Wyo., was filed with the FCC last week.

Frontier Broadcasting Co., licensee of KFBC-TV, plans to utilize "in large part" the programs broadcast by KFBC-TV as "the only feasible manner in which it can establish a television station at Scottsbluff." Programs will be rebroadcast in the Scottsbluff area by means of off-the-air pickup of the KFBC-TV signal. A combined transmitter and studio location, "essential to the establishment of local tv in this relatively sparsely settled area," would be located approximately 10 miles south of Scottsbluff, the application disclosed.

A 16mm sound motion picture camera, a tv film camera and a slide projector will be used for the broadcast of special events in the local Scottsbluff area. This will be augmented by personal appearances on KFBC-TV to be broadcast over both stations, the application noted. Plans call for the addition of live studio cameras within 3 years.

Amateur Rules Highlighted

FCC last week called attention to new radio amateur rules which became effective June 10 enabling amateur groups to give novice and technician examinations. The Commission expressed the hope that amateur radio groups throughout the country would establish examination committees to assist amateurs within their areas in examinations for the licenses. FCC field engineering offices will offer assistance to groups desiring to establish examining committees, it was pointed out.

FCC Transcript Contract

FCC announced last week the contract for stenographic reports of its hearing during the fiscal year 1955 (which began July 1) has been awarded to Howard B. Smith, 724 Ninth St., N. W., Washington, D. C. Prices for transcripts were announced as follows: Ordinary copy per page for hearings in Washington, 25 cents (hearings outside Washington, 35 cents); daily copy per page for hearings in Washington, 45 cents (outside Washington, 65 cents); immediate copy per page for hearings in Washington, 95 cents (outside Washington, 95 cents). Last fiscal year, service was handled by Electroporter Inc., Washington, D. C.

Written Testimony to Lead CBS-Zenith Ch. 2 Hearing

CHICAGO ch. 2 tv hearing between CBS (WBBM-TV) and Zenith Radio Corp. will begin with written, rather than oral, direct testimony, it was decided last fortnight.

Such testimony—on which of the two contestants is better qualified to operate the ch. 2 frequency—is due to be presented to FCC Hearing Examiner Herbert Scharfman by Sept. 15. By Sept. 30, both parties must tell the examiner which witnesses it desires to cross-examine. Oral testimony is scheduled for Oct. 4.

CBS bought the facilities of the then WBKB (TV) from ABC early in 1953, following FCC approval of the amalgamation of ABC and United Paramount Theatres Inc. It paid $6 million for the then ch. 4 facility, which was moved to ch. 2 following the issuance of the Sixth Report and Order. Zenith had an application pending for ch. 2 in Chicago, but the Commission dismissed this on the grounds that Zenith had failed to participate in the allocation proceeding and the WBKB renewal case. Zenith appealed to the U. S. Court of Appeals in Washington, which ordered that Zenith should have a comparative hearing with CBS.

FCC Intercession Asked On MBS Equal Time Request

LEAGUE for Industrial Democracy called on the FCC yesterday (Sunday) to request Mutual Broadcasting System to allot to the League or some similar group a weekly period in which its representatives may be able to present a viewpoint different from that of MBS commentator John T. Flynn. Mr. Flynn has a weekly MBS show on Sunday, 12:45-1 p.m. EDT.

In a letter to FCC Chairman Rosel H. Hyde, Dr. Harry W. Laidler, executive director of LID, said he previously had written to Mutual, asking for a period to present a view different from Mr. Flynn's. He added he had received a reply from Milton Burgh, Mutual director of news, saying that the network had considered the League's proposed series but could not undertake it because of "our crowded news and general program schedule."

FCBA's Spring Outing

THE Federal Communications Bar Assn. held its first spring outing last week at Prince Georges Golf and Country Club, Maryland, outside Washington, D. C. About 50 FCBA members spent the day golfing and swimming, and attended dinner at the club in the evening. Golf prizes went to Philip M. Baker and Lyon L. Tyler Jr., low gross (88); R. Russell Eagan and John M. Murray, low net (72½); Nad A. Peterson, runner-up, low net (73); John Rafter, longest drive; Vincent A. Pepper, high gross (129); Temple W. Seay and Frank Roberson, putting contest; Jerome H. Heckman and Arthur H. Schroeder, runners-up, putting contest; Howard J. Schellenberg Jr., hole-in-one contest (49 inches from pin). Mr. Schellenberg was chairman of the outing committee.

Editors' Opinions Solicited On Television-Delinquency Tie

OPINIONS of "crime and violence" programs available to young listeners have been solicited from more than 150 radio and tv editors across the country by Sen. Robert C. Hendrickson (R-N. J.), chairman, Senate Judiciary subcommittee probing juvenile delinquency. The subcommittee already has held an exploratory hearing on radio-tv's relation to juvenile delinquency [B•T, June 14].

Sen. Hendrickson noted he has received thousands of letters suggesting a "relationship between certain material presented through mass media and juvenile delinquency." He said public hearings would be held on the matter soon. "We believe that the public has a right to the most reliable information available on the subject, whether it supports or disproves the contention that crime and violence on tv contribute in some degree to juvenile delinquency."

DuMont Files Protest To Exclusivity Plan

OBJECTION to FCC's proposal to further restrict the territorial exclusivity provision of its network rules has been filed with the Commission by Allen B. DuMont Labs. It was the only new filing received by FCC after extending the deadline when only a handful of parties offered comment at the original deadline [B•T, May 10].

FCC proposes to amend Sec. 3.658(b) of its rules so as to reduce from "area" to "community" the territory in which a network affiliate may exclude network programs from being aired on competitive stations. Purpose of the Commission proposal is to prevent affiliates in a principal community from keeping network shows off stations in secondary communities even though the first outlet does not air the show.

DuMont told the Commission the revision "would impose an artificial obstacle on the power of the weaker stations to bargain for a position which would strengthen their competitive potential and would increase wasteful duplication of program service to the same areas."

Adler to Operate 'Booster'

PERMIT for a new experimental tv "booster" station to operate in conjunction with ch. 53 WATR-TV Waterbury, Conn., was granted by FCC last week to Adler Communications Labs [B•T, June 21]. Purpose of the experimental outlet is to obtain engineering data on booster service for uhf reception in "shadow" areas. The booster will operate on weekdays only between 9 a.m. and 5 p.m. on a channel assigned by the Broadcast Bureau with an effective radiated power of 40 w.

Part 3 Amendment Proposed

NOTICE of proposed rule making to amend Part 3 of FCC's rules with respect to requirements for type approval of frequency monitors for visual and aural transmitters and for modulation monitors for the aural transmitters of tv broadcast stations, has been announced by FCC. The frequency tolerance rule would make the tolerances for the aural transmitter the same for monochrome as for color instead of the two tolerances now provided. Comments are due Aug. 16.

WSAY DENIED IN APPEALS COURT

REQUEST that the profits of WHEC-TV and WVET-TV Rochester, N. Y., ch. 10 share-time stations, be impounded pending adjudication of the WSAY Rochester appeal before the U. S. Court of Appeals in Washington [B•T, June 21] has been denied by the court.

Court issued a *per curiam* decision which gave no reason for the denial.

Still pending, of course, is WSAY's appeal from the FCC's share-time grant to the two Rochester stations and the denial of WSAY's application, filed six days after the Commission made the Rochester grant. Gordon Brown, owner of WSAY, also claimed that the Commission erred in dismissing his protest against the grant. The case is due to be heard in the court's fall term.

Takes Germany USIA Post

APPOINTMENT of Joseph B. Phillips, deputy assistant secretary of state for public affairs, as public affairs director for the U. S. High Commission in Germany, was announced last week by Theodore C. Streibert, U. S. Information Agency director. Besides overseeing programs of the 22 U. S. information centers in Germany, Mr. Phillips will be responsible for the work of RIAS, the West Berlin radio station operated by the Voice of America. He succeeds Alfred V. Boerner, who will attend the National War College.

Calif. Revises Work Order

INSTEAD of depending upon their agents to find work for them, unemployed actors must now augment those efforts by personally trying to get jobs, according to a revised order from the California State Unemployment Dept.

Failure of an actor to make some effort on his own behalf to find work may result in denial of his unemployment work benefits. This advice is now being given to players applying for such relief and to all talent agencies.

Chronicle Seeks Marion Am

APPLICATION for a new standard 250 w daytime station on 860 kc at Marion, Ind., has been filed with the FCC by Chronicle Pub. Co., licensee of WMRI (FM) there. Chronicle Publishing, headed by Gardner J. Thomas, is publisher of the *Marion Chronicle, Leader Tribune* and Sunday *Chronicle-Tribune,* all in Marion. David B. Lindsay Jr. and Richard E. Lindsay are Chronicle Publishing vice president and secretary, respectively. The Lindsay family has controlling interests in Lindsay Newspapers Inc., and the *Sarasota* (Fla.) *Herald-Tribune* and *Journal.*

Rybutol Case Closed As VCA Agrees to Modify

VCA LABS (also trading as Vitamin Corp. of America), Newark, N. J., has agreed to modify its published and broadcast claims for the vitamin preparation Rybutol in a stipulation-agreement accepted last fortnight by the Federal Trade Commission. FTC closed the case with a statement that its acceptance of the stipulation makes further proceedings unnecessary.

FTC said ownership and management of the company changed shortly before the complaint was issued and that the new owners had established new advertising policies. FTC had charged misrepresentation of Rybutol in advertisements that the product possessed value in treatment of certain conditions accompanying the advance of age into middle and later life.

KNUZ-TV Houston Suspends

KNUZ-TV, Houston's only operating uhf station, suspended operations on June 25, FCC records disclosed last week. The ch. 39 facility began operating Oct. 22, 1953, and is the 13th operating tv station to suspend programming while retaining its permit.

Difficulty in obtaining a substantial amount of network programming was cited by Max H. Jacobs, president, as the chief reason for the shut-down.

KNUZ-TV plans to retain its permit and begin operations again in the event the FCC reallocates tv channels in the Houston market to make them all uhf or vhf, it was reported.

national advertising representatives

BRANHAM



NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE

ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

Bond Denies FTC Charges Of Misleading Advertising

DENIAL of the Federal Trade Commission's complaint of alleged deceptive practices, including "bait" advertising on radio, television and in newspapers, was made last week by Bond Vacuum Stores Inc., Washington, D. C., in answer to an FTC complaint released June 8.

FTC had charged the Washington firm with advertising representations which were not *bona fide* in offering reconditioned Electrolux vacuum cleaners for $10.95 and reconditioned Singer sewing machines for $21.50. Bond also denied FTC's charges that the company offered "big trade-in allowances" and five-year guarantees on sewing machines and used fictitious pricing. Bond's answer also denied that Julius Langsner, cited in the FTC complaint as secretary of the corporation, was in any way associated with the company.

The company admitted charging purchasers a $2.50 sales contract "recording fee" for which no recording was made, but maintained it was within its rights because it assumed the "risks" involved.

Tavern Tv Not Taxable

RESTAURANTS, bars and other such establishments do not have to pay the Federal cabaret tax of 20% when the only entertainment furnished is via a tv set, the Bureau of Internal Revenue has announced. The publication of the rule made public a policy that has been in effect since 1948-49. Under Sec. 1700 (e) of the Revenue Code, any dining or drinking establishment furnishing entertainment is liable to the 20% cabaret tax.



Radio, Tv Aren't Excluded

A LONG-STANDING Virginia law regulating spending in political campaigns has been construed by Virginia Attorney General J. Lindsay Almond Jr. as permitting candidates to buy radio and tv time in general elections.

Sec. 24-440 of the Virginia Code fails to mention radio and tv. The law was passed in 1919. Another section dealing with primaries, however, specifically authorizes spending of money for radio and tv time. The attorney general held "there was and is no intention on the part of the Legislature to prohibit (radio and tv) expenditures for such purposes." The question was raised by Levin Nock Davis, secretary of the State Board of Elections, on behalf of a former Norfolk candidate.

Protests to Ch. 12 Grant Not Specific, WJR Asserts

WJR Detroit charged last fortnight that protests to FCC of the final decision granting WJR a permit for a new tv station on ch. 12 at Flint, Mich., failed to be specific and raised issues already considered by the Commission in its findings [B•T, June 21, May 17].

In the ch. 12 case, FCC overruled a hearing examiner's initial decision which favored the application of WFDF Flint. The Commission, however, found WJR more qualified than either WFDF or the third contestant, W. S. Butterfield Theatres Inc. Both WFDF and Butterfield petitioned for reconsideration and a protest also was filed by a newly-formed Flint citizens committee.

WJR argued that the citizens committee could not be considered a party in interest within the meaning of the Commission's rules and held that its complaint was not timely filed.

WJR also held that there is no merit to Butterfield's request for reopening of the record to show subsequent acquisition of minority holdings in ch. 15 WINT (TV) Waterloo, Ind., by certain of the WJR principals since the Flint decision found no difference between the two applicants on the issue of media diversification. Additionally, parties to the WJR bid no longer have any connection with WGAR-AM-FM Cleveland, WJR noted.

D'Franssia Changes Advertising

D'FRANSSIA LABS, Los Angeles, and the three partners in the concern have agreed to discontinue certain advertising claims made in Spanish-language broadcasts in the Los Angeles area, on behalf of five of the firm's medicinal preparations, under a stipulation approved by the Federal Trade Commission. Named by the FTC as partners in the firm are Julio David Liberman, Jose Liberman and Luis Jorge Betz. The products: EstomaYerbin, Bromogenol, Kinamole, Trisal and Kortamina.

FTC Hits Perfumer's Ads

THE Federal Trade Commission has ordered Helen Wilson, trading as Mail Today Co., Detroit, to stop alleged misrepresentation in radio continuities and advertising circulars of perfumes and a hair preparation offered for sale by the company. The order affirmed an initial decision entered by default May 5 by FTC Hearing Examiner James A. Purcell prohibiting the claims after the respondent failed to answer the complaint made last October and failed to appear at a scheduled hearing.

MILESTONES

► ROBERT KELLER, president of Robert S Keller Inc., New York sales promotion-representative firm, celebrated 30 years in radio June 24.

► The Joseph Jacobs Organization, New York Jewish advertising, merchandising and public relations firm, celebrated its 35th anniversary June 15.

► WCCO-TV Minneapolis-St. Paul observed its fifth birthday July 1.

► WSBT South Bend, Ind., claims to have one of the oldest, unbroken series of broadcasts. On June 7, 1929, the station began airing *The Polish Hour,* a music program which completed its 2,029th broadcast June 13.

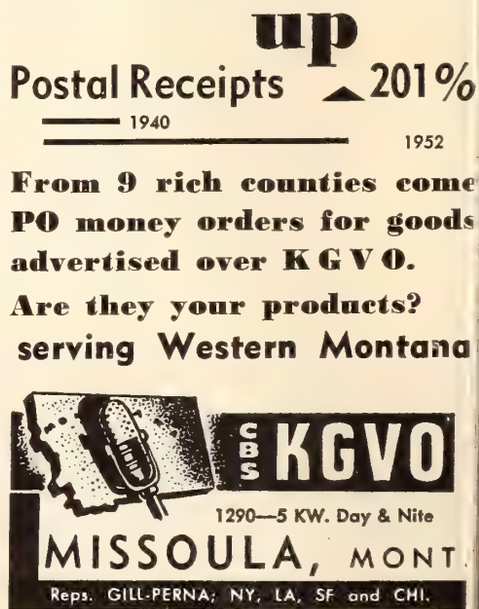
► WHAM-TV Rochester, N. Y., celebrated its fifth anniversary June 11.

► WOPI Bristol, Va., celebrated 25 years of broadcasting June 15.

► WFBR Baltimore's *Radio Mass* program has presented its 400th broadcast. The Rev. Joseph Dougherty, S. J., founder and director of the program, was honored at a dinner and received a plaque from WFBR's engineering staff.

► WPIX (TV) New York, in celebrating its sixth birthday last month, noted expansion from two to four studios, from 9.25 kw to 100 kw with more than 16 million persons in four states in its audience; points with pride to its civic, news and sports programming and recalls its "first" of February 1951 when WPIX originated the Kefauver crime hearings.

► TAPE RECORDINGS of six famous guest stars on CBS' *Edgar Bergen-Charlie McCarthy Show* marked completion of the program's 16th year on the air June 20. The tapes recalled appearances of W. C. Fields, John Barrymore, Rudy Vallee, Don Ameche, James Stewart and Marilyn Monroe on the program, with Nelson Eddy present in person as co-narrator and singer.



LOW POWER TV BEGINS AT AF BASE

Limestone, Me., and White Sands Proving Grounds provide limited television service. One radio station voices concern about 'encroaching' on private industry.

FIRST television station to be operated by the Armed Forces was scheduled to be dedicated officially yesterday (Sunday) at Limestone (Me.) Air Force Base amid critical reports from management of WAGM Presque Isle, Me., that the tv station represents "government encroachment on private broadcasting."

The 5 w tv station, said to be the smallest in the world, was previewed for newsmen last Wednesday. Air Force officials said the station, which operates on ch. 8, has a maximum coverage of only three miles and was designed to provide ten hours of major network programming daily for more than 15,000 airmen, their dependents and civilian employes at the base. On the air for approximately six months on an experimental basis, the station telecasts kinescope recordings of network shows and also three daily "live" newcasts and twice-daily "weatherman" programs.

A second low-power tv station, on uhf ch. 44, was to start operating July 1 at White Sands Proving Grounds, N. M., retransmitting signals of KROD-TV El Paso, FCC was informed by the Dept. of the Army. The station has 8 w power and is designed to serve the 3,000 military and civilian personnel at the remote base. FCC approved the station on condition programs consist only of rebroadcasts from tv stations authorized by the Commission and with the provision that operations cease if interference is caused any non-government station or if a satisfactory signal is put into the area by a tv broadcast outlet.

NARTB Acts

NARTB showed concern over legislation (S 3401) authorizing the furnishing of informational, radio and tv entertainment, and "similar education for personnel in the Armed Forces, and for other purposes." NARTB President Harold E. Fellows wrote Chairman Leroy Johnson (R-Calif.) of the House Armed Services Subcommittee No. 3 that the bill, as now written, might "unintentionally establish authority for the operation of government-owned broadcasting facilities in competition with those operated by private citizens."

Mr. Fellows wrote that is has been "the wise and historic policy of Congress" to refuse grants of government-owned stations competing with private citizens. "Safeguards" were suggested to provide definition of "isolated" posts, size of area covered and possible tv competition with commercial radio stations.

RCA designed special equipment for the small station at Limestone and built it at cost. A grant of $34,000 from the Strategic Air Command Welfare Fund paid for the equipment and its installation. Studios and transmitter facilities are housed in an enclosure measuring 10x13 feet. Technical director of the station, called AFTV Limestone, is 2d Lt. Charles Hughes, formerly with WTOP-TV Washington.

In preview ceremonies, Francis H. Engel, assistant to the vice president and general manager, engineering products division of RCA, told newsmen that "the lessons learned by our engineers in simplifying and miniaturizing television equipment to be used by our Armed

Advertisement



From where I sit *by* Joe Marsh

Wise Stepmother

Have you heard about young Skeeter Roberts' unusual pet, the tame owl "Blinky"? He's had her around the farm about three years.

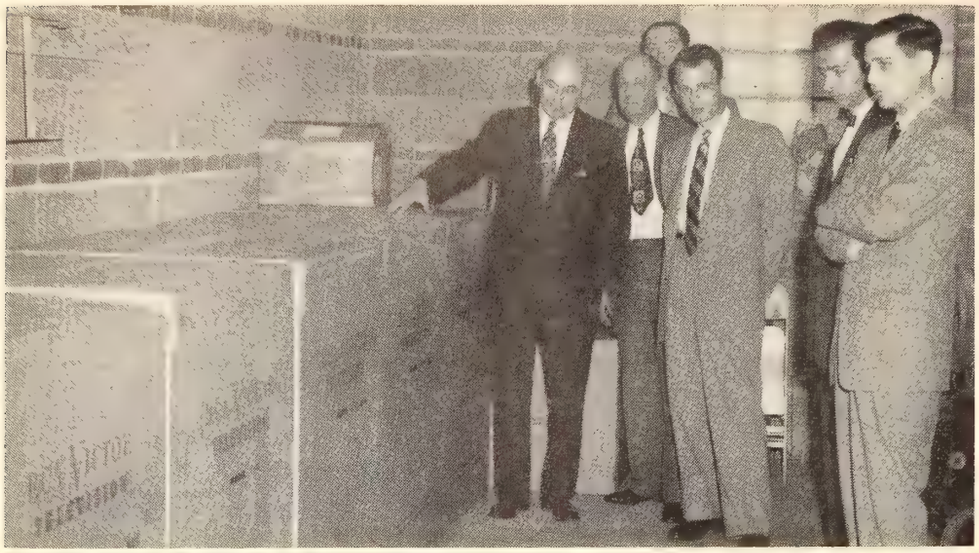
I say "her" because up to a couple of weeks ago nobody was quite sure. But now "Blinky's" a full-fledged mother—of two chicks!

Seems "Blinky" had been acting kind of strange—so on a hunch, Skeeter put a couple of hen's eggs in her nest. Darn if "Blinky" didn't set on them for 5 days! Last Friday they hatched, and now "Blinky's" as proud as a mother hen! (So's Skeeter.)

From where I sit, there's a lesson for all of us. Guess you'd call it "tolerance." Birds and animals often seem to do better in that respect than humans. If I like a glass of temperate beer with supper and you'd rather have cider—it should be okay with both of us. Neither of us should give a "hoot" what the other fellow likes, says, or does, as long as he follows the law of the land. Right?

Joe Marsh

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WTVR (TV) Richmond executives inspect part of the first shipment of 25 RCA color tv receivers to that city. L to r: Wilbur M. Havens, president-general manager; William Filer, local tv sales manager; Reginald Reith, chief accountant; Walter A. Bowry Jr., assistant general manager; Bob Kahle, merchandising and promotion director, and Frank Wilson, assistant program director for radio (affiliated WMBG). WTVR expects to be relaying color by late summer.

Forces enabled us to design and construct this miniature station." Mr. Engel noted that less than three months after Gen. Curtis E. Lemay, commander, SAC, sought assistance from Brig. Gen. David Sarnoff, chairman of board of RCA, in building a station to entertain personnel at isolated bases, AFTV Limestone went into operation.

Col. Bertram C. Harrison, commander, 42d Bombardment Wing at Limestone, hailed the "Tom Thumb" tv setup as "a truly significant experiment" and expressed the hope it will be used as "a pattern to bring television to U. S. military personnel stationed at isolated bases around the world." He stressed that the Air Force plans to operate tv stations only in areas where tv programming is not available from commercial outlets and added that Limestone will surrender ch. 8 if commercial operators in the area take steps to start a tv outlet there.

In an interview with B•T, a spokesman for WAGM, which is located about 11 miles from Limestone, said the station's opposition to AFTV was based on a conviction that government is "encroaching" on private industry. He denied reports that criticism stemmed from adverse effects on WAGM advertising, pointing out that the station's volume has not suffered since the advent of tv operations last Christmas.

He disputed the Air Force's statement that the station's coverage area is three miles and said it was "more like 15 air miles." He said that as "a rough estimate," there were about 1,000 tv sets owned by civilians in the station's area that can receive AFTV's signal.

Spokesmen for WAGM would not confirm reports that his company plans to enter commercial tv, though he acknowledged that the economy of the area is not conducive to supporting a tv operation at the present time.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

KTLA (TV) Gears for Color

COLOR tv transmission experiments currently are underway at KTLA (TV) Hollywood's new Sunset Blvd. studios, with televised tests expected within three months, Klaus Landsberg, vice president and general manager of the independent Paramount Tv Productions station, disclosed last week. Mr. Landsberg said that the station has $350,000 of color equipment on order, with some pieces already delivered.

WOAI-TV Color Circuits

WOAI-TV San Antonio last week was scheduled to begin regular telecasting of NBC-TV color programs, with completion of circuits to San Antonio by Southwestern Bell Telephone Co., according to Hugh A. L. Halff, station president. He said WOAI-TV has been telecasting network color programs experimentally since March 31.

WCBM Elects Roeder; Promotes Pirie

GEORGE H. ROEDER, general manager, WCBM Baltimore, Md., has been elected executive vice president and general manager, John Elmer, president of the MBS affiliate, announced last week.

Mr. Elmer also announced the appointment of William S. Pirie Jr., formerly with WFBR Baltimore, as director of sales. WCBM operates on 680 kc with 10 kw day, 5 kw night.

WHAM-TV Shifts Channel; Power Boosted to 100 Kw

WHAM-TV Rochester on July 18 will shift from ch. 6 to 5 and at the same time increase its power to 100 kw, the station announced last week. A new six-bay antenna is being placed atop the 497-foot Pinnacle Hill installation which WHAM-TV shares with ch. 10 share timers WVET-TV and WHEC-TV Rochester. The shift is in accordance with a U. S.-Canada agreement made to prevent interference between stations near the border, WHAM-TV said.

Patriotic Fourth

AT ONE MINUTE after midnight on the Fourth of July, in the shadow of the Liberty Bell, Independence Hall, WCAU Philadelphia was to broadcast the initial program of *The American Story*, BMI historical script series. Joseph Connolly, WCAU program vice president, obtained special permission to have the Hall opened for the broadcast, as the site so perfectly suits the program.

WABB Establishes 'One Rate'

ESTABLISHMENT of a "one rate" card, effective July 1, covering all 19½ broadcast hours of WABB Mobile, Ala., has been announced by Dewey Long, general manager. Added to WABB's frequency discount structure will be allowances for 104, 156 and 260 times, and two special weekend fixed time packages. The new card has been sent to the station's representatives, the Branham Co.

WRTA

Altoona, Pa.

Thirty years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by Robert Meeker Associates

Tv-Taught Tot

TELEVISION in the home can educate as well as entertain. As proof:

Mr. and Mrs. John Horowitz of Oklahoma City were startled when their two-year-old son, Danny, learned to read by watching tv commercials.

Danny caught the attention of Prissy Thomas, public service director of WKY-TV there, and made two appearances on her show, *Guest Room*. On the last show Danny really showed what he could do. He ran through a set of cards prepared for him by the station that included simple geometric figures, six-digit numbers, percentages and dollar-and-cents totals. He identified the figures and read the rest so rapidly that Miss Thomas had to ask Danny to repeat so the viewers could understand him. Danny also sang "Heart of My Heart" without accompaniment, and on leaving the studio he noticed a picture of a doughnut package on a monitor—and immediately identified the brand.

WHDH Business Reported Up 17% Over Last Year

BILLINGS at WHDH Boston for the year ended June 30, 1954, will be 17% over the preceding 12-month period, William B. McGrath, managing director of the station, has reported.

During the first half of 1954, Mr. McGrath continued, national spot business increased 10% over the corresponding period while local billings were up 23%. Mr. McGrath attributed the upswing in business activity largely to an expansion in the sales force a year ago.

Noting that 56% of total WHDH business is local, Mr. McGrath expressed the belief that the station's policy of exclusive local programming is a factor contributing to increased billings. The station's basic format is built around music, news and sports.

KDYL-TV Now KTVT (TV)

CALL LETTERS of KDYL-TV Salt Lake City were changed last Thursday to KTVT (TV), an announcement by Intermountain Broadcasting & Television Corp. said last week.

Intermountain, a subsidiary of Time Inc., said KDYL, radio affiliate, will remain the same, with the change being made in the tv station's call letters to "lend greater emphasis and personality to each station similar to the pattern of *Time, Life* and *Fortune*," Time Inc. magazine publications. No other changes are being made, Intermountain said.

New WAAM (TV) Transmitter Slated for Mid-July Testing

WAAM (TV) Baltimore will begin airing test patterns by mid-July from its new RCA TT50-AH tv transmitter, with which the station expects to begin programming this fall or winter with maximum power of 316 kw, Ken Carter, general manager, said last week.

WAAM's half-million-dollar project, on which construction began last November, includes the new transmitter, a new wing on the WAAM facility on Television Hill, a redesigned semi-automatic master control room and the latest film and slide projection facilities for monochrome and color, Mr. Carter said. Ben Wolfe, engineering director of the ch. 13 station, with Glenn Lahman, chief engineer, and the engineering staff, are working on the transmitter installation.

Mr. Carter said WAAM's present signal, which he said now extends about 40 miles out, will be extended to 55 miles when the new transmitter begins operation.

WKRC-TV Names Schlinkert To Head Sales Operations

ROBERT SCHLINKERT, sales manager of WKRC-TV Cincinnati, has been named general sales manager and under the new alignment will supervise both national and local tv sales, Radio Cincinnati Inc. announced last week.



MR. SCHLINKERT

Mr. Schlinkert served as sales manager three years at WWJ-TV Detroit before joining WKRC-TV in 1951 and before that was district public relations representative for American Airlines in Detroit.

Kenneth Church continues as vice president and national sales manager for Radio Cincinnati and WTVN (TV)-WHKC Columbus. Don Chapin recently was named national sales director for the Tri-State Network, serving the Columbus and Cincinnati stations as well as WHIO-TV Dayton.

WDTV Fills the Breach

WHEN WENS (TV) Pittsburgh discontinued live programming, WDTV (TV) that city agreed to carry out a commitment WENS has made before the baseball season to pick up eight games at Forbes Field, Pittsburgh, for a St. Louis tv station. WDTV General Manager Harold C. Lund, hearing of the WENS problem, assigned a WDTV crew to pick up the games, three the last week in June (one was rained out), three in August and two in September.

Orlando Gets First Tv, Indianapolis Gets Second

THE FIRST tv station for Orlando, Fla., and the second for Indianapolis began commercial operations last Thursday.

WISH-TV Indianapolis (ch. 8), operating with full 316 kw power, held a dedicatory program that featured appearances by C. Bruce McConnell, president; Robert B. McConnell, vice president and general manager, and Stokes Gresham Jr., vice president in change of engineering. The station is affiliated with all four networks and is RCA-equipped throughout, with a 50 kw transmitter. It will operate from a new three-story addition to the WISH radio studios and is equipped for color transmission. WISH-



TV is represented by the Bolling Co.

WDBO-TV Orlando (ch. 6), also affiliated with all four networks, will serve central Florida. It will operate with full 100 kw power. At the outset, seven local programs per week are scheduled. Blair Tv Inc. is its representative.

WBRZ (TV) Baton Rouge, La., expects to begin regular programming by Jan. 1. A new building, costing about $200,000, is being erected. It will house the transmitter, studios, control room and business offices. The station will use an RCA 10 kw transmitter, operating with a radiated power of 100 kw. The 12-bay antenna will reach 1,001 feet above sea level and 980 feet above average terrain. It is expected WBRZ's class B contour will fall within the city limits of New Orleans.

The following stations have reported they expect to begin regular operations by July 31:

WMSL-TV Decatur, Ala. (ch. 23); WTHI-TV Terre Haute, Ind. (ch. 10); KETC (TV) St. Louis, Mo. (ch. 9), educational; KDRO-TV Sedalia, Mo. (ch. 6); KXJB-TV Valley City. N. D. (ch. 4); WCET (TV) Cincinnati (ch. 48), educational.

(For details see TELESTATUS, page 95.)

Fountain Firm Buys WJBF for $125,000

SALE of WJBF Augusta, Ga., NBC outlet, for a stripped price of $125,000 by J. B. Fuqua to a new company headed by V. E. Fountain, North Carolina broadcaster and attorney, was announced Friday, subject to customary FCC approval. Mr. Fuqua will devote his full time to WJBF-TV, it was stated.

The transaction, handled through Blackburn-Hamilton, media brokers, covers all broadcasting equipment, goodwill and going concern, but not the real estate, accounts or other assets of the selling company.

The station went on the air in 1946 as WTNT and was acquired by Mr. Fuqua in 1949. The purchaser, Media Inc., in addition to Mr. Fountain, includes J. T. Snowden Jr., manager of WCPS Tarboro, who becomes vice president and treasurer and will move to Augusta. Other stockholders include Frank Meadows, Rocky Mount accountant, and Vinson Bridges and Marvin Horton, Tarboro attorneys.

Mr. Fountain is president of WCPS and part-owner of WOXF Oxford, N. C. Donald N. Kelly Jr., executive vice president of WJBF-AM-TV, will devote full time to tv, Mr. Fuqua said.

REPRESENTATIVES PEOPLE

Jerry McNally, CBS-TV network sales dept., to New York office, Blair-Tv, as account executive.

Jacques Sammes, formerly a presentation writer, ABC, to sales promotion dept., CBS Radio Spot Sales in same capacity, succeeding **Murray Gross,** named sales promotion manager for network's WCBS New York.

Mario Messina, formerly with Burke, Kuipers & Mahoney Inc., newspaper representatives, to Clyde Melville Co., Dallas, radio and tv station representatives.

STATION PEOPLE

James E. Blake Jr., sales staff, KSTP Minneapolis, appointed assistant national sales manager, KSTP Inc. (KSTP-AM-TV).

Don Whitman, program director, KGW Portland, Ore., resigns effective July 11.

James Brown, promotion director, KMYR Denver, named national sales manager, KBTV (TV) same city.



MR. BROWN

H. Richard Maguire, general manager, KFJI Klamath Falls, Ore., and president, KWIN Ashland, Ore., to KUAM Agana, Guam, as resident manager.

Francis Hays, account executive, WGST Atlanta, to WLWA (TV) same city, in same capacity. **Gordon Waltz** named production manager, WLW Cincinnati and **Bob Roberts** named production manager, WLWT (TV) same city.

Edwin L. Dennis and **Winton H. Johnston,** sales representatives, with former sharetimer, WHB-AM-TV Kansas City, to fulltime KMBC-TV there, as local tv sales manager and tv sales representative, respectively.



MR. DENNIS



MR. JOHNSTON

M. C. (Jim) Gregory, sales manager, WRDW Augusta, Ga., appointed manager.

Michael Ruppe Jr., formerly with WILS-TV Lansing, Mich., named to handle tv continuity, WISH-TV Indianapolis, Ind.

Arnold Starr, formerly with North Jersey Broadcasting Co., appointed merchandising coordinator, WAAT Newark, N. J. **Charles M. Campbell,** former news editor, WLIB New York, to WAAT where he presented premiere broadcast of Monday-Friday series, *News From Around the World.*

Dick Weeks, program director, and **Gene Wagner,** chief announcer, KMO-AM-TV Tacoma, to KTAC Tacoma, Wash., as program director and special events director, respectively. **Burt McMurtrie** also joins KTAC staff.

Larraine Crabtree, formerly with KOOS Coos Bay, Ore., and **Don Haggerty,** formerly with KPOA Honolulu, to KGMB latter city, as radio copywriter and staff announcer, respectively.

Ted Price, floor manager, WPIX (TV) New York, promoted to director. **Gordon E. McNamee** succeeds as floor manager.

Tom Grant, announcer, WGLV (TV) Easton, Pa., named director of programming and production.

Ted Liss, writer and producer, WBBM-TV Chicago, to KWK-TV St. Louis, as production manager.

Walter Coblenz, producer, WLWD (TV) Dayton, Ohio, to WHAS-TV Louisville, in same capacity.

Ernie Greup, named program director, WTVD Durham, N. C.

Gary Segar, KOLT Scottsbluff, Neb., to KVWO Cheyenne, Wyo., as assistant news director.

Tom Conneen, engineering staff, WPOR Portland, Me., named chief engineer; **Kenneth Garland,** disc m.c., WKBR Manchester, N. H., to WPOR in same capacity.

Gordon E. McNamee, named floor manager, WPIX (TV) New York.

Donald J. Hudnall named to sales staff, WSVS Crewe, Va.

Bill Bertenshaw, assistant producer of *State of the National* and *Answers for Americans,* additionally joins WHBI Newark, N. J., as summer relief announcer.

Henry Bollinger, publicist, Loew's Inc., N. Y., to KTLA (TV) Hollywood, in similar capacity.

Bob McLaughlin, president, newly-formed Clubtime Productions Inc., Hollywood, adds duties as disc m.c. of six-weekly five-hour KULA Honolulu programs, plus similar KULA-TV *The Picture Album.* He will commute twice-monthly from Honolulu to Hollywood.

Torkel Westly named comptroller, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu and KHBC Hilo).

Jeff Scott, WPWA Chester, Pa., to announcing staff, KYW Philadelphia. **Tom Lindsey** to engineering staff, same station.

Richard B. Barnhill, producer-director, WMAL-TV, Washington, D. C., appointed production manager, WUNC-TV Chapel Hill, N. C., U. of North Carolina Woman's College station.

Carolyn Corrington named secretary to General Manager Lester G. Spencer, WKBV Richmond, Ill.

Benton Paschall, vice president-general manager, WNOE New Orleans, elected treasurer, Muscular Dystrophy organization there.

William Dempsey, educational director, commercial KPIX (TV) San Francisco, named by U. S. National Commission for UNESCO to attend an international discussion and study group on television in London, July 5-24.

Harold Storm, director of promotion, KMBC-AM-TV and KFRM Kansas City, named "Editor of the Year" by Kansas City Industrial Editors Assn.

Stacey Cole, farm director, WKNE Keene, N. H., elected acting president, New Hampshire Farm Bureau Federation.

Lonne Greene, former freelance Toronto announcer and national news commentator, Canadian Broadcasting Corp., to star as "Peter" in Warner Brothers "The Silver Chalice."

Vincent Travers, 46, orchestra leader and formerly musical director, WCAU Philadelphia, died June 25.

Albert F. (Red) White, advertising salesman, KFXJ Grand Junction, Colo., died June 21.

TRANSFORMERS FOR BROADCASTERS
GATES - HOUSTON
2700 Polk Ave.
Tel. Atwood 8536

NBC AFFILIATES TO APPRAISE FUTURE

Group meeting last week in New York plans to undertake study of the outlook for network radio and status of network-affiliate relationships.

AN APPRAISAL of the future of network radio and of network-affiliate relationships will be undertaken shortly by NBC Radio affiliates.

This decision to look into network radio's future, coming at a time when CBS Radio had won acceptance by its own affiliates of a 15-20% cut in its own evening rates, and when NBC Radio had proposed a comparable evening reduction, was reached by the affiliates at a meeting Monday in New York.

The study will be conducted by an as yet unchosen expert under the direction of an affiliates' subcommittee to be named within a month. Key affiliates reported that the stations would probably pay for any representatives retained in their behalf, though exact financial arrangements remain to be determined. The study is expected to take at least four months.

Swezey Draws Support

The affiliates also re-elected Robert D. Swezey, WDSU New Orleans, to head the NBC Affiliates' Executive Committee. Thus, they clearly gave their support to the committee organization, an issue which Mr. Swezey had asked them to put on the top of the meeting agenda [B•T, June 21].

The executive committee is slated to report within six months on a projected reorganization of a permanent organization of NBC affiliates.

The affiliates discussed at length—and apparently acceded to—the network's proposal to cut compensation of affiliates by 20% in nighttime hours to accommodate a nighttime rate reduction—to be achieved, as in the case of the CBS Radio move, by raising discounts rather than changing the rate card itself—for advertisers.

Executive Committee Chairman Swezey said "the meeting accomplished its purpose in developing, through detailed discussion and questions from the floor, a complete understanding of NBC's position and plans."

These were spelled out by a group of executives that included President Sylvester L. Weaver Jr.; William H. Fineshriber Jr., vice president in charge of the radio network, and Ted Cott, operating vice president.

Mr. Weaver voiced NBC's confidence in its ability to build network radio to greater stature and service through "new program excitement" along with a wider range of opportunities for advertisers. Progress in sales development. programming, and promotion was reported by Mr. Fineshriber and Mr. Cott.

The affiliates voiced their confidence in the subcommittee principle by voting to reconstitute the present subcommittee as a permanent executive committee. In addition to Chairman Swezey, the members are: Robert Hanna, WGY Schenectady, and E. R. Vadeboncoeur, WSYR Syracuse, vice chairmen; Harold Essex, WSJS Winston-Salem, secretary-treasurer, and Paul W. Morency, WTIC Hartford; George Norton, WAVE Louisville; Milton Greenebaum, WSAM Saginaw, Mich., and Richard H. Mason, WPTF Raleigh.



REACHING agreement that will give WTVD (TV) Durham, N. C. (ch. 11), a basic NBC affiliation when it begins regular programming next September are (l to r): Harry Bannister, NBC vice president in charge of station relations; Paul Rittenhouse, NBC southeast representative, and Harmon Duncan, president of WTVD.

Columbia Files Suit On 'Eternity' Tv Parody

TV PARODY versions of motion pictures was again the basis of court action when Columbia Pictures Corp. filed suit in Los Angeles Federal District Court, charging that the "From Here to Obscurity," comedy skit which appeared on NBC-TV's *Show of Shows,* Sept. 12, 1953, "maligned and libeled" Columbia's award-winning "From Here to Eternity" and constituted unfair competition and copyright infringement. Further, the studio charges that NBC took advantage of an extensive promotion campaign for the picture when the lampoon was aired.

Temporary injunction was asked of the court, forbidding reshowing of the Sept. 12 kinescope. An unspecified sum in damages was asked, plus an accounting of profits from parody showings.

Previously, Loews Inc. and playwright Patrick Hamilton filed suit against CBS-TV and comedian Jack Benny for a parody of the film "Gaslight." Decision in this case is currently under consideration by Federal Judge James M. Carter.

CBS-TV Briefs Admen On Color Television

COLOR TELEVISION is a new tool, not a new medium, E. Carlton Winckler, production manager of color programming for CBS-TV, told more than 200 advertising agency executives attending a Wednesday afternoon forum on color programming presented by the CBS-TV color staff in the network's New York Studio 21.

Richard Lewine, executive producer of CBS-TV color programs, conducted the forum, which Hubbell Robinson Jr., vice president in charge of network programs, CBS-TV, opened with a brief address, saying that the purpose of the forum was to share with the advertising agencies the knowledge the network has acquired in all phases of color programming.

Pre-planning is of the utmost importance in color programming, Mr. Winckler said, calling it the "key to a good color show." Because of the impact of color, scenery and set dressings should be kept simple and in subdued colors, so as not to overpower the story line. Similarly, a low-level light source, providing transparent shadows, is best for colorcasting, and simple make-up, even the same as for street use, is enough.

In a question-and-answer period that concluded the forum, Messrs. Lewine and Winckler were aided by Joyn Koushouris, engineer in charge of color operations; Sal Bonsignore, supervisor of lighting for color, and Mildred Trebor, coordinator of costume design for color.

ABC-TV June Gross Over $18½ Million

Record month is chalked up by the network last month.

RECORD total of $18,652,700 in gross time sales, representing $15,820,400 in new business and $2,832,300 in renewal orders, was placed with ABC-TV by 14 of the nation's leading advertisers during the past month, it was announced last week by Charles R. Abry, ABC-TV director of national sales.

New business placed with ABC-TV by 10 advertisers includes:

Van Camp Sea Food Co., through Brisacher, Wheeler & Staff, for alternate week sponsorship of *The Name's the Same* (Tues., 10:30-11 p.m., EDT), effective June 1; The Firestone Tire & Rubber Co. through Sweeney & James, for *The Voice of Firestone* simulcast (Mon., 8:30-9 p.m., EDT), effective June 14; The Minute Maid Corp., through Ted Bates & Co., for the last half-hour portion of *Super Circus* (Sun. 5-6 p.m., EDT),



Reach this central Missouri market with 186,-323 radio families * and a consumer income of $698,285,000*, in a thirty county, four city, ½ mv area covered by KFAL.

* SRDS and Sales Management Survey

Write today for particulars!

K F A L

900 Kc 1,000 Watts

FULTON, MISSOURI



KWK-TV St. Louis and CBS-TV sign affiliation [AT DEADLINE, June 28]. L to r: C. Arthur Weis, vice president-treasurer, St. Louis *Globe-Democrat* and KWK Inc. director; Clark A. (Fritz) Snyder, CBS-TV stations relations director; V. E. Carmichael, vice president-sales director; Robert T. Convey, president-general manager, both KWK-TV.

effective June 27; The Florida Citrus Commission, through J. Walter Thompson Co., for *Twenty Questions* (Tues., 8:30-9 p.m., EDT), starting tomorrow (Tuesday); A. E. Staley Mfg. Co., through Ruthrauff & Ryan, for Tuesday and Thursday 9:30-9:45 a.m., EDT, segments of *Breakfast Club* (Mon.-Fri., 9-10 a.m., EDT), starting July 27.

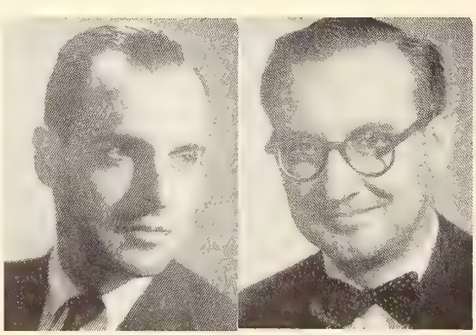
Lehn & Fink Products Corp., through Lennen & Newell, for joint sponsorship by Dorothy Gray Cosmetics and Lehn & Fink Division for the new *Ray Bolger Show* (Fri., 8:30-9 p.m., EDT), effective Sept. 17; American Motors Corp., through Geyer Adv., for weekly half-hour sponsorship of *Disneyland* (Wed., 7:30-8:30 p.m., EDT), effective Oct. 27; Derby Foods Inc., through McCann-Erickson Inc., for half-hour alternate week sponsorship of *Disneyland* starting Oct. 27; American Dairy Assn., through Campbell-Mithun, for half-hour alternate week sponsorship of *Disneyland*, effective Nov. 3; The Elgin National Watch Co., through Young & Rubicam, for *The Elgin Hour* (alt. Tues., 9:30-10:30 p.m., EDT), effective Oct. 5.

Renewal orders placed by four advertisers during the past 30 days include:

The Brown Shoe Co., through Leo Burnett, for *Smilin' Ed's Gang* (Sat., 10:30-11 a.m., EDT), effective Aug. 21; The Ralston Purina Co., through Gardner Adv., for alternate week sponsorship of *Space Patrol* (Sat., 11-11:30 p.m., EDT), effective Sept. 4; The Nestle Co. Inc., through Cecil & Presbrey, for altenate week sponsorship of *Space Patrol* (Sat., 11-11:30 a.m., EDT), effective Sept. 11, and Mars Inc., through Leo Burnett, for second half-hour portion of *Super Circus* (Sun., 5-6 p.m., EDT), effective Sept. 26.

PULSE
OF SYRACUSE
February, 1954
shows overwhelming leadership in this 5-station market for
WSYR
★
of 72 15-min. periods
6 a.m. to midnight
WSYR 1st in 54
WSYR 2nd in 18
72
WSYRACUSE
570 KC
NBC Affiliate In Central New York

Shaffner, Eliasberg Promoted at ABC



MR. ELIASBERG MR. SHAFFNER

PROMOTION of Dean Shaffner from director of ABC network radio research to director of ABC Radio network sales development and market research counsel and the appointment of Jay Eliasberg to succeed him as director of radio network research were announced last week by Oliver Treyz, director of the ABC Radio Network.

Mr. Shaffner, formerly manager of radio and tv research for the Biow Co. for five years, and before that with C. E. Hooper Co. and Crosley Inc., joined ABC in 1949 as a sales presentations department writer. He has since been, successively, manager of television sales development, assistant director of research and sales development for radio and tv, and director of network radio research. His new promotion was effective July 1.

Mr. Eliasberg, who joined ABC on July 1, has been director of advertising research for Foote, Cone & Belding for the past two and a half years. Before that he was director of media research and statistical analysis for Kenyon & Eckhardt for two years.

OVERALL APPOINTED TO CBS RADIO POST

JOHN R. OVERALL, since 1950 eastern sales manager of MBS, has been appointed to the same position with the CBS Radio Network, effective tomorrow (Tuesday), John Karol, vice president in charge of network sales, CBS Radio, announced last week. Mr. Overall succeeds Dudley W. Faust, recently named sales manager of the CBS Radio Network.



MR. OVERALL

With MBS for 18 years, Mr. Overall was an account executive from 1936 to 1946, division sales manager in New York, 1946-50, and eastern sales manager since then. He was with NBC sales from 1931-1936.

Montgomery, Jackson Linked With AT&T Relay

SECOND section of a new telephone-television-radio relay route in the Southeast has been placed in service between Montgomery, Ala., and Jackson, Miss., AT&T reported last week. The first section, between Atlanta and Montgomery, was opened in March for tv service, with telephone channels put into operation in May. Equipment for transmitting color tv programs also is being installed.

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION
Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

NBC-TV Gets NBA Games

NBC-TV will telecast the games of the National Backetball Assn. each Saturday, starting Oct. 30, it was announced jointly last week by Thomas S. Gallery, NBC sports director, and Maurice Podoloff, president of NBA. Through Nov. 27, the games will be carried at the conclusion of NBC-TV telecast of Canadian professional football, and thereafter will begin at 3 p.m.

ABC-TV Adds Two Affiliates

WLWD (TV) Dayton and WMTW (TV) Mt. Washington, N. H., will become affiliates of ABC-TV network Sept. 1, Alfred R. Beckman, national director of ABC's station relations departments, announced last week. In Dayton, WLWD replaces WHIO-TV as the ABC-TV affiliate.

NETWORK PEOPLE

Jack Kuney, formerly program manager, WLIB New York, and production manager, WNEW New York, named producer, dept. of public affairs, CBS Radio.

Dave Green, purchasing dept., NBC Hollywood, transfers to continuity acceptance dept. as an editor. He succeeds **Bob Wood,** promoted to assistant manager of continuity acceptance.

Bob Banner, formerly with NBC-TV *Dave Garroway Show,* and CBS-TV *Omnibus,* to NBC-TV *Dinah Shore Show* as producer-director for 1954-55 season, succeeding **Alan Handley,** who will develop new properties for NBC.

Robert M. Fairbanks, promotion copywriter, KCBS San Francisco, transfers to Columbia Pacific Radio Network and KNX Hollywood as sales promotion assistant.

William H. Fineshriber Jr., vice president in charge, NBC Radio, appointed chairman of the radio and tv committee, American Jewish Tercentenary, which is organizing the celebration of the 300th anniversary of Jewish settlement in the U. S.

John Rich, NBC staff correspondent in Far East, named winner of sixth annual fellowship award of Council on Foreign Relations, which provides for study and research on foreign affairs from September 1954 to June 1955 at council headquarters in New York and nearby universities.

Alex Quiroga, senior light engineer, ABC-TV Hollywood, awarded 1954-55 WAAM-TV Baltimore fellowship for graduate study at Johns Hopkins U. there.

James F. Owens, for the past four years a member of the New York sales staff of the DuMont Tv Network and formerly with *Television Magazine* and *Radio & Tv Daily,* died June 20.

Betty Merritt Clevenger, 34, publicist, CBS-TV Hollywood, died June 24. Listed by police as a suicide, she had suffered a nervous breakdown three months ago. Surviving are her husband, **Raymond Clevenger,** stage manager, KHJ-TV Hollywood, and son, Raymond Jr.

Tiny Mike-Transmitter Demonstrated by NBC

A TINY wireless microphone-transmitter that can be worn by a performer, freeing him of the restrictions of conventional microphones and cables, was demonstrated Thursday in New York by NBC, whose engineers developed the new device. Joan Diener, of the Broadway musical "Kismet," who demonstrated the assembly, wore the microphone (about the size of a half-dollar) concealed in the bodice of her costume, the transmitter (somewhat larger than a pack of king-size cigarettes and utilizing eight transistors) on her hip and the antenna loop around her waist.

Whole assembly weighs less than eight ounces, is powered by a cell battery expected to provide five hours of continuous, reliable transmission, will cover an area of 5,000 square feet, develops about 50 milliwatts of power at about 530 kc, but radiates less than 100 micromicrowatts and, because of the low power and low frequency, does not require an FCC license.

The wireless microphone, which is still in the experimental stage, was built by the NBC engineering department on a directive issued several months ago by O. B. Hanson, then NBC vice president and chief engineer, recently promoted to RCA vice president, Operations Engineering. J. L. Hathaway, assistant group manager, and Ray Lafferty, engineer, handled the project under the supervision of George M. Nixon, manager of the group. Robert E. Shelby, who succeeded Mr. Hanson as NBC vice president and chief engineer, presided at the showing and described the device.

Tv's Birthplace

SPECIAL BOOTH commemorating Passaic, N. J., as the "Birthplace of Television" was set up at the Broadmoor Hotel, Colorado Springs, Colo., for the 34th annual convention of the Junior Chamber of Commerce of the U. S. The booth featured a display of television receivers from Allen B. DuMont Labs Inc., which in 1937 set up its first manufacturing plant in Passaic. A DuMont spokesman said that the first commercial electronic tv receivers rolled off the assembly lines at the Passaic plant in 1938.

Turner Co. Chairman Dies

DAVID TURNER, 72, board chairman of Turner Co., Cedar Rapids, Iowa, electronics manufacturing concern, and board chairman of a Cedar Rapids mortuary firm, died June 9 of a heart ailment. Mr. Turner was a patron of the late Grant Wood, noted Cedar Rapids artist. Survivors include his wife, a daughter, a son, John B. Turner II, with whom he founded the Turner Co., and two sisters.



MR. TURNER



Do You Know This Woman?

She is Mary M. Foy, general manager of WSWN, Belle Glade, Florida. She says—

"WSWN, the Little Station with the Long Reach, particularly enjoys the use of SESAC's short tune section as it gives us the chance to do justice to our spot announcements on participating shows."

The SESAC Library is **lowest in cost** for a complete Program Service

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue **New York 17, N. Y.**

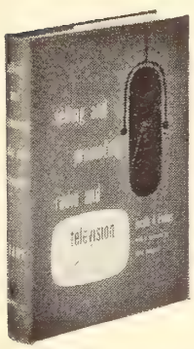
Now! ***The first book written for promotion men and salesmen in the radio and television field . . .***

"An important contribution to the broadcasting media . . . I can recommend it highly."

—Says **NILES TRAMMELL**
NBC's former Chairman of the Board

SELLING AND PROMOTING RADIO AND TELEVISION

By Jacob A. Evans, Director of National Advertising and Promotion, National Broadcasting Company



GUARANTEED TO GET RESULTS FOR YOU IN ANY MARKET

26 full-page illustrations

362 idea-and-sample-packed pages

WHAT THIS BOOK GIVES YOU

Practical, immediately usable ideas and information on every facet of selling and promoting the two media.

How to get the most effective use out of the various research services, market and media information and success stories.

The psychology of selling and promoting to both local and national advertisers.

Up-to-the-minute modern techniques of selling and promoting in the whole field.

For your FREE personal examination copy—fill in and mail coupon now . . .

PRINTERS' INK BOOKS
205 E. 42nd St., New York 17, N. Y.

Send me SELLING AND PROMOTING RADIO AND TELEVISION

☐ Payment ($5.95) enclosed ☐ Bill company
☐ 10-day FREE examination copy ☐ Bill me

Name . . . . . .

Position . . . . . .

Company . . . . . .

St. & No. . . . . .

City . . . . . Zone . . . . State . . . . .
(NYC orders add 3% sales tax) B-T

Gross Named Emerson V. P.; Four Others Promoted

SERIES of five promotions, highlighted by the appointment of S. W. Gross as vice president and assistant to the president of Emerson Radio & Phonograph Corp., were announced last week by Benjamin Abrams, president. Mr. Gross, formerly vice president in charge of sales for Emerson, has been associated with the company for 24 years.

In other personnel changes, Michael Kory, administrative director of the sales department, was named director of sales; Arnold Henderson, assistant to the vice president in charge of sales, was promoted to director of sales administration; Leo Hahn, radio sales manager since last December, was appointed sales manager of television and radio, and Israel Levine, shipping manager for six years, was designated distribution manager.

Manson in New Post

STANLEY H. MANSON, manager of advertising and public relations for the radio-television division of Stromberg-Carlson Co., has been named to the newly-created post of public relations director for the company. He joined Stromberg-Carlson in 1927 and has served in virtually all areas of the company's operations.

MANUFACTURING SHORTS

Frank A. Emmet Co., L. A. electronics equipment representatives, appointed to represent General Electric Co. of England (telephone relays, stepping relays, special measuring instruments), in Southern California, Nevada, Arizona and New Mexico. The Emmet organization has also been named to represent George F. Wright Co., Worcester, Mass. (steel guy wire, other products), in California, Arizona and Nevada.

Videocraft Manufacturing Co. (deflection yokes, magnetic focalizers), and **Wen Products** (solder guns and sanders), names John B. Tubergen Co., L. A., as sales representative in southern California, Arizona and Hawaii.

Cinema Engineering Co., Burbank, Calif., has started manufacturing a new encapsulated resistor identified as Type 38042.

Pickering & Co., Oceanside, N. Y., announces its model 260 turnover pickup cartridge is now available with diamond stylus for long-playing recordings and sapphire stylus for standard 78 recordings.

Radio Communications Div., Bendix Aviation Corp., Detroit, through Carl Byoir & Assoc. Inc., announces it will manufacture all radio receivers for the 1955 Lincoln and Mercury automobiles.

Turner Co., Cedar Rapids, Iowa, now has available a new microphone identified as the Turner 50D-TV Dynamic Microphone.

Radio Receptor Co., N. Y., has changed the name of its Seletron & Germanium Div. to Semi-Conductor Div.

Mark Simpson Mfg. Co., Long Island City, N. Y., appoints Howard F. Condon Co., Denver, as representatives to the electric wholesale trade in Colorado, Utah, Wyoming, New Mexico, and the cities of Scottsbluff and Grand Island, Neb., and El Paso. Fred A. Bennett Co., Detroit, appointed as representatives in Michigan among the electrical wholesalers, hardware distributors and automotive distributors.

MANUFACTURING PEOPLE

Kittleson Co., Hollywood, electronics equipment representatives, moves to 416 N. La Brea Ave.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, named by Boys Clubs of America as "Father of the Year" in field of science.

Gordon C. Hoit, executive vice president and a director, Stromberg-Carlson Co., Rochester, elected vice president, finance div., American Management Assn.

D. Wallace, Pittsburgh district manager, Graybar Electric Co., elected a director.

G. Leonard Werner, sales manager, Mark Simpson Mfg. Co., resigns to accept appointment as general sales manager, The Astatic Corp., Youngstown, Ohio.



MR. WERNER

Frank W. Edmonds elected president, Pacific div., Burnell & Co., Yonkers, N. Y. (toridal coils, audio and r.f. filters and related networks).

William Bryant named San Francisco branch manager, E. V. Roberts & Assoc. (electronics manufacturers representatives), succeeding **Frank Lebell,** transferred to Los Angeles headquarters as Southern California area sales engineer.

Robert W. Eckman appointed northwestern regional manager, tv-radio div., Westinghouse Electric Corp. **Walter J. Bressert,** formerly Chicago-Rockford district manager, appointed regional sales promotion manager. **William A. Phillips** succeeds Mr. Bressert.

Erwin M. Weiss, formerly chief color tv engineer, Muntz Tv Inc., named chief engineer in charge of instrumentation, Magnecord Inc., Chicago. **Michael G. Seidl** promoted to chief engineer, technical section, newly-created commercial music div.

George J. Koeck Jr. appointed district sales representative, Zenith Radio Corp., Chicago. He will headquarter in Kansas City.

Jack Gavin, former director of advertising and public relations, Magnecord Inc., Chicago, to copy and contact staff, Lester L. Jacobs Inc., same city.

S. John La Puma appointed publicity director, JFD Mfg. Co., Brooklyn.

TRANSFORMERS FOR BROADCASTERS
GATES-QUINCY, ILL. 123 Hampshire St. Tel. 8202

BMI TV CLINICS
Will Be Bigger Than Ever...

... according to the response from TV station owners and managers throughout the country. They voted, by better than 15 to 1, to continue the series of BMI TV Clinics which proved so successful in the past.

Three dates have been set:

NEW YORK	CHICAGO	LOS ANGELES
(Hotel Biltmore)	(Hotel Sheraton)	(Hotel Statler)
Monday & Tuesday	Thursday & Friday	Monday & Tuesday
AUGUST 2 & 3	AUGUST 5 & 6	AUGUST 9 & 10

The BMI TV CLINICS are open to managers and personnel of all BMI-licensed stations. THERE IS NO REGISTRATION FEE – but please enroll your staff in advance.

Every Important Phase of TV Will be Thoroughly Covered

Brass Tacks of Local Production

Film Buying and Programming

Public Service and Allied Subjects

Low-Cost Local Programming

TV Film Clearance

Local TV News and Special Events

Operating for Profit

Camera Techniques – Art Scenic Effects, etc.

Low-Cost Music Programming

Programs and Sales

(Plus discussions, open forums and bull sessions)

Write today for your enrollment form

BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

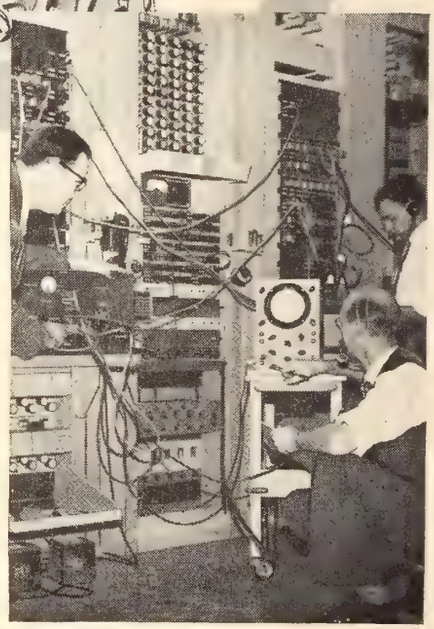


What makes her blush?

The color camera can pick up the slightest change in an actress' complexion. But unless the radio relay and coaxial cable routes that carry this picture are specially equipped, her blush would never reach the nation's screens.

It is a big job to install new equipment, necessary for color transmission, along thousands of channel miles in the Bell System network. Personnel must also be trained in the new techniques of transmitting color signals.

But the work is well under way, with facilities now serving an increasing number of cities with color television. The Bell System will keep pace with the industry's needs for color television networks.



Bell System technicians testing transmission of the color signal over radio relay facilities.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter V

SOAP SALES AND RALPH WALDO EMERSON

IN AN essay entitled "Civilization," written about the time the Argonauts were prodding their ox teams and "wimmenfolks" across the plains in the California Gold Rush, Ralph Waldo Emerson created the phrase, "Hitch your wagon to a star."

It is among our most widely quoted aphorisms, to use a 15-cent word. The reason I'm putting this aphorism to work here is because it fits an angle of package products advertising as neatly as a cellophane wrapper.

During the depression, when I first switched from general practitioner to specialist in the advertising business, the value of hitching your wagon to a star quickly became apparent. I saw that by adapting the venturesome spirit of this quotation, it could be put to practical use as a package goods advertising technique, one that would open new avenues in a hitherto unexploited field.

The first attempts to extract commercial value from the Emerson philosophy were demonstrated in the tie-ups between premiums and radio programs. These tie-ups provided a built-in impact obtained from endorsements of premiums by soap opera stars.

In consequence a new kind of sales strategy was created, one widely used nowadays in advertising package foods and certain types of proprietary drugs, all because we introduced the plan at the Benton & Bowles agency 21 years ago. At the time we wondered what would happen, for with it we also introduced the first premium ever offered via network radio—a Super-Suds seed deal for Colgate-Palmolive. It was carried over NBC on the daytime serial, *Clara, Lu, 'n' Em.* And the idea was such an unknown quantity then that we tied it not to just one star, and not to just two stars, but to all three stars.

They told their feminine listeners, very confidentially, of course, all about the flower-seed premium we planned to offer, how they too were going to plant these same seeds and grow flowers just like those in the gardens of the Hollywood screen stars.

After Colgate-Palmolive had cashed in on this project, thus proving its worth as a technique, it soon became common practice to hitch premiums to soap opera stars.

Sales for a number of products advertised by us in this manner zoomed upward overnight to more than 100,000 units daily for each brand advertised. Moreover, unit sales for these brands (meaning the sales of individual packages), maintained a daily average of 100,000 packages for several days before gradually tapering off. SweetHeart Soap got a healthy assist with this kind of forced selling. And Hudson Pulp & Paper Corp.'s products were helped into top-rank market positions which they still hold. So "hitching your wagon to a star" is here to stay as a package goods advertising credo. Like many other intangibles, such as good "reason why" copy, correct space mechanics, psychological timing, concentration, etc., it is an important sales "plus" that has steadily gathered momentum ever since its first application back in 1933.

But to gain the greatest benefit from it, you have to find new ways of unlocking its nuclear sales power.

A long time ago, when I was a high school student, I worked part-time in a grocery store in San Diego. I picked up a lot of helpful information about the grocery trade on that job. In fact, I got the idea for the new use of another scientific formula while sorting over my San Diego reminiscences. I had learned that hitching your wagon to a premium pays out. So, I reasoned, why not try hitching it to a grocery commodity—say soap or some other fast-selling article in the galaxy of package goods, so long as its orbit was within the self-service market? Not exactly syllogistic reasoning, perhaps, yet not far from it.

THIS SERIES, CONDENSED FROM A FORTHCOMING BOOK, IS APPEARING EXCLUSIVELY IN B•T.

Almost every woman, when she goes to the neighborhood market, has eggs or butter on her shopping list as one of the items she plans to purchase. Both are fast-moving articles that take off from the store counter almost as fast as they can be replaced. Then why wouldn't it be smart, I wondered, to offer half a dozen eggs free when the housewife purchases that fighting brand you are advertising. Or you could present a loaf of bread for free, or offer 10 cents off on a pound of butter. That's what the San Diego grocer did whenever he got stuck with something that wouldn't move—that, or something like it.

During World War II, an excellent opportunity presented itself to put this plan into practice. Among our clients at that time was Wilbert Products Co., an alert and progressive firm always on the lookout for new items. Because of scarcities in all lines, new products were much in demand as substitutes for old ones that could be had only in short supply, if at all. It was a good sideline too, this search for new merchandise, for there was always the chance that a "war baby" might develop into a profitable and well-established brand.

Among household commodities then being marketed by Wilbert was a synthetic vanilla called Cakex. To speed up its sale I decided to try hitching it to a free offer of six eggs, which were unrationed and therefore scarce and high in price. This, I felt sure, would induce housewives to buy and try the artificial vanilla as a substitute for the real thing.

Much to my surprise, results exceeded all preconceived notions of what might occur. In fact, they proved beyond question that I had streamlined a basic principle that would work as well in New York as in San Diego, clear across the continent—a fundamental principle that could be universally applied.

Not until I established my own agency in 1942, however, did a completely satisfactory formula emerge for hitching my wagon to a star. But by combining past experience with the teamwork of experts, a format was finally evolved that worked as well on the air as in print. Essentially it was the Wilbert format, except that we refined it to the nth degree. More, we proved its efficiency through a series of super-tests in New England that culminated in a campaign for Megowen Educator Foods.

The technique used was dramatic and new in the invaded territory, and more important still, it procured increased sales against strong competition for both Megowen's "Crax" and "Educator" saltines, in a region famous for chowder, soups and shore dinners, a salty section where the cracker is king.

At that time the Megowen market was primarily confined to New England, so naturally we undertook a regional approach. We bought popular newscasts on the Yankee Network. Where it gave us a market advantage we also used local independent programs beamed especially at women. To support this radio drive we took newspaper space in 14 New England cities, in all of which we had a strong network or local station coverage.

Our sales messages hitched Megowen's crackers to a star. For every box of crackers

that a customer bought, she got 10 cents off the regular price of a pound of butter.

I am deeply indebted to Mr. Megowen and the Megowen Educator Food Co. It was through his vision, his willingness to cooperate, and his coverage in risking advertising dollars on a new and wholly experimental plan that enabled me to prove and establish another package goods advertising technique. As a forcing method it surely fits the famous Emerson quotation. For the guide book, I'd write it this way:

"Hitch your wagon to a star. But don't star your own product. Star the other fellow's. It's his fast moving item that will give your product a lift. If you do it the other way 'round, you'll fit your action to a famous phrase all right, but it will be the wrong phrase, for you'll be "putting the cart before the horse."

EVER since Claude C. Hopkins established testing as a basic advertising need, its use has been increased and refined until, insofar as package products are concerned, it has become an indispensable selling technique.

Fundamentally, testing is nothing more than making sure you are right before going ahead.

When you undertake testing, however, you must be prepared to accept failure rather than risk a national catastrophe. This is not double-talk. Actually it means that you win when you lose, for think of the money you save if your test fails and you thus avoid the costly mistake of an unsuccessful national campaign.

There's nothing profound in this statement, nothing that will shake the foundations of economic history. Yet it can't be over-stressed or over-accented. And it can't be repeated too often as reminder copy. Almost every day I am astonished at the brave, inexperienced advertising souls who rush in where even a Broadway angel would fear to tread. And as a consequence they wind up in an advertising graveyard with a wasted budget for a headstone.

In the game of package goods advertising, you are not playing with marbles. It's big time stuff. Gordon C. Bowen, president of the Premium Assn. of America, said a short time ago that the premium business (packaging's closest ally) is a billion-and-half dollar industry. Early this year a popular package designer set forth the claim that American manufacturers spend about $12 million annually for packages to contain their products.

Testing is used mostly these days by fighting brands, by those products of proved merit that are comparatively unknown and therefore must win their way to the household shelf so they can establish a profitable position in the market.

You should always select a typical city in which to test a campaign. It can be large or small, so long as the buying habits of the people are what we term standard. Of course, much depends on the product you set out to advertise. In certain cities the foreign element might conceivably affect your test. Take San Francisco or Boston; a heavy Italian influence is felt in those cities. Therefore a macaroni test might possibly misguide you regarding the general sale of that particular article elsewhere. Angles of that sort should be watched.

For the sake of getting a comprehensive cross section, we have tested in a small city, a medium-sized city, and a large city, all part of the same operation. However, results average out as a rule. The important thing is to determine product preferences. A test of Mexican beans in El Paso, for instance, wouldn't fit St. Louis. So you don't take coal to Newcastle if you want to test coal, or beer to Milwaukee if you want to test beer.

The geographic locations of cities may at times affect market conditions, provided a seasonal or regional slump is involved. For example, when timber-cutting is at a low ebb and the lumber industry is shut down, and if deciduous fruit crops are off or low-priced, Northwest cities may not prove too good for testing—depending again, of course, on the product to be tested. However, we tested the 3-Cake Deal for SweetHeart Soap in Seattle, Spokane, and Portland, thus successfully introducing the "let us buy you" technique to the purchasing public via a regional approach. But business in the Northwest was normal at that time. And just recently we tested 7-MINIT Fluffy Frosting across the continent, using New York, Cleveland, and Los Angeles as our markets. In each city sales achieved comparably high averages. So we took that as a good sign that sales would average out equally high on a national basis, and we set our radio schedule accordingly, supporting it with large space in *Life, This Week* and *Parade*.

In the test city that you choose you should always make sure the product you are advertising has at least 80% distribution. Otherwise you may find yourself testing an item that consumers can't find in the grocery stores where they trade.

Always take the same size space or the same amount of air time in your test that you plan to purchase for your national or regional campaign. Use exactly the same copy too, as well as the same radio and tv commercials.

Response to the newspapers, newscasts, participating shows, etc., will guide you in deciding whether to pinpoint your markets with local advertising, both in print and on the air, or whether you can do better by taking advantage of national rates in newspapers and on radio and tv networks.

As a yardstick for your tests you will need to include a checkable feature of some sort—say a coupon or premium offer—by which to measure response and calculate sales. The manner in which you use it will depend on whether you make your test at the point of purchase, or in a campaign by air or in the daily press.

Your test will reveal anything wrong. Then you can correct your errors and re-test, correct your errors again and re-test, *ad infinitum*, until your campaign is smooth enough for national coverage.

Copy, of course, is the important thing. Copy convinces the consumer that he should buy. Good copy gives the customer a simple but logical reason that he can't resist.

In your headline you should flag your market. And in your copy you should offer to take a chance on the customer. You should take advantage of continuity too, and of repetition and reiteration. And you should cash in on the housewife's inertia and lethargy. But above all you should slant your advertising at prospective buyers, concentrating your firepower.

All in all, you shouldn't overlook any bets. For even after going to great lengths to follow the rule book, you may find yourself in unexpected trouble.

A case in point that I shall long remember occurred when I was handling the Heinz Ketchup account at Maxon's. It certainly built up to a terrific bang.

We had been running a Heinz Ketchup ad on the back cover of the *Saturday Evening Post*. It had been producing excellent results so we decided by to try it in *MacLean's* magazine, which is the *Saturday Evening Post* and *Ladies' Home Journal* combined in Canada.

The ad showed a very pretty waitress balancing a silver tray at shoulder-height and smiling down at a typical businessman, presumably at lunch. In the center of the tray was a bottle of Heinz Ketchup. It was surely a beautiful ad, reproduced in full color.

The headline read, "What she knows about your husband."

And the copy went on to explain that smart waitresses know that all husbands want Heinz Ketchup.

Soon after the plates and proofs arrived at *MacLean's*, the advertising manager phoned me from Toronto.

"Look, old chap," he said, "we cawn't run that ad in Canada, just cawn't, y'know."

"What's wrong with it?", I asked.

"Why, my dear fellow, the headline implies that the waitress is having an affair with the husband."

That floored me. "Well what about the art and the rest of the copy?"

"Oh, that's fine, he replied. "It's just the headline."

Suddenly an idea hit me. "Tell you what," I suggested. "You write a headline that you like, then read it to me and I'll try to get Mr. Heinz to okay it."

"Righto," he said, and hung up.

Next day he called back, all enthusiasm. "I've got it," he said, "I've got it!"

"You mean you've got a headline that doesn't compromise my waitress?"

"Yes," he said. "Canadian wives will love it."

"Well, let's hear it."

He cleared his throat, then read with great pride, "He gets it when he's down town so why not let him have it at home?"

At first I was speechless, then I roared with laughter. When I told it to Frank Bell, advertising director for the Heinz Co., he roared too.

"But look," he said. "I see what the guy's driving at. Here, I'll show you how to clean it up."

He scribbled a head on a memo-pad and handed it to me. I read, "He gets Heinz Ketchup when he's down town so why not let him have it at home?"

And that's how the ad ran in Canada.

But to define testing as a package goods advertising technique, I'd say you can wrap it up in two fast phrases.

The first is: "Don't buy a pig in a poke."

The second is: "Try it out on the dog."

(To be continued)

SUPER "EYE"

for "live" COLOR pickup



RCA-6474/1854 Image Orthicon

You are looking at the new RCA television camera tube for simultaneous color pickup—the camera tube that has made compatible "live" color pickup a practical reality.

The 6474/1854 has exceptional sensitivity—and a spectral response approaching that of the eye. Designed to operate on a substantially linear signal-output curve, it is capable of producing a color picture having natural tone values and accurate detail. Furthermore, the 6474/1854 features a signal-to-noise ratio and contrast range commensurate with the exacting requirements of color reproduction.

Like all RCA tubes for broadcast and TV station operations, RCA-6474/1854 Image Orthicons are available through your local RCA Tube Distributor. Ask him about RCA's new Tube Inventory Maintenance Plan that enables him to function literally as a tube warehouse for your station.

SEALED for your protection

Every RCA-6474/1854 Image Orthicon for replacement use is sealed in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that your tube is factory fresh.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ELECTRON TUBES — **HARRISON, N. J.**

AMERICA'S NEWEST MILLION MARKET

OIL, CHEMICALS, PORT—AND TEXAS PRIDE—MAKE HOUSTON BOOM

by J. Frank Beatty

HOUSTON, industrial giant of the South and Southwest, now boasts that it is the first market in that fast-growing area to reach the million mark.

Just 118 years after a log-cabin settlement was started on Buffalo Bayou, the city celebrated "M-Day"—"M" for million. Over the weekend it threw the biggest whing-ding in its history to honor the event.

The Houston market—Harris County—had a population of only 44,000 at the turn of the century. This skyrocketing expansion, carrying the market well toward the top of the nation's metropolitan areas, has Houstonians convinced their city will become the third largest in America one of these days—and not too many days, at that.

Last week was "Inventory Week" in metropolitan Houston. In every branch of commercial, industrial, civic and cultural life the city took stock of its resources—incidentally, of course, keeping an eye peeled toward the next goal, the two-million mark.

What the inventory takers found looked good to Houston. Their reports were compiled in time for M-Day, which was celebrated Saturday in a market-wide promotion. The city spent the weekend looking with pride at its deep-water harbor, its oil and chemical (petro-chemical) industries and its agricultural resources.

All this growth they traced to their farsighted forefathers, who brought the Gulf of Mexico 50 miles through the stark Texas prairie into Buffalo Bayou. The port itself is a $2 billion business.

In this area eight radio and two commercial television stations are bringing entertainment, information and consumer education. They provide a major stimulus to Houston's commerce and industry, serving 275,000 radio homes and 201,260 tv homes in the metropolitan area.

The Houston story dates from 1836 and the bloody battle of San Jacinto, where Gen. Sam Houston won independence for Texas. A team of New York investors, Augustus C. and John K. Allen, founded the Buffalo Bayou community shortly after the victory, buying land for as little as $1 per acre that now is worth $2,000 a front inch.

The Allens persuaded the Texas congress to pick Houston as temporary capital. Inflated currency, yellow fever epidemics and other frontier hazards struck the community, but stores, school, theatre, jail and courthouse quickly appeared. On July 5, 1837, the town was incorporated. Two years later a government commission decided to put the capital at Austin. Houston rode out this blow and by 1840 a chamber of commerce was leading the town's expansion.

Through the transition of Texas from a republic to a state, Houston developed its commerce and by 1858 its warehouses held over 10,000 bales of cotton. Main St. was being paved with shells as rumors of civil war reached the area. Texas joined the Confederacy in 1861 and eventually suffered the penalties of defeat, along with the rest of the South.

Riding out another crippling epidemic of yellow fever in 1867, Houston started continuous dredging in Buffalo Bayou. Large ships were able to come up from the gulf and turn around. That year the first street car came to the city, and then the carpetbaggers, who took over city offices. Despite carpetbaggers and the Ku Klux Klan, trade kept increasing as ships unloaded lumber, lime, cement, railroad iron, salt and other products.

Texas rejoined the Union March 20, 1870. Easterners were becoming interested in the area so the mayor paid a visit to several eastern cities. He came back with plans for asphalt paving, iron bridges, parks and a city market, promising the city someday would be the "Chicago of the South."

A new charter was given the city in 1874, stimulating both residential and commercial development. Soon the city was moving out into the plains. Morgan Steamship Lines and railroads extended their facilities into Houston and the city soon was closely tied into the nation's commerce.

By 1900 the 45,000 citizens claimed first place among Texas cities in industry and commerce. Oil was discovered near Beaumont in early 1901. That started the petroleum boom, which was spurred in 1904 by opening of the first well in Harris County. Houston soon was recognized as the wealthiest market in the state.

Through the first decade-and-a-half of the century, work proceeded on the ship channel, including a cut-off that saved precious time. In August 1915 the port was opened to deep sea commerce and the first large ocean-going vessel arrived in the 1,300-foot turning basin inside the city limits. Population had increased to 78,000 in 1910 and ground was broken in 1912 for Rice Institute.

In 1920 the population was 155,000 with industrial plants lining the ship channel. A building boom took place during the '20s, adding skyscrapers to the downtown area and major industrial plants. Municipal limits were extended out to an area of 70 square miles. The first air mail landed Feb. 6, 1928, and the municipal airport was officially opened a month later. The city claimed first rank in Texas as an industrial

THE HOUSTON MARKET

1,000,000 people.
Building permits (1953), $274 million.
Labor force, 383,626.
Factory output, $860 million.
Individual income, $1.7 billion.
Retail sales, $1.15 billion.
Bank deposits, $1.67 billion.
Port tonnage, 44 million a year.
Eight radio stations.
Two tv stations.
275,000 radio homes (Harris County).
201,260 television homes (Harris County; CBS - Nielsen estimate).



center, and sixth rank among the nation's ports.

Oil joined cotton as a major shipping item during the '30s and the building boom easily rode out the nationwide depression, with new structures piercing the skies. Federal funds went into the ship channel, new public works were completed in the city and Harris County, and port tonnage kept moving ahead. Even bank clearances kept rising during the depression years. In 1938 alone, 50 new plants were added to the industrial area.

Defense preparations in 1940 spurred the boom and that year 646 industries were operating. Ordnance and chemical plants were important additions.

Three-fourths of the chemical plants built in the nation since the defense preparations started are in the Houston area, with most of them still running during peacetime. One-fifth of all chemical employment on the Gulf Coast had been centered in the city by 1944, with over $300 million spent on chemical plants along the ship channel during the war. Twice that sum has been spent since the war, with many more in the offing.

Other industries that have moved rapidly are paper, paint and metal goods. The city boasts it is the hub of the fastest growing industrial area in the nation, with its major marketing expansion still to come. Construction has exceeded $1 billion in metropolitan Houston during the last five years, split between residential and nonresidential types. Huge office buildings have been going up, along with churches, schools and a $100 million medical center. A 54% increase in population from 1940 to 1950, with the process continuing unabated, gives the city over 10% of the entire population of Texas.

The 19 counties in the Houston territory have 6% of the state's area but produce 14.3% of the oil output, which is a lot of oil, and 40.7% of the state's refinery operations. The area produces 7% of the total oil in the nation. Harris County alone has 36 oil fields and 1,835 oil wells. Production of natural gasoline as well as natural gas are enormous, and many of the industries are powered by natural gas. Petrochemical output is constantly increasing and becoming more diversified.

The 10,000 retail establishments have sales of $1,150 million annually. Electric utilities have 314,450 customers, with another 287,564 natural gas customers. The city has 350,996 telephone connections.

There are eight radio stations: KCOH, 1430 kc, 1,000 w, D, licensed to Call of Houston Inc.; KLBS, 610 kc, 5,000 w, licensed to Howard Broadcasting Co.; KNUZ, 1230 kc, 250 w, licensed to Veteran Broadcasting; KPRC, 950 kc, 5,000 w, licensed to Houston Post Co. (NBC), with KPRC-FM on 102.9 mc, 57 kw; KTHT, 790 kc, 5,000 w, licensed to Texas Radio Corp. (MBS); KTRH, 740 kc, 50 kw, licensed to KTRH Broadcasting Co. (CBS) and KTRH-FM, 101.1 mc, 29.5 kw; KXYZ, 1320 kc 5,000 w, licensed to Shamrock Broadcasting Co. (ABC); KYOK (formerly KATL), 1590 kc, 5,000 w, licensed to Texas Broadcasters Inc.

There are two commercial television stations—KPRC-TV, ch. 2 (NBC, ABC), KNUZ-TV, ch. 39. KNUZ-TV has temporarily suspended operations. An educational station, KUHT (TV), is operated on ch. 8 by U. of Houston. KGUL-TV Galveston is CBS station for the area.

Six major railways serve Houston—Fort Worth & Denver (Burlington); Missouri-Kansas-Texas; Missouri Pacific; Rock Island; Santa Fe and Southern Pacific. They handled 15 million tons of freight last year. Air lines are Braniff, Continental, Delta-Chicago & Southern, Eastern, International, Mid-Continent, Pan American, Pioneer and Trans-Texas. These airlines handled 787,000 passengers last year. A new $3.5 million terminal building has been completed. Thirty-



Forty-four million tons of cargo are handled annually in Houston's harbor.

two motor carrier lines and 145 other regulated carriers serve the city along with major bus lines.

Houston has three daily newspapers, the *Chronicle, Post* and *Press*. The *Post* operates the three KPRC stations, with W. P. Hobby heading the newspaper-electronic properties. Total lineage of the newspapers has increased 127% since 1940. The *Chronicle* is published by Jesse H. Jones. Poster advertising has grown 78% in the last decade.

Wealthiest for Size

Houston likes to remind that within a 200-mile radius more wealth is taken out of the soil than out of any other area that size, anywhere. This wealth includes oil, natural gas, rice, sulphur, cotton, salt, timber and many other products.

With all the city's natural and man-made resources, Houston boosters look hopefully to the future. With typical Texas confidence they dream unblushingly of No. 3 position among American cities without specifying the number of years that will be required to achieve this marketing miracle.

Operators of the port are pleased with their improved channel. New wharves and cargo handling equipment are being added to accommodate increasing tonnage. The petrochemical industry can be broadened—it produces raw materials in abundance but not too many finished products except insecticides, detergents and fertilizers. One of these days the city expects to be a leading producer of end products made out of its own raw materials.

The area's agriculture, with over a million acres of land, is doing well and expects to keep pace with commerce and industry. Rice is the most important crop but ranching is thriving and the calf market is fourth largest in the nation as well as first in Texas. Fine breeding cattle are adding to the quality of herds. Houston is the distribution point for footstuffs coming in from foreign countries by air, water, rail and truck, as well as from domestic points. Wholesalers supply over 2,000 retail sources with food. A huge new produce terminal is expected to expand the growing food industry. It was built by the Santa Fe and Fort Worth & Denver railroads and is owned and operated by produce companies as a group. Three-fifths of Houston's retail food sales is handled by independent stores.

Building Permits Ahead

With building permits in the first quarter of 1954 running $4 million ahead of the same period a year ago, the predictions that construction will continue its dramatic expansion are being borne out. Bureau of Labor Statistics, U. S. Labor Dept., ranks Houston sixth in the nation in its total construction—fourth in new residential construction and fourth in stores and other mercantile buildings. Last year 14,500 new dwelling units were built. Major projects include a $4 million plant for the *Houston Post,* plus two important bank buildings.

Riding the Houston wave are such suburban communities as Pasadena, Galena Park, Clinton, Deepwater, Greens Bayou, Jacinto City, Deer Park, Channel View, Baytown and others.

Looking ahead is Houston's favorite pasttime. Already some optimistic Houstonians are talking about another M-Day—only this time it will be 2M-Day. It may take a few years, or even a score of years, but Houston is headed forward and figures the first million is the hardest.

WSLS Brings the Outdoors Indoors in Roanoke With Its Sidewalk Studios

RADIO has come out of hiding in Roanoke, Va.

WSLS, the am adjunct of the am-fm-tv trio operated by Shenandoah Life Insurance Co., has reversed the usual radio order by opening new sidewalk studios on a corner with a traffic count of 24,000 persons a day.

The doors are open, and the public is welcome, according to James H. Moore, executive vice president. Visitors are free to roam around the studios, which are decorated in red-and-white striped canopy covers giving a carnival atmosphere. Air conditioning has been installed.

Large display windows promote products advertised on WSLS. A large thermometer, clock and weather forecast dial attracts interest, as do bulletin displays of sports results and news. A Roanoke wildlife farm has eye-catching window displays.

Does it pay? "Sales results are showing already," Mr. Moore says, "though the studios were just opened last Memorial Day. All Roanoke is talking about our radio studios. Many salesmen representing national advertisers drop in for a look.

"It's a place for people to meet, leave packages, call a cab or just watch what's happening. Disc jockeys work in full view. Announcers go right out on the sidewalk with 200 feet of line to interview pedestrians, bus riders, and even a man getting shaved in a barber shop. Sixteen news programs originate daily. An outside speaker keeps pedestrians informed as they pass. Studio displays include photos of air personalities.

"The public is showing new interest in an 'old medium' and radio has found fresh vitality."



NEWSMEN, disc jockeys and other performers on WSLS Roanoke, Va., work in full view of the public in new sidewalk studios. Passers-by are welcome to meet there, leave packages, call cabs or just watch what's going on.

COLORCASTING

Advance Schedule

Of Network Color Shows

CBS-TV

August 22: *Toast of the Town,* Lincoln Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil Presbrey

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

July 8-9: Karamu House, Cleveland

July 15-16: Washington, D. C.

July 21-23: Ft. McHenry and B & O Roundhouse, Baltimore

July 29-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

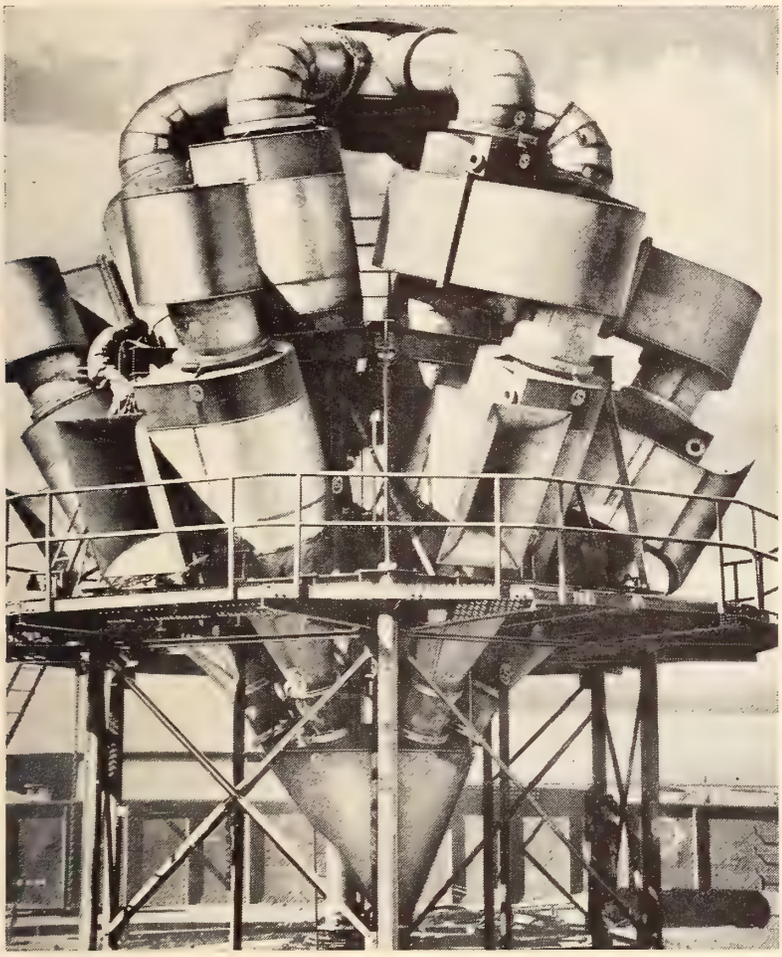
August 3-6: Boston

August 12-13: New York

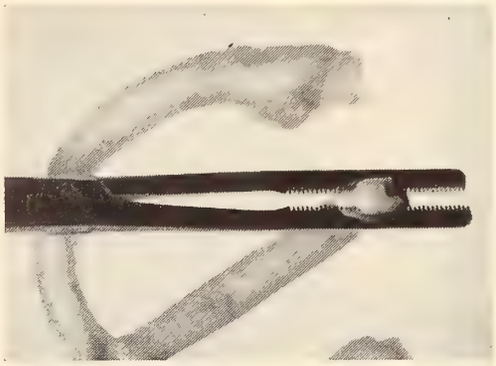
July 8, 15, 22, 29, August 5, 12, 19: "The Marriage" — situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T]

Only STEEL can do so many jobs so well



Visitor from Outer Space? No, despite its strange, other-worldly appearance, this is no product of extra-terrestrial intelligence, no flying saucer. It's a perfectly practical, very down-to-earth catalyst collector in a large petroleum refinery. Noteworthy, however, is the extensive use of USS Stainless Steel in its fabrication . . . to provide corrosion resistance combined with great strength.



Amputations Reduced. This new surgical clamp, handmade of sanitary corrosion-resistant Stainless Steel, can grasp a human blood vessel or artery firmly during a delicate operation without injuring the vessel wall. This clamp has already helped to reduce substantially the number of amputations resulting from war wounds.



Handkerchief Test proves that you can't beat this drum for cleanliness! Rub a clean handkerchief briskly around the inside of a USS Drum. The handkerchief *stays* clean. No grease, dirt, scale or rust show up to contaminate drum contents. Why? Because of a new U.S. Steel process that results in drums absolutely clean, completely scale-free, fully rust inhibited.

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your newspaper for time and station.



Built to be Buried. That's true of these National Seamless Steel Bottles, produced by U.S. Steel. For these bottles are filled with gas and buried underground, where weather and temperature changes don't affect gas pressure. This is the modern way to store gas . . . the safer way.

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-694

KTUL'S 'MINOR MANOR'

FREE soft drinks and chaperones are provided to teen-clubs who book KTUL Tulsa's Saturday night *Minor Manor* broadcast, which is geared specifically to the teen-agers. This major contribution to the entertainment of the minor population was conceived by disc m.c. Buddy Hamilton as an innovation for his 10:30-12 p.m. show and features "on-the-air" dancing parties held in one of KTUL's studios. Teen-age listeners are encouraged to form "dance-at-home" parties and special requests are accepted from those groups. Community acceptance of the show is evidenced by the number of favorable phone calls and letters from parents, according to the station.

ABC KINESCOPE DISTRIBUTION

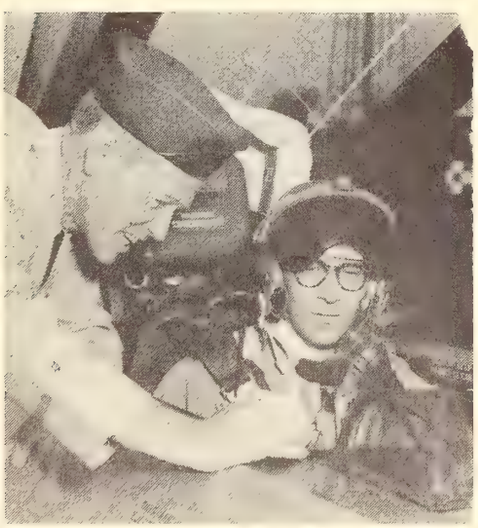
SOME 50 kinescopes of "Atomic Attack," one-hour dramatic program presented over ABC-TV on May 18, will be turned over to the Federal Civil Defense Administration within the next few weeks for distribution to organizations throughout the country. In a telegram to Robert E. Kintner, ABC president, Val Peterson, director of FCDA, expressed "sincere appreciation" for the production of "Atomic Attack," and added: "Mature dramatic programs of this kind will do much to help the American people understand that the advent of the hydrogen bomb calls for more civil defense and not less of it—if we wish to survive as a nation."

ROY ROGERS BIRTHPLACE CONTEST

THE FIRST three viewers to name the exact spot in Cincinnati where "King of the Cowboys" Roy Rogers was born will be declared the winners of WLWT (TV) that city's Puppy Contest. Each winner will receive a puppy from the litter of "Bullet," Roy's canine companion. In addition, winners also will receive a letter from Mr. Rogers. The pups were flown via TWA from Mr. Rogers' ranch to Cincinnati and are part of a promotional tie-in with the return of the *Roy Rogers* show to WLWT after a brief absence.

WMT-TV 'IOWA' BROCHURE

WMT-TV Cedar Rapids, Iowa, is sending to agencies and advertisers a 12-page brochure titled "987 Miles West of Madison Avenue," which is the main-line distance between New York and Iowa. The illustrated brochure reveals information on the state's industry and farming in addition to personal income statistics, which place per capita Iowa income about 60% above the national average. Figures, in many cases explained by charts, on population, sales and coverage are provided for comparison. Pointing out that Iowa's market is spread out in communities of 10,000 and under, WMT-TV claims the best coverage in the eastern part of the state. The brochure is rounded out by information on program ratings, studio facilities, news coverage, programs, personalities and a map of the coverage area.



JACK BARRY, program director, WDOT Burlington, Vt., receives last-minute instructions from Maj. Raymond Stewart, commanding officer, 37th Fighter Interceptor Squadron, Ethan Allen Air Base, before take-off on his jet-to-earth broadcast.

PORTABLE RADIO PROMOTION

TO PROMOTE "Everready" radio batteries, National Carbon Co., through its agency, William Esty Co., N. Y., launched a publicity project directed to 1,330 disc jockeys across the country on the theme "June is Portable Radio Month." The promotion features facts, anecdotes and news items for use in urging listeners to get the "portable radio habit" during the summer months when family recreation moves from living rooms to backyards, beaches, camps and picnic grounds.



THIS "license plate" number being held by model Mara Mueller (wife of NBC press staffer Bob MacDonald) may not get one very far in traffic, but its NBC's claim that an advertiser can go far if he uses it. The numeral represents the mail count of replies to the network's *Road-show* program, license number identification contest. For every eight numbers announced during a broadcast (based on license numbers previously "registered" by listeners) an average of seven call back, according to NBC, showing that "*Road-show* listeners don't just listen . . . they actively participate."

KEX SPONSORS KARDINALS

KEX Portland, Ore., is sponsoring a Portland Little League baseball team as a summer promotion. The station provides the "KEX Kardinals" with uniforms that identify KEX personalities. The team, comprised of boys 8-12 years old, plays regularly-scheduled games in Portland parks. Team coaching is handled by the station.

KFWB PALLADIUM LUNCHEON

OVER 500 station, network and agency executives, radio-tv personalities and press members attended a special luncheon at Hollywood Palladium given by KFWB Hollywood to mark the first broadcast of Monday-Saturday two hour and 45-minute *Larry Finley Time*. Mr. Finley, who recently signed a seven year contract with the station [B•T, May 31], also is host-m.c. of the daily six-hour late evening KFWB *Larry Finley Show*. In addition he heads his own Hollywood tv film production-packaging firm and operates two Southern California restaurants.



M. S. KELLNER, am sales manager of The Katz Agency, radio-tv station representatives, is convinced of the pulling power of WGBS Miami. During a recent visit to the station, Mr. Kellner went fishing off Miami Beach and caught this 35-pound dolphin. Signal strength was reported to be so powerful that another 16 dolphins were hooked by the party.

'DOMESTIC TRAVELCADE'

WNBC-WNBT (TV) New York devoted a total of 144 hours of programming—72 hours on radio and 72 hours on tv—to modern travel in the U. S. on its *Domestic Travelcade* supplement. This was the stations' second weekend supplement which introduced a concept of integrated programming and selling patterned after the Sunday newspaper supplement. Modeled after the *European Travelcade* carried on the two stations last month, the new supplement is designed to appeal to advertisers catering to individuals with "two weeks off in the summer."

WBT CHARLOTTE 'PULSE'

A SALES instrument called the "1954 Pulse of Charlotte (N. C.)," has been published by the Jefferson Standard Broadcasting Co., operator of WBT Charlotte. The Charlotte Pulse "slide rule," which was conceived by WBT's promotion department, shows the quarter-hour ratings and share of audience for each Charlotte radio station on a seven day average. Included is a chart which will convert WBT ratings into listening homes within the basic service area.

BALLOTING BY RADIO

FOR the first time in the 20-year history of the All-Star baseball game, balloting for selection of players to appear in the annual classic

ROGER IS A NATURE LOVER



Roger Hibner over at BVG&L is a nature lover. At lunchtime you're as apt to find him feeding the pigeons in Central Park as fancying a Martini at Twenty-One. Roger's love for birds and beasts is deep and abiding.

Roger also loves a buck (the folding kind). That accounts for the fact that in his plush Madison Avenue office there's a well-worn copy of the Telecasting Yearbook and Marketbook on top of his Audubon. The Telecasting Yearbook contains vital data that Roger uses to plan television campaigns for those blue-chip clients of BVG&L.

If you're in television and want the top timebuyers to know it, your ad belongs in the Yearbook, the book that decision makers use all year.

In tv today—if you're anyone at all—***the Yearbook is yourbook!***

Call your nearest B•T office for details. (Final deadline August 1.)

MEtropolitan 8-1022	Washington
PLaza 5-8355	New York
CEntral 6-4115	Chicago
HOllywood 3-8181	Hollywood

on July 11 will be conducted on a radio station. WINS New York reported it has acquired exclusive rights to balloting in the New York area, and will promote the project over all programs, particularly on its New York Yankee baseball game broadcasts. The balloting, which previously had been conducted solely by newspapers, ended July 3.

WSIX-TV MERCHANDISING PLAN

WSIX-TV Nashville, Tenn., has inaugurated a new merchandising-sales promotion plan which provides local and national food advertisers air time which the advertisers earn by installing the WSIX-TV "shelf-talkers" on all products advertised on the station. Each week a retail food store has an advertised meat, produce and grocery item featured on the Thursday and Friday segments of *What's Cooking?* WSIX-TV homemaker show. Eight major retail groups are participating in the promotion; one group a week with each repeating every eighth week. These groups account for an estimated 92% of all the food sales in the Nashville market, the station reports.

WCAU-TV BLIMP TELECASTS

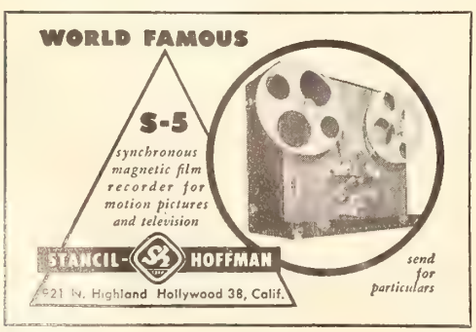
ANOTHER television "first" is claimed by WCAU-TV Philadelphia for its series of telecasts from a Navy blimp 1,000 feet up, the first time, the station contends, that a tv station has produced a picture from that height. The blimp telecast was part of the promotion connected with WCAU-TV's switch to maximum power and height with its "Sky Tower" (see cut), reportedly the highest structure in Philadelphia. Reception was excellent, according to the station, despite some technical difficulties caused by wind drift. The blimp was loaned to the station by the Naval Air Station at Lakehurst, N. J., and contained Navy personnel and station representatives.

SHOW SALUTES RCA DEALERS

MUSICAL recordings from Enrico Caruso to Eddie Fisher, historical recordings like the Hindenburg explosion and King Edward VIII's "Woman I Love" abdication speech and the well-remembered "hall closet crash" of Fibber McGee and Molly were broadcast a fortnight ago by NBC Radio Network in a special salute to RCA dealers. Perry Como, long-time RCA Victor recording artist, served as host-narrator in the special half-hour program, *Through the Years With RCA*. The program was produced by Al Tennyson and written and directed by Ward Byron.

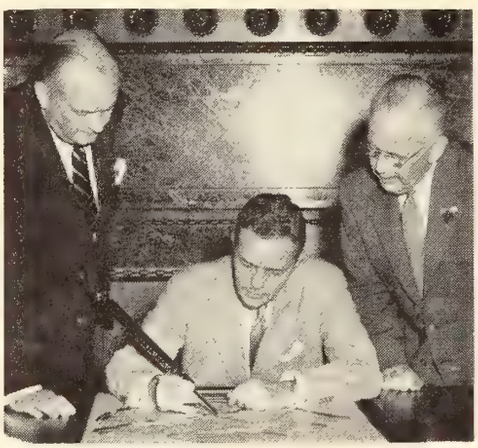
WCCO-TV 'GOPHER' COVERAGE

THE COMING season's feats of the U. of Minnesota's football team will be seen over WCCO-TV Minneapolis-St. Paul. The station recently signed a contract for all rights to the sponsored television appearances of new head football coach Murray Warmath and use of game films. An hour each Sunday night will be devoted to the showing of important plays of Minnesota's preceding Saturday game. Mr. Warmath will narrate, explaining the gridiron strategy. Under NCAA orders none of Minnesota's games will be televised live or nationally this year. Each Thursday night preceding a game Mr. Warmath will be featured on a 30-minute football program reporting on the condition of his players, revealing something of his game plans and evaluating the Big Ten football situation.



CFJB GOLFING PROMOTION

GOLF score booklets, which can conveniently fit into a cigarette case, are being distributed to advertisers and potential advertisers by CFJB Brampton, Ont. The leatherette covers carry a station advertising message and the inside of the book contains a regulation golf score pad.



MAYOR Joseph S. Clark Jr. of Philadelphia places his signature on the new coverage map of WCAU-TV there with a "Sky Tower" pen, a replica of the station's new 1,000-foot tower. The station noted increased coverage in 10 local markets following erection of the tower and a boost to maximum power. With the mayor are Donald W. Thornburgh (l), president and general manager of WCAU-AM-TV, and Joseph L. Tinney, stations' executive vice president and asst. general manager.

ATLANTA FACT BOOKLET

THE ATLANTA, Ga., Chamber of Commerce has produced for free distribution a 40-page pocket-sized booklet titled "Facts and Figures About Atlanta," which shows by charts and graphs the growth and development of the Georgia capital city. Population figures are shown and comparisons are made to other leading southern cities. Also contained are data on transportation, communications, industry, education, business and government, retail sales, housing, points of interest, convention facilities, climate and health conditions. Booklets may be obtained from the Industrial Bureau of the Atlanta Chamber of Commerce.

KTTV (TV) FILM PROMOTION

TO herald the world debut of *Stories of the Century*, sponsored by Sears, Roebuck & Co. in that firm's first film purchase, KTTV (TV) Hollywood took 250 press members, tv personalities, station and film executives on a special six-car Santa Fe train trip to "Centuryville," located someplace in Southern California. For a reported cost of $10,000, KTTV, which acquired rights to the series in five western states from Hollywood Television Service, telecast the arrival of the guests before serving dinner and previewing the first film, "Quantrell and His Raiders." Series is produced by Studio City Television Productions. An unscheduled high light was a Mrs. Johnson who, clutching a ticket for San Bernardino, unknowingly boarded the wrong train and joined the premiere party for what she said was the time of her life.

WBZ-TV SPONSORS BOYS

SIGHT-SEEING trips of Washington, D. C., were awarded the 30 winners of WBZ-TV Boston's "Why I Would Like to Visit My Nation's Capital" contest. The contest, conducted by WBZ-TV's Bob Emery in cooperation with the Big Brother Movement of America, was open to boys aged 8-16 and winners were chosen for their letters and essays on "Why I Would Like to Visit My Nation's Capital." The youngsters were flown to Washington by Eastern Air Lines after first circling the historical landmarks in and around Boston. In Washington they were taken on tours of the Capitol, White House, Jefferson, Lincoln and Washington Memorials and other points of interest and were introduced to New England Senators and Representatives.

WTTV BREAKS PARK RECORD

THE FIRST annual "Western Ledger Roundup" conducted by WTTV (TV) Bloomington, Ind., attracted 35,000 people to a Sunday afternoon outing in a state park, topping by about 31,000 the previous highest one-day attendance there. *Western Ledger* has been a WTTV children's feature for four years and all promotion was conducted on that show, which is emceed by Bob Hardy. Mr. Hardy and his horse, "Rhythm," participated in entertainment activities which ran continuously for seven hours, and included many other WTTV personalities. Admission was the regular 12 cents Indiana park admission fee plus the regular 10 cents for each of the 8,000 cars. The state park grossed $5,000 from admission fees, according to the staion, and the large attendance has prompted Fair Boards in Indianapolis and Lafayette to consider a similar project in those cities.

LIVE PROGRAMS DECENTRALIZED

AN INCREASE in the development of live tv programs in centers of Canada other than Toronto and Montreal is heralded with announcements from CBUT (TV) Vancouver and CBOT (TV) Ottawa. CBUT is beginning auditioning of nine live shows and CBOT plans live summer telecasting of *Holiday Ranch*, western singing and musical comedy show, the station's first deviation from only news event coverage. At CBUT, where live telecasting has been mostly confined to news and sporting events, shows are being tested for quarter-hour or half-hour five days a week presentation. Station plans an early July starting date for its new format.

WEDDING CONTEST WINNERS

WLBK DeKalb, Ill., has announced the winning couples in its wedding contest sponsored by local merchants during April and May for people married during June. Prizes include two seven-day honeymoon cruises on the Great Lakes with stopovers at Niagara Falls and Mackinac Island, and two honeymoon week-

ends at the Conrad Hilton Hotel in Chicago. Other prizes also were contributed by sponsoring stores, which featured window posters promoting the WLBK campaign. Winning couples were announced by George C. Biggar, WLBK president and general manager.

COVERING MID-GEORGIA

MARKET study citing growth and changes in the middle Georgia market and coverage of the 47-county area by WMAZ-TV Macon was distributed last week to national advertisers and agencies by the station's representative, Avery-Knodel Inc. Titled "About the Middle Georgia Market . . . And How the Media Picture Has Changed," the report includes detailed market statistics, the station's coverage map and data on county-by-county populations, families, retail sales, and tv set circulation.

WNYC AIRS SUMMER MUSIC

AS PART of a celebration for its 30th anniversary on the air, New York-owned WNYC this summer will broadcast all major band and orchestra series being presented in New York, including those of the Lewison Stadium Symphony Orchestra, Goldman Band, New York Festival Band and Naumburg Memorial Orchestra. A total of 42 musical broadcasts from several points in the city, each lasting from two to three hours, will be presented over the station.

FLYING CHIMPANZEE

J. FRED MUGGS, chimpanzee star of NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) left New York for a goodwill plane trip around the world [CLOSED CIRCUIT, June 21]. He was accompanied by his co-owners—Roy Waldron and Bud Menella—and Mary Kelly of the *Today* staff, and a cameraman, who will make filmed highlights of the journey for later presentation on *Today*.

'LET THERE BE LIGHT'

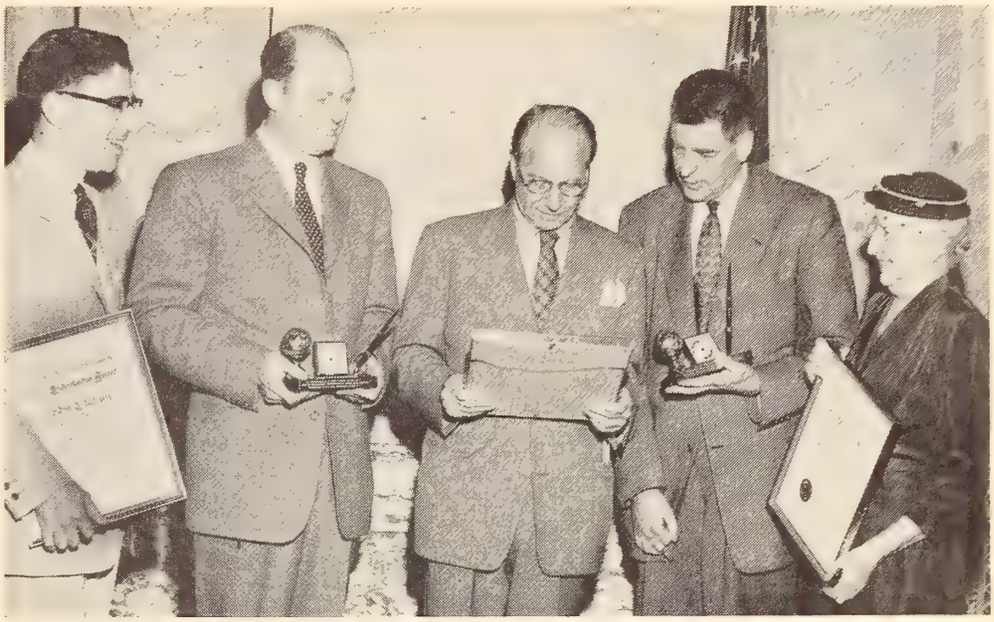
SEARCHLIGHTS with combined illumination totaling over 11 billion candlepower will brighten Philadelphia's Independence Mall for the televised 10th annual *Bulletin* Independence Day celebration, July 5. WCAU-TV that city, will cover the events as part of the plans announced by Reginald E. Beauchamp, *Philadelphia Bulletin* special events director. Independence National Historical Park and Independence Hall will be shown during the telecast, which is scheduled for 9:30 p.m.

DUMONT SCORES 'FIRST'

DUMONT Television Network's closed-circuit facilities were utilized on June 23 to present what was said to be "the first direct consumer sales presentation in the financial field of a commodity by a manufacturer." The demonstration, which was conducted at the Remington Rand Electronics Computing Service Center in New York, revolved around the operation of Remington Rand's Univac, electronic system for processing business, engineering and scientific data.

KTRE FEEDS 'RECORD' TIE-UP

KTRE Lufkin, Tex., reports feeding a broadcast to what is believed to be the largest group of Texas radio stations ever connected together. The occasion was the opening of Governor Allan Shivers' campaign for re-election when 62 stations were fed the broadcast, including the combined facilities of the Texas State Network and the Texas Quality Network, according to KTRE.



COMMENTATORS and stations received awards recently from the Chicago Council on Foreign Relations in recognition of their contribution to "world understanding." Receiving awards from Melvin Brorby (c), Needham, Louis & Brorby, are (l to r): Leslie Atlass Jr., who accepted for WIND; Donley Fedderson, winner for his WIND *Forum of the Air;* Clifton Utley, television winner for his newscasts on WNBQ (TV), and Judith Waller, head of NBC Central Division's public affairs and education department. CBS' Edward R. Murrow also received a distinction award *in absentia*.

IN RECOGNITION

Edward J. Lynett, owner, WQAN Scranton, received public service award from Greek government in recognition of his "valuable assistance to earthquake victims of the Greek Ionian Islands" during August of 1953. **Cecil Woodland,** WQAN general manager, also was cited for cooperation.

Film documentary program prepared by KABC-TV Hollywood news and special events dept. last summer, *The Taft Story,* won award from California Associated Press Radio Assn. Program, pieced together of selected film clips, with live narration by Mark Jordan, highlighted the late Senator's career. It was on air within hour after Mr. Taft's death.

WJAR-TV Providence, R. I., awarded Disabled American Veterans certificate of merit for cooperation and courtesies extended to disabled veterans during the past year. Jay Hoffer, promotion manager, received the award for WJAR-TV.

Additional award for best 1953 radio documentary was presented KABC Hollywood for *A Cell in the Country* by Radio-Tv News Club of Southern California at annual presentation ceremonies last month [B•T, June 28]. Station shared honors in category with KNX Hollywood *The Troubled Air.* Also presented was best sports reporting award, to Bill Brundige, KHJ-TV Hollywood.

Leo Egan, sports editor, WBZ-WBZA Boston-Springfield, presented first annual award from students at Cambridge (Mass.) School of Radio Broadcasting for his *Over the Plate* and *All About Sports* programs.

George W. Shannon, farm service director, WWL New Orleans, honored by Louisiana Assn. of Future Farmers of America during its 25th annual convention, for his outstanding work in farm broadcasting.



DALTON A. LeMASURIER, president-general manager of KDAL Duluth, has inaugurated a KDAL Merchandising Award to encourage its advertisers to promote and merchandise their campaigns on the station. Mr. LeMasurier (l) presents the first award to George Conrad, division manager for General Foods, for outstanding merchandising and effective use of KDAL's radio programs.

Noble Sissle and **Phil Goulding,** co-conductors of *Rhythm of America* on WMGM New York, awarded scrolls by United Negro College Fund for promoting good interracial relations in New York City.

American Legion's National Public Relations Commission has commended NBC Radio's

TRANSFORMERS FOR BROADCASTERS
GATES-LOS ANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6351



ANNUAL Philco Award of Merit for outstanding service to the community and its television dealers and service men is presented to Stanley Durwood, president of KEDD (TV) Wichita, Kan., by William Johnson, president of Jonsco Corp., Wichita Philco distributor. Three of these awards are given by Philco each year. At the ceremony (l to r): Dill Dunaway, Jonsco Corp. service manager; Mr. Johnson; Mr. Durwood, and George Smith, KEDD (TV) chief engineer.



FOR ITS PROGRAM of public education in traffic safety, WTVJ (TV) Miami, Fla., receives Alfred P. Sloan Highway Safety Award [B•T, May 24]. Accepting the award from Alfred P. Sloan (r), board chairman, General Motors Corp., is Mitchell Wolfson, WTVJ president.



ACCEPTING for WEEI Boston a certificate of appreciation for work during the 1954 Easter Seal campaign is Harvey J. Struthers (l), WEEI general manager. Making the presentation is John I. Ahern, vice president, New England Electric System, and Boston area campaign chairman.

Inheritance (Sun., 10-10:30 p.m. EDT) as "a great contribution to the patriotic thinking of Americans and to the Americanism program of the Legion."

Dr. Frances Horwich, conductor of NBC-TV *Ding Dong School,* received honorary doctor of padagogy degree from Bowling Green State U. June 4. She also is recipient of merit award for community service from Northwestern U. Alumni Assn.

Harry Campbell, WLS Chicago announcer, received gold cup second place award in Dupage squadron annual spot landing contest conducted by Civil Air Patrol.

Gene Roberts and **Ed Hallack,** studio supervisor and chief engineer, respectively, KRLD-TV Dallas, Tex., received honorary instructor certificates from Dallas County Chapter, American Red Cross. Seven other KRLD-TV staff members were presented with instructor certificates.

KQV Pittsburgh received commendation at National Catholic Education Assoc. convention for *Sights Unseen,* blindness series, presented in cooperation with local Catholic Guild for the blind.

George J. Abrams, advertising manager, Block Drug Co., Jersey City, presented with "Outstanding Young Advertising Man of the Year" award by Assn. of Advertising Men and Women.

Raymond Walton, sports and news announcer, WIBG Philadelphia, named first annual Audubon, N. J., "Dad of the Year" after letter nomination by his 11-year-old son, Allan.

KXYZ Houston has received American Legion's eighth district Americanism award. It is the first time award went to a Texas radio station, according to Legion officials.

WPTS Pittston, Pa., received certificate from American Legion Auxiliary, same city, in recognition of its "important contribution to the education, entertainment and inspiration of the community . . ."



SHELDON PETERSON (c), news and special events director of KLZ Denver, has been presented a public service award from the Assn. of Social Workers of Colorado for his radio program *The Sounding Board,* discussions of community problems. Mr. Peterson here meets with A. J. Auerbach (l), executive director of the Colorado Jewish Community Centers, and Raymond Gordon, executive secretary of the Denver Area Welfare Council.

THE LATEST WCKY STORY

If You Want Results Like These!

1,362,500 Packages of Seeds

Sold in a 13 week campaign

Then—the station you want is

WCKY

THE SELLINGEST STATION IN THE NATION

WCKY CINCINNATI

EDUCATION

New York Group Granted Educational Tv Charter

A CHARTER was granted by the New York State Board of Regents on June 25 authorizing formation of the Metropolitan Educational Television Assn., a non-profit organization that plans to establish a non-commercial educational tv station on ch. 25 [WGTV (TV)] in the New York City area.

The association's job is to obtain funds and gifts necessary to construct and operate the station, which will serve New York and Westchester and Nassau counties. It will manage the projected station, developing educational tv services and providing facilities for use by the city's educational institutions.

The application for incorporation of the association was signed by Dr. Buell Gallagher, president, City College of New York; Dr. David D. Henry, executive vice chancellor, New York U.; William Jansen, superintendent of schools of the City of New York; Frank Karelsen, chairman, Metropolitan New York Coordinating Council for Educational Television, and Ordway Tead, member of the Board of Higher Education in New York City.

UCLA-ABC Training Program

A RADIO study group of approximately 40 UCLA students is receiving several weeks of on-the-job training at KABC-ABC Radio Hollywood studios, under direction of network executives and UCLA radio instructor Arthur Friedman. All departments are open to students, who observe and work with regular personnel. The vocational training program was set up by Jack Meyers, production manager, KABC-ABC Radio Western Division, and Mr. Friedman.

Texas Group Asks Continuance

NEWLY-appointed Texas Commission for Educational Television has approved a resolution requesting FCC "to continue for an indefinite time the 18 tv channels reserved for educational use in the state." The educational commission, comprised of representatives of education, business and the communication media, was appointed in mid-June by J. W. Edgar, Texas commissioner of education, at the suggestion of the state legislature.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 MADISON AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS

HALIFAX NOVA SCOTIA

INTERNATIONAL

Canadian Tvs Boost Share of Audience

Television viewing in the Dominion continues its fast rise, according to Elliott Haynes' report for June.

FURTHER INCREASE in the size of the audience of Canadian tv stations in areas where U. S. stations also can be seen is noted in the June *Teleratings* report of Elliott-Haynes Ltd., Toronto. In the most concentrated tv audience area in Canada, the Toronto-Niagara Falls area where CBLT (TV) Toronto and WBEN-TV Buffalo are the predominant stations, CBLT scored a 60.2 rating with the *Jackie Gleason Show* the first week of June, as against Canadian viewers' first-placed WBEN-TV program *Dragnet* with rating 72.1.

CANADA

Ranked as the first 10 programs on CBLT in June were *Jackie Gleason* 60.2, *Holiday Ranch* 45.9 (Canadian), *Toast of the Town* 35.5, *Our Miss Brooks* 35.2, *Douglas Fairbanks Presents* 32.2 (British), *Liberace* 29.9, *Wrestling* 29.9 (Canadian), *Stock Car Racing* 29.5 (Canadian), *Foreign Intrigue* 28.6, and *Four Star Playhouse* 28.5.

WBEN-TV in the same week had these shows as most popular with Canadian viewers: *Dragnet* 72.1, *Four Star Playhouse* 67.7, *Ford Theatre* 62.1, *Arthur Godfrey* 60.9, *Groucho Marx* 60.5, *Kraft Theatre* 60, *Martin Kane* 58.2, *Top Plays of 1954* 56.6, *Fireside Theatre* 53.4, and *I Love Lucy* 52.8.

On the other side of the continent, at Vancouver, where Seattle and nearby stations are competitive with CBUT (TV) Vancouver, the leading shows on CBUT were *Jackie Gleason* 47.9, *CBC Theatre* 45.8 (Canadian), *Dennis Day* 45.7, *Our Miss Brooks* 45.6, and *Four Star Playhouse* 44.8.

In other Canadian centers, where there is no competitive viewing, sets-in-use figures show a slight drop. Montreal English station, CBMT (TV) Montreal, had a sets-in-use index of 68.6; CBFT (TV) Montreal, French-language station, a figure of 65.2, and CFPL-TV London, an index of 70.1.

Elliott-Haynes Ltd. reports a total of about 686,000 tv sets-in-use in Canada now, with monthly sales averaging about 30,000 sets. From surveys made in cities where new stations have been opened and where there has been no tv viewing before, the report points to sales to about 5% of the homes within a month of start of regular tv programming, to 16% within six months and to 27% within one year.

Tv Network, Station Rates Revised by CBC

NEW CANADIAN Broadcasting Corp. tv network rates, effective July 1, have been announced in rate card number 6 with increases noted in a number of cases. New rates also were announced by CBC for stations CBMT (TV) Montreal, CBUT (TV) Vancouver, and CBOT (TV) Ottawa.

CANADA

The Class A hourly rates of network stations connected by microwave are: CBLT (TV) Toronto, $750; CBOT, $230; CBMT, $470; CHCH-TV Hamilton, $300; CKCO-TV Kitchener, $275; CFPL-TV London, $275; CKLW-TV Windsor, $420 (to start Sept. 1); CBFT (TV) Montreal, $490; CFCM-TV Quebec, $160. Network rates of non-connected network stations are: CHSJ-TV St. John, $165; CKSO-TV Sudbury, $150; CBWT (TV) Winnipeg, $160; CKCK-TV Regina, $160, and CBUT, $250.

New non-network rates announced for CBMT start at $500 an hour Class A time; CBOT, $250, and CBUT, $270.

Canadian Talent Search

A CANADA-WIDE SEARCH for live talent for television and radio has been started by the Canadian Broadcasting Corp., with Geoffrey Waddington, CBC director of music, and Drew Crossan, CBC tv producer, conducting auditions in 20 Canadian cities during July. They will be assisted at each city with one or more local talent adjudicators. Plans are to audition between 1,000 and 1,500 applicants during the talent hunt, with expectations that many of those auditioned will be placed on CBC radio and tv networks this fall and winter.

CANADA

WRUL Ups Spanish Newscasts

TO KEEP Central American listeners abreast of developments in Guatemala, WRUL, international station with studios in New York and transmitters at Scituate, Mass., has stepped up its Spanish newscasts to Central America by three hours a day, plus an extra newscast in English. New schedule, which went into effect on June 19, before the outbreak of the Guatemalan insurrection, will be maintained throughout the present crisis, Walter S. Lemmon, WRUL president, reported.

WRUL programs to Central America are received both by direct shortwave from the U. S. and via a network of local stations organized to rebroadcast them.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

Station Authorizations, Applications
(As Compiled by B • T)

June 24 through June 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of May 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,552	528	101
CPs on air	23	21	†296
CPs not on air	111	18	176
Total on air	2,575	549	397
Total authorized	2,686	567	573
Applications in hearing	129	4	183
New station requests	158	5	45
Facilities change requests	139	15	20
Total applications pending	670	98	230
Licenses deleted in May	0	2	0
CPs deleted in May	3	1	10

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through June 30

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,592	2,561	161	174	129
Fm	562	536	40	6	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	244	308	552[1]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	256	120	376
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	920	337	713	525	1,239[2]
Educational	54		27	26	54[3]
Total	974	337	740	551	1,291[4]

[1] Eighty-six CP's (14 vhf, 72 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 582 already granted.

* * *

New Tv Stations . . .

APPLICATION

Scottsbluff, Neb.—Frontier Bcstg. Co. (KFBC-TV Cheyenne, Wyo.) vhf ch. 10 (192-198 mc); ERP 12.3 kw visual, 6.1 kw aural; antenna height above average terrain 618 ft., above ground 117.3 ft. Estimated construction cost $67,000, first year operating cost $48,000, revenue $48,000. Post Office address 2923 East Lincolnway, Cheyenne. Studio and transmitter location, 10.25 miles south of Scottsbluff. Geographic coordinates 41° 42′ 46″ N. Lat., 103° 38′ 52″ W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Principals include Cheyenne Newspapers Inc. (33%); President **Robert S. McCraken**; Vice President **W. A. Corson** (11.2%); Secretary **O. B. Koerfer** (3.1%); Treasurer **William C. Grove** (13.12%); **Tracy S. McCraken** (5.3%), and **Lillian D. McCraken** (5.3%). Cheyenne Newspapers publishes *Wyoming State Tribune* and *Eagle*. Filed June 28.

Existing Tv Stations . . .

ACTIONS BY FCC

WTOP-TV Washington, D. C. — WTOP Inc. granted mod. of CP for vhf ch. 9 to change ERP to 316 kw visual, 174 kw aural; antenna height above average terrain 530 ft. Granted June 15; announced June 29.

WALB-TV Albany, Ga.—Herald Pub. Co. granted mod. of CP for vhf ch. 10 to change ERP to 56.2 kw aural; antenna height above average terrain 390 ft. Granted June 24.

WCNY-TV Carthage, N. Y.—The Brockway Co. granted mod. of CP for vhf ch. 7 to change ERP to 174 kw visual, 91.2 kw aural. Granted June 10; announced June 29.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. granted mod. of CP for vhf ch. 5 to change studio location to 159 Fourth Ave. N., Nashville. Granted June 23; announced June 29.



APPLICATIONS

WMSL-TV Decatur, Ala.—Tenn. Valley Bcstg. Co. seeks mod. of CP for uhf ch. 23 to change ERP to 15.8 kw visual, 8.5 kw aural; antenna height above average terrain 348.8 ft. Filed June 23.

KMJ-TV Fresno, Calif.—McClatchey Bcstg. Co. seeks mod. of CP for uhf ch. 24 to change ERP to 170 kw visual, 91.7 kw aural; antenna height above average terrain 2,329.7 ft. Filed June 24.

WGN-TV Chicago, Ill.—WGN Inc. seeks mod. of CP for vhf ch. 9 to change ERP to 158 kw aural; transmitter location to 130 W. Randolph Drive, Chicago; antenna height above average terrain 868.2 ft. Filed June 23.

KAKE-TV Wichita, Kan.—KAKE-TV Inc. seeks mod. of CP for vhf ch. 10 to change ERP to 232 kw aural; transmitter location to 1.3 miles W of Colwich, Kan.; antenna height above average terrain 1,032 ft. Filed June 23.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. seeks mod. of CP for uhf ch. 35 to change studio location to 15 No. Pearl St., Menands, N. Y. Filed June 23.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. seeks mod. of CP for uhf ch. 34 to change ERP to 789 kw visual, 394.5 kw aural; antenna height above average terrain 1,095 ft. Filed June 24.

CALL LETTERS ASSIGNED

WEDM (TV) Munford, Ala.—Alabama Educational Tv Commission, noncommercial educational ch. 9.

KNAC-TV Ft. Smith, Ark.—American Tv Co., vhf ch. 5.

KOVR (TV) Stockton, Calif.—Television Diablo Inc., vhf ch. 13. Changed from KHOF (TV).

WJRT (TV) Flint, Mich.—WJR, The Goodwill Station Inc., vhf. ch. 12.

KTVT (TV) Salt Lake City, Utah—Intermountain Bcstg. & Tv Corp., vhf ch. 4. Changed from KDYL-TV.

WOAY-TV Oak Hill (Beckley), W. Va.—Robert R. Thomas Jr., vhf ch. 4.

New Am Stations . . .

ACTION BY FCC

Tyrone, Pa.—Cary H. Simpson tr/as Tyrone Bcstg. Co. granted 1580 kc, 250 w daytime. Estimated construction cost $9,280, first year operating cost $32,000, revenue $40,000. Mr. Simpson is ½ owner WKBI St. Marys, Pa., 48% stockholder WFRM Coudersport, Pa., and 31% stockholder WPXY Punxsutawney, Pa. Post office address Box 466, St. Marys, Pa. Granted June 30.

APPLICATIONS

Auburn, Calif.—Melvin L. Munkres, Albert E. Furlong, Howard N. Martineau d/b as Sierra Bcstg. Co., 1490 kc, 250 w, unlimited. Post office address % Melvin L. Munkres, 120 Awali Ave. Estimated construction cost $7.645, first year operating cost $36,000, revenue $48,000. Principals in general partnership include **Howard N. Martineau** (50%), KBID-TV Fresno, Calif., employe; **Melvin L. Munkres** (25%), radio-tv repair work, and **Albert E. Furlong** (25%). Filed June 22.

Marion, Ind.—Chronicle Pub. Co. (WMRI (FM)), 860 kc, 250 w, daytime. Post office address 610 South Adams St., Marion. Estimated construction cost $24,700, first year operating cost $35,000, revenue $50,000. Principals include President **Gardner J. Thomas** (2.65%); Vice President **David B. Lindsay Jr.** (8.04%); Secretary **Richard E. Lindsay** (16.8%); Treasurer **Edward W. Camp** (4.24%), and **Katherine Thomas** (16.8%). Chronicle Pub. Co. publishes the *Leader Tribune, Marion Chronicle* and *Chronicle-Tribune*. Lindsay family owns the Lindsay Newspapers Inc., publishers of the *Sarasota Herald-Tribune* and *Sarasota Journal*, in Sarasota, Fla. Filed June 8.

Henderson, N. C.—Howard V. Harrell d/b as Vance County Bcstg. Co., 1450 kc, 250 w, unlimited. Post office address Hillsboro St., Oxford, N. C. Estimated construction cost $14,767, first year operating cost $27,500, revenue $43,000. Mr. Harrell is chief engineer at WOXF Oxford, N. C. Filed June 22.

Painesville, Ohio—Theodore H. Oppegard & Carl R. Lee d/b as Somerset Bcstg. Co. (WVSC Somerset, Pa.), 1460 kc, 500 w, daytime. Post office address % T. H. Oppegard, P. O. Box 231, Somerset, Pa. Estimated construction cost $21,682, first year operating cost $54,000, revenue $68,000. Principals in general partnership include **Theodore H. Oppegard** (50%), and **Carl E. Lee** (50%). Filed June 22.

Carthage, Tex.—Thomas F. Alford & F. E. Barr d/b as Carthage Bcstg. Co., 1260 kc, 1 kw, daytime. Post office address % T. F. Alford, 1119 Locust St., Texarkana, Ark. Estimated construction cost $17,500, first year operating cost $30,000, revenue $40,000. Principals in general partnership include **Thomas F. Alford** (50%), former 50% owner KDAS Malvern, Ark., and **F. E. Barr** (50%), furniture and appliances. Filed June 22.

Existing Am Stations . . .

ACTIONS BY FCC

KHJ Los Angeles, Calif.—General Teleradio Inc. granted CP to change from DA-1 to DA-N on 930 kc, 5 kw unlimited and to accept any interference caused by new station at Oxnard, Calif., proposed by Oxnard Bcstg. Corp. Granted June 30.

KBIM Roswell, N. M.—Taylor Bcstg. Co. granted CP to increase power from 1 kw to 5 kw on 910 kc daytime. Granted June 30.

WACH Newport News, Va.—Eastern Bcstg. Corp. granted CP to change transmitter location to studio location at 114 24th St., Newport News. Granted June 22; announced June 29.

WRON Ronceverte, W. Va.—Blake Bcstg. Co. granted mod. of license to change studio location to 1.6 miles N of Ronceverte on Rt. 219, Fairlea, W. Va. Granted June 22; announced June 29.

New Fm Stations . . .

ACTION BY FCC

Waltham, Mass.—Charles River Bcstg. Co. granted CP for new Class B fm station on ch. 273 (102.5 mc); ERP 2.95 kw; antenna height above average terrain 82 ft. Granted June 30.

Existing Fm Stations . . .

ACTION BY FCC

WOPI-FM Bristol, Tenn.—Radiophone Bcstg. Station WOPI Inc. granted CP to change ERP to 9.7 kw and antenna height above average terrain to 260 ft. Granted June 30.

Ownership Changes . . .

ACTIONS BY FCC

KBIG Avalon, Calif.—John H. Poole tr/as John Poole Bcstg. Co. granted voluntary assignment of CP to John Poole Bcstg. Co. Mr. Poole retains sole ownership. Granted June 23.

KYOS-KVME (FM) Merced, Calif.—Merced Bcstg. Co. granted voluntary transfer of control to Charles O. Chatterson and Glenn E. McCormick through sale of all stock for $150,000. Mr. McCormick is president-majority stockholder KSLM Salem, Ore., and KGLM Chehalis, Wash. Mr. Chatterson is president-stockholder KWLK Longview, Wash. Granted June 30.

KLZ-AM-TV Denver, Colo.—Aladdin Radio & Tv Inc. granted voluntary transfer of control and assignment of license to LTF Bcstg. Corp. for $3,533,760. LTF will have 77.3% interest and Printing Development Inc. 22.7%. LTF Bcstg. and Printing Development are subsidiaries of

Time Inc., publisher, 80% owner KDYL-AM-FM-TV Salt Lake City, Utah, and 50% owner KOB-AM-TV Albuquerque, N. M. Granted June 25.

WBLN (TV) Bloomington, Ill.—Cecil W. Roberts granted assignment of CP for uhf ch. 15 to WBLN Tv Inc. No consideration involved. Granted June 23.

WAAB Worcester, Mass.—WAAB Inc. granted voluntary transfer of control to George F. Wilson (80%) and Kathleen I. Wilson (20%). No consideration involved. Granted June 24.

WAAB-TV Worcester, Mass.—Wilson Enterprises Inc. granted assignment of CP for uhf ch. 20 to WAAB Inc. No consideration involved as application is for merger purposes and ownership is retained by George F. and Kathleen I. Wilson. Granted June 24.

WGAN-AM-TV Portland, Me.—Guy Gannett Bcstg. Services granted involuntary transfer of control to Old Colony Trust Co., Jean G. Williams and John H. Gannett, executors and trustees of the estate of Guy Gannett (99%), deceased. Granted June 24.

WCOW South St. Paul, Minn.—Victor J. Tedesco, Albert S. Tedesco, Antonio S. Tedesco and Nicholas Tedesco d/b as South St. Paul Bcstg. Co. granted voluntary assignment of license to Victor J. Tedesco, Nicholas Tedesco and Antonio S. Tedesco d/b as South St. Paul Bcstg. Co. Victor J. and Nicholas Tedesco obtain 25% interest of Albert Tedesco in exchange for $5,000 and their ⅔ interest in KDUZ Hutchinson, Minn., and each will now own 37½%. Granted June 30.

KDUZ Hutchinson, Minn.—Victor J. Tedesco, Albert S. Tedesco and Nicholas Tedesco d/b as McLeod County Bcstg. Co. granted voluntary assignment of license to Albert S. Tedesco and Patricia W. Tedesco d/b as McLeod County Bcstg. Co. Mr. Albert Tedesco obtains remaining ⅔ interest in exchange for his 25% interest in WCOW South St. Paul, Minn., and $5,000. Granted June 30.

WHED Washington, N. C.—Beaufort Bcstg. Co. granted assignment of license to Pamlico Bcstg. Co. for 1-year lease at $300 per month with option to buy for $25,000. Granted June 30.

KASH Eugene, Ore.—Radio Air Ways Inc. granted voluntary acquisition of control by E. L. Kincaid through purchase of 49.8% stock interest of G. G. Van de Vlugt for $75,000. Mr. Kincaid will now own 99.6% interest. Granted June 30.

APPLICATIONS

WSGN-AM-FM Birmingham, Ala. — Jemison Bcstg. Co. seeks voluntary transfer of control through sale of all stock to wholly owned company, Tepper Brothers Inc., for $25,000. Principals include President **Robert M. King**; Vice President **Cly de Reagen**, and Secretary **W. B. White Jr.** Filed June 23.

KCOK-KVVG (TV) Tulare, Calif.—Sheldon Anderson seeks voluntary assignment of license to Sierra Bcstg. System for $175,000. Principals include **Byron J. Walters** (45%), Los Angeles Municipal Court Judge; **Cordell W. Fray** (45%), tv and motion picture producer, and **Milton M. Stewart** (0.7%), building industry. Filed June 24.

Aurora, Colo.—Arline S. Hodgins seeks voluntary assignment of permit for new am station on 1430 kc to David M. Segal tr/as Mid-America Bcstg. Co. for $3,000. Mr. Segal is owner of KUDL Kansas City, Mo., KDKD Clinton, Mo., 77½% owner WGUM Greenville, Miss., and 79% owner KTFS Texarkana, Tex. Filed June 23.

WINZ Miami-Hollywood, Fla. — Hollywood Bcstg. Co. seeks transfer of control to Rex Band through sale of approximately 64% interest for $35,000. Mr. Band is president of WINZ and president-stockholder ch. 33 WMFL (TV) Miami. Filed June 22.

West Palm Beach, Fla.—WEAT-TV Inc. seeks acquisition of positive control of ch. 12 permittee by James Robert Meachem through purchase of 150,000 shares of stock for WEAT-AM. Mr. Meachem formerly owned 20.36% interest and will not own 50.58%. Filed June 24.

WJPF Herrin, Ill.—Orville W. Lyerla seeks voluntary assignment of license to Egyptian Bcstg. Co. "Voice of Egypt." No consideration involved as Mr. Lyerla retains 99.6% interest. Filed June 23.

WKAI Macomb, Ill.—Macomb Bcstg. Co. seeks voluntary transfer of control to William E. Schons and Edward Schons through sale of 60% interest for $22,027. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Filed June 23.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. seeks voluntary transfer of control to Edward Schons and William E. Schons through sale of 50% interest for $19,000. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Filed June 23.

KXGI Ft. Madison, Iowa—KXGI Inc. seeks voluntary transfer of control to J. R. Livesay, R. Karl Baker and Greg Rouleau through sale of all stock for $44,000. Principals include **J. R. Livesay** (⅓), president-general manager-50.5% stockholder WLBH-AM-FM Mattoon, Ill., and president-33.7% stockholder WHOW Clinton, Ill.; **R. Karl Baker** (⅓), general manager-10% stockholder WLOS-AM-FM Jacksonville, Fla., and **Greg Rouleau** (⅓), general manager KXGI. Filed June 23.

KTAG-TV Lake Charles, La.—KTAG-TV Inc. seeks transfer of control to Warren Berwick, Harold Knox and R. B. McCall Jr. through stock redistribution and debenture reapportionment. Filed June 24.

WGUY-AM-FM Bangor, Me.—Murray Carpenter seeks assignment of license to Sherwood Tarlow for $17,000 plus 4-year lease at $375 per month. Mr. Tarlow is owner-general manager WHIL Medford, Mass., ½ owner Mass. Teleradio Bcstg. Corp., applicant for ch. 5 at Boston, and applicant for new am stations at Beverly, Plymouth and Newburyport, Mass. Filed June 24.

WCIO-TV Detroit, Mich. — UAW-CIO Bcstg. Corp. of Mich. seeks voluntary assignment of license to Woodward Bcstg. Co. for $100. Woodward Bcstg. is applicant for ch. 50 at Detroit and will dismiss this bid upon FCC approval. Principals include President-Treasurer **Max Osnos** (93%), department store, retail drugs; Vice President **Jacob Kellman** (4.5%), department store; **Waldo Abbott** (1.2%) U. of Mich. professor, and **George Edwards** (1.2%), Probate Court judge. Filed June 25.

WATZ Alpena, WMBN Bear Creek Twp., Clam Lake Twp., WATC Gaylord, WTCM-WPBN-TV Traverse City, Mich.—Midwestern Bcstg. Co. seeks voluntary acquisition of control of licensee corporation by Les Biederman. Edward Biederman transfers 225 shares of stock as a gift, 35 shares to corporation and 190 shares to Les Biederman. Les Biederman will now own 50.77% interest. Filed June 23.

WPME Punxsutawney, Pa.—Sheridan W. Pruett, Andrew G. MacCombee and Charles M. Erhard Jr. d/b as Punxsutawney Bcstg. Co. seek voluntary assignment of license to Punxsutawney Bcstg. Co. No consideration involved as principals remain the same. Joseph A. Pelletier obtains 3% interest in payment of consulting engineering services. Filed June 24.

WIAC Santurce, P. R.—Radio Station WIBS Inc. seeks voluntary relinquishment of control by Jose E. del Valle through sale of 12½% interest for $15,000 to WIAC chief engineer Tomaz Muniz who will now own 25% interest. Filed June 22.

WBEU Beaufort, S. C.—Louis M. Neale Jr. and John M. Trask d/b as Beaufort Bcstg. Co. seek assignment of license to Beaufort Bcstg. Co. for $20,900. John M. and Flora G. Trask will now be sole owners. Filed June 24.

WTTN Watertown, Wis.—Watertown Radio Inc. seeks transfer of control to Carl V. and Marcella E. Kolata through sale of 40 shares of stock for $10,250. Mr. & Mrs. Kolata will now be sole owners. Filed June 24.

Hearing Cases . . .

OTHER ACTIONS

Denver, Colo.—Vhf ch. 7 protest. FCC by memorandum opinion and order, denied an April 27 petition by Denver Television Co., loser in comparative hearing for ch. 7, requesting reinstatement of its application, revocation of KLZ-TV CP and grant of Denver Television Co. application, and withholding of action on KLZ transfer meanwhile. Action June 25.

Orlando, Fla.—FCC designated for hearing on July 23 applications of WORZ, WHOO and Mid-Florida Tv Co. for new tv station on vhf ch. 9. Action June 24.

Beaufort, N. C.—Richard Ray Cummins. FCC designated for hearing bid for new am station on 1400 kc, 250 w unlimited and made WGTN Georgetown, S. C., and WLSE Wallace, N. C., parties to proceeding. Action June 30.

Levittown, Pa.—Levitt-Fairless Hills Bcstrs. FCC designated for hearing application for new am station on 1490 kc, 250 w unlimited with applications of Mercer Bcstg. Co., Trenton, N. J.; Delaware Valley Bcstg. Corp., Morrisville, Pa., and O'Keefe, Dash & Waterbury, Levittown-Fairless Hills, Pa., all requesting same facilities; made WDAS Philadelphia, WLDB Atlantic City and Greenwich Bcstg. Co., Greenwich, Conn., parties to proceeding. Action June 30.

Toledo, Ohio—FCC designated for hearing on July 23 the applications of WTOL, WTOD, Toledo Blade Co., Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co. and Anthony Wayne Tv Corp. for new tv station on vhf ch. 11. Action June 24.

Proposed Rules on Political Broadcast Charges—The Commission proposed rule making to incorporate in its am, fm and tv broadcast rules a 1952 amendment to the Communications Act which stipulates that the charges made by any broadcast station for broadcasts by a legally qualified candidate for public office shall not exceed the charges made for comparable use of the station for other purposes. Comments will be received on or before July 26. Action June 24.

Anderson, S. C.—FCC, by memorandum opinion and order, denied protest of June 1 by William E. Hall, permittee of Tv station WAIM-TV, ch. 40, Anderson, S. C., directed against Commission action of April 30 in granting without hearing application of Spartan Radiocasting Co. (WSPA-TV) for mod. of CP (BMPCT-2042) to locate its tv transmitter on Paris Mountain, etc. Comrs. Hennock and Bartley dissented. Action June 30.

Tv Allocation—Uhf ch. 79 to Toledo, Ohio On petition filed May 20, 1954, by Woodward Bcstg. Co., Detroit, Mich., the Commission invites comments on or before July 19 to rule making proposal to assign tv ch. 79 to Toledo, Ohio. Action June 24.

Tv Assignments—On petition by KTRB Bcstg. Co., Modesto, Calif., filed June 2, the Commission invites comments on or before July 19 to tv rule making proposal to assign ch. 70 in lieu of ch. 15 to Port Chicago, Calif., and ch. 35 in place of ch. 28 to Salinas-Monterey, Calif. Action June 24.

Hearing Calendar . . .

July 6

Indianapolis, Ind.—Vhf ch. 13, further hearing conference before Examiner Millard F. French—WIRE, WIBC Inc., Mid-West Tv Corp. and Crosley Bcstg. Corp.

Central City, Ky.—New am, 1380 kc, further hearing conference before Examiner Hugh B. Hutchinson—L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co., Muhlenberg Bcstg. Co.

Buffalo, N. Y.—Vhf ch. 7, further hearing conference before Examiner H. Gifford Irion—Great Lakes Tv Inc., Greater Erie Bcstg. Co., WKBW.

Odessa, Tex.—Vhf ch. 7, further hearing before Examiner John B. Poindexter—Odessa Tv Co. (a joint venture) and Clarence E. Wilson and Philip D. Jackson d/b as Odessa Tv Co.

July 7

Jacksonville, Fla.—Vhf ch. 12, further hearing before Examiner Charles H. Frederick—WJAX, WPDQ and Fla.-Ga. Tv Co.

July 8

Charlotte, N. C.—Vhf ch. 9, further hearing before Examiner H. Gifford Irion—WSOC, Piedmont Electronics & Fixture Corp. and Carolinas' Tv Corp.

July 9

Oakland, Calif.—Vhf ch. 2, before Examiner Thomas H. Donahue—KROW, Television East Bay, Channel Two Inc., San Francisco-Oakland Tv Inc.

Wichita Falls, Tex., Lawton, Okla.—New am, 1050 kc, further hearing before Examiner Thomas H. Donahue—White Radio Co.

Rule-Making Petitions . . .

6-17-54—Jackson Bcstg. & Television Corp., Jackson, Mich.—Petition for Amendment of Sec. 3.607, 3.611, and 3.606 of the Commission's Rules and Regulations (Sec. 3.607, 3.611 and 3.606 ch. 10).

6-22-54—Trinity Bcstg. Corp., El Paso, Tex.—Petition for Amendment of Sec. 3.606 Table of Assignments, Rules Governing Television Stations (3.606 ch. 13).

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6-22-54—Daytime Bcstrs. Asso. Inc., Mattoon, Ill.—Response of Radio Service Corp. of Utah, licensee of KSL, Salt Lake City, Utah, to Petition for Amendment of Part 3 of the Rules and Regulations Concerning Daytime Operation filed by Daytime Broadcasters Operation (Part 3).

6-23-54—Radio Americas Corp., Mayaguez, P. R. —Petition for Amendment of Sec. 3.606 Table of Assignments for Television Stations, San Juan, P. R. (chs. 11 and 6) (Sec. 3.606).

Routine Roundup . . .

June 17 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

WOL Washington, D. C., Peoples Bcstg. Corp.—Granted petition for leave to amend its application (Docket 9967; BR-1130), to show substitution of Washington Bcstg. Corp. as the applicant (action of 6/21).

Little Rock, Ark., Arkansas Tv Co.; No. Little Rock, Ark., Arkansas Telecasters Inc.—By Memorandum Opinion and Order, denied petition of Arkansas Tv Co., to enlarge the issues in proceeding re ch. 11 (Dockets 10610-11), so as to include a determination of whether the available funds of Ark. Telecasters will give reasonable assurance that the proposal set forth in its application will be effectuated (Action of 6/18).

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp., Huntington Bcstg. Corp.—Postponed from June 28 to July 12 the hearing in re ch. 13 (Dockets 10863, 10865) (Action of 6/14). Also granted petion of Greater Huntington for leave to amend its application to show certain changes in officers and directors (Action of 6/21).

By Hearing Examiner Elizabeth C. Smith

Portland, Ore., Westinghouse Radio Stations Inc., Portland Tv Inc., No. Pacific Tv Inc., Cascade Tv Co.—Denied request of Portland Tv and No. Pacific for supplemental findings in re proceeding for ch. 8 (Dockets 9136 et al). Also denied motion by Westinghouse to strike "rebuttal" of North Pacific filed Oct. 29; and denied petition of North Pacific to reopen the record in this proceeding.

By Hearing Examiner Claire W. Hardy

WCBI, Columbus, Miss., Columbus Bcstg. Co.—Granted petition for leave to amend its am application (Docket 10882; BP-8977), so as to redesign its daytime directional pattern.

By Hearing Examiner Hugh B. Hutchison

Central City, Ky., Central City-Greenville Bcstg. Co., Muhlenberg Bcstg. Co.—On petition of Central City-Greenville, cancelled oral argument scheduled for June 21, and continued hearing to July 2; further ordered that the hearing on that date will commence with a conference between Hearing Examiner and representatives of all parties to the proceeding, and the taking of testimony will commence July 6 (Dockets 10849, 11028) re am applications.

By Hearing Examiner Charles J. Frederick

Pittsburgh, Pa., Westinghouse Bcstg. Co., WWSW Inc., Pittsburgh Radio Supply House Inc. —Scheduled August 2, as the date for taking oral testimony in proceeding re ch. 11 (Dockets 8694 et al).

June 24 Applications

ACCEPTED FOR FILING

License for CP

KDBC Mansfield, La., De Soto Bcstg. Corp.—License to cover CP (BP-8913) as mod., which authorized new standard broadcast station (BL-5342).

KMRC Morgan City, La., Tri-City Bcstg. Inc.—License to cover CP (BP-8677) as mod., which authorized new standard broadcast station (BL-5340).

WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.—License to cover CP (BP-8893) as mod., which authorized new standard broadcast station (BL-5345).

WDIA Memphis, Tenn., Bluff City Bcstg. Co.—License to cover CP (BP-8343) as mod., which authorized change frequency; power, hours of operation, transmitter location; type transmitter and installation of directional antenna for day and night use (DA-2) (BL-5341).

WJPG Green Bay, Wis., Green Bay Newspaper Co.,—License to cover construction permit (BP-8949) as mod. which authorized increase in daytime power, installation of new transmitter and make changes in daytime DA (BL-5339).

Remote Control

KSFA Fort Smith, Ark., Southwestern Radio and Television Co.—(BRC-426).

WGNR New Rochelle, N. Y., Radio New Rochelle Inc.—(BR-2577 resubmitted..)

WICK Scranton, Pa., Scranton Radio Corp.—(BR-2944.)

Modification of CP

WTAO-TV Cambridge, Mass., Middlesex Bcstg. Corp.—Mod. of CP (BPCT-1485) as mod., which authorized new tv station for extension of completion date to 1-5-55 (BMPCT-2207).

Modification of License

WKNY Kingston, N. Y., J. K. C. Bcstg. Corp.—Mod. of license to change name from J. K. C. Bcstg. Corp. to Kingston Bcstg. Corp. (BML-1588).

Applications Returned

WSSO Starkville, Miss., Grady Imes, Miss Ruth Hartness, Executrix of the Estate of James P. Hartness, deceased, C. C. Hollinshead and Joe Phillips, a Partnership d/b as The Starkville Bcstg. Co.—Voluntary assignment of license to Joe Phillips, Grady Imes, C. C. Hollinshead and Mrs. Harriet K. Harness, d/b as The Starkville Bcstg. Co. (application incomplete).

KBOY Medford, Ore., Clarence E. Wilson and P. D. Jackson d/b as Medford Bcstg. Co.—Voluntary assignment of license to Clarence E. Wilson, P. D. Jackson and William H. Hansen, d/b as Medford Bcstg. Co. (filed on wrong form).

License for CP

KRON-FM San Francisco, Calif., The Chronicle Pub. Co.—License to cover CP (BPH-869) as mod. which authorized new fm station (BLH-975).

WSEI (FM) Effingham, Ill., Illinois Bcstg Co.—License to cover CP (BPH-1925) which authorized new fm station (BLH-976).

WSJS-FM Winston-Salem, N. C., Piedmont Pub. Co.—License to cover CP (BPH-1914) which authorized new fm station (BLH-973).

WRHI-FM Rock Hill, S. C., James S. Beaty, et al d/b as York County Bcstg. Co.—License to cover CP (BPH-1864) which authorized new fm station (BLH-974).

Modification of CP

WHBT-FM Harriman, Tenn., Harriman Bcstg. Co.—Mod. of CP (BPH-1859) which authorized new fm station for extension of completion date (BMPH-4924).

Remote Control

WRVC (FM) Norfolk, Va., Larus & Brother Co. —(BRCH-93.)

Renewal of License

KCSM (FM) San Mateo, Calif., San Mateo Junior College District—(BRED-116.)

WBJC (FM) Baltimore, Md., Baltimore Junior College—(BRED-75.)

WMMI (FM) Meridian, Miss., Meridian Municipal Jr. College—(BRED-72.)

Modification of CP

WTBO-TV Cumberland, Md., Maryland Radio Corp.—Mod. of CP (BPCT-1146) which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2218).

KMBC-TV Kansas City, Mo., WHB Bcstg. Co.—Mod. of CP (BPCT-292) as mod., which authorized new tv station to change corporate name to KMBC Bcstg. Co. (BMPCT-2220).

KGGM-TV Albuquerque, N. M., New Mexico Bcstg. Co.—Mod. of CP (BPCT-1393) as mod., which authorized new tv stations for extension of completion date 10-6-54. (BMPCT-2217).

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—Mod. of CP (BPCT-1475) as mod., which authorized new tv station for extension, of completion date to 12-4-54 (BMPCT-2216).

June 25 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted petition for extension of time to July 12 within which to file its reply to the petition of Southland Industries Inc., for leave to intervene in proceeding re Dockets 11024 et al.

Point Pleasant, W. Va., Hi Kinco Bcstrs.; Spencer, W. Va., Ohio Valley on the Air Inc.—Denied petition of Ohio Valley for leave to amend its am application (Docket 11023), for the purpose of submitting additional material in support of said application.

Shreveport, La., Southland Tv Co., Radio Station KRMD, Shreveport Tv Co.—Granted in part petition of Southland Tv for extension of time in which to file exceptions to initial decision in re ch. 12 (Dockets 10522 et al), and the time was extended to and including July 8.

Memphis, Tenn., WREC Bcstg. Service, WMPS Inc.—Granted petition of WMPS Inc. for extension of time to and including June 25 within which an appeal may be filed to Examiner's ruling made on June 15, with respect to acceptance of certain depositions and exhibits in proceeding re ch. 3 (Dockets 10761-62).

By Hearing Examiner Harold L. Schilz

Chief Broadcast Bureau—Granted petition for an extension of time from June 18 to June 23 within which to submit proposed findings in re applications of Radio Associates Inc. and WLOX for ch. 13 in Biloxi, Miss. (Dockets 10844-45).

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg Co., Herald Corp.—The Examiner, on his own motion, ordered that the further hearing conference in proceeding re ch. 7, previously scheduled for June 24, be adjourned until some date thereafter to be designated (Dockets 9009, 10909).

By Hearing Examiner Elizabeth C. Smith

WCUE Akron, Ohio, Akron Bcstg. Corp.—Granted petition for leave to amend its application (Docket 10851; BP-8478), to submit a revised program schedule.

By Hearing Examiner H. Gifford Irion

WJET Erie, Pa., The Jet Bcstg. Co.—Granted petition to reopen the record in proceeding re Docket 10732, for admission of supplemental engineering data, and thereupon closed the record; and extended the final date for the submission of proposed findings in this proceeding from June 28 to July 6, and the date for submission of conclusions and objections to such findings is extended from July 8 to July 15 (Action taken 6/23).

On request of applicants, continued from June 29 to July 6, the hearing conference scheduled in proceeding re applications of Great Lakes Tv Inc., et al for ch. 7 in Buffalo, N. Y. (Dockets 10968 et al) (Action taken 6/22).

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc.—On request of Ottaway Stations, extended to and including June 28 the time for filing replies to proposed findings in proceeding re ch. 40 (Dockets 10681-82) (Action taken 6/24.)

Detroit, Mich., Booth Radio & Tv Stations Inc., Woodward Bcstg Co.—Ordered that the parties in proceeding re ch. 50 (Dockets 10660-61), shall submit copies of their direct cases to each other and to the Chief Broadcast Bureau and to examiner at a time to be scheduled by future order and introduce into evidence their direct cases at a further hearing to be scheduled by future order (Action taken 6/23).

(Continued on page 92)

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To Be Seen by 75,956* Readers
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All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. Ability and experience in sales main requisites, programming desirable. Prefer family man desiring to settle. High calibre person. Civic minded. Educated. Worker. Eventual part ownership possible. Midwest. Daytimer. Submit ability and character references, salary needed, resume, photo. Box 862D, B•T.

Manager. 5 kw near Chicago. Great opportunity for right man. Strong on sales, economy minded. Box 885D, B•T.

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Salesmen

A central Pennsylvania radio station with tv operation soon to begin, needs an aggressive, hard-hitting salesman who can become part of an organization that has plenty of broadcasting know-how. The man we want has the ability to handle top local accounts, develop "package sales" and give merchandising assistance to clients. Compensation is commensurate with ability to produce . . . the sky's the limit. Excellent list of basic accounts ready to turn over to the right man. Give full details in letter with photo. Box 814D, B•T.

Salesman. First class ticket desirable. Midwest. Daytimer. Good market. Looking for person interested on long term basis, no floaters. Box 863D, B•T.

Want hard worker. Specify salary or percentage required. Midwest. Box 876D, B•T.

Immediate need. Aggressive salesman in market of more than 300,000. Midwestern city. Excellent drawing account and 15% commission. Income limited only by sales ability. Second year income should be in five figures. Must be of temperate habits. Prefer family man. Box 894D, B•T.

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

WFAR, Farrell, Pa., target date mid-August, has commercial manager opening.

Top salesman wanted. Salary-commission, growing area. Great opportunity upward for the right man. WHFB, Benton Harbor, Michigan.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman wanted: Wonderful opportunity for right man. Chance for advancement to commercial manager. Top draw against commission. Do not apply unless you have good personal and sales record. WTJH, East Point, Georgia.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Girl DJ needed at once. Must be good, have office experience. Send tape, other facts, Box 853D, B•T.

KOA-Radio wants top RFD to ride herd on station's extensive farm service programming. West or midwest agriculture background necessary. All replies confidential. Contact Jim Atkins, KOA, Denver.

WFAR, Farrell, Pa., target date mid-August, has opening for announcer.

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Help Wanted—(Cont'd)

Combo with first class ticket. No maintenance; strong DJ, news. Salary commensurate with experience. Full-time kw indie. Send background, tape, photo to General Manager, WITY, Danville, Illinois.

Combination man . . . announcer and play-by-play sports for football and basketball. No summer play-by-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Announcer wanted immediately. Wide awake morning man to do hillbilly record show. Must be able to do commercials that sell. Excellent pay and working conditions. WTJH, East Point, Georgia.

Technical

Engineers and operators for tv and am station located in large midwest city. Please supply education, experience and snapshot. Reply Box 789D, B•T.

Chief engineer interested in good place to work. Must do some general announcing. 250 watt midwest Mutual willing to pay good salary for good, experienced man. Box 831D, B•T.

Engineer-announcer. Established station in mid-south community wants stable, capable 1st class engineer who can do some announcing. Must have good references. Apply to Bill Hart, KBTM, Jonesboro, Arkansas.

Chief engineer-announcer—proficient at both, 1 kw full-time independent. Salary open. Wire collect, Program Director, KGBC, Galveston, Texas.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

First phone operator for network station. Contact WSYB, Rutland, Vermont.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Need program director-announcer. Some sales. Illinois. Box 877D, B•T.

Experienced tv film salesman, film editors, script writers, cameramen, directors, send resume to William A. Riddle, Television Broadcasting Service Inc., 91 Central Park West, New York 23, N. Y.

Television

Help Wanted

Salesmen

A leading vhf network-affiliated station in one of the south's major markets has an immediate opening for an experienced television salesman. Southern background preferred. Good salary and incentive bonus plan. Write full details first letter. All replies held in strictest confidence. Box 893D, B•T.

Help Wanted—(Cont'd)

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcer

Wanted: WUSN-TV, channel 2, Charleston, S. C., is accepting applications, and will need the following personnel in early September; experienced male and female personalities, capable of diversified operational activities; film men; cameramen; engineers. Submit experience and salary requirements.

Announcer, experienced for vhf. Send resume, photo, tape and references. Also engineer for vhf. Send resume and references, Box 139 Albany, Georgia.

Production-Programming, Others

Artists for midwestern metropolitan tv station. Send details and minimum financial requirements. Box 898D, B•T.

Situations Wanted

Managerial

I sincerely believe, you'll not find a more capable experienced, industrious, well-recommended, mature radio man for your operation. Be it sales, programming, administration. For particulars, Box 856D, B•T.

Salesmen

Salesman: Extensive all 'round radio background. Can sell, announce, program, write copy, handle personnel. Stable and dependable. Box 871D, B•T.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 770D, B•T.

Several months experience. Strong news, DJ, easy style. Draft exempt. Box 781D, B•T.

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

If you desire announcer with superb voice, drop me a line. Box 845D, B•T.

Radio announcer, many years experience. Year and half tv. Forty years old. Full particulars on inquiry. Box 849D, B•T.

Outstanding play-by-play man now employed as sports director, midwest am and tv in medium market, ready for bigger things. Available August 1st. Interested in West Coast metropolitan area with tv. Complete brochure, top references, tape and film. Box 851D, B•T.

Two combo men, first phone, desire jobs immediately. Prefer coasts of California, Texas, Florida or overseas. Box 854D, B•T.

Announcer. Four years experience network, independent stations. College graduate. Finest recommendations. Box 857D, B•T.

Graduate radio school-staff-news-sports. Single. Desires opportunity anywhere in U. S., good appearance. Have limited experience. Tape, picture on request. Box 859D, B•T.

Opportunity knocks! Chance to engage young announcer, BA degree, single, vet, mature voice. Versatile from sports to classical music and operate board. Particularly strong popular DJ, classical, newscasting and editing. SRT graduate, approx. 2 years experience, plus 1 year AFRS. Box 860D, B•T.

News editor. Anywhere East, Maine to Florida. Resume. References. Tape. Box 878D, B•T.

Situations Wanted (Cont'd)

Announcer—DJ—13 years experience, news, music, play-by-play sports. Now program director, wishing to change to larger market on active air work. Married with family. Would consider good stable position with opportunity for advancement. Box 880D, B•T.

Experienced announcer, seeking security. Presently employed. Box 883D, B•T.

Sportscaster—Experienced all types play-by-play. Have first phone-combo experience. Want to concentrate on sports with engineering or announcing secondary. Box 884D, B•T.

Announcer staff—One year experience, will travel, relocate. Veteran, tape, resume. Box 886D, B•T.

Announcer—presently employed—desires change. 2 years all-around experience. Box 887D, B•T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 888D, B•T.

Experienced all-around announcer. Good all phases operations. Excellent selling voice. Strong sports, play-by-play. Desirous city approximately 100,000. Tapes, resume. Furnished proof in pudding. Box 889D, B•T.

Announcer, light experience, commercial voice, DJ, news sports, board, tape. Box 890D, B•T.

Announcer, vet, DJ, strong news, commercials, experienced, travel. Resume. Tape. Box 891D, B•T.

Light experience, personality DJ, news, control board, strong comm. Will sell. Baritone, neat appearance. Just try me. Personal audition within 300 miles of N.Y.C. Box 892D, B•T.

Sports commentator—and that only. Age 35. Power-packed analyst. Wants station in large city. Box 895D, B•T.

Announcer, morning man. Experienced all phases, 2 years program director, 6 years radio. BA degree. Married. Prefer am-tv outlet east coast but will consider all replies. Want permanent position with promise of advancement for initiative. Presently employed. Call N.Y.C. Gedney 4-1918. Box 897D, B•T.

Newswriter, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 899D, B•T.

Experienced, versatile announcer. News, smooth night dee jay. Special events. Employed. Mature. Want locate reasonably near New York City. Box 900D, B•T.

Eight years in radio-tv as staff announcer and accordionist. Dee jay, news and continuity. As accordionist—any style music. Ambition. Married, age 32. Bob Barry, 303 Belmont Ct., Burlington, Iowa.

Recent graduate of announcers school, seeking employment. Even as summer replacement. Information on request. Robert Daniels, Hoopeston, Illinois.

Veteran radio newsman originally from midwest, last nine years Florida. News and sports director, extensive experience as stringer for major wire services and Florida dailies. Age 36, married, two children. Travel anywhere for right opportunity. Available for personal interview. Bob Delaney, 1921 Atapha Nene, Tallahassee, Fla. Phone 2-8681.

Announcer-newscaster-newswriter. Disc jockey, am and tv. Excellent voice. Experience. College BA, MA. Sales background. Single top references. Resume, tape. Larry Durand, WITY, Danville, Illinois. Phone 1312.

Female personality, presently daily commentator, slight British accent, can write, office experience. Specialize women's DJ show. Ronnie Jennings, 18 Fayette Street, Concord, New Hampshire.

Combo man—three years most phases radio, some tv. Excellent voice. Desire permanent position. Self-starter. Call 5-5967, Dennis O'Malley, 1824 Ave. M, Galveston, Texas.

Negro-jive-spirituals, little experience, tape, ticket, references. Buddy Redd, 107 Princeton, Hempstead, N. Y.

Situations Wanted (Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Top-flight announcers, copywriters, engineers. Tapes available. Academy of Broadcast Arts, 10 East 40th Street, New York 16. MU 6-3714.

Technical

Assistant chief wants job as chief. 10 years experience with one station. Box 796, B•T.

Recording engineer wants work as music or dubbing mixer with major recording or film studio. Box 797D, B•T.

Experienced 1st phone engineer, former chief. Good voice with news, DJ and interview experience. Want New England or New York area location. Family and community man. Require $120. week. Write Box 852D, B•T.

Am-tv engineer desires to relocate. 6 years experience all phases—emphasis xmtrs. Permanent jobs preferred. Box 867D, B•T.

Chief engineer, wide experience all phases, good voice but announcing secondary. Amateur licensee. Family. Southwest preferred. Any size station. Employed. Box 869D, B•T.

Engineering director, chief engineer or construction engineer for company or individual with expansion ideas for minimum cost. Complete experience and top record in all phases of am, fm and tv from design and FCC applications, through construction and operation—100 watts to 50 kw am, vhf or uhf. Age 40, well educated, family man, with top references. Box 903D, B•T.

Production-Programming, Others

Girl Friday. Continuity, traffic, mike work. Excellent references. Midwest preferred. Box 790D, B•T.

Program director: 10 years experience, 5 as program director. Family man, age 27. Desire position as program director or producer in metropolitan radio or tv station. Available August 1st. Box 865D, B•T.

Farm director, high school graduate, exerienced other phases too. Good voice, now employed. Prefer upper midwest or New England area. Will consider others too. Box 902D, B•T.

Television

Situations Wanted

Managerial

As commercial manager put television station on air in black in 5 months. Before that, doubled billings of radio station in 5 years that had been on the air 18 years. Desire to advance by becoming general manager of your television station. Box 847D, B•T.

Announcers

Tv personality announcer desires to progress to am-tv operation seeking creative personnel for both mediums. Ten years broadcast experience. Two years tv staff experience. Box 798D, B•T.

Network news editor-national newsreel, wire, newspaper experience. Capable of creating, writing and directing superior caliber show. Permanent change desired. Box 874D, B•T.

Production-Programming, Others

Experienced, versatile director. All phases production including voice work. Diversified background including public relations and teaching. Graduate level in production, screen and lighting. Top references including present position. Available on adequate notice. Box 842D, B•T.

Production manager, now employed large midwestern television station, desires to relocate with progressive, live-wire operation. Experienced personnel management, studio operations, film production. Family man. Veteran. Available two weeks notice. All inquiries answered promptly. Box 870D, B•T.

Film editor, year experience. Young, vet, single, will travel. Box 872D, B•T.

Women's program director—tv station or agency. Extensive experience in front and back of camera. Writer, producer, MC, women's and children's shows. Presently in southwest. Will relocate. References. Box 882D, B•T.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. Box 846D, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

One General Electric audio console and 48 inch rack of associated equipment. A-1 condition—Best offer. Box 715D, B•T.

G.E. BT2B fm transmitter, 250 w to 1 kw. Modulation and frequency monitor plus 2 bay antenna for 95.9 mc and 500 ft. S-450 ⅞ coax cable. Send offer to Box 778D, B•T.

Gates 52-C studioette console, model MO-3388, never used, 2 new .001 mfd 12,500 volt CD mica capacitors, type 250-50, 1 new EIMAC 450TH. All correspondence answered. Box 838D, B•T.

RCA BTA-10F 5/10-kw am transmitter. Almost new condition. August delivery. $18,500. Box 843D, B•T.

RCA BTF-10B 10kw fm transmitter. Fine condition. Immediate delivery. Packed for shipment. $4,500. Box 844D, B•T.

Magnemite 610-SD battery operated tape recorder like new. Make offer. Box 848D, B•T.

Gates 500-D transmitter—excellent condition—4 years old. Immediate delivery. Best offer. Box 875D, B•T.

M-11 Altec Lansing pencil mike system. Cost $230.00 Price $110.00. Excellent condition. Box 879D, B•T.

General Electric 4-bay fm antenna, used on 98.7 mc. Unmounted, less pole. Also isocoupler and automatic dehydrator. All available at great sacrifice. Box 901D, B•T.

Newly established wired music company. City over 150,000. Unlimited potential for expansion. Everything for sale, including present accounts. Priced reasonably. Music Service, 15 E. York Street, Savannah, Georgia.

(Continued on next page)

NATIONAL RADIO SALES MORE THAN DOUBLED!
LOCAL RADIO SALES MORE THAN TRIPLED!

In Highly-Competitive Major Market
(5 AM—3 VHF Stations)

That's my 4-year record as Sales Manager network radio station—which has just been sold. New owners asked me to stay, but I want to make future in TV even if temporary financial sacrifice necessary (I don't insist on it). Desires Sales or Sales Management job with station seeking intelligent application of maximum effort without high pressure.
Excellent radio experience all phases but technical. Top references. I'm 33—married—one child. Now on West Coast. Let's make beautiful money together!

Box 881D, B•T

For Sale—(Cont'd.)

Projectall—Permits using two film projectors, transparencies, opaques through one Ike chain. Split mirrors model. 600 opaque holders, 175 transparency slide mounts. Includes clock, news ticker tape, title pull down. Fades, cross fades, dissolves, supers over film. Remote controlled. Excellent condition. Used less than one year. $1,490.00 FOB Colorado Springs, Colorado. Willis Shanks, KKTV, 512 South Tejon.

3kw Gates fm amplifier with tubes and spares—$800.00. Jones micromatch complete with three and one-eighth inch line flange—$50.00. 700' three and one-eighth Andrew coax—$1.50 per foot. 3⅛ and 1⅝ 90° and 45° elbows and miscellaneous three and one-eighth transmission line items, ⅔ off. Like new Communication auto eryaire de hydrator model 46 with meter and fittings—$125.00. G. E. frequency and modulation monitor—$150.00. Contact A. H. Kovlan, WATH, Athens, Ohio.

Rust remote control 1 year old, completely rebuilt and made new, shipped direct from factory to you. WDIA, Memphis, Tenn.

Western Eelectric console, type number 23C speech input equipment. Designed for two studios. WGNI, Wilmington, N. C.

Wanted to Buy

Stations

Interested purchase of radio station, all or part. Write details, terms to Box 839, B•T.

Non-directional 1,000 or under, operating cp or grant in Florida. State price and terms. Box 850D, B•T.

Station daytime or full-time in town of 10,000 to 100,000. All cash. Box 858D, B•T.

Local radio station in Florida. Principals only. Write T. L. Bennett, Box 413, Saratoga Springs, New York.

Equipment Etc.

Wanted, complete fm system for high power operation. Send list, price, etc., to Box 779D, B•T.

Antenna tower, 350 to 450 feet, insulated. Must be in good condition and cheap. Box 855D, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

ACCOUNT EXECUTIVE

One of our top executives is leaving us to accept an executive position in another market. We have an immediate opening for an experienced, aggressive account executive. We are one of the nation's top independent stations. Man selected will earn a minimum of $10,000 first year, with an opportunity to make $15,000 to $20,000 yearly, depending upon aggresiveness and ability. Send complete personal data, resume of experience and late photo to Box 823D, B•T. All replies confidential.

Television

Help Wanted

Salesmen

TV FILM SALES AGENTS

Wanted to represent film distributor on new sports series for television for the following territories: New York City, Philadelphia, Atlanta and Dallas. Write Box 868D, B•T. All replies held confidential.

Situations Wanted

Managerial

EXECUTIVE

Six months ago this southern NBC Regional in anticipation of expanded operations, engaged a high-calibre man with 18-years radio administrative experience. Through no fault of his or ours, these plans did not materialize. Consequently we are unable to fulfill our obligation to him. We will be proud to recommend him to any station needing a quality administrative addition to its staff. He is thoroughly capable, reliable and personable gentleman, available upon request by mutual understanding.

Box 864D, B•T

Announcers

TOP PERSONALITY DISCOMEDIAN—33

For Large Metropolitan Area

12 Years Radio—1 Year TV

Now Doing Successful Daily Dee Jay Show on Radio and TV. Intelligent Humor—Fluent Ad-Lib. Can Really Sell Commercials. Informal and Planned Humor Audience Participation a Specialty. Miami and New York City Experience. One Year Mutual Network Show. Professional Showmanship and Know-How.

DESIRES CHANGE OF LOCATION

Excellent References from Past and Present Employers. Wish Guarantee of $150-$200 per Week with Talent Possibilities. Tape and Pressbook on Request.

Box 866D, B•T

Newscaster Editor

Commentator

Competent, widely traveled. Have master's degree, specializing in Mass Communications and Political Science. Background includes 5 years in radio and 3 in government overseas propaganda. Considerable supervisory experience as organizer, administrator. Married, 33, veteran, mature, stable. Will settle wherever best opportunity lies. Anxious to get TV experience.

Box 873D, B•T

Production-Programming, Others

Young • Ambitious • Hard Working

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MEDIUM MARKET POSITION

with

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"All-Around" Announcer -:- News

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For Sale

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TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

Miscellaneous

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ERECTION OF TOWERS

ANTENNA LIGHTS CO-AX CABLE

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Employment Service

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EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio

Effective Service to Employer and Employee

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

Many Openings in TV & Radio

Can Place Qualified Personnel in Many Sections. Effective, Confidential Service to Employees and Stations.

Write

RADIO & TV PERSONNEL DIVISION

Bob Bingham Productions, Inc.

7117 Biscayne Blvd., Miami, Fla.

FOR THE RECORD

(Continued from page 88)

June 25 Applications

ACCEPTED FOR FILING

Modification of CP

KIMR Lamar, Colo., The Southeast Colorado Bcstg. Co.—Mod. of CP (BP-7783) which authorized change in frequency, increase power, install new transmitter and DA-N use, for extension of completion date (BMP-6564).

License for CP

WPKM (FM) Tampa, Fla., Frank Knorr Jr., et al d/b as Fm Bcstrs.—License to cover CP (BPH-1896) as mod. which authorized new fm station (BLH-977).

Modification of CP

KCMO-FM Kansas City, Mo., Meredith Engineering Co.—Mod. of CP (BPH-1832) which authorized changes in licensed station for extension of completion date (BMPH-4925).

Renewal of License

WPAR-FM Parkersburg, W. Va., Ohio Valley Bcstg. Corp.—(BRH-375.)

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—(BRED-30.)

Modification of CP

KTKA (TV) Topeka, Kan., Alf M. Landon—Mod. of CP (BPCT-1079) which authorized new tv station, for extension of completion date to 1-10-55 (BMPCT-2222).

WGAN-TV Portland, Me., Guy Gannett Bcstg. Services—Mod. of CP (BPCT-639) which authorized new tv station for extension of completion date to January 1955 (BMPCT-2224).

WTVU (TV) Scranton, Pa., Appalachian Co.—Mod. of CP (BPCT-506) as mod., which authorized new tv station for extension of completion date from 7-29-54. (BMPCT-2208).

KTLG (TV) Corpus Christi, Tex., Trinity Bcstg. Corp.—Mod. of CP (BPCT-1032) which authorized new tv station for extension of completion date to February 1955 (BMPCT-2210).

KTSM-TV El Paso Tex., Tri-State Bcstg. Co.—Mod. of CP (BPCT-999) as mod., which authorized new tv station for extension of completion date to 1-17-55 (BMPCT-2223).

KCEN-TV Temple, Tex., Bell Pub. Co.—Mod. of CP (BPCT-1426) as mod., which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2225).

WSAZ-TV Huntington, W. Va., WSAZ, Inc.—Mod. of CP (BPCT-896) as mod., which authorized changes in facilities of existing tv station for extention of completion date to 2-1-55 (BMPCT-2219).

WRBL-TV Columbus Ga., Columbus Bcstg. Co.—Mod. of CP (BPCT-1759) as mod. which authorized new tv station to 7-31-54 (BMPCT-2226).

WTVH-TV Peoria, Ill., Hilltop Bcstg. Co.—Mod. of CP (BPCT-1023) as mod. which authorized new tv station to 12-11-54 (BMPCT-2205).

KCMO-TV Kansas City, Mo., Meredith Engineering Co.—Mod. of CP (BPCT-291) as mod. which authorized a new tv station to 2-3-55 (BMPCT-2229).

KOB-TV Albuquerque, N. M., Albuquerque Bcstg. Co.—Mod. of CP (BPCT-1693) as mod. which authorized changes in facilities of existing station to 9-1-54 (BMPCT-2231).

WHUM-TV Reading, Pa., Eastern Radio Corp.—Mod. of CP (BPCT-268) as mod. which authorized new tv station to 2-1-55 (BMPCT-2227).

WJHL-TV Johnson City, Tenn., WJHL, Inc.—Mod. of CP (BPCT-845) as mod. which authorized new tv station to 11-1-54 (BMPCT-2228)

June 29 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Miami Beach, Fla., WKAT Inc.—Granted petition for leave to amend its application for ch. 10, by deleting information concerning Walter A. Callahan who has resigned as vice president and director of applicant (Docket 9321 et al.) (Action of 6/23).

Knoxville, Tenn., Scripps-Howard Radio Inc., Radio Station WBIR Inc., Tennessee Tv Inc.—Granted motion of Tennessee Tv and Scripps-Howard for extension of time to file proposed findings in proceeding re ch. 10 (Docket 10512 et al.), and such time is extended to July 19, with counter-findings, if any, due 15 days thereafter (Action of 6/25).

By Hearing Examiner Claire W. Hardy

Bluefield, W. Va., Southern W. Va. Tv Inc., Daily Telegraph Printing Co.—Gave notice of a hearing conference to be held July 2 in proceeding re ch. 6 (Dockets 11042-43). Testimony will not be received on that date and no witnesses will be present. nor does this conference affect the pre-hearing conference scheduled for June 30.

By Hearing Examiner Millard F. French

Indianapolis, Ind., Indianapolis Bcstg. Inc., WIBC Inc., Mid-West T. V. Corp., Crosley Bcstg. Corp.—Ordered a further hearing conference to be held in proceeding re ch. 13, on Tuesday, July 6 (Dockets 8906 et al.).

By Hearing Examiner James D. Cunningham

San Antonio, Tex., Mission Telecasting Corp., The Walmac Co.—Issued an order governing hearing in re ch. 12 to commence on June 24 (Dockets 11000-01).

By Hearing Examiner Annie Neal Huntting

Naples, Fla., Collier County Bcstrs. Inc.—Granted petition of applicant for continuance of hearing scheduled for July 2 until July 22, in re application for am CP (Docket 11044).

BROADCAST ACTIONS

Actions of June 25

Granted License

WCBS-TV New York, N. Y., Columbia Bcstg. System Inc.—Granted license covering changes in facilities and correction in coordinates (not a move) (BLCT-134); granted license covering installation of auxiliary transmitter in conjunction with main station (BLCT-135).

WPTX Lexington Park, Md., Patuxent Radio Inc.—Granted license covering change in frequency, power, and make changes in antenna system; condition 920 kc, 500 w, D (BL-5329).

KLEA Lovington, N. M., Prosperity Land Bcstg. Co.—Granted license covering change in frequency, increase in power, change in type transmitter and changes in antenna system; 630 kc, 500 w, D (BL-5337).

WCCO-TV Minneapolis, Minn, Midwest Radio-Television Inc.—Granted license covering changes in tv broadcast station (BLCT-141).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WHK-TV Cleveland, Ohio, to 1-25-55; KTSM-TV El Paso, Tex., to 1-17-55; KGGM-TV Albuquerque, N. M., to 1-6-55; WGAN-TV Portland, Me., to 1-19-55; KCEN-TV Temple, Tex., to 1-19-55.

Actions of June 24

WRVC Richmond, Va., Larus & Brother Co., Inc.—Granted authority to operate transmitter by remote control.

Modification of CP

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—Granted Mod. of CP for extension of completion date to 1-4-55.

Actions of June 23

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WKNY-TV Kingston, N. Y., to 1-22-55; WJIM-TV Lansing, Mich., to 1-18-55; WFAM-TV Lafayette, Ind., to 1-23-55; WBUF-TV Buffalo, N. Y., to 1-21-55; KDRO-TV Colorado Springs, Colo., to 1-19-55; WNBK (TV) Cleveland, Ohio, to 1-19-55; WTAO-TV Cambridge, Mass., to 1-5-55; KGBT-TV Harlingen, Tex., to 1-20-55; WBAP-TV Fort Worth, Tex., to 1-19-55.

Actions of June 22

Remote Control

The following stations were granted authority to operate transmitters by remote control: WLAU Laurel, Miss.; KFSA Fort Smith, Ark., while using nondirectional antenna; WKDA Nashville, Tenn.; KYOK Houston, Tex., while using nondirectional antenna.

Granted License

KPAL Palm Springs, Calif., Desert Radio and Telecasting Co.—Granted license for am broadcast station and specify studio location; 1450 kc, 250 w, U (BL-5254).

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—Granted license for changes in noncommercial educational station; ch. 211 (90.1 mc), 16 kw, U; antenna 480 feet (BLED-153).

WNBC New York, N. Y., National Bcstg. Co.—Granted request for six months' extension of authority to employ periodically during regular operation sub-audible amplitude modulation not in excess of forty cycles per second; maximum percentage of modulation not to exceed ten percent period.

Modification of License

KOTV (TV) Tulsa, Okla., Osage Bcstg. Corp.—Granted Mod. of license (BMLCT-21), Mod. of CP (BPCT-1786, as mod. which authorized changes in station) (BMPCT-2152) and Mod. of license (BMLTP-8) to change name to KOTV Inc.

Modification of CP

WPKO Waverly, Ohio, Hi Kinco Bcstrs.—Granted Mod. of CP for extension of completion date to 8-1-54; conditions (BMP-6551).

Actions of June 21

Remote Control

KDTH Dubuque, Iowa, Telegraph Herald—Granted authority to operate transmitter by remote control while using nondirectional antenna.

Granted License

WBUZ (FM) Oakland, Md., Chesapeake Bcstg. Co.—Granted license to cover CP (BPH-1930) which replaced expired permit; ch. 238 (95.5 mc), 18 kw (BLH-957).

Modification of CP

WKBS Mineola, N. Y., Key Bcstg. System, Inc.—Granted Mod. of CP for approval of antenna, transmitter and studio location (BMP-6493).

Actions of June 15

Modification of CP

WRAK-TV Williamsport, Pa., WRAK Inc.—Granted Mod. of CP for extension of completion date to 1-12-55.

Actions of June 10

Modulation of CP

WMAZ-TV Warner Robbins, Ga., Southeastern Bcstg. Co.—Granted Mod. of CP to change type transmitters and install amplifier; completion date 1-5-55 (BMPCT-2150).

WEEK-TV Peoria, Ill., West Central Bcstg. Co.—Granted Mod. of CP for extension of completion date to 12-27-54.

June 30 Decisions

TV AND AM BROADCAST ACTIONS

Adler Communications Labs.—Granted CP for experimental tv "booster" station to operate in conjunction with WATR-TV (ch. 53), Waterbury, for obtaining engineering data on booster service for uhf reception in "shadow" areas. Will operate between 9 a.m. and 5 p.m. Mondays through Fridays with power not in excess of 10 w (40 w ERP), 100 ft. antenna, on ch. 80 or such other frequencies as may be assigned by Chief Broadcast Bureau. Engineering conditions with respect to interference, etc.; station identification to be followed by statement that operation is experimental and temporary. Adler has experimental tv station at New Rochelle, N. Y., which is engaged in developing and testing linear radio frequency amplifiers which may be suitable for uhf boosters.

Renewal of License

The following stations were granted renewal of licenses for the regular period: WPAC Patchogue, N. Y.; WCSS Amsterdam, N. Y.; WMMW-FM Meriden, Conn.; WMMI (FM) Meridian, Miss.; WNRC New Rochelle, N. Y.

June 30 Applications

ACCEPTED FOR FILING

Modification of CP

WAWZ-FM Zarephath, N. J., Pillar of Fire Inc.—Mod. of CP (BPH-1858) which authorized new fm station for extension of completion date (BMPH-4927).

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BPH-806) as mod. which authorized new fm station for extension of completion date (BMPH-4926).

Renewal of License

WDBJ-FM Roanoke, Va., Times World Corp.—(BRH-252).

Modification of CP

KISJ (TV) Pocatello, Idaho, Tribune-Journal Co.—Mod. of CP (BPCT-1556) as mod. which authorized new tv station for extension completion date October 25 (BMPCT-2232).

WAAM (TV) Baltimore, Md., WAAM INC—Mod. of CP (BPCT-757) as mod. which authorized changes in facilities of existing tv station to extend completion date to 12-1-54 (BMPCT-2234).

WBTW (TV) Florence, S. C., Jefferson Standard Bcstg. Co.—Mod. of CP (BPCT-1341) which authorized new tv station to extend completion date to 12-1-54 (BMPCT-2235).

License for CP

WGAL-TV Lancaster, Pa., WGAL Inc.—License to cover CP (BPCT-910) which authorized changes in facilities of existing station (BLCT-214).

WILK-TV Wilkes-Barre, Pa., Wyoming Valley Bcstg Co.—Mod. of CP (BPCT-231) as mod. which authorized new tv station extend completion date 1-25-55 (BMPCT-2233).

KTVP (TV) Houston, Tex., R. L. Wheelock, et al d/b as UHF Television Co.—Mod. of CP (BPCT-826) as mod. which authorized new tv station extend completion date to 1-1-55 (BMPCT-2191).

Renewal of License

WIIM Wilmington, Del., Delaware Bcstg. Co.—(BR-745).

WGET Gettysburg, Pa., Times and News Pub. Co.—(BR-2503).

Application Returned

Salt Lake City, Utah, Ralph Elwood Winn tr/as Seagull Bcstg Co.—CP for new standard station on 1100 kc, with 1 kw, daytime (Engineering dated after Section I).

Modification of CP

WPBN-TV Traverse City, Mich., Midwestern Bcstg. Co.—Mod. of CP (BPCT-1781) which authorized new tv station for extension completion date to 12-31-54 (BMPCT-2239).

Southern Network

$135,000.00

Major thriving market makes this under-developed station a prize buy for alert owner-operator. The station is well equipped, well known and well accepted. Some financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

Bonus from Mt. Washington TV

$18,990 BEECHCRAFT BONANZA



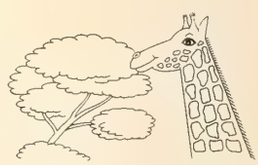
Use America's only "3-state one-station TV network" and save — in just 32 weeks of a 10 minute show aired five times weekly — the cost of an $18,990 Beechcraft Bonanza.

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.



COVERS THREE

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.



OUTREACHES THEM ALL

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes; 219,461 as of April 30 — RETMA



WMTW

Represented nationally by
HARRINGTON, RIGHTER & PARSONS, Inc.

TELESTATUS

July 5, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-7/15/54

Dothan†—
Ala-Fla-Ga Tv Inc. (9) Initial Decision 5/26/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 72,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 31,200
WSFA-TV (12) Headley-Reed; 3/25/54-10/1/54

Munford†—
*WEDM (*7) 6/2/54-Unknown*

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 94,250

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 93,300
►KPHO-TV (5) CBS, DuM; Katz; 94,250
Arizona Tv Co. (3) 6/10/54-Unknown

Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 24,916
►KVOA-TV (4) ABC, NBC; Raymer; 24,916

Yuma†—
►KIVA (11) DuM; Grant; 18,581

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365

Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KABK-TV (29) ABC, DuM; Forjoe; 63,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 121,354

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,000

Fresno—
►KBID-TV (53) Meeker; 92,052
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►KTHE (*28)

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 457,863

San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
►KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872

Stockton†—
►KTVU (36) NBC; Hollingbery; 76,000
KOVR (13) Blair; 2/11/54-9/1/54

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 45,191
►KRDO-TV (13) NBC; McGillvra; 36,000

Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 220,778
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/1/54

New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCNE (*63) 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 134,400

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 216,139
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

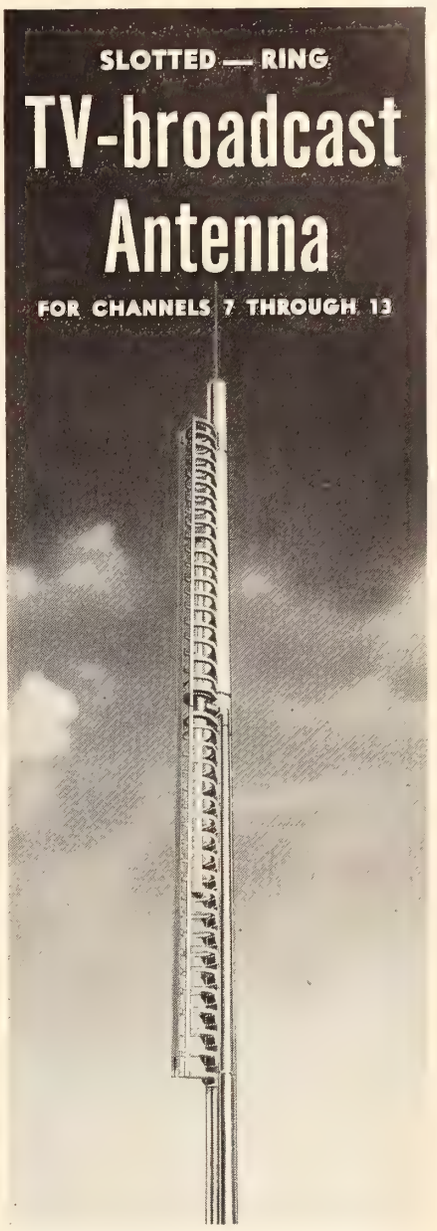
Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 618,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

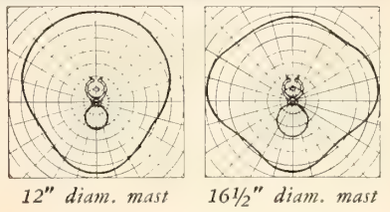
FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 6/7/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.





12" diam. mast *16½" diam. mast*

The Type 1040 slotted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin -654.

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AIR NAVIGATION AIDS—INSTRUMENTS

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Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 115,998 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION

Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower 886 Feet above Average Terrain 12 Bay RCA Antenna 36.3 KW ERP Now 316 KW ERP CP

For availabilities write:

WALTER J. ROTHSCHILD National Sales Manager

Lee STATIONS

QUINCY, ILLINOIS

Affiliated with WTAD-AM-FM

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-7/1/54 (granted STA June 10)

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 59,500
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 386,925
► WLWA (11) ABC, DuM; Crosley Sls.; 386,925
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) DuM; Weed; 100,006

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (43) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 200,000
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 539,788

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) CBS; Katz; 475,000
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
► WRAY-TV (52) McGillvra; 59,600

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 109,630

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/15/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 227,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 90,932

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 51,097
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 140,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-Unknown
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,667
Poland†—
WMTW (8) 7/8/53-Summer '54
Portland—
► WCSH-TV (6) NBC; Weed; 110,890
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
► WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 122,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 51,150

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 45,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
► KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel; 56,500
► WDSM-TV (6). See Superior, Wis.
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown
Rochester—
► KROC-TV (10) NBC; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 456,100
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559
Festus†—
KACY (14) See footnote (d)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET



REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.
WEHT Channel 50

7 Firsts

IN WICHITA
IN RATINGS
IN KANSAS
IN HABITS
IN RESULTS
IN COVERAGE
IN POWER

YOU, TOO, CAN BE FIRST...
...in sales in Wichita and the rich Central Kansas Market. Hitch your campaign to a television station that leads all the way...one that provides an undisputed dominence in loyal viewing audience, in Kansas.

CHANNEL 12 KTVH HUTCHINSON-WICHITA VHF 240,000 WATTS
CBS BASIC—DU MONT—ABC
REPRESENTED BY H-R TELEVISION, INC
COVERS CENTRAL KANSAS

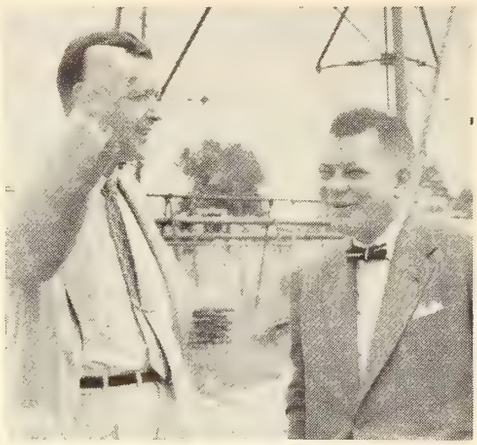
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 115,998
► **WGEM-TV (10) See Quincy, Ill.**
Jefferson City†—
Jefferson Tv Co. (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 399,555
► KMBC-TV (9) CBS; Free & Peters; 399,555
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 399,555
Kirksville†—
KTVO (3) 12/16/53-8/16/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 104,944
St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 643,738
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/15/54
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 44,676
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, NBC, ABC, DuM; Headley-Reed; 6,500

WASHINGTON
D.C.
Midway between the White House and the Capitol

500 Air-Cooled Rooms from $6 single $9 double
HOTEL
Raleigh
on Famous Pennsylvania Avenue
Directly opposite the FEDERAL COMMUNICATIONS COMMISSION
JOSEPH MASSAGLIA, JR., PRESIDENT
JOEL E. BAUGH, MANAGER
Other Massaglia Hotels
- MIRAMAR, Santa Monica, California
- SENATOR, Sacramento, California
- EL RANCHO, Gallup, New Mexico
- SINTON, Cincinnati, Ohio
- BOND, Hartford, Connecticut



SITE of proposed studio expansion by WSJV-TV Elkhart, Ind., ABC-TV affiliate, is shown to ABC President Robert E. Kintner (r) by John F. Dille Jr., station president. WSJV-TV is on ch. 52.

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 86,562
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Henderson†—
Southwestern Publishing Co. (2) 6/7/54-Unknown
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 220,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 92,000
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 278,733
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 403,210. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, NBC; Hollingbery; 230,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 301,650
► WTRI (35) CBS; Headley-Reed; 85,050
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,855
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,855
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 141,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525
WLOS-TV (13) Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) ABC, NBC; Headley-Reed; 1/21/54-Aug. '54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 231,184
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879
Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 61,410
Wilmington†—
► WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 213,267
► WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 56,199

Ashtabula†—
► WICA-TV (15) 20,000

Cincinnati—
*WCET (*48) 12/2/53-July '54*
► WCPO-TV (9) ABC, DuM; Branham; 525,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC, WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,036,720
► WNBK (3) NBC; NBC Spot Sls.; 883,980
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) ABC, CBS, NBC, DuM; H-R; 59,166

Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,000

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 160,953

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-July '54

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 48,185

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) Avery-Knodel; 4/7/54-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 113,208
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 80,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) Initial Decision 6/8/54

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,600

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 177,383
Oregon Tv Inc. (12), Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
► WLEV-TV (51) NBC; Meeker, 74,803

Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 20,000

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 20,404
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 297,652
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Burn-Smith; 151,200

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 154,000
► WGBI-TV (22) CBS; Blair; 160,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 160,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,925
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 44,150

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 53,200
► WIS-TV (10) NBC; Free & Peters; 105,258
► WNOK-TV (67) CBS, DuM; Raymer; 53,454

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 75,187

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 78,626
► WTSK (26) CBS, DuM; Pearson; 74,700

Memphis—
► WHBQ-TV (13) CBS; Blair; 283,350
► WMCT (5) ABC, NBC, DuM; Branham; 283,350

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 191,810
► WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 33,217

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 50,846
► KGNC-TV (4) NBC, DuM; Katz; 50,846
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 71,000

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54

Corpus Christi†—
► KVDO (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 388,771
► WFAA-TV (8) ABC, NBC, DuM; Petry; 390,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 52,422
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 374,600

Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 34,727

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 344,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 22,156

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 56,026
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 34,500

San Angelo—
►KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
►KGBS-TV (5) ABC, CBS, DuM; Katz; 195,233
►WOAI-TV (4) NBC; Petry; 193,778
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 80,758
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
►KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
►KANG-TV (34) ABC; Pearson; 36,860
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 67,003
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
►KTVT (4) NBC; Blair; 162,600
►KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 162,600
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
►WBTM-TV (24) ABC; Gill-Perna; 21,500
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 319,564
►WTOV-TV (27) ABC, DuM; Forjoe; 105,200
►WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 450,144
Roanoke—
►WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

Bellingham†—
►KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
►KING-TV (5) ABC; Blair; 354,800
►KOMO-TV (4) NBC; Hollingbery; 354,800
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) ABC, NBC; Katz; 75,757
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 75,968
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
►KMO-TV (3) Branham; 351,100
►KTNT-TV (11) CBS, DuM; Weed; 354,800
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 23,975

WEST VIRGINIA

Charleston†—
►WKNA-TV (49) ABC, DuM; Weed; 40,000
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
►WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 50,000
►WMTV (33) ABC, NBC, DuM; Meeker; 54,000
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 352,760
►WOKY-TV (19) ABC, DuM; Gill-Perna; 297,500
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 679,256
Milwaukee Area Telecasting Corp. (12) 6/11/54-Unknown
Neenah†—
►WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
►KDAL-TV (3). See Duluth, Minn.
►WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
►KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 9,000
►KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 56,000
►KONA (11) DuM, NBC; NBC Spot Sls.; 56,000
►KULA-TV (4) ABC; Headley-Reed; 56,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
►CHCH-TV (10)
Kitchener†—
►CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy; 50,000
London†—
►CFPL-TV (10) CBS; 35,000
Montreal—
►CBFT (2) 201,433
►CBMT (6) 201,433
Ottawa—
►CBOT (4) 10,100
St. John, N. B.—
►CHSJ-TV (4) CBS

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



Food sales in El Paso and its 24 county trading area were $120,633,000 in 1953.

KROD-TV operates on 56,300 watts—VHF4. Our mountain-top TV installation . . . the highest in Texas; 5,285 feet above sea level and 1,585 feet above average terrain gives greater coverage than any other station in our trading area . . . KROD-TV is affiliated with KROD - 600 K.C. — CBS - 5,000 watts. Owned and operated by the El Paso Times, Inc.

Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & Gen. Mgr.
Dick Watts, Sales Manager

Represented Nationally by
The BRANHAM Company

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,326
7,326
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS
Windsor—(Detroit, Mich.)
► CKLW-TV (9) Young
Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 382; total cities with stations on air: 255. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,927,786.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 309,309 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

UPCOMING

JULY

July 7-10: First Advertising Agency Group, annual conference, Northernaire, Three Lakes, Wis.

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 9: Air Force briefing of advertising agencies on bids for fiscal 1955 recruiting contract, Pentagon, Washington. Room 5A1070. 10 a.m.

July 10 (tentative): Senate Communications Subcommittee meets with FCC on status and development of uhf. G-16, Senate wing, U. S. Capitol. Closed.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTING

BAB Clinics

July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 7-8: NARTB Dist. 10, Fontentelle Hotel, Omaha.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405



In the Detroit Area, CKLW-TV with its 325,000 watt power penetrates a population grand total area of 5,416,375 in which 82.7% of all families own TV sets. Of these 1,305,520 TV families 88.2% are covered by CKLW-TV channel 9, or a grand total coverage of 1,151,554 TV families.

CKLW-TV
Guardian Bldg. • Detroit
Adam J. Young, Jr., Inc., National Rep. ★ J. E. Campeau President

No Sensible Alternative

LAST WEEK's consolidation of television sales promotion into a single, all-industry effort was the only conclusion a rational group of businessmen could reach. A duplication of activity between rival groups, as had been threatened, was unthinkable.

The new formula of a truly all-industry bureau promises a larger budget and hence more effective work than could have been managed by a group relying on fewer than all the elements in telecasting. To say that, however, does not detract from the organizational job done by the stations and representatives involved in Television Advertising Bureau. It cannot be denied that the TvAB movement was the catalytic agent that precipitated the formation of an all-industry group. Without that movement, the central bureau for all telecasting probably would not have materialized as quickly.

Though some may try to call it such, the merger of the two promotion groups was neither victory for one nor capitulation for the other. It was the result of sensible negotiation and compromise, conducted among good businessmen who realized that factionalism in such a project would only guarantee weakness.

The Great Anti-Gambling Hoax

A GREAT hoax was perpetrated by the Senate Commerce Committee last week. It approved, unanimously, an anti-gambling bill (S 3542) which discriminates against broadcast services in favor of the printed media. It demolishes the "radio on a parity with the press" thesis.

The bill would bar stations from transmitting horse or dog race information by invoking a one hour lag, except for one feature race per day. Newspapers and "tip sheets" can go to press at will. The Dept. of Justice wanted the bill. The FCC didn't. It makes campaign fodder for the November elections.

The legislation probably won't be enacted at this session—with only a month remaining. It goes on the consent calendar and one objection can block it.

But where were the broadcasters when the bill was in committee? Probably one Senator could have blocked it. We have it on good authority that not a single committee member was even approached.

This is censorship. It interferes with the right of stations to handle legal, legitimate news when it is news. Horse racing is legal. News about it must be legal too.

Some seem to argue that to oppose this bill is to favor the bookies and the racketeers. That's sheer fantasy. The bill impinges upon the freedom of the broadcast media. It should be resisted as strongly as if it provided for full program censorship. There is no middle-ground.

Doctored Diversification Doctrine

WITH INCREASING frequency the question is being asked whether the FCC staff is still functioning under New Deal policies, rather than under free enterprise concepts of the GOP.

There's little doubt about the validity of the question. In a half-dozen current cases awaiting FCC action, the Broadcast Bureau has violently opposed recommendations by examiners favoring newspaper applicants over non-newspaper. In other cases, there have been initial decisions by examiners, picking up the same so-called diversification of control theme, not only against newspaper applicants but against applicants who may own other radio or television stations.

The FCC has not adopted a firm "diversification" policy. In fact it has disclaimed "discrimination" against any class of applicant, except in those instances where a grant would result in a "monopoly" of the avenues of information in a given area.

The Broadcast Bureau functions as a party in all comparative hearings. Aggrieved newspaper applicants are contending that it has adopted an "anti-newspaper" policy. The record seems to support that conclusion.

The examiners sit as trial judges. But they do not decide cases; they simply recommend. They issue "initial decisions" which are subject to exception, argument and review by the FCC. The "initial decision" thus is a misnomer.

Examiners don't like to be reversed. Hence, with a weather finger to the FCC wind, some may reach conclusions which they feel might win Commission approval.



Drawn for BROADCASTING • TELECASTING by Frank Tabor

"In just one moment, the Tasty Soda Cracker program, but first, a testimonial."

For years lip service has been given to "diversification of the mass media of communication." It is rare, these days, to find an examiner's report that does not run head-long into this highly sensitive and little understood doctrine. Cases are cited where the examiner, for dozens of paragraphs, may indicate superiority of an applicant (a newspaper or multiple owner) only to conclude that an opposing applicant (more than likely a newcomer) is entitled to the grant because he isn't in the newspaper business, or because he doesn't own a standard station.

Congress has made clear its position. It wants no part of discrimination. Eight years ago it first sought to write a specific anti-newspaper discrimination provision into the law. Two years ago, it dropped such an amendment upon assurances from FCC spokesmen that there had been no discrimination and would be none.

But it appears to us that, since commissioners come and go, Congress had better have its say, so that FCC employes, whether New Deal, Fair Deal or Republican, will understand precisely what Congress intends. The so-called "Newspaper Amendment" proposed in the last Congress, but then dropped (and which goes beyond newspaper ownership), sounds good to us. It reads:

> The Commission shall not make or promulgate any rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information and that no application for a construction permit or station license, or for the renewal, modification, or transfer of such a permit or license shall be denied by the Commission solely because of any such interest, association, or ownership.

Causes and Cures

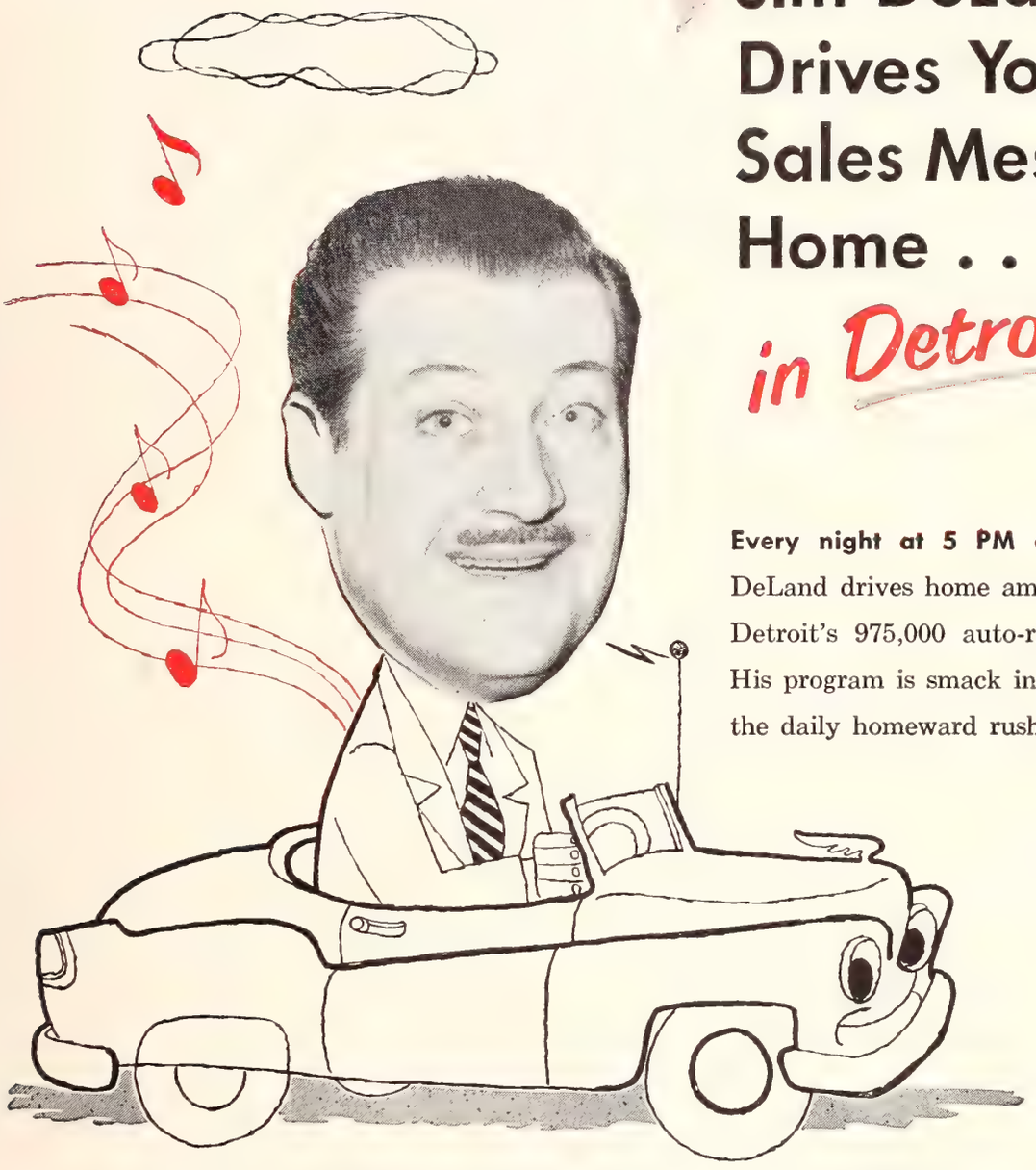
TO JUDGE by the testimony of several Senators at last week's hearings before a subcommittee of the Senate Rules Committee, there is strong sentiment in favor of kicking radio and television off the Hill.

This sentiment is founded in the hope that the removal of radio and television from Congressional hearings will somehow perform the magic of making all Senators and Congressmen behave. The fact that such a hope was never realized before the arrival of radio and television does not seem to strike the anti-broadcasting element as inconsistent.

If a girl has a wart on her nose which disturbs her when she looks in a mirror, the condition will not be cured by throwing all the mirrors out of her house. Similarly, the Congress cannot clean up its own blemishes by kicking out the two news media which provide the most accurate reflections.

Fortunately, the Senate subcommittee reviewing rules of conduct will continue with its hearings this week. Radio and television broadcasters owe it not only to themselves but also to the American public to see that the argument regarding radio-tv coverage of Congress is not confined to the one side so far presented.

Jim DeLand Drives Your Sales Message Home . . . *in Detroit!*



Every night at 5 PM on WWJ, Jim DeLand drives home amid the bulk of Detroit's 975,000 auto-riding workers. His program is smack in the middle of the daily homeward rush.

This is a WWJ show with lots of appeal to drivers. The records are sweet and lively. The baseball scores are hot. The safe-driving tips are subtle. The commercials are blended with DeLand piano ramblings. And the voice . . . *that voice of DeLand's* is the most persuasive in Detroit radio as it rolls out from under the dash, driving home a sales message.

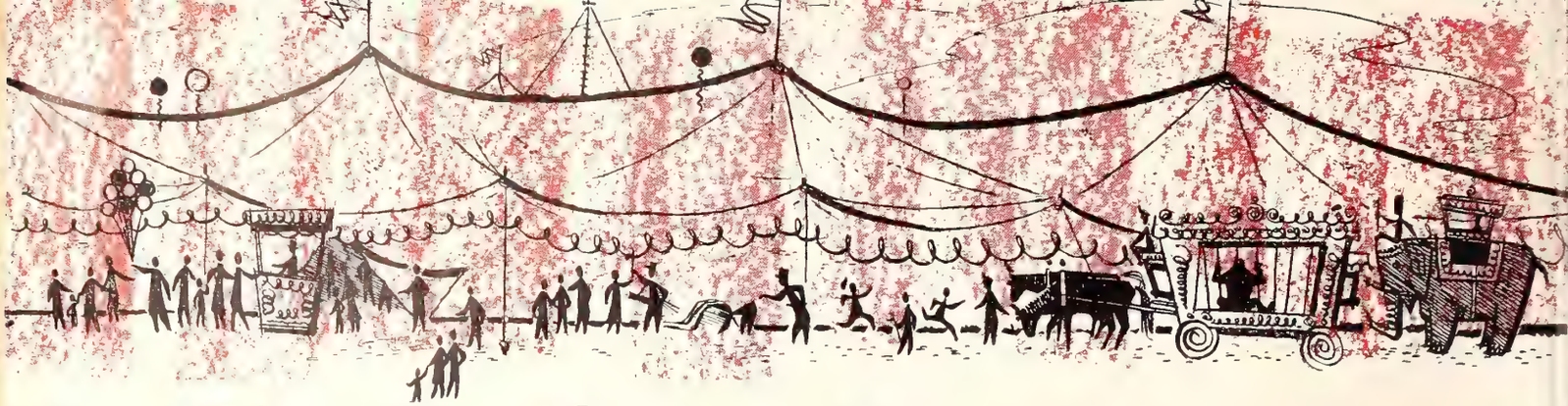
YOUR PRODUCT BELONGS IN GOOD COMPANY, DRIVING HOME WITH JIM DELAND

AM — 950 KILOCYCLES — 5000 WATTS
FM — CHANNEL 246 — 97.1 MEGACYCLES

WWJ AM FM

Basic NBC Affiliate
Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives: The GEORGE P. HOLLINGBERY CO.*



The Big Show's on the road in Kansas City....

The purchase of Midland Broadcasting Company, operator of KMBC-TV, by the Cook Paint and Varnish Company, operators of WHB-TV, has been approved by the Federal Communications Commission. The two stations have been sharing Channel 9 and the CBS-TV network in Kansas City. The new single-station operation has adopted the call letters KMBC-TV. The channel will continue to be the full-time CBS-TV basic affiliate in the Heart of America.



THE BIG TOP IS GOING UP!

The tallest tower in the Heart of America is under construction. From a height of 1,079 feet, KMBC-TV will transmit with full 316,000 watts power by late summer. Newest type RCA transmitter equipped for color, using BIGgest power and TOP-height tower, will make KMBC-TV the Big Top Station . . . dominating the nation's 18th largest metropolitan area by its top coverage of the rich Kansas City market.



STARRING THE CBS-TV NETWORK!

Full CBS-TV network programming—the big, top television show of America, carried exclusively on KMBC-TV, basic CBS-TV station.

FEATURING KANSAS CITY'S GREATEST TALENT!

The biggest personalities, the top local programs of the two stations are now exclusively on the Heart of America's Big Top Station, KMBC-TV!





KMBC Building
11th and Central Sts.,
Kansas City, Mo.

Plus THE "COLOSSAL-COVERAGE" RADIO TEAM—KMBC-KFRM!

Now under "Big Top" direction is also the great radio team, KMBC-KFRM, covering the Kansas City and Kansas radio markets as no other Kansas City station can. It's CBS Radio, of course, on "The Team!"

DON DAVIS
Vice President

JOHN T. SCHILLING
Vice Pres. & Gen. Mgr.

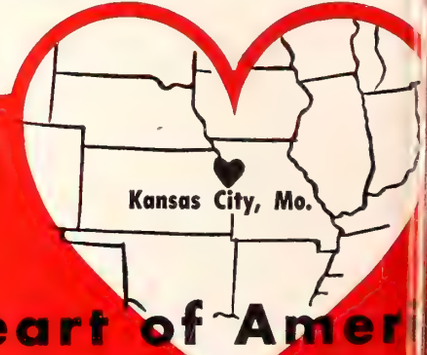
GEORGE HIGGINS
Vice Pres. & Sales Mgr.

DICK SMITH
Director of Radio

MORI GREINER, Jr.
Director of Television

HENRY GOLDENBERG, Chief Engineer

Represented Nationally by FREE & PETERS, INC.



KMBC-TV

The BIG TOP Station in the Heart of Amer

KMBC – Radio, Kansas City, Missouri – **KFRM** – Radio, for the State of Kansas

ULY 12, 1954

35c PER COPY

BROADCASTING TELECASTING

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23RD year

THE NEWSWEEKLY OF RADIO AND TV

BALTIMORE—

the city of white marble steps...



Baltimore's rows and rows of white marble steps make it different from every other city in the United States.

It's different as a market, too! Because

IT'S HIGHLY CONCENTRATED!

Baltimore's 1⅓ million people all live right inside the city—or in the heavily populated parts of the surrounding counties. You can reach them all—375,000 radio families—by buying W-I-T-H! Because

NIELSEN PROVES W-I-T-H'S SUPERIORITY!

W-I-T-H leads every other radio and television station—regardless of power or network affiliation—in N.C.S. weekly daytime circulation in Baltimore City and Baltimore County.

Get the whole story about W-I-T-H and its commanding position in the Baltimore market. Your Forjoe man will give you all the details from the latest Nielsen Coverage Service Survey.

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

WLS

personalities build LISTENER LOYALTY



WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

MARTHA CRANE

Martha Crane came to WLS "fresh" from Mt. Pleasant, Iowa, via Iowa Wesleyan and the Northwestern University School of Journalism, after a journalistic tour of Europe.

From that time on she's been the "homemakers broadcaster" on WLS. By far the oldest continuous homemaker program feature on any Chicago station, today Martha Crane's broadcasts enjoy greater response than ever before.

During her years with WLS, Martha has established her own home and raised her own family. She has encountered all the problems and lived the same life as have the women who listen to her daily. And she has applied the same practical advice and philosophy to her program that she has to her own successful career as a homemaker.

Is it surprising that she has developed a loyal, believing following of women throughout the vast WLS coverage area? Is it surprising that the resulting listener loyalty, built and nurtured over many years, is reflected in the increasing sales results of advertisers who participate in her program?

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY *Since* 1922



WGAL · *33rd year*
WGAL-FM · *7th year*
WGAL-TV · *6th year*

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by
M E E K E R
New York Chicago
Los Angeles San Francisco

closed circuit.

MAYBE it was try for size, or maybe it was serious bid, but small group of NBC Radio affiliates, at June 28 meeting in New York [B•T, July 5], proposed that NBC consider proposition to sell radio network to affiliates. Response from "top brass" of RCA-NBC was that proposition could not be entertained at this time.

★ ★ ★

WITH PASSING of another week of non-action on FCC chairmanship, more speculation developed concerning creation of "vacancy" to permit appointment of outsider as chairman. This centered around possible shift of Comr. Robert E. Lee to U. S. Controller Generalship, post now being contested for by Mark Trice, Senate Secretary, and Rep. Sterling Cole (R-N. Y.). Mr. Lee is well qualified by virtue of accounting and Congressional appropriations committee background, but is happy on FCC. If this should eventuate, however, it's again presumed that new FCC chairman would be George C. McConnaughey of Ohio, chairman of Renegotiation Board, disciple of Sen. Bricker (R-Ohio) and former chairman of Ohio Public Service Commission.

★ ★ ★

DESPITE SLIGHT dip this summer in national spot, both radio and tv, station representatives foresee biggest fall ever for both media. And biggest windfall should be from cigarette manufacturers, who are hard-put to buck lung cancer scare and trend toward pipes and cigars.

★ ★ ★

JUSTICE DEPT. in eleventh-hour attempt to get anti-gambling bill (S 3542) through Congress has reworked Bricker bill via conferences with Budget Bureau and FCC. Reportedly amendments would delete current measure's limitation on number of horse or dog racing broadcasts per day; do away with one hour time lag on broadcast. New proposal also places broadcasting of racing information on par with newspapers, which in current bill has been touchy point with radio-tv industry (see story page 56). Justice's latest version, presumably to be introduced on Senate floor, permits broadcasts of such information providing they are intended for use as news reports.

★ ★ ★

AMERICAN FARM Bureau Federation and National Grange, two of largest farm organizations, are strongly opposing any move to cut down coverage of tv stations either through single market plan or directional antennas. They've notified farm blocs in Congress that such modifications would degrade tv service to rural areas and deprive farmers of service. Same groups, plus others, have been in forefront of clear channel fight over years in opposition to breakdowns.

★ ★ ★

CBS Television has notified new ch. 13 group in Houston (Houston Consolidated Television Co.) that it will continue its affiliation with KGUL-TV Galveston, ch. 11 outlet, as its Houston area affiliate. Ch. 13 group, headed by John T. Jones, president of *Houston Chronicle,* presumably will affiliate with ABC-TV and DuMont. KTRH-AM, owned by *Chronicle,* is CBS Radio affiliate.

★ ★ ★

NAME change for BAB is in works, subject to board and membership approval in November. On decision of BAB executive committee last week, subject to approvals, name will switch on Jan. 1 "or at the most propitious moment" to Radio Advertising Bureau.

D'ARCY Adv. Co. past week was in throes of organizing "autonomous" Chicago office, to be devoted "almost exclusively" to newly-won Standard Oil (of Indiana) account. James B. Wilson, heretofore St. Louis vice president, will head up Chicago operation and Standard account, and R. P. Dunnell, out of New York, will be radio-tv director. D'Arcy will maintain 20 to 25 staffers in midwest branch.

★ ★ ★

THREE NEW members to CBS Radio Affiliates Board elected for three year terms last week, according to certified report submitted to Chairman Kenyon Brown, KWFT Wichita Falls, Tex., by CPA William E. Griess of Cincinnati. Wilton E. Hall, WAIM Anderson, S. C., elected for District 4 succeeding Charles H. Crutchfield, WBT Charlotte; Charles C. Caley, WMBD Peoria, Ill., District 6, succeeding Hulbert Taft Jr., WKRC Cincinnati; F. C. Sowell, WLAC Nashville, District 9, succeeding H. W. Summerville, WWL New Orleans. Six hold-over plus three new members of board will meet prior to Aug. 24 to name three directors-at-large. Incumbents, who can succeed themselves, are George B. Storer, John F. Patt and John E. Fetzer.

★ ★ ★

POLAROID CORP., Cambridge, Mass., television spot advertiser, currently handled by BBDO, New York, expected to name Doyle Dane Bernbach, New York, to handle its advertising.

★ ★ ★

THOUGH final decision yet unreached, Joseph E. Baudino, vice president and general manager of Westinghouse Broadcasting Co., is good bet to be invited to succeed Charles C. Caley, WMBD Peoria, as chairman of board of BAB, effective in January.

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The bigger the better

When you're spreading spot radio for national coverage, you're smart to use the biggest units you can get. You want stations like WJR—which gives you the best possible radio coverage of a market of 15 million people, some 10% of the nation's buying power. That kind of mass means real economy. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: 15,000,000 customers

at deadline

New 19-In. Tube Spurs CBS Stock to Record High

CBS "A" and "B" stocks spurted to 1954 record closing highs of 67½ and 67¼ respectively Friday on New York Stock Exchange following announcement on Wednesday of CBS-Hytron's demonstration of "205" 19-inch color tube (story on page 76). CBS "A" and 'B" stocks had jumped to 65¾ and 64½ respectively Thursday from 60⅝ and 60¼ Tuesday before announcement of new color tube.

Color developments included announcement by Motorola Inc., Chicago, that it will be first manufacturer to offer receiver with CBS-Hytron tube to distributors. It plans 60-90 day jump on competition, says first samples will be on way in 10 days, expects 1,000 receivers ready for sale by Labor Day.

Motorola large-screen sets will sell at $895 for consolette, $995 for others. Paul V. Galvin, company president, unveiled sets at annual convention of distributors and salesmen in Chicago. He said models are first to be offered under $1,000, predicted firm would sell 25,000 sets this fall.

Also displayed at meet were 17 new black-and-white models, with price reductions up to $50.

Tv Sales Bureau Group To Hold Meeting Aug. 5

FIRST meeting of committee named to draw up plans for all-industry tv sales promotion bureau will be held Aug. 5 at Mayflower Hotel, Washington. Committee is to merge work done by NARTB and Television Advertising Bureau (TvAB), which combined their sales projects at Washington meeting held June 30 [B•T, July 5].

Committee is to report by mid-August with formal plan for operation of independent sales promotion bureau (see TvAB story page 38). Its members are Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; Kenneth Carter, WAAM (TV) Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board vice chairman; Merle S. Jones, CBS; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Richard A. Moore, KTTV (TV) Los Angeles; Roger W. Clipp, WFIL-TV Philadelphia; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Henry W. Slavick, WMCT (TV) Memphis; George B. Storer Jr., Storer Broadcasting Co.

With speed as watchword, joint committee will have benefit of 18-month study by NARTB along with material prepared by TvAB prior to recent merger agreement. All-industry aspect of sales promotion project will be emphasized; tv networks are represented on committee besides participating in sales promotion functions once new bureau is in operation.

With TvAB discontinuing its New York temporary office in New Weston Hotel, present operations of new project are using facilities provided by NARTB. Association is expected to continue lending staff and financial aid on temporary basis until formal organization is set up and funds are available.

FLEXIBILITY PLUS

TO KEEP tv flexible for local advertisers who need frequent changes in commercial copy and who don't want to have films or slides specially made for each change, WBNS-TV Columbus, Ohio, today (Mon.) starts all-day live chainbreak schedule, with studio, cameras and crew ready to put on live commercials from 7 a.m. to sign-off.

Tad Reeves, program director, announced innovation Friday in New York. He also said that station's library of some 500 slides for commercial and station program promotion, now syndicated to 10 other stations, will be distributed by Sterling Television Co., starting immediately.

Bold Radio Advertiser Can Reap Reward—Treyz

RICH harvest of sales awaits first large advertiser who has courage to enter night radio "with buckets instead of teaspoons," Oliver Treyz, ABC Radio Network director, told advertising and agency executives in San Francisco and Hollywood last week.

Present trend toward minute spots in night radio, instead of large block purchases of past, "mystified" him, he told listeners. Citing recent Politz study, he stated that night radio still has largest listening audience of any of 24 hours of day.

Dispersal of radio in all rooms of house, on roads, in resorts has made it "most ubiquitous advertising medium in the U. S.," he declared.

Program Honors Mrs. Firestone

IN MEMORIAL tribute to widow of Harvey S. Firestone Sr., Mrs. Idabelle Firestone, 79, who died last Wednesday, ABC's simulcast today (Mon.) of *Voice of Firestone* (8:30-9 p.m. EDT) will feature six of Mrs. Firestone's own compositions as well as four of her favorite numbers. Rise Stevens, one of Mrs. Firestone's favorite singers, will be soloist on simulcast.

WNAM-TV Signs with ABC-TV

ADDITION of WNAM-TV Appleton, Wis. (uhf ch. 42), as affiliate of ABC-TV, effective last Tuesday, announced Friday by Alfred R. Beckman, ABC's national director of stations relations departments. WNAM-TV is owned and operated by Neenah-Menasha Broadcasting Co. with Don C. Wirth as general manager.

Another for Murrow

EDWARD R. MURROW, CBS commentator, named by Freedom House as winner of annual Freedom Award to be presented Oct. 3. Mr. Murrow was cited for his "contributions in television and radio activities, particularly the *See It Now* series addressed to the basic problems of freedom."

• BUSINESS BRIEFLY

TWO NEW TO C & P • Cecil & Presbrey, N. Y., which loses Block Drug account and tv billing temporarily on Electric Auto-Lite when that company drops *Suspense* [B•T, July 5] as result of network eviction notice, is expected to get two new clients, one of which will be heavy television advertiser.

COLGATE ON DAYTIME TV • Colgate Palmolive Co., Jersey City, N. J., last Friday was close to signing for part sponsorship of two daytime tv shows on NBC-TV to start in fall. Colgate probably will sponsor 12:30-45 portion of 12:30-1 p.m. series, show as yet unrevealed, and part of or all of 4:45-5 p.m. soap opera strip.

GROVE CAMPAIGN • Grove Labs., St. Louis, preparing annual radio-television spot announcement campaign, starting on varied dates, Oct. 4 and Oct. 11, with length of contract running from 20 to 22 weeks, in large number of markets. Harry B. Cohen, N. Y., is agency.

WINSTON BUDGET UP • R. J. Reynolds (Winston cigarettes), Winston-Salem, N. C., expanding television spot campaign in South and Southwest starting immediately. William Esty Co., N. Y., is agency.

PIERCE'S PLANNING • Pierce's Proprietor, Buffalo, N. Y. (Dr. Pierce's products), through Kastor, Farrell, Chesley & Clifford, planning to launch radio spot announcement drive Sept. 27 for 13 weeks on more than 100 stations, similar to campaign placed last year.

CROSLEY TV-SHOPPING • Crosley (tv sets) has asked its agency, BBDO, N. Y., to recommend nine-month advertising campaign to start in September. Principal part of ad budget will be allocated to television. Agency currently is deciding whether to place it in spot, network, or film show on regional basis. Mid-August is deadline for final decisions.

RADIO FOR PINKHAM • Lydia Pinkham Co., Lynn, Mass., preparing 16-week radio spot announcement campaign in number of markets starting about Sept. 15. Harry B. Cohen, N. Y., is agency.

WHEATENA BUYS NEWS • Wheatena Corp., Rahway, N. J., planning to sponsor five-minute early news programs, starting Sept. 7 in 25 radio markets. Agency is Brisacher, Wheeler & Staff, N. Y.

PHILLIPS RENEWS • Lambert & Feasley, N. Y., for Phillips Petroleum, has renewed Ziv Tv series, *I Led Three Lives*, for fall in 23 markets.

ANAHIST SCHEDULE • Anahist Co., Yonkers, N. Y., for Super Anahist, beginning to prepare fall radio-tv schedule to start in number of markets about Sept. 20. Ted Bates, N. Y., is agency.

CANDY ON ABC • Rockwood Candy, Brooklyn, N. Y., expected to sign contract to sponsor portion of *Breakfast Club* on ABC Radio, starting in August. Paris & Peart, N. Y., is agency.

these trees grow in Cleveland



. . . along with an incredible catalog of other industrial products as small (but vital) as nuts and bolts . . . as big (and complex) as giant turret lathes. They are only part of the 5 billion dollars worth of manufactured goods turned out in 1953 by some 3,000 plants in the Greater Cleveland area.

Like these "tree-form" columns—destined to serve in the rigid framework of some modern factory half a continent away—Cleveland products roll out in a golden stream to consumers around the world. The result: last year busy Clevelanders amassed a buying power of over 3 billion . . . an average of about $6,750 per family—*fourth largest* of all U. S. metropolitan areas and about *25% higher than the national average!*

People with money like to spend money. Small wonder that 1953 retail sales in Greater Cleveland ranked ninth in the U. S. And WXEL—the *one* TV station geared directly to Cleveland's thoughts and tastes—helped make a lot of them for an illustrious group of advertisers. They've found that the persuasive power of WXEL . . . product of this station's close identification with Cleveland interests . . . puts stronger teeth in their selling messages. And so will you.

Ask the KATZ agency for details.

WXEL

Cleveland

Channel 8

at deadline

More Oppose Skywave Plan; WLAC Wants Special Study

AD HOC committee to study daytime skywave problem and submit recommendations is suggested in brief filed with FCC by WLAC Nashville previewing station's position at oral argument before Commission Thursday on FCC daytime skywave proposals (early story page 42). WLAC said *ad hoc* group worked in tv, can do as well for radio.

FCC daytime skywave report, recognizing interference at sunrise and sunset hours, proposes greater protection to Class I clear channel outlets from secondary station operation.

Other briefs reported by FCC Friday to have been filed indicated general opposition to Commission plan. KWBU Corpus Christi, Tex., said FCC report lacks adequate evidence for decision proposed, held it is too closely tied up with older clear channel proceeding from which daytime skywave case had been severed for separate ruling.

WWEZ New Orleans submitted engineering study and alternate plan by consulting engineer A. Earl Cullum Jr. while joint opposition was submitted by KNUJ, KRMO, KMDO, KLRS, KWGB, WMUU, WAFC, WHJC, WNAW and WAVL. Petition by KFUO Clayton, Mo., supported earlier opposition of limited time station group. KSL Salt Lake City cited greater interference that would occur during transition hours under FCC plan.

KLRA Little Rock, Ark., attacked FCC plan as piecemeal approach and involving illegal procedures. Both WOSA Columbus, Ohio, and WDGY Minneapolis charged proposal is "premature" and should not be considered in advance of clear channel case. WVOK and WBAM Birmingham noted FCC report acknowledged Class II stations also suffer from daytime skywave interference but protested Commission failure to afford Class II stations "the same sort of protection" it would give Class I outlets.

KFAB Omaha, Neb., said it had no objection to proposed plan "if it be assured that the rules would not be made applicable to existing stations." WNYC New York had partial objection to report, citing proposal would cause city-owned station to lose valuable part of its "licensed broadcast time" during which numerous public service shows are aired.

Chattanooga Initial Decision Favors Mountain City Bid

INITIAL DECISION proposing to grant ch. 3 at Chattanooga, Tenn., to Mountain City Television Inc., identified in common ownership with WAPO there, was issued Friday by FCC Hearing Examiner J. D. Bond. Competitive application of WDOD would be denied.

Examiner favored WAPO on basis of its greater diligence in planning and developing tv program proposals. Decision also noted WDOD failed to fulfill program promises made in its 1948 radio license renewal bid, hence could give less credibility to its tv plans.

ACLU Request Denied

INFORMAL request of American Civil Liberties Union that FCC hold public hearing to clarify and restate responsibilities of radio-tv licensees and "rights" of individuals involved in controversial programs was turned down by Commission Friday. FCC letter explained long series of decisions, as well as earlier hearing on editorializing by broadcast licensees, amply defined rules "and are believed to be well known to broadcast licensees."

WRAY-TV Slates Suspension

WRAY-TV Princeton, Ind., operating on ch. 52, advised FCC Friday of intention to go off air Wednesday until Sept. 11 for financial reorganization.

WVCH Power Boost Approved

WVCH Chester, Pa., awarded proposed boost in power from 250 w to 1 kw, operating daytime on 740 kc, in initial decision reported by FCC Friday. Only minor increase in interference to WBMD Baltimore involved, ruling said.

McCaw Buys KMO-TV From Haymonds for $300,000

PURCHASE of ch. 13 KMO-TV Tacoma, Wash., by J. Elroy McCaw from Carl E. and Carl D. Haymond for $300,000 announced Friday. Sale, subject to FCC approval, was arranged by Blackburn-Hamilton. Station began operating August 1953, is NBC affiliate. Messrs. Haymond retain KMO, also own KIT Yakima, Wash. Mr. McCaw, recent 20% owner of KLZ-AM-FM-TV Denver which was sold to Time Inc. last month [B•T, June 28], also has 25% interest in KONA (TV) Honolulu, owns KORC Mineral Wells, Tex., and has varying stockholdings in WINS New York, KYA San Francisco, and KYAK Yakima, KELA Centralia and KALE Richland, all Washington.

Kluge, Assocs. Buy WPGH

SALE of WPGH Pittsburgh to John Kluge and associates for estimated $50,000 announced Friday. Deal involves purchase of all stock of Pittsburgh Broadcasting Co., licensee of 1 kw daytimer on 1080 kc. Mr. Kluge and associates own WGAY Silver Spring, Md.; WLOF Orlando, Fla.; KXLW St. Louis, and WKDA Nashville, Tenn. Blackburn-Hamilton handled transaction.

Streibert Goes to Europe

THEODORE C. STREIBERT, director, U. S. Information Agency, and Mrs. Streibert left New York Friday for London. Mr. Streibert will make one-month review of USIA's European operations. Itinerary includes London, Paris, Amsterdam, Brussels, Bonn, Berlin, Munich, Vienna, Zurich.

Scripters, Producers Break

SCRIPT Supervisors Guild expected to sever contract with Alliance of Television Producers, Hollywood, today (Mon.), after breakdown in negotiations for new wage scale. Producers offered major studio rate ($160.13 weekly); SSG wanted hourly basis [B•T, June 28].

UPCOMING

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

For other Upcomings see page 116.

PEOPLE

GEORGE STANTON, previously Midwest tv sales manager, Free & Peters Inc., station representatives, to Dancer-Fitzgerald-Sample, Chicago, as media manager. He succeeds **JOSEPH SAMPLE,** resigned.

HERB JAFFE, director of sales of Official Films, N. Y., elected vice president and member of board.

ANNE NELSON, associate director of business affairs, network programs, CBS Radio Hollywood, appointed director of department, succeeding **KENNETH CRAIG. SHERMAN J. McQUEEN,** recently commercial program supervisor for Don Lee Network, named assistant director of business affairs.

REGINALD A. BREWER, head of New York office, MacManus, John & Adams, resigned effective Friday. He had been with agency since 1923.

ROBERT CLARK appointed tv art director at Campbell-Mithun Inc., Chicago.

C. PETER FRANTZ appointed plans chief at Waldie & Briggs agency, Chicago.

CLARA M. IEHL, chief of FCC Broadcast Bureau License Division, celebrated her 25th anniversary with FCC and its predecessor Federal Radio Commission yesterday (Sunday).

NARTB Completes Schedule Of District Meeting Sites

COMPLETE district meeting schedule announced Friday by NARTB Washington headquarters. Sites for three meetings were selected, supplementing preliminary schedule (see UPCOMING, page 116). Three sites announced Friday include: Dist. 4 (D. C., N. C., S. C., Va.), Sept. 20-21, Cavalier Hotel, Virginia Beach, Va.; Dist. 8 (Ind., Mich.), Oct. 4-5, Sheraton-Cadillac, Detroit; Dist. 9 (Ill., Wis.), Oct. 11-12, Lake Lawn Hotel, Lake Delavan, Wis.

5-Day Week for KTHE (TV)?

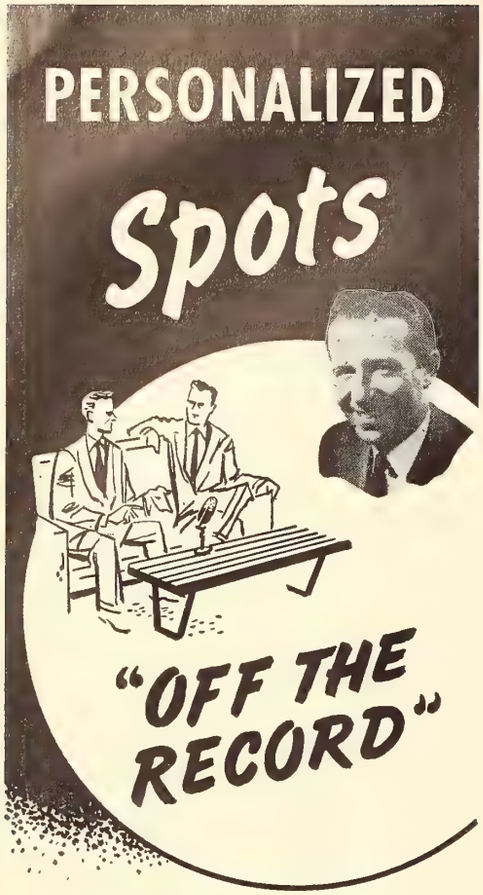
CURTAILED OPERATION and staff cut at educational KTHE (TV) Los Angeles seen certain to come out of current informal meetings underway between U. of Southern California executives and educational, community groups. Station operated on 7-day, 3-hour schedule before resignation last month of benefactor, Hancock Foundation head Capt. Allan Hancock [B•T, June 14]. Prospect now is that operation won't be cut below 5-day, 2-hour schedule. New Foundation director, Dr. A. S. Raubenheimer, has no tv background.

CFCM-TV Joins CBS-TV

CFCM-TV Quebec City, Que., has joined CBS-TV as secondary inter-connected affiliate. Ch. 4 station is independently owned, but is represented by CBC.

Chicago Nears Tv Saturation

NEARLY eight of every 10 homes among estimated 1,820,000 in Chicago tv area will be equipped with tv receivers by year's end, according to survey announced Friday by Westinghouse Electric Corp.'s radio-tv division.



MAKES SALES RECORDS

Mort Nusbaum has a background of many years' success in building business and sponsors. His all-new afternoon show, "Off the Record," is already exceeding his previous successes.

Each afternoon from 2 to 3, Mort has a sterling array of music, talented guests, contests and information. Backed by his inimitable personality, "Off the Record" has demonstrated ability to move products and services in the rich Upstate New York market called WHAM-land. Sell Western New York with highly Pulse-rated participation announcements on this low cost per thousand listeners program.

50,000 WATT CLEAR CHANNEL

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co. Nat'l Rep

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

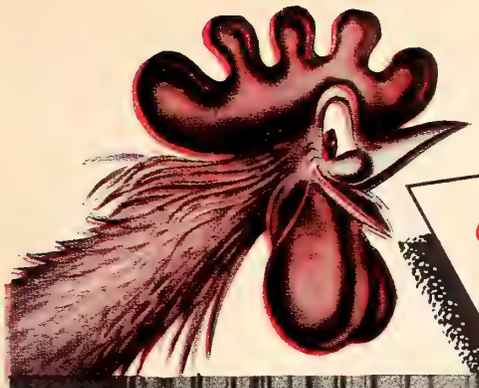
Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th Issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
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Better join us for

"Breakfast at the Sheraton!"



Another Channel 10 First, starting July 19th!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room.* Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

NBC – Basic
ABC – DuMont – Supplementary



It Was KBIG NEWS

for a year-old station to win
A 1953 TOP AWARD

Now it's headline news as . . .

KBIG AGAIN WINS NEWS AWARD

The Radio and Television News Club of Southern California judges the hourly five minute strips "Listen to Lisser" to be

"The Best News Reporting of any non-network radio station."

KBIG and the John Poole Broadcasting Company are grateful to the News Club, to United Press, to program director and newscaster Alan Lisser, news director Larry Berrill, Writer Margee Phillips, the entire Hollywood and Avalon announcing staffs, to the advertisers and their agencies who make it all possible.

"Music, news, time—all day long."

10,000 WATTS AT 740 KBIG

STUDIOS IN AVALON AND HOLLYWOOD

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

The Catalina Station
JOHN POOLE BROADCASTING CO.
KBID-TV • KBIF • KBIG

6540 Sunset Blvd., Hollywood 28, Calif.
HOllywood 3-3205
Nat. Rep. Robert Meeker & Assoc., Inc.

THE BLUE ANGEL

Network: CBS-TV
Time: Tues., 10:30-11 p.m.
Star: Orson Bean
Executive Producer: Richard Lewine
Producer: Burt Shevelove
Music: Norman Paris Trio
Set Designer: Jack Landau
Production: CBS-TV Program Dept., in co-operation with Herbert Jacoby, owner of Blue Angel
Origination: New York
Production Costs: Approximately $12,250

THE BLUE ANGEL is one of those New York east side supper clubs where the *haute monde* go for sophisticated entertainment and which seats 165 people and has a stage slightly larger than a fair-sized living room. It's all terribly chi-chi and CBS has had the happy thought of using this setting as the background for what might turn out to be an interesting —and possibly successful—half-hour once a week to showcase performers of the intimate type. This style is not too prominent on the video air, and the change of pace from the mass, hit 'em on the head, variety show on the initial offering sat well with this reviewer.

The show got off on a good right foot last Wednesday night with five acts—each of which had that rare quality of leaving the viewer just a little hungry for more.

Casual Orson Bean, featured comic of the New York hit, "John Murray Anderson's Almanac," is the m.c.—a droll spirit whose humor has the wry quality of true wit. Surrounding Mr. Bean on the first performance were singer Martha Wright ("South Pacific"), monologist Jonathan Winters, Martha Davis and Spouse (subtle piano-bass fiddle boogie-woogie team), novelty drummer David Powell and monologist Jane Dulo. We especially liked Mr. Winters and Miss Davis—and spouse. We also liked the camera closeups which enhanced the feeling of coziness.

The whole production had a proper supper club tone. Whether this type of worldly variety will meet the same reaction in Scranton (to twist the show business quip, "It was a hit in Scranton, but how will it go at the Palace?") is a question. It will be a shame if it doesn't.

★ ★ ★

A TIME TO LIVE

Network: NBC-TV
Time: Mon.-Fri., 9:30-45 a.m. CST (Premiere July 5)
Origination: Chicago
Cast: Pat Sully, Larry Kerr, Len Wayland, Viola Berwick, Jack Lester
Producer-Director: Alan Beaumont
Technical Director: John Natale
Writer: Bill Barrett
Announcer: Norman Barry
Production Costs: $7,500 per week
Gross Time Cost: $11,395 for 51 NBC basic stations
An Adrian Samish Production

IN PLANNING a reshuffle of its daytime programming pattern to accommodate some new dramatic serials, NBC-TV elected to originate at least one of them from the one-time cradle of radio soap operas under the talented writing hand of Bill Barrett (*Hawkins Falls,* others).

Whether this offering will withstand the ravages of time is conjectural, of course, but the start was promising, as daytime serials go. At least, all the ingredients are there as conceived by Adrian Samish, who previously supervised all NBC daytime tv.

This story concerns the life and ambition of one Julie Byron (played by Pat Sully), who aspires to become a top feature writer-reporter on a large metropolitan newspaper. As the program debuts, she is seeking an interview with her boss, editor Carl Sherman (Jack Lester), in a bid to convince him she should be removed from proofreading and given an opportunity to write. A reporter-friend, Don Rycker (Larry Kerr), goes to bat for her and the interview is arranged.

It matters not that, in the opening scene, a neighbor Chick (Len Wayland) questions whether she wants the chance as 'badly" as she claims, or whether people really want anything they seem to feel they want. (Her credo, as expressed to Boss Sherman: "I know I could be a good reporter. I know that sincerity counts the most.")

In the end, Mr. Sherman sets her out on a wild goose chase—tracking down a seemingly innocuous newspaper "personal"—which, according to advance NBC advices, leads to eventual intrigue, blackmail, near mayhem and a steady reporter's job at headquarters office.

Out of this lather, only Miss Sully comes alive in character, though not because of any shortcomings on the part of the actors involved.

On the basis of this plot—and her own naive impression of a reporter's job and its remunerations—Miss Byron might best be advised to stick to proofreading.

BOOKS

TECHNICIAN'S GUIDE TO TV PICTURE TUBES, by Ira Remer. John F. Rider Publisher Inc., 480 Canal St., New York. 160 pp. $2.40.

AS THE TITLE of the book indicates, it is a picture-tube servicing guide for the tv installation and repair man. It is written so as to make easily accessible the basic and specific information on the picture tube and its accessories. Although a brief explanation of the relationship of the picture tube to the rest of the receiver is given, only the fundamentals applying directly to the operation, maintenance and repair of the picture tube and its accessory parts are discussed.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

August 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil & Presbrey

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

July 14: George Washington's home, Mt. Vernon, Va.

July 16: General Lee's Mansion, Arlington, Va.

July 21-23: Ft. McHenry and B & O Roundhouse, Baltimore

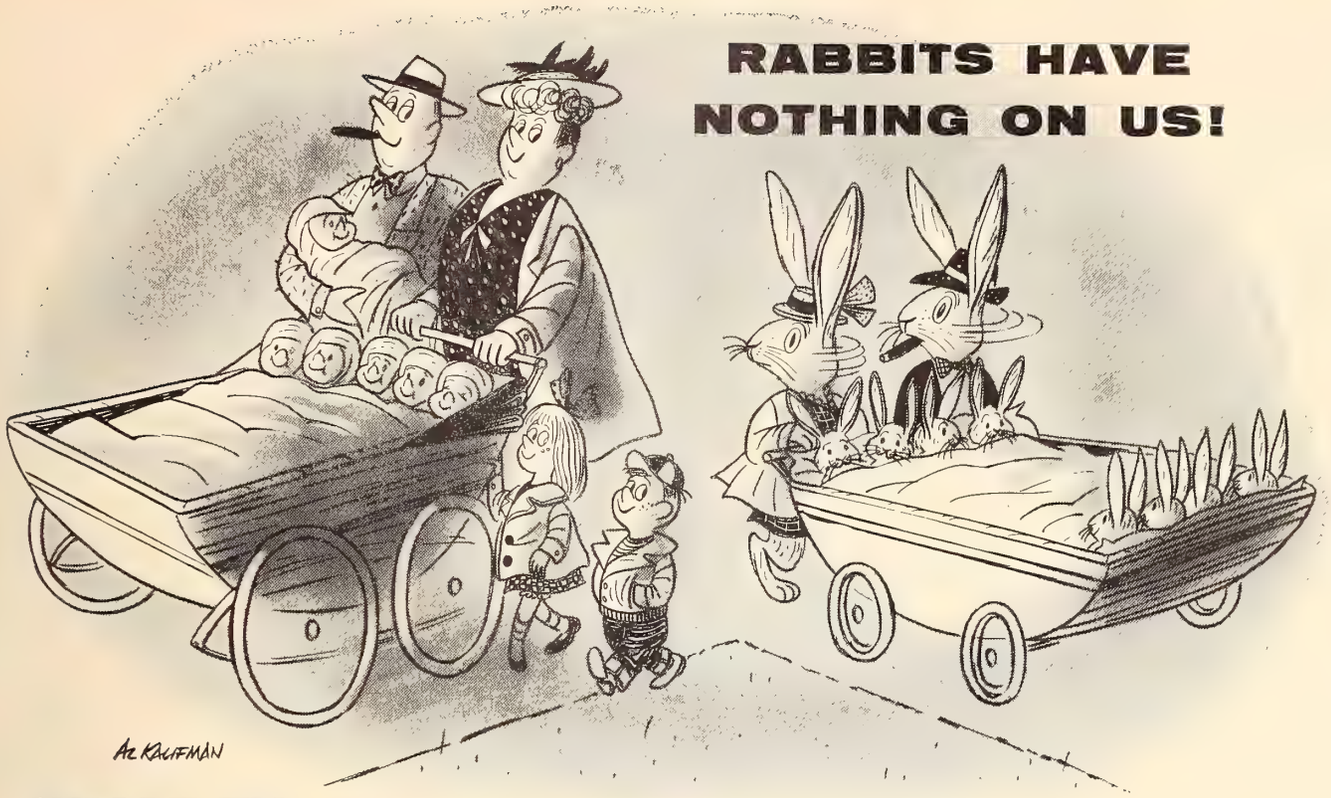
July 29-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

August 3-6: Boston

August 12-13: New York

July 8, 15, 22, 29, August 5, 12, 19: *The Marriage* — situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T]



WMAZ-TV, MACON, ADDS 153 NEW TV FAMILIES A DAY* IN MIDDLE GEORGIA!

...153 NEW CUSTOMER-FAMILIES A DAY!

*Average daily growth of TV homes in coverage area

MACON — Middle Georgia's Retail Trade and Wholesale Distribution Center — Just Grows and Grows!

173 manufacturers in 75 classifications have plants here. Among them, these 8 leading manufacturers:

DURKEE FOODS
ARMSTRONG CORK CO.
RALSTON PURINA
MACON KRAFT CO.
INLAND CONTAINER CORP.
STREITMANN BISCUIT CO.
BORDEN CO.
BIBB GROCERY CO.

Only WMAZ-TV *adequately serves this well-balanced industrial and agricultural market for you!*

Talk about audience multiplication...this is it! It's only natural, though, when you consider these facts:

The rich Middle Georgia market surrounding Macon was never successfully tapped by TV—before WMAZ-TV. Because Macon is 93 miles from the closest city of comparable large size...Atlanta.

And only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station...after five years of on-air operation. Significantly, too, the remaining 37 counties represent 80% of the population in WMAZ-TV's entire market...81% of retail sales!

In Metropolitan Macon alone, population has almost doubled since 1940. There's been a significant increase in purchasing power, too (income per household is well above the state's average)...and wide industrial growth has strengthened and stabilized the demand for every product sold.



Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

WMAZ-TV DOMINATES THE MACON AREA AUDIENCE MORNING, NOON & NIGHT!

*Telepulse** proves it!*

Share of Audience

Sign-on to noon...45% Noon to 6 P.M....68% 6 P.M. to Midnight...57%

All the top 15 once-a-week shows...
All the top 10 multi-weekly shows...
are on WMAZ-TV

**Telepulse, Macon Area Report, Feb.-Mar. 1954

WMAZ-tv

MACON, GEORGIA • CHANNEL 13

CBS, DUMONT & ABC NETWORKS

ASK YOUR AVERY-KNODEL MAN

New! Practical! Economical!

PYRAMID PLAN FOR COLOR TV



Here's how to take color TV *in stride* at your station. Here's how to capture any part of the rainbow you want and have it fit your purse perfectly. The G-E *Pyramid Plan For Color* applies to all broadcasters—small or large alike—because it stair-steps equipment facilities...because it stands for realistic color telecasting.

With G-E Chromacoder systems you enjoy not only exceptional performance but maneuverability on remotes...stable operation ...and greatly reduced maintenance costs. Only with G-E do you stand a chance of converting black & white cameras to color application—a tremendous potential saving. For film or slide facilities, nothing on the market today approaches General Electric's inherent quality.

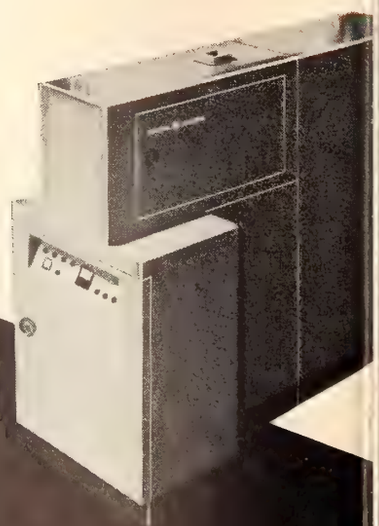
Add up all these advantages and you'll decide to *plan your color future with General Electric.*

2.

COMPLETE FILM and SLIDE FACILITIES. G-E's basic slide scanner was designed for integrated use *with one or two* continuous motion film scanners. The complete combination occupies just 32½ square feet of floor space. Here is the ultimate in versatile equipment for local commercials and film programming in full color.

1.

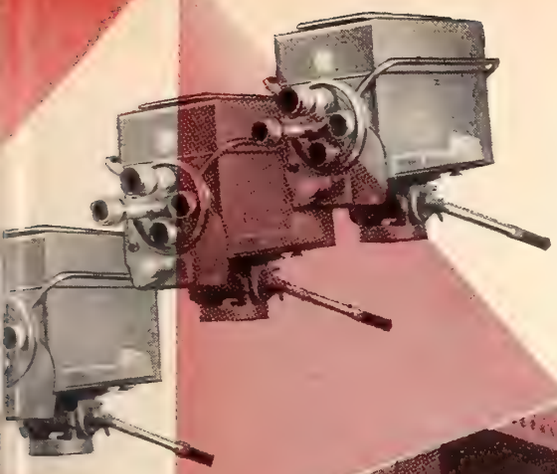
NETWORK COLOR and SLIDE COMMERCIALS. Step one requires low cost conversion of existing transmitters. New G-E units will incorporate the color provision. If you've progressed to this point and corrected your transmitter already, G.E. makes it easy to telecast local commercials with an exceptional 2" x 2" color slide scanner and scanner channel.



Write for FREE information...

Take steps now to have the G-E Pyramid Plan For Color presented to you. Call our local field representative and chalk up a first in color for your station. Or, write: *General Electric Company, Section X264-7, Electronics Park, Syracuse, New York.*

In Canada, write: C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.

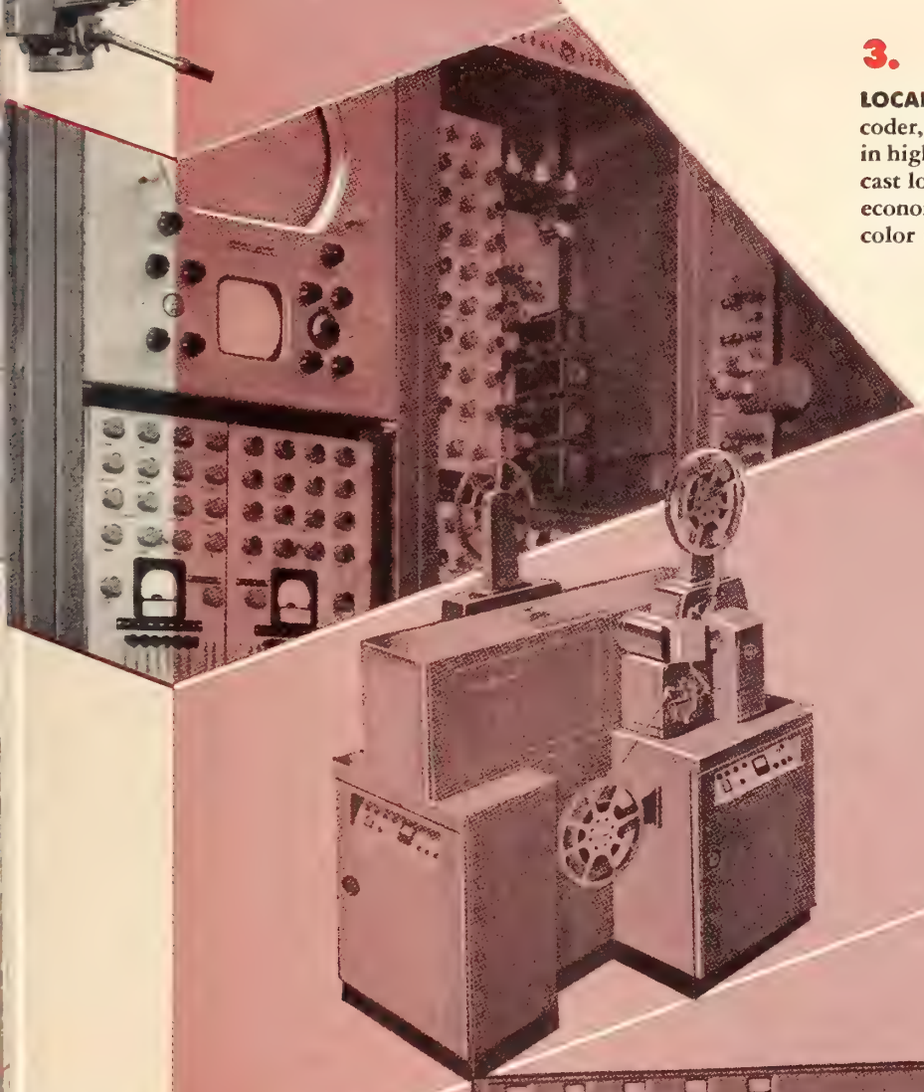


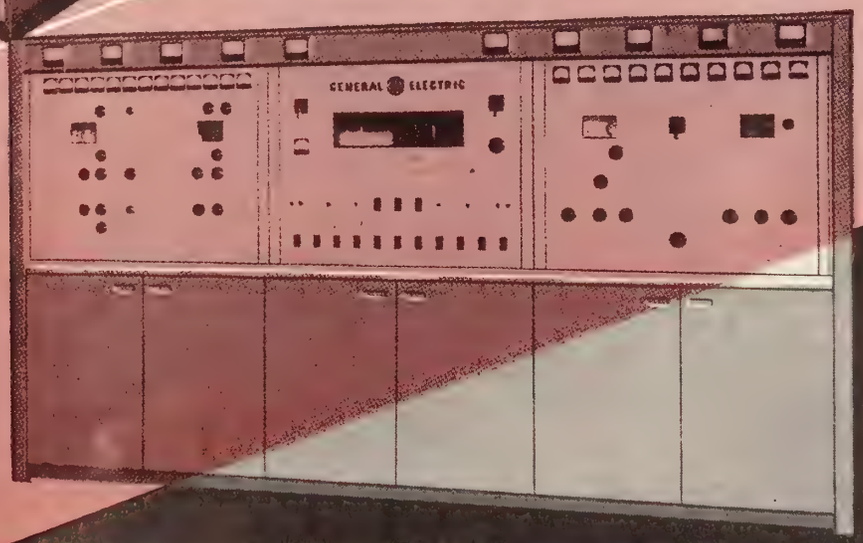
4.

CONVERT B & W CAMERAS or ADD NEW UNITS. Yes, many present black & white cameras can be converted for color use. Only General Electric's Pyramid Plan permits this saving. New channels...added *as you need them*...round out the finest color picture on the horizon today.

3.

LOCAL COLOR PROGRAMS. The G-E Chroma-coder, Encoder, and one camera channel put you in high gear when your station is ready to broadcast local color shows. At this level the practical economy of General Electric's planning for your color future is readily apparent.





Progress Is Our Most Important Product

GENERAL ELECTRIC



look at...and love

KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

Channel 8–Monroe, La.

CBS — NBC — ABC — DUMONT

Represented Nationally by

H-R TELEVISION, Inc.

Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

IN THE PUBLIC INTEREST

Intra-Family Counseling

PANEL of four outstanding teen-agers from local high schools, plus a Los Angeles Superior Court judge and occasionally a well-known parent, hear problems of both a parent and a youth in his teens on weekly KNBH (TV) Hollywood *Teen-Age Trials*. A youth and parent, both masked, appear before the panel and tell their respective sides in a family quarrel. The panel counsels the two on the best course to follow.

WIP Studies Delinquency

WIP Philadelphia has begun a new series designed to combat juvenile delinquency in that city. Mrs. Norma B. Carson, former chief of Philadelphia policewomen, will conduct the broadcast, which will include case histories, interviews with persons involved with juvenile delinquency and a round-table discussion of the problem with prominent Philadelphia citizens.

Police Commend WICS (TV)

WICS (TV) Springfield, Ill., has been commended by the local police department for its aid in helping to identify lost children. On one occasion, police were unable to identify a 2½-year-old girl and contacted the station for arrangements to put her on tv. Within seconds after her appearance on the *Wrestling from Chicago* show, she was identified by a viewer. On an earlier occasion, a child was lost all day and found by the police department. He appeared on a WICS newscast and was identified before it went off the air.

Records to Children

MORE than 200 records have been donated by WDRC Hartford to three children's institutions in the state—the Newington Home for Crippled Children, the Mansfield State Training School and the Southbury Training School.

WBZ-TV Traffic Film

THIRD in a series of *This Is Your City* films prepared and shown by WBZ-TV Boston was aired June 17 over that station. It deals with traffic conditions in Massachusetts, the road building plan underway in the state, and its effects on New England travel. The film, produced in color, is being made available to schools and civic groups.

UCP Telethons Successful

TWO Illinois stations have reported success in connection with United Cerebral Palsy telethons conducted the past fortnight. WBKB (TV) Chicago reported that the fifth annual telethon drew nearly $600,000 for the 28-hour program, while WICS (TV) Springfield claimed over $20,000 pledged for its 18-hour show. WBKB's figure bettered last year's drive by $200,000. A parade of celebrities was featured on both telethons. In Springfield, radio personalities participated from WCVS, WMAY and WTAX, all Springfield, and were joined by others from stations in Lincoln, Jacksonville and Taylorville.

Disaster Practice

KGW Portland, Ore., has a new all-night disc show, utilizing amateur radio operators, designed as a disaster communications system in the event of emergency. Hams on the outside Portland area accept any requests-tune from the station's nighttime coverage, relaying the request to other amateurs, who in turn call it into KGW. In the event of disaster, the network system would be converted for emergency comunications use.



CITATION for recruiting efforts of *Stars on Parade* has been awarded the DuMont Television Network by the Army and Air Force. Ted Bergmann (l), managing director of DuMont, accepts the award from Maj. Gen. Charles E. Christenberry.

KVOO Safety Campaign

IN AN EFFORT to cut down traffic deaths and auto accidents, KVOO Tulsa has launched a campaign for safe driving. A luncheon for representatives of the Tulsa Police Dept., the Oklahoma Highway Patrol, Oklahoma Safety Council, Citizens Safety Council, and the Tulsa County Civil Defense was hosted by William B. Way, KVOO general manager, who explained plans for the "KVOO Safe Drivers League." Local newscast and spot announcements plugged the League and listeners were told they can obtain membership cards and day-glo stickers for their car bumpers by writing the station. In addition, wrecked cars are being displayed in downtown Tulsa locations as reminders of the necessity of being cautious drivers and careful pedestrians.

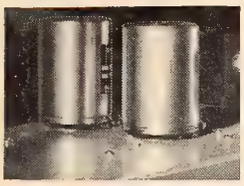
Five UCP Telethons

FIVE telethons have been held on behalf of United Cerebral Palsy Assn. over KGBS-TV San Antonio, KOB-TV Albuquerque, WTAR-TV Norfolk, KGUL-TV Galveston, and WFBC-TV Greenville, S C. Arrangements were completed by John J. Dickman, manager of Telethons for UCP.

Safe Driving Awards

WIP Philadelphia, cooperating with the Philadelphia Automobile Club AAA, broadcasts awards daily on *Heading Home with Bob Menefee* for motorists who demonstrate acts of safety and courtesy. Driver-instructors and safety engineers from the club take to major highways during the 4-6 p.m. rush hours, reporting to WIP the license number of courteous and safe drivers. Winning license numbers are announced by Mr. Menefee and the car owner is invited to call WIP to identify himself.

NO CRYSTAL OVENS



Simplified frequency control with low-temperature-coefficient crystals

ALL TUBES VISIBLE

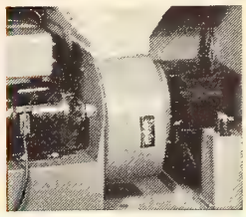
SMALLER PHYSICAL SIZE

NO EXTERNAL EQUIPMENT other than one open dry-type plate transformer

POWER REDUCTION SWITCH

GOOD OVERALL EFFICIENCY FROM POWER LINE TO ANTENNA

FORCED AIR COOLING of entire transmitter



EASY ACCESS TO ALL RELAYS



21E 5 kw — 21M 10 kw BROADCAST TRANSMITTERS

feature for feature . . .

COLLINS offers MORE!

Compare Collins 5 kw and 10 kw broadcast transmitters feature by feature and you'll see that Collins offers *more* for your money. In addition to the many features outlined above, Collins offers simplified circuitry with only 9 tube types in the 21E and 10 tube types in the 21M — a total of only 25 tubes in the 21E and 26 in the 21M. You save on operating costs as well as spare tube stocks. These transmitters are smaller . . . only 28″ deep by 105″ wide, yet all components are easily accessible for servicing. The entire RF final amplifier network is double shielded in heavy gauge aluminum to reduce spurious radiation to a minimum.

The 5 kw 21E may be converted at any time into a 10 kw 21M. Any specified carrier frequency from 540 kc to 18 mc is available.

We invite you to write or phone the Collins office nearest you for descriptive specifications, price and delivery information.

21E CONDENSED SPECIFICATIONS

Power Output: 21E 5500 watts; 21M 10,600 watts.

Frequency Range: 540-1600 kc standard. Frequencies to 18 mc available.

Frequency Stability: ±10 cps.

Audio Frequency Response: Within ±2.0 db from 50 to 10,000 cps.

RF Output Impedance: 75/50 ohms standard. Other impedances available.

Audio Input Impedance: 600/150 ohms.

Temperature Range: +68° to +113° F. Ambient.

Altitude Range: Sea Level to 6000 feet.

Power Source: 208/230 V three phase 50/60 cps.

Weight: 21E approximately 2700 lbs.; 21M approximately 3000 lbs.

Dimensions: 105¼″ wide, 76″ high, 28″ deep.

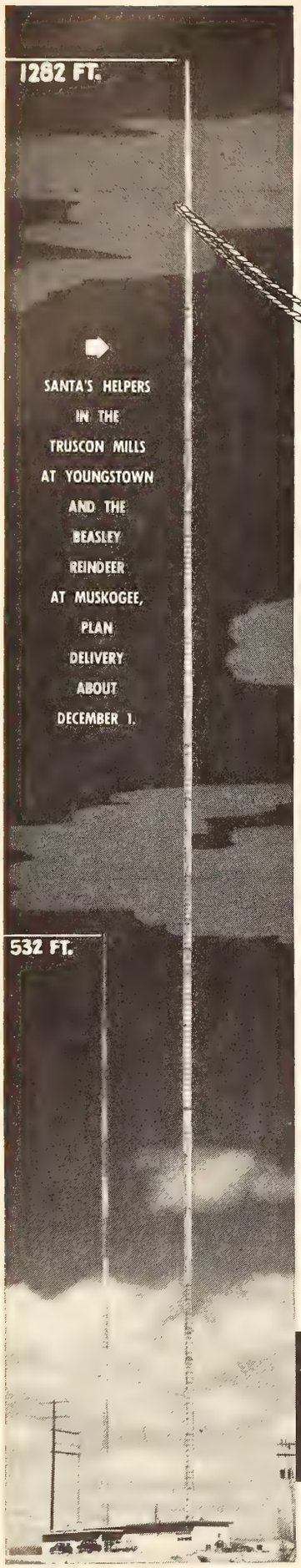
For broadcast equipment quality, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

COLLINS

261 Madison Ave. NEW YORK 16 · 1930 Hi-Line Drive DALLAS 2 · 2700 W. Olive Ave. BURBANK · Petroleum Bldg. TALLAHASSEE · Dogwood Road, Fountain City KNOXVILLE

COLLINS RADIO COMPANY OF CANADA, LTD., 74 Sparks Street, OTTAWA, ONTARIO



WWTV *has done its* CHRISTMAS SHOPPING!

A 1,282 FOOT, 104,000 WATT PACKAGE FOR 1,286,600 MICHIGAN PEOPLE

A 90 Mile signal radius from a quarter mile of steel on the peak of Michigan, a half mile above Lakes Michigan and Huron!

The HOME TOWN STATION of

237 Michigan Communities

now will give you

FOUR MAJOR MARKETS:

MUSKEGON

GRAND RAPIDS

SAGINAW

BAY CITY

CHANNEL 13 WWTV

CADILLAC MICHIGAN

CBS — DUMONT — ABC

REPRESENTED BY

WEED TELEVISION — W. L. SALES, GRAND RAPIDS

SPARTON BROADCASTING COMPANY

AWARDS

Dozen Network Programs Cited by Women's Clubs

FIVE NBC, three ABC, one DuMont and three CBS programs have been named winners in the national poll of tv and radio shows conducted by National Federation of Business & Professional Women's Clubs.

NBC-TV winners were *Home* (Mon.-Fri., 11 a.m.-12 noon); *Camel News Caravan* (Mon.-Fri., 7:45-8 p.m.); *This Is Your Life* (Wed., 10-10:30 p.m.). NBC's *One Man's Family* (Mon.-Fri., 7:45-8 p.m.) was cited as greatest human interest program in radio and *Voice of Firestone* (formerly Mon., 8:30-9 p.m.) was adjudged best radio musical program.

ABC radio winners were *Adventures of Ozzie & Harriet* (Fri., 9-9:30 p.m.); *The Greatest Story Ever Told* (Sun., 5:30-6 p.m.), and Mary Margaret McBride (Mon.-Fri., 2-2:30 p.m.).

CBS' Edward R. Murrow was cited for best news coverage in radio and CBS-TV *Mama* and *Fred Waring Show* won honors in television.

DuMont's *Life Is Worth Living,* featuring Bishop Fulton Sheen, was honored as the best spiritual program.

IN RECOGNITION

Princeton Film Center, Princeton, N. J., presented an award of merit at Boston Film Festival for its film *Via Port of New York,* which was adjudged "excellent" in the sales promotion category.

KFEL-TV Denver presented plaque from 1954 awards committee, Colorado Optometric Assn., at Association's annual convention, for ". . . tv station which contributed the most to the general public . . ."

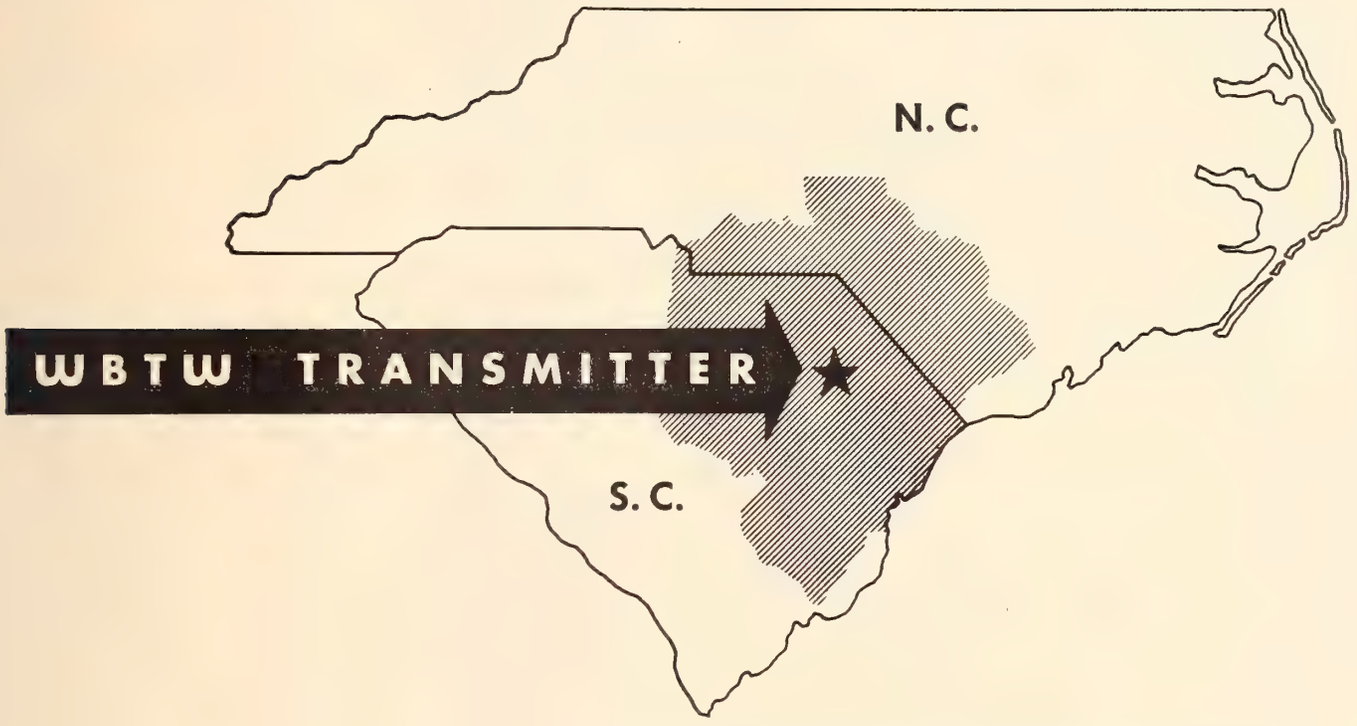
James T. Aubrey Jr., general manager, Columbia Television Pacific Network and KNXT (TV) Hollywood, received California Veterans of Foreign Wars special achievement award "in recognition of his outstanding achievement in the field of public service telecasting in the interest of veterans' affairs."



RICHARD MITTAUER (l) of the WOW-TV Omaha news staff shows James McGaffin Jr., station news editor, the fellowship awarded Mr. Mittauer by the American Political Science Assn. Ten fellowships are given annually by the association to finance work in Washington as a congressional interne on the staffs of congressional committees and of House and Senate members.

Soon!

new, top-power VHF coverage of 1,000,000 carolinians



A great new area station will take the air in the Carolinas on September 26, 1954—WBTW with studios and transmitter at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 70 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. As of November 1, 1953, sets in the WBTW area exceeded 69,000—a total which is expected to grow to 100,000 by debut time.

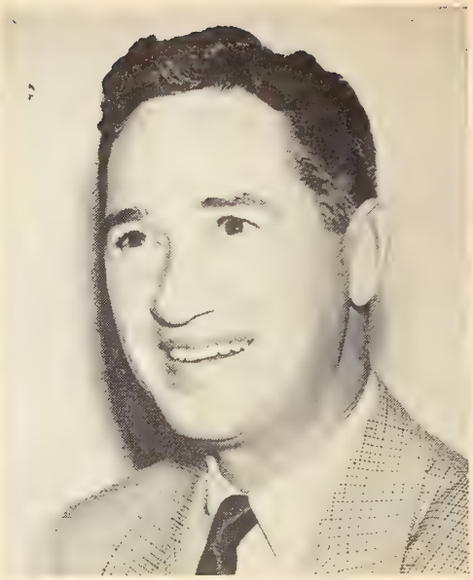
On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION

WBTW
FLORENCE, S. C.
Channel 8 Top Power

Represented Nationally by CBS Television Spot Sales





HARMON O. NELSON

on all accounts

NOW radio-tv director of young, fast-growing Stromberger-LaVene-McKenzie, Los Angeles advertising firm, Harmon O. Nelson began his radio career while a U. of Massachusetts undergraduate, performing on WBZ Boston-WBZA Springfield.

After graduating in 1932 with a B.S. in education and psychology, he immigrated to Hollywood to form his own orchestra. He joined Rockwell-O'Keefe talent agency in 1936, when that firm merged with General Artists Corp. and then entered advertising as radio writer, supervisor and director for Young & Rubicam.

Mr. Nelson enlisted in the Army in 1942, was commissioned and went on to command an Armed Forces Radio Service unit in New Guinea and the Philippines. After separation in 1945 he joined Roche, Williams & Cleary Inc. as West Coast representative, supervising radio programs for the Tums account.

Next he went with Berg-Ellenberg Inc., Hollywood talent agency, as radio director until that firm was absorbed by William Morris Agency in 1950. Mr. Nelson then wrote and supervised radio-tv programs for Kenyon & Eckhardt Inc., Hollywood, as general assistant to vice president Robert Wolfe.

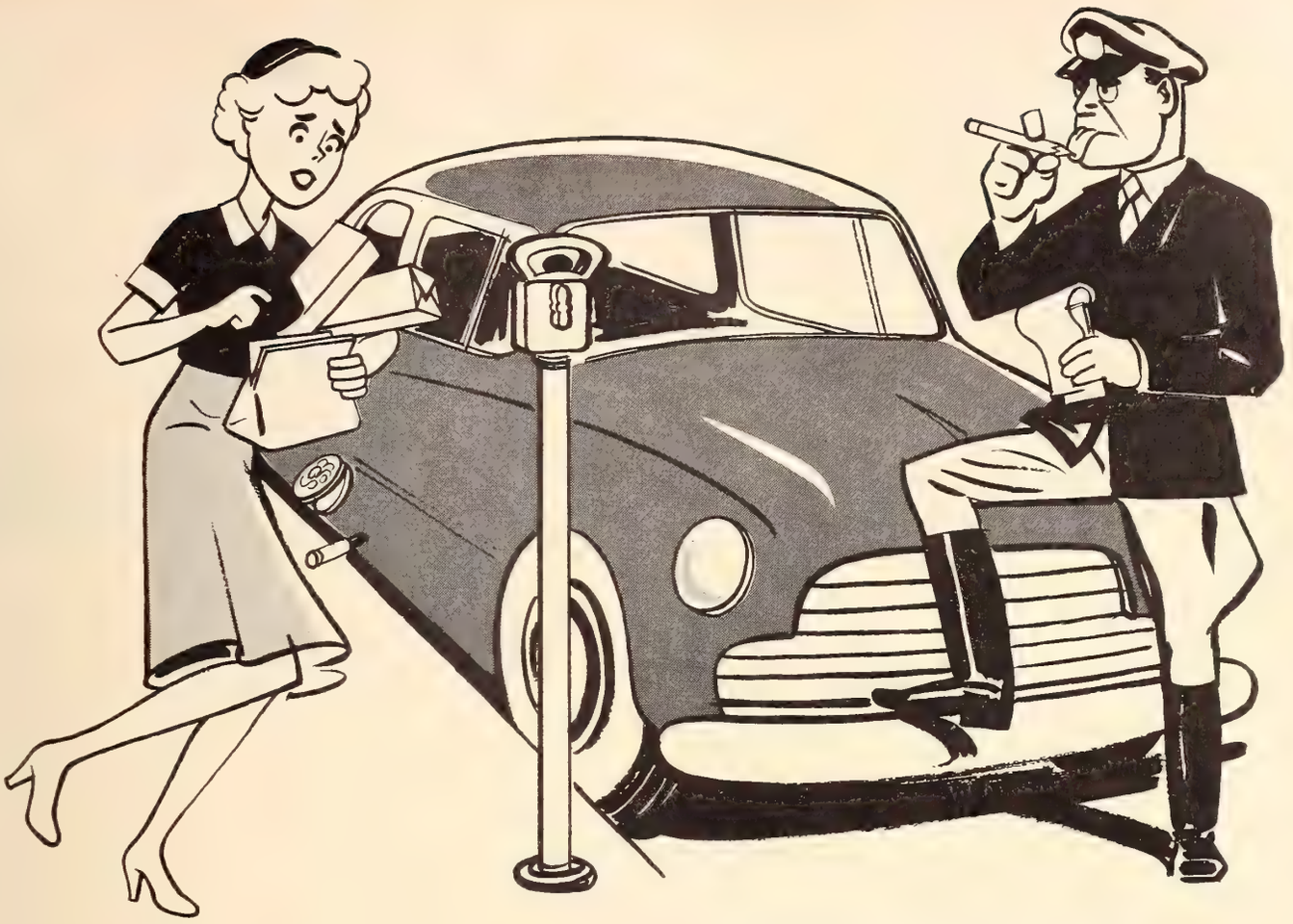
He was named program director of KNBH (TV) Hollywood in 1952, resigned late in 1953, and joined S-L-M in his present position March 1 this year.

As radio-tv director, Mr. Nelson is consulted on programming and time purchases for such S-L-M clients as General Petroleum Corp., for whom he produces MBS *Virgil Pinckley* and KTTV (TV) Hollywood special events presentations, and for Smart & Final Iris Co.

Increasingly, tv film syndication is proving effective in putting film within reach of most advertisers, Mr. Nelson believes. Certain individuals and programs on live tv with loyal followings will always be important, but they will be badly crowded for desirable time as film use spreads.

Merchandising "plusses" offered by progressive stations must be increasingly considered by agencies trying to do a job for their clients, Mr. Nelson feels.

His wife is the former Anne Roberts (recently named business affairs director, CBS Radio Hollywood). The Nelsons live in Beverly Hills with their 2-year-old daughter Gaye. Mr. Nelson golfs, flies (though not as often as he would like, these days) and actively promotes the local chapter of the American Assn. for the United Nations.



It's No Draw...In Omaha

KMTV is the one television station in the Omaha market that writes *the ticket everyone wants*—the ticket to bigger sales.

The latest Pulse survey (May 15-21) shows these Omaha audience preferences: KMTV has 11 of the top 15 weekly shows . . . 7 of the top 10 multi-weekly shows . . . the most popular locally produced shows . . . and a dominant popularity leadership in both daytime and nighttime quarter hours.

But check Pulse for *any time you prefer!* Monday through Sunday, 7 a.m. to 6 p.m., KMTV's margin of leadership is 78 per cent. In class A and B evening hours, KMTV leads by 63 per cent.

As a truly regional station, KMTV has a 3-to-1 popularity ratio over 7 other TV stations as the best-received and most-watched station within a 100-mile radius of Omaha. (Name of this impartial survey and statistics on request.)

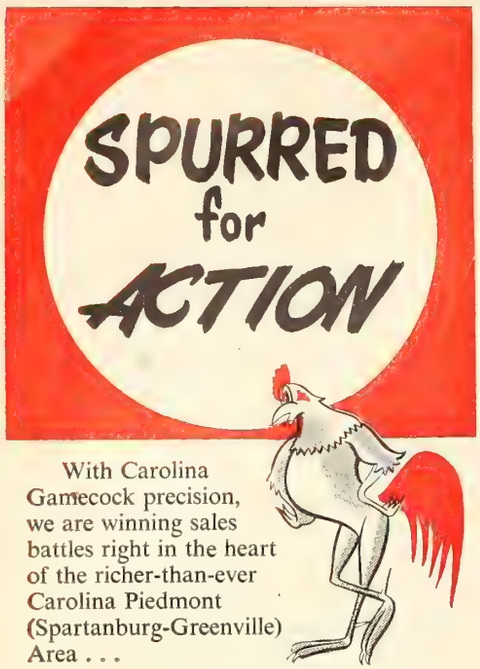
You'll benefit, too, from these sales-producing bonuses on KMTV: strong merchandising aids . . . the Midwest's finest live commercial facilities . . . KMTV's consistently big mail response . . . special events . . . and other promotional and publicity extras.

For *your* ticket to bigger sales in this booming market of one million people with two billion dollars to spend, contact KMTV or Petry today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.



With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

our respects

to MURRAY DANFORTH LINCOLN



MURRAY D. LINCOLN, president of Peoples Broadcasting Corp., Columbus, Ohio, is a man whose adult life, like that of the famed Civil War President, has been dedicated to the proposition that the public can and must be served.

The modern Lincoln, who shares a common ancestry with his illustrious predecessor, is tall, erect, square-jawed. Like Abraham Lincoln, he is driven by the urge, as he puts it, to prove that "people have within their own hands the tools to fashion their own destiny."

Murray Lincoln has attempted to translate this personal credo into practice in all his manifold business activities, starting with the cooperative farm movement in 1916, the insurance business as far back as 1925, and most recently in the broadcasting field. In 1946 he organized Peoples Broadcasting Corp., one of the various subsidiaries of Farm Bureau Insurance Cos. of Ohio, of which he also is president.

It is estimated that about $3½ million to $4 million is invested in Peoples Broadcasting, which currently operates WGAR Cleveland; WTTM Trenton, N. J.; WRFD Worthington, Ohio, and WMMN Fairmount, W. Va. It recently sold WOL Washington.

Mr. Lincoln credits much of the success of Peoples Broadcasting Corp. to good stations in fine locations, to an outstanding group of station managers and to Herbert E. Evans, vice president and general manager of PBC, who is entrusted with the responsibility of overall supervision and operation of the broadcast properties. Messrs. Lincoln and Evans eye the future with plans for a full complement of seven radio and five tv stations.

The sense of public service that Murray D. Lincoln brings to his broadcast operations threads his entire business career. He is descended from Abraham Lincoln's New England stock: the Great Emancipator's great-grandfather had two brothers and Murray Lincoln is a direct descendant of one of them. He was born near Raynham, Mass., on April 18, 1892, and was graduated from the Massachusetts Agricultural College (now U. of Massachusetts) in 1914.

Following various jobs in banking and in the farm agent field, Mr. Lincoln was appointed executive secretary of the newly-formed Ohio Farm Bureau Federation in 1920. In 1925, members of the federation began to question what they believed were excessive rates for automobile insurance, Mr. Lincoln relates, and with $10,000 in dues they set up the Farm Bureau Mutual Automobile Insurance Co. Today, the Farm Bureau insurance group also consists of a fire insurance company and a life insurance company, as well as subsidiaries with total assets of more than $200 million. Since 1948 Mr. Lincoln has not been affiliated with the Ohio Farm Bureau Federation, and the insurance companies and their subsidiaries are completely separate entities.

Mr. Lincoln persuaded FBIC to enter radio in 1946. He explains it this way:

"We're in radio to bring town and country—food producer and consumer—closer together, to help them understand one another and realize they have things in common. They must realize they are interdependent. They ought to know more of their common American heritage, both rural and urban. And, more than anything, we are trying to keep open the channels of communications for all sides of every issue.

Mr. Lincoln points with pride to his stations' dedication to public service. WRFD broadcasts a full schedule of service aids to farmers but also fulfills the needs of city citizens.

WTTM, which serves the rapidly expanding Delaware Valley sector with its new steel towns, manufacturing areas and the fertile Pennsylvania farmland, presented the first broadcasts of investigative hearings at the state capitol (140 hours of it). WMMN, situated in a heavily-industrialized area, broadcast from the working face of a coal mine shaft, a foundry and a glass plant. WGAR presents weekly tape-recorded broadcasts of city council meetings.

Mr. Lincoln is married to the former Anne Hurst of Taunton, Mass. They live on a 200-acre dairy farm near Columbus, where Mr. Lincoln operates as a working farmer.

Mr. Lincoln's dedication to public service extends to the international sphere. In the spring of 1943 he served on the five-member U. S. delegation to the United Nations Conference on Food and Agriculture. In July 1945 he was named a U. S. representative to the International Cooperative Alliance in London. Perhaps Mr. Lincoln's outstanding contribution in the realm of international public service has been the role he has played with CARE, the organization which provides food, clothing and other necessities to needy families in Europe and Asia. He has been president of CARE since it was organized.

Long interested in Currier & Ives prints, Mr. Lincoln has a personal collection and has fostered a company gallery of 120 rare rural prints, an outstanding collection which hangs in Columbus headquarters and is frequently exhibited around the nation.

Although Peoples Broadcasting has its sights on television, Mr. Lincoln is highly enthusiastic about radio. He points out that Americans are a mobile people and tv pins them down too much. Radio, he says, permits them to move around at will, and he adds: "Because of the capacity of radio to serve people, I believe in radio's future as I have in its past."

RCA

MICROWAVE

- **New Design For Color Operation**
- **Extra Black-and-White Performance**



RCA Microwave Relay systems have been "proved-in-use" in both studio-transmitter circuits and field pick-up service. Today, RCA is the choice of television networks, telephone companies, and big TV stations—both in portable and fixed installations.

New TTR-1C/TRR-1D Microwave Relay Equipment. RCA's wide-band relay transmitter, receiver, and antenna units are designed for operation in accordance with FCC Color Standards. In short, *your equipment investment is protected!*

Your choice of Vertical or Horizontal Polarization. RCA microwave equipment can be arranged so that two links can be operated in the same channel. A choice of horizontal or vertical radiators (using RCA antenna waveguide feeds) eliminates inter-channel interference between individual links.

Simplified Design—Fewer Tubes. Tubes and circuits have been kept to a minimum. Only 5 tubes in the transmitter unit; only 6 in the receiver unit—*including klystrons!* All other tubes are at the control position (easily accessible).

"Built-in" Variable Wavemeter—High-Gain Antenna. RCA's simplified design offers other benefits, too. For example, oscillator output is coupled with a waveguide and detector-monitor system so that it serves as a variable wavemeter. RCA Parabolic Antennas provide gains up to 11,500. Frequency range is 6500-7050 mc.

Easy Accessibility and Convenient Rear Loading. Transmitter and receiver chassis slide out easily from the weatherproof housing for quick maintenance. A keyhole-shaped cutout in the reflector enables you to insert the complete antenna/chassis assembly from the rear of the reflector.

Everything for Microwave. RCA's wide line of microwave equipment provides complete systems flexibility to meet specific color or monochrome needs. RCA not only has microwave transmitters, receivers, power supplies, antennas, parabolic reflectors. *RCA supplies every accessory required to put a TV relay system in operation.*

RCA engineers know TV microwave techniques from A to Z. For planning help and technical information, call your RCA Broadcast Sales Representative. In Canada, write RCA-Victor Ltd., Montreal.



FREE, 8- and 12-page illustrated brochures on the RCA TV Microwave Systems and RCA Microwave accessories. The books include complete data, plans, accessories, physical dimensions. Get a free copy from your RCA Broadcast Sales Representative.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION ***CAMDEN, N.J.***



like shooting fish in a barrel

"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" everyday.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

OPEN MIKE

Reprint Request

EDITOR:

In case "How Drug Chain Uses Radio," page 70, June 21, is reprinted, we shall be glad to pay for two or three dozen of them.

Frank E. Wimberly
Manager
KWHW Altus, Okla.

[EDITOR'S NOTE: A limited number of reprints is available. Mr. Wimberly's are on the way.]

Round and Round (Cont.)

EDITOR:

We thought we'd like to get our two cents in on the "swing to 45" record setup. When we first went on the air back in 1950, we decided to try 45's. We did for two weeks and decided they were impractical. Well, here we go again. When notice arrived from the record companies, we started pricing the facilities to play them with, and found them sky high. We now have a set-up to play them, but what have we actually gained? The whole thing is just the appeasement of *one* large industrial giant. Actually, if the record companies were out to save space and money, a microgroove record at 33-⅓ the size of the 45 would have been a lot better. Oh well, we don't like 'em, but we're stuck with 'em. So we'll sit it out now and see what develops.

Joe Klarke, Prog. Dir.
WATH Athens, Ohio

A Bull, Literally

EDITOR:

Read your write-up about Perry's Ridiculous Day promotion here in Perry [B•T, June 21]. It was a fine effort; but the Washington apartment dweller who scanned the photo didn't take a close enough look. That was a cow I was pulling and not a bull. It was the "udder" sex. In Iowa cows are cows and bulls are bulls and they're both pleased with that arrangement. . . .

Lowell Jack, Studio Mgr.
KWBG Perry, Iowa

[EDITOR'S NOTE: The B•T staffer who identified the beast as a bull is now taking a course in animal husbandry.]

Don't Send a Boy

EDITOR:

After reading your editorial "Needed: Salesmen" in the issue of June 28, let me say that there isn't a man who realizes the truth of that editorial more than I.

Having served many years as salesman-commercial manager, and approximately eight years as general manager of stations, I know whereof I speak, and I agree with Mr. Oliver B. Capelle, advertising manager of Miles Labs when he says, "We have more confidence in radio than broadcasters themselves." Let me ask a question and hope for an answer. How in the name of common sense are you going to get good salesmen who really know salesmanship when so many station owners seem to think that $50-65-75 is enough to pay a salesman? I know of stations who have put forth those figures in the past. They want their men to have the 15% commission and make $200 a week, but the men they hire never sold radio, had no knowledge of programming, packaging or any of the dozens of things that make a good radio salesman.

You can't take a man who has sold groceries or some specialty, and send him out to call on sharp clients for a station.

N. L. Royster, Sls. Mgr.
WAYS-AM-TV Charlotte, N. C.



To a TV program director who's tearing his hair



TEX RITTER



CONNIE HAINES



MEL TORME



SARAH VAUGHAN

You can save your hair and save money too, with Studio Telescriptions. For the Studio Telescription Library gives you a complete programming service.

You get scripts, program ideas, background material, and handy index files with which you can build any number of sparkling, production-type shows . . . five minute, fifteen minute or half-hour programs. But most important, you get the country's top musical talent on film which you can program in any number of different shows in only a matter of minutes.

Here is the answer to top quality television programming without high production costs. Find out today what Studio Telescriptions can do for you.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

THE BASES LOADED . . . AND LOOK WHO'S UP



DANNY O'NEIL

ART HERN, the
PIED PIPER—a solid
hit with the youngsters!
DANNY O'NEIL, captures the crowd
with his Monday through Friday morning variety
lineup and his two Monday evening double-headers . . .
WIN STRACKE, loads the bases on CHANNEL 7 with award-
winning TIME FOR UNCLE WIN hit! And the man
with the heavy bat and power swing,
TOM DUGGAN currently hitting
5 nights each week on
WBKB, CHANNEL 7!



ART HERN



WIN STRACKE

And waiting in the dugout for their turn at bat, these outstanding hitters *score* with more and better results for your product!

TOM DUGGAN



WBKB DUGOUT

TOMMY BARTLETT, JOE KELLY
CLAUDE KIRCHNER, ULMER
TURNER, FRAZIER THOMAS

Get full information from . . .

WBKB CHANNEL 7

20 North Wacker Drive, Chicago 6, Illinois
Telephone ANdover 3-0800
ABC TELEVISION NETWORK

BLAIR TV

TELEVISION'S FIRST EXCLUSIVE
NATIONAL REPRESENTATIVE

BROADCASTING TELECASTING

July 12, 1954 Vol. 47, No. 2

WHAT'S THE FUTURE OF UHF? FCC HAS VARIETY OF ANSWERS

INDIVIDUAL FCC commissioners presented their views on the uhf problem at a closed meeting with the Potter subcommittee last week. The most extreme of all came from Comr. Bartley who advocated elimination of uhf and a re-allocation within a wider vhf range than the one now used for commercial television (see page 28). Comr. Hennock stuck with her proposal to move all tv to the uhf band. Others proposed more moderate action.

At week's end the prospects were that the Potter subcommittee would recommend three short-range steps for the relief of uhf—lifting excise taxes on uhf-vhf receivers, liberalizing multiple ownership of stations, encouraging manufacturers to produce all-range sets. But more drastic cures may lie in uhf's future.

SENATE'S IMMEDIATE CURES

A THREE-PRONGED offensive for the relief of distraught uhf broadcasters by the Senate Communications Subcommittee appeared in immediate prospect following a joint closed meeting last Thursday with the FCC.

To encourage development of the upper tv band, the Senators appeared convinced, upon recommendation of FCC majority members, that these short-range steps should be taken:

1. Lifting of the 10% excise tax on receivers embracing the uhf range, as proposed by Sen. Edwin C. Johnson (D-Colo.).

2. Liberalization of the multiple ownership rule to raise the present five-station ownership limit in tv, to allow perhaps two additional uhf stations under common ownership (which would assure network service and improved "circulation" in many areas).

3. Creation of a study group, either as an *ad hoc* committee of outside experts, augmented by government, or a special government group, to explore long-range means of alleviating the overall problem, and with a particular look at the use by government of channels that might be diverted for vhf tv use.

Progress Made

While no definitive measures were decided upon following the 3½ hour session of the Potter group with FCC, the three-ply approach appeared to be one upon which all concerned could agree. What the subcommittee may construe as desirable long-range panaceas, if any, presumably will be considered after a study by a committee of experts is undertaken.

There appeared little likelihood that extreme proposals, such as deintermixture of uhf and vhf in the same markets; curtailment of vhf service to something approaching single market coverage, or movement of all television to uhf, will receive immediate committee consideration. The proposal for a new freeze on all tv authorizations, pending a thorough-going study, also appeared to have lost committee support.

One disconcerting note on the tax relief proposal, regarded as a basic first step, was a letter in opposition to the legislation from Fred Bell, president of Packard-Bell Co., Los Angeles, to Chairman Millikin of the Senate Finance Committee, where the Johnson proposal awaits action, probably this week. So far as is known, however, this is the only industry opposition, and other RETMA members reportedly favor the relief as a means of stimulating production of all-band sets and of encouraging development of uhf circulation.

It was generally agreed by committee members that the unique meeting of FCC with the subcommittee was salutary. Each Commissioner was interrogated, and while individual views were expressed the majority generally conformed with those expressed in public hearing by Chairman Rosel H. Hyde, as FCC spokesman.

The Senators' meeting with the Commission, held at 2:30 p.m. in the Capitol, informally explored all recommendations which had been presented to the subcommittee during the uhf-multiple ownership hearing.

Individual opinions of the commissioners, who were encouraged to talk freely, were solicited on each proposal. At the same time, Comr. Robert T. Bartley unveiled at the closed session a novel proposition which espouses the dropping of uhf and the placing of all tv into a broader vhf allocation pattern (see Bartley story next page).

Comr. Bartley had proposed a Government commission to investigate prospects of adding vhf channels by assignment of unneeded Government reservations, to be financed by Federal appropriation. Comr. Robert E. Lee, however, had urged an industry group, augmented by Government representatives, along the lines of the *ad hoc* color committee.

After the session broke up, Subcommittee Chairman Charles E. Potter (R-Mich.) said he expected that perhaps as many as three executive sessions of the subcommittee would be necessary before decisions are made.

First of these sessions will be held this week or next, committee attaches reported.

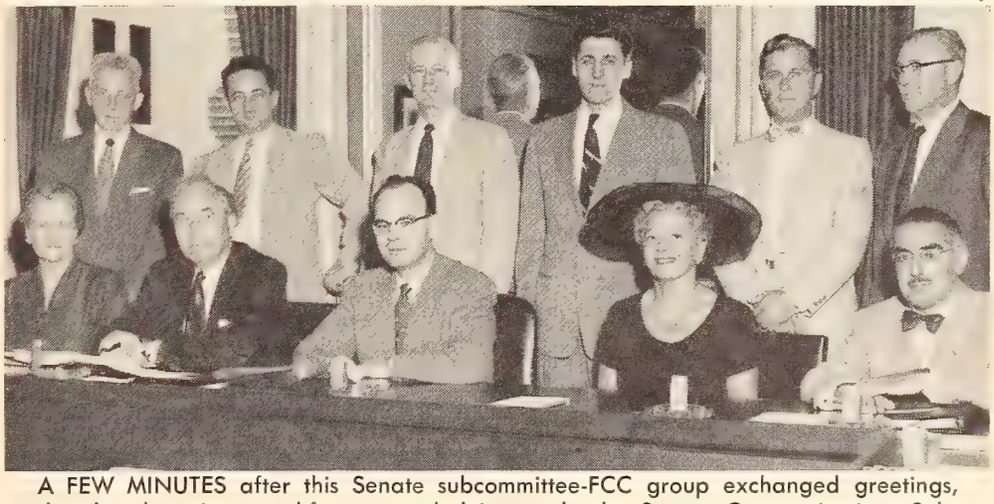
Chairman Potter said he did not believe legislation would be proposed on uhf this late in the congressional session.

He revealed that various proposals for so-called advisory committees to aid the subcommittee in its deliberations had been discussed.

No subcommittee decisions were made during this exploratory meeting, Sen. Potter declared. He said the procedure was to "pick the brains" of the various commissioners on the uhf problem. They acted individually, not taking a "concerted" position as a Commission, he said.

All subcommittee members—Chairman Potter, Sens. Andrew F. Schoeppel (R-Kan.), Eva Bowring (R-Neb.), Earle C. Clements (D-Ky.) and John O. Pastore (D-R. I.)—attended the meeting. Also at the session was Sen. Johnson, top ranking minority member of the full Commerce Committee.

FCC Chairman Rosel H. Hyde and Comrs. Frieda B. Hennock, Lee, E. M. Webster, Bartley



A FEW MINUTES after this Senate subcommittee-FCC group exchanged greetings, the closed session on uhf was gaveled into order by Senate Communications Subcommittee Chairman Charles E. Potter (R-Mich.). Seated, l to r: Sens. Eva Bowring (R-Neb.); Andrew F. Schoeppel (R-Kan.); Potter; FCC Comr. Frieda B. Hennock, and Sen. John O. Pastore (D-R. I.). Standing, l to r: FCC Comrs. E. M. Webster; Robert E. Lee; Rosel H. Hyde (chairman); Nicholas Zapple, communications expert, Senate Commerce Committee; FCC Comrs. John C. Doerfer and Robert T. Bartley. Comr. George E. Sterling was not in Washington. Sens. Edwin C. Johnson (D-Colo.) of the Commerce Committee and Earle C. Clements (D-Ky.), new member of the subcommittee, who attended the session, were not present when the picture was taken.

and John C. Doerfer took part. Comr. George E. Sterling was vacationing in Maine.

Also reported was a retreat by Comr. Hennock on certain extreme positions on uhf, although she did not backstep from her belief that eventually all tv ought to be placed in the uhf.

Miss Hennock is understood to have dropped her demand for an immediate freeze, and also was not as persistent on cutting down of vhf power and coverage.

The meeting was called as a sounding of expert, Commission opinion on every facet of the uhf question, and the purpose apparently was served. Informality was the rule with no stenographic record taken. Reportedly the FCC will be asked to put into writing what was expressed before the subcommittee last week. This will permit some modification and reconciliation among the independent FCC views, although there would be dissents and separate opinions filed on certain issues.

In essence, the Bartley proposal was said to have envisioned a turnback to commercial broadcast use of vhf spectrum space now held by the Government or the military. The vhf modification would include use of directional antennas, it was reported.

Comr. Webster was understood to have questioned the Bartley proposal mostly on technical grounds, but felt there was some merit to the suggestion that a spectrum study be made with respect to use by government of portions of the spectrum.

The free, open exchange between Senators and an independent agency is not unprecedented in Washington annals but it is a rare procedure.

Senators seemed satisfied with its outcome. Sen. Potter said he saw no need for the Commissioners to make a repeat, closed door perperformance on uhf. Sen. Bowring, as she left the subcommittee room, commented that she was certain "something is being done" on uhf and "now it is the time to do it, before it is too late."

BARTLEY'S STRONG MEDICINE

TELEVISION'S only chance of providing a nationwide competitive service lies in a vhf-only system, in the opinion of FCC Comr. Robert T. Bartley.

Convinced that uhf will never be a major factor in tv, Comr. Bartley told the Virginia Assn. of Broadcasters Friday at Natural Bridge that new channels should be added to the vhf band.

He feels an *ad hoc* commission should probe the idea and report to Congress.

Speaking almost in the shadow of the first major uhf death—WROV-TV Roanoke—Comr. Bartley inadvertently was observing the first anniversary of this event ["What Happened in Roanoke," B•T, July 13, 1953].

Wholesale Changes

The change from a two-band to single-band allocation will involve major shuffling and costly changes of transmitting and receiving equipment, he conceded, but it is the only hope for television to fulfill its destiny. He said the solution is up to Congress.

This dramatic disclosure of an idea that has hitherto been kept behind FCC doors poses several problems, all of which Comr. Bartley believes are trivial compared to the eventual tragedy that could strike the video system and even the national economy. Here are some of the problems:

- Government, communication, and military agencies would have to yield spectrum space between 216 and 470 mc, in exchange for uhf space.
- Uhf stations would shift to perhaps a dozen or more new vhf channels above 216 mc and get allocation priority.
- Uhf stations would have to convert transmitters.
- Viewers would have to convert receivers, though in many cases the adjustment would not be difficult or costly.
- The spectrum juggling is beyond FCC control and subject to White House and Congressional mandate.
- Uhf is in the same jam as fm; moreover, uhf is not a superior service to vhf, in Comr. Bartley's opinion.
- Federal regulators would have to admit the two-band allocation hasn't turned out the way they hoped when the plan was conceived and executed.
- Manufacturers would redesign set tuners and provide conversion gear for present sets—both believed simple in comparison to the uhf problem.
- Coverage of some existing vhf stations might be curtailed.
- Directional antennas might be necessary.

FCC thoughts on the vhf-uhf crisis were tapped Thursday afternoon by the Senate Communications Subcommittee, meeting in executive session, with Comr. Bartley understood to have submitted his ideas (see committee story this page).

In his Natural Bridge talk, and in informal conversations afterward, Comr. Bartley conceded his plan can be expected to draw roars of criticism from many segments of government and industry.

Not Too Disturbing

That didn't disturb him too much, he explained, when he took a look at what is happening to uhf stations and when he contemplated the future of a television industry that already is in the first stages of allocation agonies and faces dangerous crises.

Every day of delay is dangerous and intensifies the hazards of finding a solution, according to Comr. Bartley. His summary of what is happening sums up this way:

A small number of people around the nation are developing powerful tv empires under the present dual allocation, since the present vhf band can't provide a nationwide competitive service. Except for a few uhf oases, the uhf stations appear to have little chance of becoming a major competitive factor in television.

Having laid that background, Comr. Bartley told the Virginia broadcasters the issue narrows down to a choice between the value of the competitive, free enterprise tv system, and the unknown value of government-controlled communications channels.

The information needed to decide the whole issue simply isn't available, he said.

The obvious answer, he argued, is for Congress to name a special commission to assemble these facts and report within, say, six months.

Such a commission could have access to secret allocation data and the uses to which big hunks of spectrum are put. It could investigate oft-heard charges that valuable frequencies have been hoarded by government agencies and the military, with little regard for their actual need or the nation's desire for a competitive tv service.

FCC is helpless to dip into these reservoirs of used and unused channels since they are controlled by White House mandate at the request of federal and military agencies.

Supported by Congressional fiat, the commission might consist of two persons to be named by the President; one by the Vice President to represent the Senate; one by the Speaker of the House, and one by the FCC Chairman. It would be charged with a fast and thorough investigation of the tv allocation problem.

Looking at the tv advertising picture, Comr. Bartley recalled that a year ago he had expressed concern over the fact that two major networks, possessing great program resources, were obtaining much of the available time in single-station areas. Here the problem of set saturation becomes important, he said, since in key markets around 70% of homes own a vhf receiver. Advertisers, therefore, can find no effective substitute for a vhf station, he contended at that time.

Another angle of the commercial problem, he continued, is the scarcity of adjacencies to meet local needs. The split-band system leads to high rates for station time, with the result that local stores and service firms can scarcely compete against big local or national spot advertisers. All this adds up to encouragement of monopolies in the national economy, he suggested.

In comparing uhf's problems to those of fm, Comr. Bartley noted the public resistance to conversion of tv receivers along with the belief that uhf cannot claim, as does fm, superiority from a technical standpoint. He conceded, though, that the uhf band has some advantages such as lack of crowding and interference. On the other hand uhf coverage is limited and uhf receiving equipment is of poorer quality, he contended.

Comr. Bartley said he is opposed to plans to move all television into the uhf band. Conceding the problems involved in moving uhf into an expanded vhf band, he said compromises would be necessary.

Possible Effects

Station coverage might be affected, he said, since the main problem in setting up a widened vhf band would center around separation. Here the engineers fail to agree, he said.

On the other hand, he indicated that if allocations are provided for the area between Norfolk, Va., and Portland, Me., the rest of the country can be taken care of without too much difficulty.

The temporary processing procedure adopted by FCC at Congressional suggestion departs from the Commission's policy of making first grants where the greatest need exists, he said, a year ago in dissenting to the Denver decision, citing the problem in Denver. There, he said, three grants have been made and the city may wind up with a half-dozen grants before the Commission can schedule hearings looking toward a second grant for St. Louis. The latter city is twice as large as Denver, and eight other single-station cities also are larger, he pointed out at that time.

JOHNSON'S EXCISE TAX IDEA

SEN. EDWIN C. JOHNSON (D-Colo.) said Thursday he would "press hard" for Senate Finance Committee action on his proposal to eliminate the Federal excise levy on all-channel tv sets.

Sen. Johnson said the committee failed to take up the measure last Wednesday because the group made it a hearing day and did not consider any proposed legislation.

The Johnson proposal is seen as fundamental to the question of aiding uhf's plight.

KOOLS BUYS 'LINEUP' WITH CONCESSIONS; PET MILK, AUTO-LITE LOSE TIME SLOTS

CBS allowed to sell Kools show to other sponsors outside the 50 stations taken by cigarette firm. 'Amateur Hour' and 'Suspense' are latest casualties to network's program re-building.

IN a new arrangement with CBS—conceivably the first of its kind—Kool cigarettes last week agreed to sponsor in the fall the CBS-TV Film Division's *Lineup* series on 50 stations of the CBS-TV Network, reserving to the Film Division the right simultaneously to sell the show to other sponsors in other markets.

Another feature of the unique deal: after six months CBS-TV Film Sales will inherit the right to re-run the series in the original 50 Kool markets under new sponsorship but with a different title.

Lineup will replace *My Friend Irma* for Kools, Fridays, 10.10:30 p.m. on CBS-TV. Agency for Kools is Ted Bates Inc., New York.

Other important business actions of the week include the following:

Pet Milk, St. Louis, has been asked by NBC-TV to change its show *Original Amateur Hour* next season or vacate the time for another sponsor. This is in line with NBC's sweeping program-building policy designed to strengthen the audience appeal of the network's lineup of shows.

Pet Milk sponsors *Original Amateur Hour* Saturdays, 8:30-9 p.m., through the Gardner Agency, St. Louis.

Campbell Soup Co., Camden, through BBDO, New York, after several months of screening, is considering two properties as a replacement for its *Soundstage*, Fridays, 9:30-10 p.m. on CBS-TV. The first is a dramatic series titled *Lassie* and the second is a situation comedy featuring Peter Lawford in *Pheebe*. A decision on either one of the packages for the Friday night period is expected shortly.

Brillo Mfg. Co., New York, through J. Walter Thompson Co., New York, will start sponsorship Aug. 5 of *So You Want to Lead a Band* with Sammy Kaye on ABC-TV, Thursdays, 9-9:30 p.m. for 39 weeks.

S. C. Johnson & Co., Racine (Johnson's wax), through Needham, Louis & Brorby, Chicago, is expected to sponsor *Life With Father* Tuesdays at 9:30-10 p.m. on CBS-TV. The time was vacated by Electric Auto-Lite Co. [B•T, July 5] at the request of the network, which had notified the advertiser that in view of realignment of Tuesday night programming its *Suspense* series could not be renewed in that time period. CBS-TV said that it had and would continue to offer alternate time periods and programs. Electric Auto-Lite Co., however, cancelled the show effective Aug. 17 and late last week gave no indication as to what it would do—if anything—in television this year. Cecil & Presbry, New York, is the agency for Auto-Lite.

Norcross Inc. (greeting cards, gift wrappings, and "signature notes"), New York, signed for its tv debut as third co-sponsor of Ford Foundation Tv-Radio Workshop's *Omnibus* when it resumes on CBS-TV Oct. 17 (Sun., 5-6:30 p.m.). Other sponsors already signed: Scott Paper Co. and Aluminium Ltd. of Canada. The series is available to a total of four non-competitive sponsors. Agency for Norcross: Abbott Kimball Co., New York.

Hotpoint Realigns Marketing

HOTPOINT Inc., Chicago, last week announced a realignment of its marketing department involving autonomy for various products and a reshuffle in the chain of command for advertising. A sales planning manager will head each product group, with each staff maintaining responsibility for advertising, sales, merchandising and other activities. Hotpoint sponsors *Ozzie & Harriet* on ABC radio and tv networks.



RADIO advertising schedule on CBS Radio's KMOX St. Louis for summer, fall and winter is signed by Frank Mayfield, president of Scruggs-Vandervoort-Barney department store. Others (l to r): Earl Collier, store's ad manager; Robert Hyland, KMOX assistant general manager, and Maurice Hirsch, Hirsch-Tamm & Ullman agency, St. Louis.

Staley Puts $1 Million Into Radio-Tv Timebuys

A $1 MILLION radio-tv advertising campaign is being launched this month by A. E. Staley Mfg. Co., Decatur, Ill., with sponsorship of network radio and tv properties.

The firm (Sta-Flo starch) has bought *Arthur Godfrey Time* on CBS Radio across the board, 10-10:15 a.m, EDT, effective July 19, for 26 weeks. It previously had purchased Don McNeill's *Breakfast Club* on ABC-TV, Tues.-Thurs., 8:30-45 a.m. CDT, starting July 27, for 52 weeks [AT DEADLINE, June 14]. Agency is Ruthrauff & Ryan, Chicago.

The outlay also was understood to cover certain dealer aids as part of the promotion drive, and will supplement expenditures in newspapers, magazines and other media.

Kellogg Revises Lineup For 'Hickok' and 'Superman'

KELLOGG Co., Battle Creek, Mich., is arranging with ABC-TV to clear some 25 affiliates for *Superman* and *Wild Bill Hickok*, it was confirmed last week.

The cereal firm currently sponsors the two film packages on 80 stations on a spot basis throughout the country and is seeking smaller market availabilities, it was reported. The series will be launched on network outlets in mid-August. Kellogg agency is Leo Burnett Co., Chicago.

Where cable facilities are not yet available, stations will spot the shows to their own best competitive advantage.

Wedemeyer Leaves Avco

RESIGNATION of Lt. Gen. Albert C. Wedemeyer (U. S. A. Ret.) as vice president of the Avco Mfg. Corp., New York, was announced last week. Effective Sept. 1, Gen. Wedemeyer will become vice president and director of Rheem Mfg. Co., New York, manufacturers of shipping containers, household appliances and ordnance aircraft.

B•T, K&E Cooperate in Merchandising Study

MERCHANDISING services offered to advertisers by U. S. tv stations, either gratis or on a fee basis, will be reported in full detail in the 1954 TELECASTING YEARBOOK-MARKETBOOK, to be published in mid-August. Later in the year a similar compilation of data on the merchandising services available from the nation's radio stations will be published by B•T.

Both the tv and radio merchandising reports are the result of a cooperative arrangement between B•T and Kenyon & Eckhardt, New York advertising agency which a year ago first began collecting these data for its own use and subsequently decided to make them available to all interested advertising people through publication by B•T. The first tv merchandising survey report was published in the 1953-54 TELECASTING YEARBOOK-MARKETBOOK. The first tabulation of the radio stations' merchandising services was published by B•T as part II of the issue of Nov. 30, 1953.

Four-page merchandising questionnaire was sent some weeks ago to more than 350 tv stations and 2,600 radio stations by Kenyon & Eckhardt, whose research department is now tabulating the replies. Returns to date indicate that even more stations will respond to the agency questionnaires this year than last, when some 80% answered.

Hal Davis, K & E vice president in charge of promotion, and G. Maxwell Ule, vice president in charge of research, pointed out last week that the stimulus to building audience and sales provided by station merchandising and promotion is an important variable in the selection of media by agency clients. K & E's belief that information on merchandising is necessary for a proper evaluation of markets and stations was the origin of the surveys.

Three-fold purpose of the agency's broadcast media merchandising survey, K & E stated, is: to acquaint buyers of broadcast time with the various services provided by stations; to acquaint sellers of the time with the services offered by other broadcasters, and to compile for both buyer and seller an industry-wide report reflecting the current policies and practices of broadcasters in offering merchandising services to their advertisers.

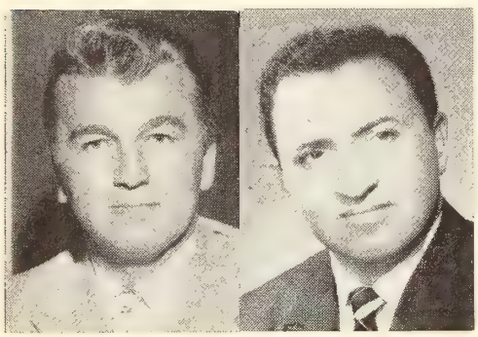
Emerson Campaign

LARGEST and most ambitious advertising campaign in the history of Emerson Radio & Phonograph Corp., New York, is scheduled for next year. The company plans to spend more than $7 million and will use co-op radio and television. Grey Adv., New York, is agency for Emerson.

Berech, Manoff Named Kenyon & Eckhardt VPs

WILLIAM BERECH and Richard Manoff, account executive and account supervisor, respectively, have been elected vice presidents of Kenyon & Eckhardt, New York.

Mr. Berech is an account executive on the RCA account and will be manager of the



MR. BERECH MR. MANOFF

agency's new Philadelphia office, which opened July 1. He has been with the agency since 1950.

Mr. Manoff is account supervisor on the Welch Grape Juice Co. account (all products) and is associate account supervisor on the Range Joe cereal account. He joined K & E in 1953.

White Resigns Healing Waters

WHITE Advertising Agency, Tulsa, Oklahoma City and Hollywood, has resigned the Healing Waters Inc. radio and television religious account, effective July 30, L. E. (Pete) White Jr., head of the agency, announced last week.

Healing Waters, which is the healing ministry of the Rev. Oral Roberts of Tulsa, is heard over about 200 radio stations weekly, including part of the ABC Radio network, and was on about 25 tv stations until the production was suspended indefinitely recently, according to Mr. White.

Mr. White said he had handled the religious account since it was founded some seven years ago and built its billing from one local station to more than $350,000 last year.

New agency for Healing Waters will be C. L. Miller Co., New York and Chicago. According to Mr. White, the account executive for Miller Co. on the Healing Waters account will be P. P. Hoffman, whose religious broadcasting background includes handling Detroit's Father Coughlin during his radio career.

Harrison to Head LAA

ELECTION of Lester Harrison, president of Lester Harrison Inc., New York, as vice president of the League of Advertising Agencies was announced last week by Louis E. Reinhold, LAA president. Max Pearlman, president of Leonard Adv., New York, was chosen a member of the board of governors.

SPOT NEW BUSINESS

U. S. Tobacco, N. Y. (snuff and cigarette products), considering expanding its radio coverage, which includes spots and programs, effective early in August. Agency: C. J. La Roche, N. Y.

Paper-Mate of Canada, Winnipeg (pens), starts weekly one-minute filmed announcements on eight Canadian tv stations, adding new stations as they open. Agency: Stewart-Bowman-Macpherson Ltd., Winnipeg.

NETWORK NEW BUSINESS

American Tobacco Co., N. Y. (Pall Mall cigarettes), effective Sept. 15, will sponsor thrice weekly news broadcasts of *Douglas Edwards and the News* on CBS-Radio, Wed., Thurs., Fri., 8:25-30 p.m., as well as continuing to sponsor Mr. Edwards on CBS-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Republic Van & Storage Co., L. A., signs for broadcast of Hollywood Park, Calif., Gold Cup Race on six CPRN stations July 17 (5 p.m. PDT). Agency: The Lawrence Co., Beverly Hills.

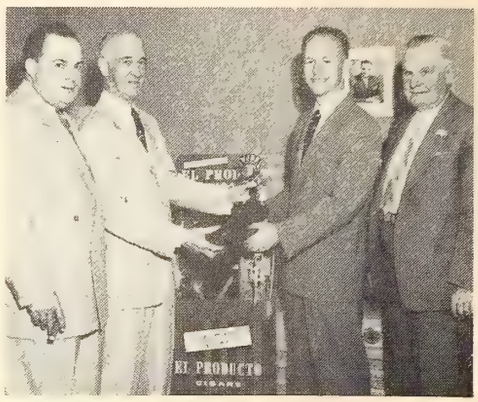
International Harvester Co., Chicago, starts *Songs From the Hills* on CBS Radio California Network, Monday through Friday, 7:15-7:30 p.m. PDT, for 13 weeks from today (July 12). Stations are KNX Hollywood, KCMJ Palm Springs, KERN Bakersfield and KFMB San Diego. Agency: Young & Rubicam Inc., Chicago.

AGENCY APPOINTMENTS

Pfaff Sewing Machines, including American Pfaff Co. branch and distributors Pfaff American Sales Corp. (eastern) and A. C. Webber & Co. (western), appoint Dancer-Fitzgerald-Sample Inc., N. Y. and Chicago, with account headquartered in Chicago.

Oelerich & Berry, Chicago (Old Manse syrup, preserves, jellies, jams), appoints Roberts, MacAvinche & Senne, effective Aug. 1.

Albert Weiss, N. Y. (costume jewelry), appoints The Wexton Co., same city. Ted Gravenson, Wexton Co. vice president, is account executive.



BOXING GLOVES were swapped for a mike Thursday at WJBK-TV Detroit as Chuck Davey (2d r), ex-welterweight contender, signed exclusive commentary contract. His schedule includes Wednesday *Chuck Davey's Corner* sponsored by G. H. P. Cigar Co. (El Producto) and a five-weekly evening sports roundup, two of which will be sponsored by Household Finance Corp. L to r: Clarence Zimmer of El Producto; Gayle V. Grubb, WJBK-TV vice president-managing director; Mr. Davy, and Harry Stamm of El Producto.

A&A PEOPLE

Joseph M. Dodge, former Budget Bureau Director, re-elected director, Chrysler Corp. and president, Detroit Bank. He succeeds **Raymond T. Perring** who filled both positions when Mr. Dodge became Bureau head.

Paul M. Ruef, retail promotion manager, Dodge div., Chrysler Corp., appointed to executive sales staff, Plymouth Motor Corp. division.

J. B. Shortlidge, southern regional manager, American Home Food Inc., N. Y., named field sales manager for grocery products; **J. L. San-**



ESSO Standard Oil Co. will sponsor the entire 1954 Navy football schedule on a two-station network, WBAL Baltimore and WRC Washington. Making it final are (l to r): Tom White, WBAL publicity manager; Jay Royen (standing), WRC publicity director; Leslie H. Peard Jr., WBAL manager; William N. Farlie, merchandising manager, and Charles A. Newland, manager, both of Esso's Del.-Md.-D. C. division, and Harry Karr, WRC sales manager. Agency is Marschalk & Pratt, New York.

ders will succeed Mr. Shortlidge as southern regional manager.

George W. Campbell Jr., formerly Washington, D. C., news representative, Peoples Broadcasting Corp., named manager, radio-tv bureau, Farm Bureau Insurance Companies, Columbus, Ohio.

Drucilla Handy, account executive, Theodore R. Sills & Co., Chicago, appointed public relations and educational director, toiletries div., Helene Curtis Industries Inc., same city.

Stalham L. Williams, formerly with Earle Ludgin & Co.; **Paul E. Belknap,** formerly with Mccann-Erickson, and **Vito H. Hall** elected vice presidents, Needham, Louis & Brorby, Chicago. Mr. Williams also is elected member of plans board.

Grant Atkinson, formerly with Kling Studios, Chicago, to Campbell - Mithun Inc., same city, as director of radio and television.



MR. ATKINSON

Warren E. Kelley, formerly senior copy group supervisor, McCann - Erickson Inc., Chicago, to Erwin, Wasey & Co. L. A., as member of creative staff.

George Leech named tv director, McKim Adv. Ltd., Toronto, and **Beverley Nichol,** formerly of H. N. Stovin & Co., Montreal (station representative), named timebuyer.

Stephen Cosmopulos, former art director, Denman & Baker Inc., Detroit, named production manager and member of plans board, Power Adv. Assoc., Palm Beach, Fla. **Herbert E. Rachesky** named account executive and member of plans board.

John Brooks, account executive, Compton Adv. Inc., N. Y., to Needham, Louis & Brorby Inc., same city.

Ernie M. Taylor, NBC-TV New York, to radio and tv dept., James Fisher Co. Ltd., Toronto.

Louis Kraus, senior copy writer, Ruthrauff & Ryan, N. Y., and **Reg Damerell,** radio-tv copywriter, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhardt, same city, as copywriters.

Byron H. Clark, formerly with Young & Rubicam Inc. to executive staff of Proebsting, Taylor Inc., Chicago, as contact supervisor and director of new business activities.

Clyde H. McDonald, formerly account executive, Young & Rubicam Inc., Toronto, appointed research director, Bureau of Broadcast Measurement, same city.



MR. McDONALD

R. Earl Cobb, senior copy writer, Fuller & Smith & Ross, N. Y, and **J. Robert Pigott,** Young & Rubicam, radio - tv dept., to Hicks & Greist, N. Y., as copy supervisor and commercial production supervisor, respectively.

Hermine Lueders, to copy dept., Sullivan, Stauffer, Colwell & Bayles, N. Y. Mrs. Lueders was formerly with Benton & Bowles, N. Y.

ZIV BUYS 'ARCHER' FOR FALL RELEASE

TELEVISION rights to *Meet Corliss Archer* for a reported $4 million were purchased last week by Ziv Television Programs Inc. from F. Hugh Herbert. Ann Baker is to star in the series planned for fall release.

Maurice Rifkin, vice president in charge of sales for Ziv Tv, announced that a concentrated sales and promotional campaign will be launched on behalf of *Meet Corliss Archer.* Series is currently under production in Hollywood, with Eddie Davis directing and Helen McCaffrey handling the script.

Character of Corliss Archer originally was in Mr. Herbert's Broadway play, *Kiss and Tell,* and later was source of motion picture, a popular radio series and most recently a book. Mr. Rifkin noted that "the previous success of Corliss in all entertainment media assures television stations and sponsors of a pre-sold moneymaker."

Acquisition of *Corliss Archer* marks second major television transaction by Ziv Tv this summer. Late last month, company negotiated a seven-year, $9 million contract with Eddie Cantor.

Pickford Corp. Sues Deluxe Labs, MPTV

CHARGING that the feature film, "Tonight or Never," is being shown on tv without authorization, Pickford Corp. has filed suit in Los Angeles Federal Court, asking $50,000 damages and a permanent injunction against Deluxe Laboratories Inc., Motion Pictures for Television, two John Does and six Doe corporations. Alleging infringement of copyright and unfair competition, plaintiff claims in 1936 it acquired the rights to the feature, produced the year before and starring Gloria Swanson, and in 1941 turned over a 35mm negative to Deluxe. Prints, according to Pickford, were to be made and delivered to Astor Films, which was authorized to reissue the film. Suit, filed June 25, charges that in 1951 delivery was made to MPTV which has since leased the film for tv runs.

INS-Telenews Sports Show To Be in 85 Markets Oct. 11

SALES in the last few weeks on the INS-Telenews *This Week in Sports* weekly film show, featuring Harry Wismer, have raised to 85 the total number of markets that will present the program as of Oct. 11, it was reported last week by Robert H. Reid, manager of the INS Tv Dept.

Mr. Reid said the program currently is carried on 54 stations, with cooperative sponsorship by General Tire & Rubber Co. dealers in 30 markets under the title of *General Sports Time.* He added that General Tire & Rubber Co. dealers will sponsor the show in 31 more markets, starting Oct. 11.

'Three Lives' Rescheduled

ZIV Television Programs Inc. reported last week that at the request of the U. S. Air Force and Air Defense Command it had obtained the cooperation of many sponsors and stations in rescheduling the sequence of its *I Led Three Lives* film series so as to present this week an episode tying in with the July 14 Ground Observer Corps Day observance.



THE RCA Victor Thesaurus is the first film service contracted for by WGR-TV Buffalo, N. Y., ch. 2 station due on the air Aug. 1. Approving the agreement are Van Beuren De Vries (seated), WGR-TV program director, and George Field, RCA sales representative.

Court Recesses Film Case

RECESS until July 19 has been declared in the $2.5 million Los Angeles Superior Court suit involving charges by six independent motion picture companies that five distribution firms prematurely released their 11 feature films to television. Adele Springer, attorney for the plaintiffs, requested that Matthew Fox, president and board chairman of Motion Pictures for Television, a defendant, be produced in court before she completes her case.

NBC Film Status Report

THE NBC Film Division currently provides tv stations with 736 weekly half-hours of film programming as compared with 235 hours at this time last year, Carl M. Stanton, vice president in charge of the division, has reported. He noted that division series are seen on stations throughout U. S., Canada, Alaska, Hawaii, Puerto Rico and Venezuela.

FILM SALES

CBS Television Film Sales announces sales of *Range Rider* tv film series total 115. Food advertisers are reported to be continuing as strong sponsors of the western series, according to **Wilbur S. Edwards,** general sales manager, noting that among the newcomers are three dairies, a bakery and a milk company.

Radio Audizioni Italiane (RAI) has purchased 39 **Encyclopedia Britannica** film shorts through **Fremantle Overseas Radio & Tv Inc.** for use in Italian tv programming. Films are scheduled for delivery to Italy within 30 days.

CBS Television Film Sales announces recent sales on *Art Linkletter and the Kids* have increased markets for the show to 65. Latest sales were to WSLI-TV Jackson, Miss.; KGLO-TV, Mason City, Iowa; KLAS-TV Las Vegas, Nev.; WKNY-TV Kingston, N. Y.; WCOC-TV Meridian, Miss.; KROD-TV El Paso and WNAC-TV Boston.

WBNS-TV Columbus, O., has acquired two-run rights to 52 western feature films from **Louis Weiss & Co.,** Los Angeles. Contract

goes into effect Sept. 1 for one year.

Sportsvision Inc., San Francisco, through Sales Manager Al J. Madden, reports sales of firm's three fall tv football film shows now number 95, far ahead of last year's at this time.

FILM PRODUCTION

Walt Disney Productions, Burbank, Calif., in August sends a location unit to Kentucky and Tennessee to film the story of Davy Crockett for the first of the "Frontier Land" segments on the upcoming ABC-TV *Disneyland* series. These segments are described as consisting of "stories of legendary men who became real and real men who became legendary." Heading the location unit are director **Norman Foster** and producer **Bill Walsh.**

United World Films Inc., N. Y., completes series of tv commercials for **Ruppert Knickerbocker** (beer), N. Y., and **Procter & Gamble** (Joy, Golden Fluffo), Cincinnati, and is producing series for **Coca-Cola Co.,** N. Y. Five film series have been sold to CMQ-TV Network, Cuba: *Going Places, Headlines on Parade, Stranger Than Fiction, Earth and Its Peoples* plus a series of one-reel short subjects.

Sunbeam Corp., Chicago, announces tv color spots will go into production shortly at **Atlas Film Studios,** Oak Park, Ill., for use starting in fall on NBC-TV's all-color "spectacular" shows.

Kling Studios, Chicago, announces production of new tv film commercials for following clients and their agencies: **Standard Oil Co.** (of Indiana), through McCann-Erickson, Chicago; **Nash Coffee,** Campbell-Mithun, Minneapolis; **Kellogg Co.,** Leo Burnett Co., Chicago; **Sentinel Radio Corp.,** placed direct; **Chrysler Corp.** (Dodge Div.), Grant Adv. Inc., Chicago; **Centlivre Brewing,** Westheimer & Block, St. Louis, and **Charmin Tissues,** Campbell-Mithun, Chicago. Included are 20-, 60-, 90- and 120-second spots, both live and animated.

Zahler Films, Los Angeles, has produced a series of thirteen 12-minute films on home fashion sewing, titled *The Sewing Room,* which is available to tv stations for local sponsorship. Series was produced in cooperation with McCall's Patterns, Talon Slide Fasteners and Cohama Fabricas.

General Motors Corp., Detroit, has produced 18-minute film, "ABC of Jet Propulsion," and 13-minute film, "Passing Fancy," stressing highway safety, which are available for use on television. Films may be obtained through GM's public relations department in Detroit.

S.H.A. Co., Hollywood, has started shooting its sixth tv film series, *Buffalo Bill Jr.,* with **Dick Jones,** who as Dick West has co-starred in the firm's *Range Rider* series. Series has over-all budget of $850,000 for 26 half-hour films, which will be released by **CBS-TV Film Sales.** Two other sustaining characters are 10-year-old **Nancy Gilbert** and **Harry (Pappy) Cheshire. Armand Schaefer,** S.H.A. president, is executive producer; **Lou Gray,** producer, and **George Archinbaud,** director.

RANDOM SHOTS

Federal Civil Defense Administration, Washington, announces availability through Capital Film Labs, that city, of two public service films, "Rescue Street" (how a rescue truck is employed in civil defense operations) and "The House in the Middle" (color version of FCDA's black-and-white picture of same name showing effects of atomic blast on three frame houses). Civil Defense organizations and civic groups may borrow same by communicating with their state office of civil defense. Prints may be purchased from Capital Labs, 1905 Fairview Ave. NE, in 16mm size. Prices are: 14-minute "Rescue Street," $45.56, color and $14.60, black and white; 12-minute "The House in the Middle," $40.20 and $13.23, respectively. Prices include a reel, metal container and fibre shipping case.

Abe Saperstein, owner and coach of Harlem Globetrotters basketball team, has formed **Abe Saperstein Tv Enterprises** with offices at 127 N. Dearborn St., Chicago; 8506 Sunset Blvd., Hollywood; 7614 Empire State Bldg., New York. First series the new firm will distribute is *Kid Magic.* Production is being readied on *Children's Hour* series of 26 fairy tales. **Samuel Rosen** will be in charge of production and distribution in Hollywood.

FILM PEOPLE

Ben D. Kranz named production manager, Screen Gems Inc., N. Y.; **John Brandt,** Warner Bros., appointed layout art director; and **Arthur Topol,** NBC sales and network time billing coordinator, named sales service manager.

Martin Hersh, New York attorney and former president, Ideal Factoring Corp., to Family Films Inc., Hollywood, as executive vice president and comptroller.

Sid Solow, general manager, Consolidated Film Industries, Hollywood, adds duties as vice president, Republic Pictures.

John Garamoni joins TeeVee Co., Beverly Hills, as midwest sales representative with headquarters in Chicago.

Marvin Schnall, casting director, Screen Gems Inc., Hollywood, to Frank Wisbar Productions, that city, in same capacity for NBC-TV *Fireside Theater.*

Alan S. Lee, independent Chicago producer, named writer-director, Kling Studios, that city.

Fred Maguire, film editor, Roland Reed Productions, Culver City, promoted to supervising film editor. He succeeds **Roy Luby,** who joins Family Films, Hollywood, as producer.

Lee Traver, casting dept., Universal-International, to Harold Chiles Inc., Hollywood, as associate to cast independent tv films and motion pictures.

William R. Johnson, freelance writer-director, to Kling Studios as script writer.

Kathleen Freeman, who portrays the maid in CBS-TV *Topper* film series, assigned the continuing role of Marilly in upcoming *Mayor of the Town* film series, being produced by Rawlins-Grant Inc., Hollywood.

Frederick Gately, cameraman, Rawlins-Grant, Hollywood, on *Mayor of the Town,* adds same duties with Gross-Krasne Inc. on new *Big Town* series.

Jean Hersholt, star of former CBS Radio *Dr. Christian* and proposed tv film version, re-elected president of Motion Picture Relief Fund for the 17th year. **George Bagnall,** president of George Bagnall & Assoc., Beverly Hills distribution firm, re-elected a vice president.

Matthew M. Fox, board chairman and president, Motion Pictures for Television, and Yolande Betbeze, "Miss America of 1951," were married July 4.

30 Speakers Scheduled For August BMI Tv Clinics

MORE than 30 tv station managers, program directors and other officials will serve as speakers at the three BMI tv clinics to be held early in August: Aug. 2-3 at the Hotel Biltmore, New York; Aug. 5-6 at the Hotel Sheraton, Chicago; Aug. 9-10 at the Hotel Statler, Los Angeles [B•T, May 31]. Twelve more tv executives will serve as alternating chairmen of the clinic sessions, one to be held each morning and afternoon of each two-day meeting.

The 11-speaker teams for each clinic will treat with such problems of tv station operation and programming as: film buying and operating for profit, time and money saving techniques in production, low-cost local programming, local music and disc jockey treatment, film clearance and music rights, local news and special events, tv promotion and public relations.

Glenn Dolberg, BMI's station relations vice president, said Friday that advance registration for the clinics indicates representation of every state in the Union at the three meetings. Accordingly, he said, the clinic speakers have been chosen from widely separated markets from all parts of the land, as well as to represent all types of tv markets and station operation, so far as is possible.

CBS-TV to Use 33 1/3s, 45s

PLANS for conversion of its facilities to accommodate microgroove recordings were announced last week by CBS-TV. Frank Falknor, vice president in charge of operations, explained that the move was based on the "growing importance" of 33 1/3 and 45 rpm records and "decreasing availability" of 78 rpm's.

Horace Guilotte, director of operations, CBS Radio, said similar equipment is being installed in CBS Radio's originating studios in Los Angeles. The network already has such equipment in New York.

Tower to Handle A-V Tapes

A-V TAPE Libraries Inc., New York, announced last week it has completed arrangements with Tower Productions Ltd., Ottawa, under which the latter firm will distribute the A-V line of recorded tapes in Canada.



NICK BASSO (r), director of news operations for WSAZ-AM-TV Huntington, W. Va., explains the operation of the stations' new AP Facsimile machine to Leroy E. Kilpatrick, vice president and technical director of WSAZ Inc.



CBS

WMAR-TV
More in Baltimore

1—One main and one auxiliary (kitchen) studio with two studio-type image orthicon cameras.

2—Three 16-mm projectors; two film camera chains, one Balopticon projector; two Kodak slide (2x2) projectors; one 36-mm strip-film projector; projectall with tape news service.

3—Two Houston 16-mm film processors.

4—One Bell and Howell film printer.

5—Seven type-DE 16-mm cameras; two Auricon 16-mm sound cameras, two 16-mm Zoomar lenses.

6—Two completely modern custom built units for live remote pickups; one equipped with three TV camera chains; the second equipped with two camera chains; three complete microwave relay links; Zoomar, Reflectar and special prismatic effects lenses; other essential equipment.

7—Network color equipment; also Telechrome Flying Spot Scanner for local origination and projection of transparent 2x2 color slides.

8—100-KW effective radiated power with the electrical center of the antenna 591 feet above the ground.

MAXIMUM EFFECTIVE POWER UNDER F.C.C. STANDARDS

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

P&G'S NETWORK TIMEBUYING IN MAY TOTALED OVER $3 MILLION, PIB REPORTS

Tv network billings rose more than $400,000 in month that normally marks beginning of summer decline.

FOR the first time in broadcast history, an advertiser has purchased more than $2 million worth of time in network tv and more than $3 million worth of time in network tv and radio combined.

In May 1954, Procter & Gamble Co. purchased tv network time worth $2,045,292 gross, according to a B•T compilation of this company's time expenditures as reported by Publishers Information Bureau. The same month, P & G also bought $1,115,741 worth of radio network time, also at gross rates and also according to PIB data.

The tv networks in May also had another million-dollar account, another soap manufacturer, Colgate-Palmolive Co., but P & G was the only such client of the nationwide radio networks.

Traditionally marking the beginning of the summer decline in network time sales, May of this year showed little difference from the figures for April [B•T, June 21]. Radio network billings dropped about $160,000 and tv network billings rose a little more than $400,000.

Leading Radio Network Advertisers by Each Product Group During May, 1954

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,029
Apparel, Footwear & Access.	Knomark Mfg. Co.	61,510
Auto., Auto. Equip. & Access.	Chrysler Corp.	290,710
Beer, Wine & Liquor	Anheuser-Busch	147,464
Bldg. Mat., Equipment & Supplies	Johns-Manville Corp.	100,053
Confectionery & Soft Drinks	William Wrigley Jr. Co.	134,599
Consumer Services	American Tel. & Tel. Co.	78 426
Drugs & Remedies	Miles Labs	521,241
Food & Food Products	General Foods Corp.	350,940
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	101,186
Horticulture	Ferry-Morse Seed Co.	22 640
Household Equipment	Philco Corp.	77,381
Industrial Materials	General Electric Co.	86,270
Insurance	Prudential Insurance Co. of America	63,469
Jewelry, Optical Goods & Cameras	Longine-Wittnauer Watch Co.	117,854
Office Equip., Stationery & Writing Supplies	Hallmark Cards	83,250
Publishing & Media	Elcevier Press	45,621
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	General Electric Co.	69,108
Smoking Materials	P. Lorillard Co.	292,983
Soaps, Cleansers & Polishes	Procter & Gamble Co.	693,308
Toiletries & Toilet Goods	Gillette Co.	451,651
Transportation & Resorts	Assn. of American RR	79,021
Miscellaneous	American Federation of Labor	107,960

Leading Tv Network Advertisers by Each Product Group During May, 1954

Agriculture & Farming	Monsanto Chemical Co.	$ 74,392
Apparel, Footwear & Access.	Knomark Mfg. Co.	68,272
Automotive, Auto. Equip. & Supplies	General Motors Corp.	766,744
Beer, Wine & Liquor	Pabst Brewing Co.	219,280
Bldg. Mat., Equip. & Fixtures	Sherwin-Williams Co.	54,060
Confectionery & Soft Drinks	Coca-Cola Co.	207,764
Consumer Services	Electrical Cos. Adv. Program	72,042
Drugs & Remedies	American Home Products Corp.	331,439
Food & Food Products	General Foods Corp.	823,062
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	127,452
Horticulture	Florists Telegraph Delivery Service Assn.	11,737
Household Equipment	General Electric Co.	487,233
Household Furnishings	Armstrong Cork Co.	131,388
Industrial Material	Reynolds Metals Co.	166,245
Insurance	Prudential Insurance Co. of America	122 628
Jewelry, Optical Goods & Cameras	Benrus Watch Co.	86,575
Office Equip., Stationery & Writing Supplies	Hallmark Cards	154,938
Publishing & Media	Crowell-Collier Publishing Co. and Curtis Publishing Co. (each)	3,619
Radio, Tv Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	287,215
Smoking Materials	R. J. Reynolds Tobacco Co.	891,268
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,939,420
Toiletries & Toilet Goods	Colgate-Palmolive Co.	915,268
Transportation & Resorts	Pan-American World Airways	38,370
Miscellaneous	Swift & Co.	125,178

Smoking in New York

TWICE AS MANY New York men and four times as many women were smoking filter tip cigarettes in May of this year as in that month a year ago, according to a new study issued by WOR New York. The study is part of a regular series of monthly product polls conducted by Pulse Inc. for WOR as a service to the station's advertisers.

The study, covering interviews with more than 2,700 adults in 1,500 households, shows that the proportion of men who smoke has not changed in the past year, while the proportion of women smokers had dropped 8%; that younger groups of both sexes include a larger percentage of smokers than the older groups; that women are proportionately a better market for king-size cigarettes than men, and that numerically the greatest number of both male and female smokers is in the 36-50 age group.

Top Ten Radio Network Advertisers In May, 1954

1.	Procter & Gamble Co.	$1,115,741
2.	Miles Labs	521,241
3.	Colgate-Palmolive Co.	487,189
4.	Gillette Co.	451,651
5.	Lever Bros. Co.	425,016
6.	General Foods Corp.	350,940
7.	Sterling Drug	317,036
8.	P. Lorillard Co.	292,983
9.	Chrysler Motors	290,710
10.	American Home Products Corp.	288,447

Top Ten Tv Network Advertisers in May, 1954

1.	Procter & Gamble Co.	$2,045,292
2.	Colgate-Palmolive Co.	1,136,491
3.	General Motors Corp.	910,492
4.	R. J. Reynolds Tobacco Co.	891,268
5.	General Foods Corp.	823,062
6.	American Tobacco Co.	822,463
7.	Gillette Co.	686,907
8.	Chrysler Corp.	625,674
9.	P. Lorillard Co.	596,623
10.	Lever Bros. Co.	576,570

Gross Radio Network Time Sales by Product Groups For May and January-May, 1954, Compared to 1953

	May 1954	Jan.-May 1954	May 1953	Jan.-May 1953
Agriculture & Farming	$ 85,408	$ 443,207	$ 113,992	$ 540,046
Apparel, Footwear & Access.	74,649	338,492	101,985	539,218
Auto., Auto. Access. & Equipment	957,352	4,360,106	510,950	2,534,664
Beer, Wine & Liquor	317,115	1,261,898	151,137	773,338
Bldg. Mat., Equip., & Fixtures	138,760	710,035	67,634	355,783
Confectionery & Soft Drinks	195,715	1,091,987	307,513	1,249,735
Consumer Services	124,064	578,027	235,871	1,086,837
Drugs & Remedies	1,513,334	8,475,570	1,935,999	9,536,052
Food & Food Products	2,280,160	12,977,724	3,212,301	16,097,970
Gasoline, Lubricants & Other Fuels	328,124	2,495,316	372,451	2,082,907
Horticulture	34,920	124,643	33,136	107,324
Household Equipment & Supplies	342,022	1,742,549	611,506	3,021,153
Household Furnishings	.....	224,901	209,580	945,202
Industrial Materials	86,270	386,167	125,162	708,795
Insurance	190,857	972,713	180,719	820,387
Jewelry, Optical Goods & Cameras	166,079	677,155	82,786	463,266
Office Equip., Stationery & Writing Supplies	156,106	591,681	83,225	366,312
Publishing & Media	94,486	335,578	26,704	94,296
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	146,346	914,943	137,175	965,616
Retail Store & Direct by Mail	.....	.....	1,545	6,489
Smoking Materials	866,505	5,090,891	1,420,380	6,884,794
Soaps, Cleansers & Polishes	1,287,269	6,589,903	1,257,500	6,202,002
Sporting Goods & Toys	.....	294	.....	.....
Toiletries & Toilet Goods	1,801,454	9,068,351	2,302,211	11,431,051
Transportation & Resorts	91,143	558,653	63,392	332,381
Miscellaneous	819,927	3,740,010	488,677	2 206 445
TOTALS	$12,098,065	$63,750,794	$14,013,531	$69,352,063

Source: Publishers Information Bureau

Gross Tv Network Time Sales by Product Groups For May and January-May, 1954, Compared to 1953

	May 1954	Jan.-May 1954	May 1953	Jan.-May 1953
Agriculture and Farming	$ 74,392	$ 74,392	.....	.....
Apparel, Footwear & Access.	215,270	1,545,739	214,093	1,241,620
Automotive, Auto. Equip., & Supplies	2,476,046	11,444,117	1,517,467	7,003,147
Beer, Wine & Liquor	613,474	2,826,248	372,927	2,028,402
Bldg. Materials, Equip. & Fixtures	154,970	670,318	52,500	126,155
Confectionery & Soft Drinks	489,184	3,061,614	607,209	2,602,912
Consumer Services	72,042	385,163	52,464	315,036
Drugs & Remedies	1,021,803	5,597,914	683,790	3,959,898
Food & Food Products	5,064,958	24,776,266	3,441,395	15,596,956
Gasoline, Lubricants & Other Fuels	192,382	1,363,364	291,180	1,416,132
Horticulture	11,737	23,406	3,068	3,068
Household Equipment	2,159,186	10,974,958	1,610,757	7,530,622
Household Furnishings	426,068	2,055,811	299,348	1,420,836
Industrial Materials	575,356	2,619,637	420,474	2,069,969
Insurance	167,555	775,577	130,315	583,102
Jewelry, Optical Goods & Cameras	296,057	1,253,314	271,128	1,233,051
Office Equip., Stationery & Writing Supplies	476,280	1,981,948	160,934	568,204
Publishing & Media	7,238	69,588	2,567	172,673
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	894,090	3,863,216	321,370	1,559,103
Retail Stores & Direct by Mail	....	42,345	.....	23,175
Smoking Materials	3,618,784	17,241,164	2,940,523	14,204,920
Soaps, Cleansers & Polishes	3,005,350	13,902,248	1,590,346	8,845,799
Sporting Goods & Toys	.....	28,900	.....	15,038
Toiletries & Toilet Goods	3,607,999	17,121,316	3,052,241	13,779,722
Transportation & Resorts	38,370	561,050	12,149	222,774
Miscellaneous	283,088	1,237,251	279,677	1,008,428
TOTALS	$25,941,679	$125,496,864	$18,327,922	$87,530,742

Source: Publishers Information Bureau



What can you do with $561?

You can do lots of things with $561. You could take a large group of friends wining and dining, in elegant style. Or buy about eight shares of General Motors. Or have a disastrous afternoon at the races!

ON WOAY $561 will buy 26 quarter hours!

WOAY, Oak Hill, is West Virginia's second most powerful station!

Its 10,000-watt signal covers 21 counties —

delivers a total Nielsen audience of 102,200 radio homes —

delivers an average daily Nielsen audience of 51,320 radio homes!

Write direct for all the facts.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

VIDEODEX TOP-TEN SPOT SHOWS*

JUNE 1-7, 1954

	Name of Program	% of Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	I Led Three Lives .....(Ziv Tv)	20.7	109	5,998
2.	Badge 714 ..... (NBC Film)	18.9	115	5,180
3.	Liberace ..... (Guild Films)	18.5	121	5,421
4.	Annie Oakley ..... (CBS-TV Sales)	16.1	46	2,823
5.	Kit Carson ..... (MCA-TV Ltd.)	15.0	63	2,334
6.	Waterfront ..... (UTP)	14.9	37	1,994
7.	Life With Elizabeth ..... (Ziv Tv)	14.8	50	2,517
8.	Cisco Kid ..... (Ziv Tv)	14.6	83	3,667
	Wild Bill Hickok ..... (William Broidy)	14.6	70	3,586
9.	Duffy's Tavern ..... (MPTV)	14.4	36	2,218
	City Detective ..... (MCA-TV Ltd.)	14.4	43	1,867
10.	Boston Blackie ..... (Ziv Tv)	13.9	61	2,656

* Programs appearing in a minimum of 20 markets.

ARB RATES 'LUCY' AT TOP WITH 56.8

TOPPING American Research Bureau's ratings on television network evening once-a-week shows for the June 5-11 period was CBS-TV's *I Love Lucy,* for both rating and number of viewers. NBC-TV's *Dragnet* was second highest in ratings and CBS-TV's *Toast of the Town* was second in number of viewers. The list:

	Program Network	Rating
1	I Love Lucy (CBS)	56.8
2	Dragnet (NBC)	41.9
3	Jackie Gleason (CBS)	41.4
4	Toast of the Town (CBS)	41.1
5	What's My Line? (CBS)	40.0
6	You Bet Your Life (NBC)	39.9
7	This Is Your Life (NBC)	38.1
8	Your Hit Parade (NBC)	36.7
9	Talent Scouts (CBS)	34.1
10	I've Got a Secret (CBS)	33.1

	Program Network	Viewers (Add 000)
1	I Love Lucy (CBS)	47,090
2	Toast of the Town (CBS)	34,930
3	Jackie Gleason (CBS)	33,890
4	Dragnet (NBC)	33,480
5	Your Hit Parade (NBC)	29,610
6	You Bet Your Life (NBC)	29,270
7	Your Show of Shows (NBC)	27,110
8	Milton Berle (NBC)	25,500
9	Godfrey and His Friends (CBS)	25,270
10	This Is Your Life (NBC)	24,600

7,713 COLOR SETS PRODUCED TO DATE

FACTORY output of color tv sets totaled 7,713 receivers in the first five months of 1954, Radio-Electronics-Tv Mfrs. Assn. announced today (Monday) in the first disclosure of production figures [CLOSED CIRCUIT, June 7].

RETMA threw no light on what happened to these color sets once they came off the factory lines nor could it offer any data on the companies that turned them out. Announcement of total month-by-month output had been delayed because figures would have served to reveal the RCA production, inasmuch as it was first to get its lines moving. RETMA maintains strict secrecy on individual company figures.

Many of the 7,713 receivers of which 2,982 were produced in May, are being used for demonstration and industry purposes, with an unknown number resting in warehouses and showrooms.

Monthly figures on color production will be issued from now on, unless the disclosure problem arises again. Delay in converting to larger color picture tubes and development of cheaper types of tubes are influencing production.

Usual downward trend and labor problems caused a May decline in total output of both radio and television receivers, according to RETMA. Radio output totaled 722,104 sets in May, lowest figure for the year. The total radio output for five months of 1954 is 4,048,904 sets. May tv ouput was 396,287 sets, or 2,301,005 for the year. Last year 3,309,757 tv and 6,102,711 radios were made in the first five months.

Of May's radio production, 9,189 sets had fm tuning plus 721 tv sets with fm circuits. Uhf tv output totaled 537,052 sets for five months, less than 25% of the total, with 86,790 uhf-equipped sets produced in May.

Factory sales of tv picture tubes totaled 584,782 units in May compared to 727,655 in April and 579,332 in May of last year. Five-month picture tube production totaled 3,275,301 units compared to 3,633,288 a year ago.

In May 28,650,825 receiving tubes were sold by factories compared to 29,640,942 in April.

Radio and tv set production in 1954 follows:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
TOTAL	2,301,005	1,086,921	701,135

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
TOTAL	1,744,160	516,688	4,048,904

NNR PUTS 'LUCY' FIRST WITH 50.9

THE A. C. Nielsen Co. ratings on television network evening once-a-week shows for the two weeks ending June 12, placed CBS-TV's *I Love Lucy* at the top with NBC-TV's *Dragnet, Bob Hope Show* and *Colgate Comedy Hour* holding consecutive places in both number and percentage of tv homes reached. The Nielsen list:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	14,939
2	Dragnet (NBC)	13,152
3	Bob Hope Show (NBC)	12,329
4	Colgate Comedy Hour (NBC)	11,513
5	Ford Theatre (NBC)	10,142
6	You Bet Your Life (NBC)	9,998
7	Your Hit Parade (NBC) (American Tobacco)	9,844
8	Pabst Blue Ribbon Bouts (CBS)	9,668
9	This Is Your Life (NBC)	9,516
10	Jackie Gleason Show (CBS)	9,497

PERCENT OF TV HOMES REACHED
PROGRAM STATION BASIS

Rank	Program	Homes %
1	I Love Lucy (CBS)	50.9
2	Dragnet (NBC)	45.7
3	Bob Hope Show (NBC)	44.3
4	Colgate Comedy Hour (NBC)	39.7
5	Ford Theatre (NBC)	37.0
6	This Js Your Life (NBC)	35.8
7	You Bet Your Life (NBC)	34.8
8	Jackie Gleason Show (CBS)	34.8
9	Buick-Berle Show (NBC)	34.6
10	Your Hit Parade (NBC) (American Tobacco)	33.7

Copyright 1954 by A. C. Nielsen Co.

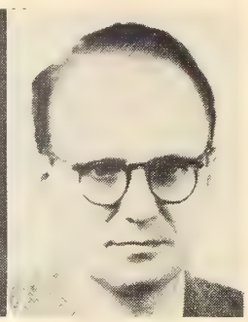
Scheiner Joins Cottone In Radio-Tv Law Firm

ARTHUR SCHEINER, who resigned last week as chief of the FCC Broadcast Bureau's Rules & Standard Division, has joined in the private practice of radio-tv law with former FCC General Counsel Benedict P. Cottone. The new firm of Cottone & Scheiner is at 1631 K St. N.W., Washington, D. C. Telephone: Republic 7-7795.

A native of New York, Mr. Scheiner attended New York U. and Columbia U. Law School,



MR. COTTONE



MR. SCHEINER

receiving his law degree from the latter in 1940. In the Army from 1941-45, Mr. Scheiner joined FCC as an attorney in 1946 but left the following year to join the New York law firm of Barren, Rice & Rockmore. He rejoined the Commission in 1948 and in 1951 became assistant chief of the Rules & Standards Division. He was promoted to chief in 1952.

Roberts & McInnis Moves

WASHINGTON law firm of Roberts & McInnis has moved to Continental Bldg., 14th St. at K St., N.W., Washington 5, D. C. Telephone number remains Metropolitan 8-0032.

PROFESSIONAL SERVICES PEOPLE

William H. Gacke, marketing and sales controller, Leo J. Meyberg Co., Los Angeles RCA distributors, to Gould, Gleiss & Benn Inc., same city, marketing consultants, as account executive.

Robert E. Kenyon Jr., advertising director, *Printers' Ink,* advertising, management and sales magazine, N. Y., named publisher and vice president of Printers' Ink Publishing Co., succeeding **C. B. Larrabee,** named chairman of the board; **Richard W. Lawrence Jr.,** formerly vice president, elected president, also succeeding Mr. Larrabee.

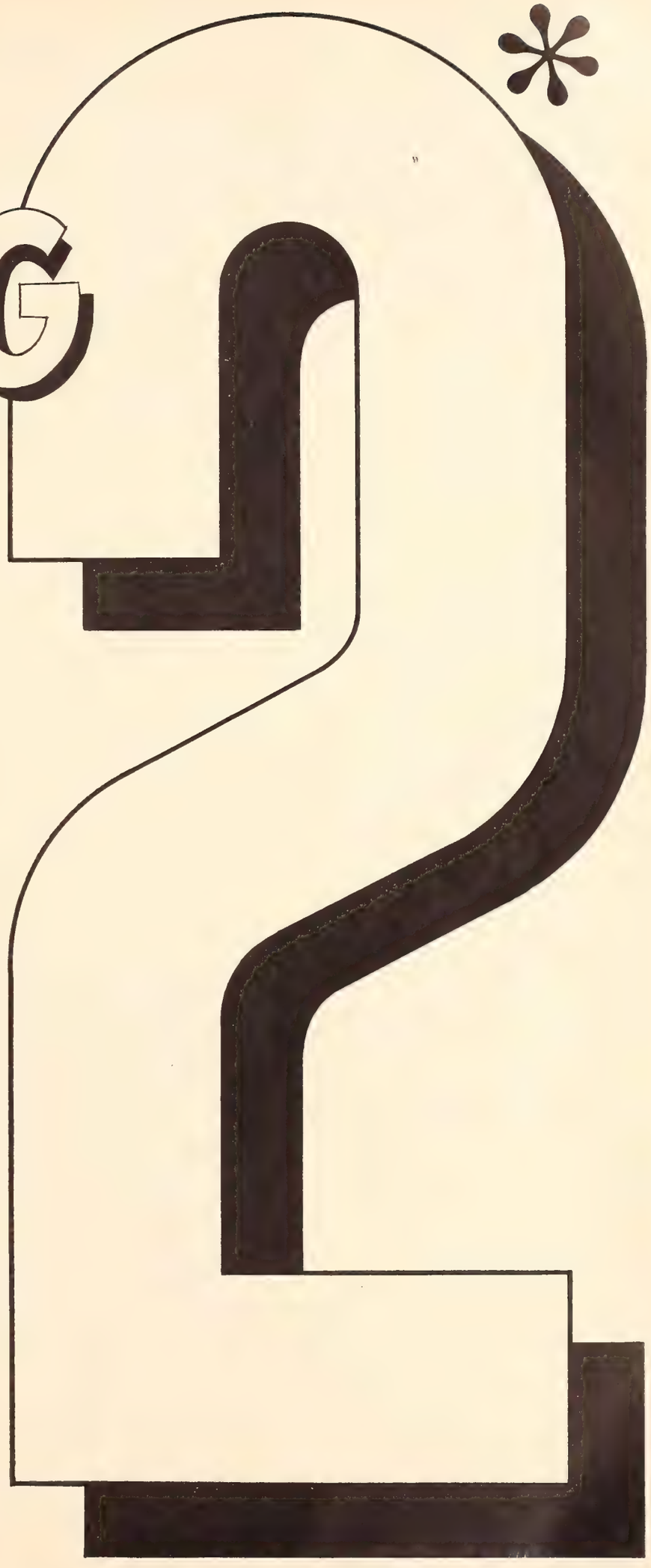
Gardiner & Ross, publicity and public relations, Beverly Hills, moves to 9956 Santa Monica Blvd.

Hold That Viewing

MAJORITY of housewives appear to favor a limit on the amount of television viewing by children under 12 years of age, according to a study by Schwerin Research Corp. made public today (Monday). Interviews were conducted among 764 women in the greater New York area. It showed that 3% of women favored no tv viewing at all; 55%, one or two hours; 26%, three or four hours; 3%, five or six hours, 13%, as long as children liked.

IN UTAH

The BIG



* **KUTV Channel 2**

goes on the air September 7 in Salt Lake City. It is Utah's most powerful station . . . with ABC programming and a mighty "plus" in showmanship for its Billion Dollar Market. Now's the time to see your George P. Hollingbery representative for full information on the best TV buy in the West.

Buy the Big 2 in Utah

KU2TV

TELEVISION CENTRE — SALT LAKE CITY

SRA CITES OPPOSITION BY TV STATIONS TO 'ALL INDUSTRY' PROMOTION PROGRAM

SRA Managing Director T. F. Flanagan poses some questions asked by stations about the move for a tv promotion bureau, and in answering them indicates networks and stations are natural competitors on the national spot sales level. SRA also claims networks used undue influence in NARTB to block stations' 'own organization.'

OPPOSITION to the proposal to merge TvAB, formed as a "station only" tv promotion and sales organization, into the "all industry" promotion program sponsored by NARTB [B•T, July 5] appeared to be forming last week, according to comments made by tv station operators to their sales representatives in New York.

Asked by B•T to summarize the gist of the station reaction, T. F. Flanagan, managing director of Station Representatives Assn., conferred with SRA members and reported five major questions which stations are asking:

1. Was TvAB founded with the encouragement of SRA?

2. What kind of promotion organization do the stations want?

3. Why did NARTB interfere in a spontaneous movement of the broadcasters?

4. What part are the networks playing in the NARTB action?

5. Was TvAB conceived as anti-network and how about SRA—is it anti-network?

Echoing the provocative tenor of the questions, SRA's answers (a 12-page document) vigorously emphasize that many tv station operators still feel as they did when the formation of TvAB was first proposed—that it ought to be devoted to the sales problems of the stations, who individually cannot afford the kind of research, promotion and sales development that the networks can—and do—easily maintain for themselves.

Proudly admitting its part in the formation of TvAB, in answer to the first question, SRA reports that the stations had for some years discussed with their representatives the need for a collective sales promotion organization, that the matter had come up at SRA meetings and that early this year a decision was reached to hold a meeting in New York at the time of the ANPA annual meeting when many tv station executives would be in that city.

"No other form of organization was even remotely on the horizon, so far as the stations or their representatives knew," SRA states. The plan of NARTB for a tv promotion bureau, subsequently revealed [B•T, May 3], "must have been a well kept secret, because certainly the stations did not know it," said SRA.

'Station Only' Decided

The New York meeting, April 22-23, opened with a slide presentation made by SRA on the need of tv stations for an organization to do for them what the ANPA Bureau of Advertising has done for newspapers and wound up with some 25 stations agreeing to launch a drive to establish TvAB on the "station only" principle. SRA, through its president, John Blair, offered to advance the new organization $5,000, to be paid back from station dues, and before the session ended a total of $12,500 had been raised for immediate expenses.

Richard A. Moore, KTTV (TV) Los Angeles, elected temporary chairman, called a meeting of the organizing committee, expanded to some 40 station officials, for May 14 in Chicago. Here the enlarged group debated long and earnestly the type of organization they needed and unanimously decided that it should be one to serve the stations in developing local and national spot sales [B•T, May 17]. The sentiment of the group is described by SRA as follows:

" 'All industry' is an engaging but misleading and largely emotional slogan. It is one of those easy, pat phrases to which one may subscribe without devoting too much thought to it. As we have pointed out before, television is not one industry, it is several. These several industries have many common problems, to be sure, in the field of engineering, government relations, labor problems, program standards and allied questions on the operating level.

But, in the sales area, they are distinctly separate and actively competitive, and it is at this level that there must be a separation of function. The networks must, and in fact can, solve their own sales problem independent of the stations' interest. But by the same token the stations must solve their own sales problem, which can be done only by unified action of the whole group of stations."

Declaring that "there is no question in the stations' minds about the competition between network and spot for the advertiser's appropriation," the SRA review of the TvAB situation points out that in fact, such competition is required by the FCC Chain Broadcasting rules.

"We conclude," SRA quotes the Commission Report on Chain Broadcasting, "that it is against the public interest for a station licensee to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will be best served, and listeners supplied with the best programs, if stations bargain freely with national advertisers."

Further, SRA notes, the same document states, " . . . The network may have interests quite disparate from its outlets. . . . It may own stations itself, and hence be in a position where it will profit more by favoring the scheduling of programs over the stations it owns rather than over the full network."

When TvAB organizers reported to an overflow meeting on the opening day of the NARTB convention in Chicago, SRA reports, their whole program was acclaimed, and before the convention was over 105 tv stations had made firm or provisional enrollment [B•T, May 31]. Meanwhile, NARTB had disclosed its long study of tv promotion and its plans to form an all industry promotion organization for television. But, as NARTB spokesmen said at the time, it serves networks as well as stations and cannot therefore join in any activity which concerns only a part of its membership.

Networks 'Disproportionate'

SRA states that "the networks have a disproportionate representation on the NARTB Board of Directors" as compared to station members and charges the networks with "using their financial directorship and personal power in NARTB to prevent the stations' own organization."

As to whether TvAB is "anti-network" SRA declares that it is so "only if we assume that a station's own efforts to sell its time and programs is 'anti-network.' TvAB is concerned only with making the sales effort of the individual station more effective. . . . The simple fact is that every advertising medium with which the tv station is in competition either is itself capable of carrying on a coordinated program of national promotion or is represented by a strong association capable of doing so. Only tv stations remain unorganized and therefore uncoordinated in their approach to the problem of promotion of the medium itself. TvAB's



A HOST of personalities gathers at a meeting of the Country Music Disk Jockeys Assn. held at WSM Nashville, Tenn. The association was formed last November at the National Disk Jockey Festival. L to r: seated—William R. McDaniel, WSM director of public relations; Nelson King, CMDJA president and disc m.c. at WCKY Cincinnati; Cracker Jim Brooker, WMIE Miami; Jack Stapp, WSM program director; standing—Hardrock Gunter, WJLD-WJLN (FM) Birmingham, Ala.; Tommy Sutton, CMDJA secretary, WING Dayton; Casey Strong, KALT Texarkana, Tex.; Earl Davis, CMDJA vice president, WFHG Bristol, Va.; Dal Stallard, CMDJA treasurer, KCMO Kansas City; Tom Jackson, WKAB Mobile, Ala.; Eddie Hill, WSM, and Lute Williamson, WREB Holyoke, Mass. General membership meeting is planned Nov. 18 at Nashville.

His viewers think he's the

SMARTEST MAN IN SAN FRANCISCO

(his local sponsors think they are!)



Time isn't always available on "William Winter and the News," San Francisco's longest continuously-sponsored program (one segment by the same sponsor for over five years).

As this is written, it is, and it's worth checking for William Winter means sure-fire penetration of Northern California.

Consistently among the top ten multi-weekly TV programs since 1952 (something no other local origination can boast), "William Winter and the News," with Winter's startlingly accurate analysis of world and national events, has an almost fanatically loyal and responsive audience of thinking Californians.

Ask your Katz man about this "open Sesame" to sales.

CBS TELEVISION

kpix CHANNEL 5

SAN FRANCISCO, CALIF.

...affiliated with CBS and DuMont Television Networks

...represented by the Katz Agency

function, therefore, is not to be 'anti' anything, but to engage in healthy competition with all other advertising media for the national and local advertiser's dollar."

As to itself, SRA states that it is "pro-spot," that it "has fought valiantly to maintain radio's and television's intrinsic sales value and rate card integrity," that "it resists network rate cuts and the new, mostly unsuccessful, incursions of the networks into the stations' profitable spot business." Yet, SRA avers, "the stations it represents need the networks, just as the networks need the stations."

Other questions directed at SRA, its statement concludes, should more properly be addressed to Mr. Moore, acting chairman of TvAB, and it urges stations not to be hesitant about letting him and NARTB know exactly where they stand.

"The stations should decide what kind of promotion bureau they are going to pay dues to support. The reception of TvAB prior to and at Chicago, and since, has indicated what the stations think. When TvAB announces the membership acceptances they have, and the money in the till, it will be clearly seen that TvAB is the organization the station wanted in the form they want it."

Tower Urges Broadcasters To Heed Wage-Hour Rules

BROADCASTERS are making careful studies of their staff employment and the regulations of the Wage & Hour Division, Charles H. Tower, NARTB employe-employer relations manager, said Thursday in an address to the Virginia Assn. of Broadcasters, meeting at Natural Bridge.

Mr. Tower warned that recent inspections of radio and tv stations by the division are bringing "disturbing reports of a high incidence of violation."

Most frequent station violations reported by the division are: Announcers and other nonexempt employes selling on their own time; permitting an hourly rate to evolve by practice into a fixed salary for a fluctuating workweek; shift trading.

"One of the most important services that we provide for NARTB members is in the area of the application of wage-hour rules," Mr. Tower said. "Our efforts in this area are two-pronged: First, to get the most realistic official interpretation that can be secured, and, second, to let broadcasters know just as clearly as we can what these interpretations emanating from Washington mean at the local level."

Mr. Tower pointed out that the wage-hour law sometimes makes an "uncomfortable bedfellow" for broadcasters because the industry doesn't run on a continuous eight-hour basis and a stop watch cannot measure the work to be performed. He argued it is well worthwhile to keep checking the adjustment of a station to federal requirements. His address covered many of the operational problems now confronting the industry.

N. C. Radio-Tv Course Ends

CERTIFICATES of completion have been awarded 16 students, following completion of the Fourth North Carolina High School Radio-Tv Institute. The 15-day session, sponsored jointly by the North Carolina Assn. of Broadcasters and the U. of North Carolina's radio-tv and motion pictures department, was designed to give the students practical experience in the various elements of broadcasting.

INDUSTRY CONTRIBUTION CITED AT MASS. WORKSHOP

Fallacious criticisms answered by NARTB's Fellows in describing commercial radio-television's record.

AMERICAN broadcasting, responding to public interest and reflecting tastes of the millions, has made notable contributions to the nation's culture, NARTB President Harold E. Fellows said Wednesday in an address to the communications workshop held under auspices of the Massachusetts Dept. of Education.

Programs of penetrating cultural significance "have been provided in the presence of millions of people where but a few years ago only a handful were so favored," he said.

Mr. Fellows referred to criticisms sometimes aimed at commercial broadcasting this way, "I am sure commercial radio and tv broadcasting has been a disappointment to those few who conceived of it as an exclusive avenue for reaching America with a steady diet of formal cultural programs. Some of the more vocal of broadcasting's critics have tenaciously held to that view, and in contrast to it, the commercially sponsored programs that fill our homes with entertainment, news and music have been repeatedly characterized as heralding the doom of our cultural standards. I reject such a narrow concept, and I believe the overwhelming majority of Americans reject it as well."

Reflects Preferences

Describing the "heart of our manner of broadcasting" as "the voluntary action of the listener and viewer and the competitive efforts of program producers to win public acceptance," Mr. Fellows said it is inevitable that the scope of American broadcasting will reflect the fundamental tastes and preferences of the people. This leads to a diversity of program types, he said, "but our obligations to minority interests lead us considerably beyond that single evaluation point. It is here that one of the most interesting aspects of American programming policy comes into play. By deliberate choice and with persuasive social and economic arguments in full view, the American broadcaster does not deliberately turn his back on anyone. As he responds to satisfy what research has taught him is a minority program interest, he undertakes to carry with him an accumulated audience he knows will not accept with any marked enthusiasm his shift in program type."

He contended this challenge results in the creation of new production techniques blending the unfamiliar with the familiar. While critics charge that culture is diluted and education is watered-down in this process, Mr. Fellows contended the people's interest is whetted for formal education and culture.

Achievements of educational and public service staffs operating in the great majority of radio and tv stations and networks are unheralded and unappreciated, he said, crediting them with "a vital role in preserving and improving our broadcasting."

He said the typical station works closely with educational institutions and recognizes "that the schools possess unusual program resources." He voiced appreciation for the growing awareness on the part of colleges and universities in providing means of training personnel for the broadcasting industry and explained how NARTB supports the need for broad general background in training.

The association is a member in University Assn. for Professional Radio Education.

More Radio Successes

BAB has distributed to members four new "Radio Gets Results" stories describing successful use of radio advertising by a furniture manufacturer, an automobile parts and accessories shop, a drug store chain and an International Harvester appliances dealer. The release of this data is part of a continuing BAB service, under which members receive four reports each month on "Radio Gets Results." The latest release covers background information on the advertiser, selling objectives, use of radio and results obtained for the Blackstone Corp., Jamestown, N. Y.; Day and Night Auto Parts, Yakima, Wash.; Peoples Drug Stores, Washington, and Glenn Motor and Equipment Co., Satsop, Wash.

AWRT of N. Y. Slates State Conference Oct. 8

NEW YORK State Conference of American Women in Radio & Television will be held in New York Oct. 8-10 at the Park Sheraton Hotel, officials announced last week. They estimated about 300 women would attend. Jane Barton, program director for the New York State Radio & Motion Picture Bureau, is conference chairman, and Barbara Jones of Donahue & Coe is vice chairman.

Other committee chairmen are: registration, Ruth Crawford, ABC; arrangements, Adele Kenyon, WLNA Peekskill; hospitality, Edythe Meserand; information, Viola Becker, of V. S. Becker Productions and Iva Bennet, WNYC New York, co-chairmen; and publicity, Henriette K. Harrison, radio and tv consultant and producer.

The New York City chapter of AWRT, headed by Nancy Craig, ABC-TV, will be host. Sally Work, WBEN Buffalo, is AWRT state chairman.

TRADE ASSNS. PEOPLE

Jack Northrup, associate advertising manager, Purex Corp. Ltd., South Gate, Calif., elected president, Southern California chapter, American Marketing Assn. Also elected were **Roger Cooper,** West Coast manager, American Research Bureau Inc., Monterey Park, Calif., first vice president; **Warren Murdock,** market analyst, Packard Bell Co., L. A., second vice president; **Russell Chrysler,** associate professor of marketing, Los Angeles State College, third vice president; **Robert Rayce,** manager, business information division, Dun & Bradstreet Inc., L. A., secretary; **Donald Towers,** market & sales analyst, Rose Marie Reid of Calif., L. A., treasurer. Elected to board: **Wilbur Pearce,** Firestone Tire & Rubber Co., L. A.; **Charles G. Brown,** marketing analyst, Max Factor Co., Hollywood; and former chapter president, **A. Kendall Owlie,** market analyst General Petroleum Corp., L. A.

John L. Esterhai, assistant counsel, Philco Corp., Phila., elected vice president, U. S. Trade Mark Assn.

Richard C. Sickler, assistant division manager, product advertising, E. I. duPont de Nemours & Co., Philadelphia, elected a vice president, National Industrial Advertisers Assn.

TO GET THE *Best* IN TV TRANSMITTING EQUIPMENT...

Compare ALL THE FACTS!

THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most *adaptable* VHF equipment in the industry today . . . to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal . . . Standard Electronics offers a complete line of 100% air cooled amplifiers . . . DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make . . . *with no need to replace any part of your existing equipment.* YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER. Your high power broadcasts can begin SOON . . . because Standard Electronics has a reputation for deliveries ON TIME, as promised.

Compare *true* equipment costs . . . not just initial cost . . . but also tube replacement an dpower consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to $120,000 in operating expenses alone.)

Compare circuitry . . . layout and control simplicty . . . ease of maintenance.

Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for *any* station to expand to higher power . . . and compare delivery schedules for both complete transmitters and high power amplifiers.

Get *all* the facts . . . and let them help you decide truly which transmitter best serves your needs.

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC

285-289 EMMETT STREET • NEWARK 5, N. J.

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry

Comparison Chart of VHF High Power Transmitters

	SE Transmitter	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 5 KW	★ [illegible]	NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER	★ YES	NO	NO	NO
TUBE COST [complete set / FCC spares]	★ $6,138 [illegible]	$11,625 $4,237	$13,230 (est) $6,429 (est)	$9,250 (est) $5,050 (est)
AIR COOLED	★ YES	YES	NO	NO
POWER LINE REQUIREMENTS (at black level)	★ [illegible] 60 cy, 3 ϕ [illegible] KW	460 V 60 cy, 3 ϕ 193 KW	208/230 V 60 cy, 3 ϕ 150 KW (est)	208/230 V 60 cy, 3 ϕ 165 KW (est)
FLOOR AREA (including power equipment, blowers, etc.)	★ [illegible] sq. ft.	154 sq. ft.	160 sq. ft. (est)	——
ALL TUBES VISIBLE FROM FRONT	★ YES	NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)	★ YES	NO	NO	NO
INDIVIDUAL CHASSIS CONSTRUCTION	★ YES	NO	NO	NO
INTERUNIT CABLING WITHOUT TRENCHES	★ [illegible]	NO	NO	NO

OPPOSITION BUILDS UP AGAINST SKYWAVE PROPOSAL

Clear channel group protests FCC's daytime skywave plan as providing insufficient protection while secondary outlets hit what they claim are excessive restrictions.

ALTHOUGH deeply embroiled in the uhf-vhf television crisis before the Senate Communications Subcommittee, FCC last week found its daytime skywave proposal affecting radio stations has become a second Pandora's box as industry opposition mounted with the filing of briefs Thursday.

Only two petitioners indicated support for the Commission's daytime skywave plan as a "reasonable compromise" (see box, page 44).

Nearly all of the some 100 other parties, who filed appearances for oral argument this Thursday before the Commission *en banc* on the merits of the first part of the FCC report expressed objections in whole or in part.

Some called for postponement of a separate daytime skywave decision until the older clear channel case is settled. Others argued the FCC plan fails to afford enough protection to Class I clear channel outlets. Some held secondary stations are unduly penalized. Some argued the procedures proposed are illegal, irrespective of merit. Even reallocation of clear channels is urged in one quarter.

Heading FCC's list of appearances for Thursday's argument, Clear Channel Broadcasting Service contended the FCC proposal fails to give Class I clear channel stations sufficient protection and actually "offers the possibility of substantially increased interference to the Class I stations."

Calling for postponement of the daytime skywave decision and re-integration of the case into the overall clear channel proceeding, CCBS indicated the FCC proposal, if adopted now, would pre-judge the clear channel ruling and improperly preclude consideration of the CCBS "20 station plan" specifying 750 kw operation.

CCBS' Original Proposal

In its original clear channel proposal, CCBS asked FCC to recognize that skywave transmission, both day and night, as well as groundwave must be considered as a source of broadcast service and interference in the allocation of daytime and limited time stations on clear channels. CCBS urged that all Class I-A stations "be protected from skywave and groundwave interference during the transition and mid-day periods to their 100 uv/m groundwave contour calculated at an operating power of 750 kw."

In addition, at that time, CCBS asked that "in parts of their service areas, certain I-A and I-B stations be protected from skywave and groundwave interference to their 25 uv/m contour calculated at an operating power of 750 kw to permit them to provide daytime service to 'white area' listeners. That all remaining Class I-B stations be protected to their 100 uv/m groundwave contour, calculated at operating power of 50 kw, from daytime skywave or groundwave interference."

The CCBS brief commented that these "original conclusions and recommendations are entirely supported by the record and should be adopted." It noted FCC's report recognizes daytime skywave as a "definite source of interference" although failing to provide "adequate protection."

Daytime Broadcasters Assn., however, while agreeing with FCC's view that a prompt resolution of the daytime skywave proceeding is "feasible" and that action on applications for Class II daytime only and limited time stations should be resumed at an early date, charged that "the proponents of greater protection for Class I stations have failed to prove that daytime skywave radiations of Class II daytime only and limited time stations are of such a nature or magnitude as to cause actual harmful interference to Class I-A and I-B stations."

DBA recommended that the notice of further proposed rule-making be vacated and the proceeding be completed by issuance of a final report determining there is not adequate justification for changing engineering standards with respect to daytime skywave.

DBA argued "there has not been a showing of the relative merits of the services which will be lost in the event that the proposed rules and standards are adopted." The record is silent, DBA said, on the comparative merits of the Class I services which would be favorably affected and the Class II services which would be adversely affected.

The daytime group further asked FCC to lift the seven year old freeze preventing consideration of applications for new or improved daytime or limited time operations on Class I frequencies.

DBA attacked the 100 uv/m protection contour proposal of the clear channel group as extreme because of the great distances involved and the atmospheric noise "distortion zone" which it claims renders the Class I signal "virtually useless" at the 100 uv/m contour.

Both the Restricted Time Radio Stations Assn. and a group of eight limited time stations [B•T, July 5] protested FCC's proposal and asked that the daytime skywave ruling be postponed until decision in the clear channel case.

The restricted time association called for further studies and asked that "additional testimony be taken on more broad and comprehensive issues with respect to the effect of daytime skywave propagation upon the service areas of all classes of stations and upon the economy of the entire broadcast structure."

RTRSA charged "that existing Class I stations as a whole do not now furnish a primary signal day or night to all populations and areas of the country and that the secondary service from all of them results in an oversupply of skywave service in the northeastern section of the U. S. and a paucity of practical, useful quality signals in other sections of the country."

Power Boosts Questioned

FCC's television and fm allocation plans "represent an attempt by the Commission to avoid the recurrence of the experience it encountered in the allocation of clear channels," RTRSA said, noting any power boost for clear channel outlets could not correct allocation errors.

RTRSA said FCC cannot improve Class I station coverage day or night without pursuing one or more of the following alternatives:

1. It can relocate those Class I stations which contribute an oversupply of groundwave coverage day and night to regions where white areas or inadequate groundwave coverage exists. Such relocations would make for a more equitable distribution of nighttime skywave field intensities of sufficient quality to overcome the moment-to-moment, night-to-night fading characteristics of such signals.

2. It can reclassify those Class I stations which do not presently contribute to an equitable dis-

Summary of FCC's Daytime Skywave Proposal

FCC's daytime skywave proposal generally affords Class I clear channel stations greater protection from the interference caused at sunrise and sunset hours by certain secondary stations on those channels [B•T, March 15, *et seq*].

In substance, FCC's proposal consists of two parts, the first dealing with general principles, the second with implementation.

Merits of the first part are to be argued before the Commission this Thursday and briefs were filed last week. Part two, a notice of proposed rule-making, is subject only to written comments due Aug. 2 with replies due Aug. 17.

The seven-year-old daytime skywave case was severed from the older clear channel proceeding. The latter appears bogged down for an indefinite period since the Senate has yet to ratify the 1950 North American Regional Broadcasting Agreement, the key to any domestic clear channel policy, FCC has explained.

FCC's report and order comprising part one of its daytime skywave proposal said basic allocation policy must await final review in the clear channel case but the report (1) recognized that secondary stations on clear channels cause various degrees of objectionable interference to the dominant Class I outlets in the two-hour periods after sunrise and before sunset and (2) revised the standard broadcast engineering standards and rules to provide for protection. To today's concept of daytime and nighttime operations would be added a third, a "transition" period for the two-hour periods at sunrise and sunset.

In part two, the notice of proposed rule-making, FCC:

- Cited four categories of existing stations to which the proposed revision may be applicable. These are (a) Class II daytime-only stations; (b) Class II limited-time stations; (c) Class II unlimited time stations, and (d) Class I-B stations located eastward of the other I-B station on the channel and commencing nighttime operation at sunset at the westward I-B station.
- Indicated that with respect to existing Class II daytime-only stations "we do not propose at this time that these stations be required to comply with the proposed standards."
- Stated that existing Class II limited-time stations generally would not be affected "at this time," but that those limited outlets situated to the East of their dominant stations would have to cease operation at local sunset at the Class II station in lieu of the dominant station as heretofore. FCC said this latter condition up to now has been a "bonus hour operation" for the Class II outlet.
- Proposed to continue the seven-year freeze on processing of daytime-only and limited-time applications on the clear channel frequencies specified in Secs. 3.25(a) and (b) of the rules "in order not to prejudice the outcome of the clear channel proceeding."
- Revised the terms of the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-A channels, in view of the proposed changes in standards.
- Lifted the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-B channels, but cautioned them, however "against extensive changes in antenna systems to meet the criteria here proposed since the decisions made in the clear channel proceeding may render useless antennas so designed."

HOW MANY EARS HEAR THE VOICE OF BALTIMORE?

Some smart guy came up with a quick answer: "Twice as many ears as people!"

But it's not quite that simple! For instance, back in 1922 when WCAO first went on the air, there were 880,000 people in Metropolitan Baltimore. They all had ears—but they didn't all have radio sets. Right now there are 1,455,000* people in Metropolitan Baltimore—and it would be mighty hard to find a pair of ears that didn't listen to radio.

PULSE OF BALTIMORE tells us that WCAO is the most listened-to station in Baltimore. So that's that. But, WCAO's 5,000 watt signal goes a long way beyond Metropolitan Baltimore. Our mail map shows *extremely widespread listenership* beyond the limits of Metropolitan Baltimore.

And Baltimore's wealth is increasing faster than Baltimore's "ears". In 1922, Baltimore's spending power was reflected by retail sales of $325,000,000. In 1927 (when we joined the CBS network) retail sales were $395,000,000. And, in 1953, Baltimore retail sales reached a whopping $1,543,684,000*.

In other words, about twice as many people are spending nearly five times as much money! And, most of those 1,455,000 (plus) pairs of ears listen to the "Voice of Baltimore".

* 1954 Survey of Buying Power



27th Anniversary of affiliation with CBS as a basic radio station

WCAO

"The Voice of Baltimore"

All programming is simulcast by WCAO-FM (20,000 watts) at no additional cost to advertisers

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

AP
NEWSCASTS
AVAILABLE
ON
WSAZ

6:05—6:10 AM
LOCAL NEWS
Monday thru Saturday

8:50—8:55 AM
LOCAL NEWS
Monday-Wednesday-Friday

1:55—2:00 PM
WORLD NEWS
Monday thru Friday

4:15—4:20 PM
WORLD NEWS
Monday thru Friday

11:05—11:15 PM
LOCAL NEWS
Monday thru Saturday

CONTACT
C. T. GARTEN for
Full Information

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

tribution of groundwave coverage day and night throughout the entire nation and provide for new Class I stations at or near white areas or underserved areas of the country.

3. It can make more or all clear channels available for I-B operation and locate more dominant I-B stations in or near white areas.

4. It can reclassify some Class I stations and either locate new Class II stations or reclassify existing Class II stations into Class I-B stations in or near white areas.

RTRSA, described as an informal group formed after FCC separated the daytime skywave case from the clear channel proceeding, is composed of the following:

WRXO Roxboro, WCKB Dunn, WCEC Rocky Mount, WADE Wadesboro, WLTC Gastonia, WABZ Albemarle, WCPS Tarboro, all N. C., and WDKD Kingstree, S. C.

The limited time station group attacked the legality of the procedures set forth by the Commission and questioned if unlawful modification of licenses of certain existing stations may not be involved. Group is composed of:

WHCU Ithaca, N. Y.; WLIB New York; KLIF Dallas; WOI Ames, Iowa; KGBT Harlingen, Tex.; WAIT Chicago; WEEU Reading, Pa.; WGRD Grand Rapids, Mich., and National Assn. of Educational Broadcasters.

The limited time group charged FCC's report did not take into consideration: (1) The valuable services rendered by Class II stations to the communities they serve, (2) the services that are available in areas "where this newly discovered alleged 'interference' might exist and (3) the economic implications of curtailed hours of operation for such stations."

The brief charged FCC's report contains "only a small portion of the whole story," deals exclusively with engineering standards "and completely ignores consideration of program content."

FCC "ignores the question of whether clear channel programming satisfies the needs of the people who live in the remote areas of our country and whether the people in these remote areas will have any other program service available to them if daytime and limited time stations go off the air in order to increase the protected coverage area of clear channel stations," the limited time group's brief held.

Shying clear of any comment on merits of FCC's proposal, the Federal Communications Bar Assn. asked if the procedure being followed "in connection with the possible modification of the licenses of individual stations is in violation of the Communications Act."

FCBA charged specific violation of the Administrative Procedure Act to footnote 20 of FCC's report. In footnote 20, it is explained, the Commission has proposed to make changes in its rules and standards considered "minor and editorial in nature," hence not subject to rule-making procedure. But FCBA contends the changes are "neither minor nor editorial in nature" and their adoption without rule-making procedure "would constitute the clearest violation of law."

NBC Views

NBC pointed out the FCC proposal "will permit a substantial and drastic increase in interference to the service areas of a Class I station during the sunrise and sunset periods by the authorization of new and changed facilities of Class II stations operating on the same channel." NBC is licensee of four Class I stations, WNBC New York, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco, plus Class III WRC Washington.

The network contended the FCC proposal does not establish a method of testing whether the grant of a particular Class II station is in the public interest because of the interference question. NBC recommended FCC (1) reaffirm that the service of Class I stations will normally be protected to their 0.1 mv/m contour; (2) adopt adequate diurnal curves which will reflect the interference condition which may be caused by a Class II station within the normally protected contour of a Class I station (a) from sunrise until the second hour later and (b) from the second hour before sunset until sunset.

Two Support Proposal

TWO votes in support of FCC's daytime skywave proposal were cast last week amid the multitude of objections. KOA Denver and American Broadcasting-Paramount Theatres Inc., in separate briefs, considered the proposal a "reasonable compromise." Both favored the Commission's plan to eliminate evening "bonus hour" operation by secondary stations located eastward of the dominant outlet and asked that this provision be adopted irrespective of what might happen to other proposals in the proceeding.

Urging that its own computations of protection be substituted for the radiation curves of the Commission at such time as the daytime skywave report is made final, CCBS offered three explanations of its engineering data. In graph form, by maps and by tables of mileage separation, CCBS showed where secondary stations can be located and still afford clear channel protection to the 100 uv/m contour, based on 750 kw operation under the 20-station plan.

CCBS is comprised of the following independently owned clear channel stations: KFI Los Angeles, WFAA Dallas, WSM Nashville, WHAS Louisville, WHAM Rochester, WJR Detroit, WOAI San Antonio, WBAP Fort Worth, WCAU Philadelphia, WWL New Orleans, WHO Des Moines, WSB Atlanta, WGN Chicago and WLW Cincinnati.

Concern Voiced

Storer Broadcasting Co., operator of seven radio stations ranging from Class I-B to IV, said a careful review of the FCC report and of engineering studies made by consulting engineer A. Earl Cullum Jr., "Storer is deeply concerned that the Commission's proposed report and order, without providing any substantial benefit to Class I-A or I-B stations, threatens a major change in standard broadcast allocation policies which will seriously impair the service areas of Class I-B and Class II stations."

Storer contended an "extremely serious deficiency" in the proposed amendments is that "they do not provide any means for determining the degree of interference or loss of service which will result from daytime skywave transmissions."

Storer called for "a complete reconsideration of the basis and philosophy of the proposed report" because "the matters involved are of such serious import to the standard broadcast industry." Storer urged these modifications upon reconsideration:

(a) The concept of "normally protected contours" should be retained in connection with protection from day-time skywave interference. A full and complete study should be made prior to establishing the precise contours which are to be normally protected from daytime skywave interference.

(b) The amendments should contain appropriate methods for determining the degree of interference or loss of service which will result from daytime skywave transmissions.

(c) Existing Class I-B stations should be required to provide mutual protection to each other from daytime skywave interference only if an examination of the gain or loss of service involved justifies such protection in the public interest. In other words, the new protection requirements should be applied to existing Class I-B stations on a case-by-case basis.

(d) Class I-A and I-B stations should be protected from daytime skywave interference from Class II stations in a degree equal to the protection



AP News

provides QUALITY that local sponsors Want!

It's not uncommon that a sponsor asks for a locally-produced program of network quality. AP newscasts can fill the bill, leaving nothing to be desired.

WSAZ of Huntington, W. Va., has the proof. Anderson-Newcomb, a department store known for its prestige brands, was in the market for a program. Having used a network show, the store was skeptical of the quality of a locally-produced vehicle.

WSAZ proposed a news program. Station pointed out that its top "news voice" would do the presentation . . . that everything about the production would do the sponsor credit . . . that the program would carry Associated Press news. Sponsor agreed to a contract, with right to cancel if quality failed to measure up.

That was nearly five years ago. Store is still on the air . . . still using AP news . . . still happy.



Mr. C. T. Garten, WSAZ's manager, says: *"Our ability to offer the prestige of The Associated Press helped us to sell this account, and to reassure the sponsor about high quality. That's a 'plus' that goes along with AP membership."*

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands . . . know the most famous brand in news is AP

provided to Class I stations from other Class I stations. Existing Class II stations should be required to provide such protection to Class I stations only if an examination of the gain or loss of service involved justifies such protection in the public interest. In other words, the new protection required should be applied to existing Class II stations on a case-by-case basis.

(e) Class II stations should be protected from daytime skywave interference from other Class II stations, but existing Class II stations should be required to provide such protection to other Class II stations only if an examination of the gain or loss of service involved justifies such protection in the public interest.

Mr. Cullum distributed his engineering analysis of FCC's report to his clients some weeks ago. It found the FCC plan would actually increase rather than reduce intereference to clear channels and offered a substitute plan [B•T, June 14]. His report was submitted to FCC in a joint petition in behalf of WBAL Baltimore, KWKH Shreveport, KTHS Little Rock, WHDH Boston and Mr. Cullum.

WCKY Submits Proposal

WCKY Cincinnati, Class I-B outlet whose earlier interference troubles with a proposed Philadelphia station is a basic illustration in the Commission's proposal, submitted a modified proposal for permitting a more orderly transition period at sunset hours. WCKY, which also is in court with KGBT Harlingen, Tex., in an interference dispute, asked that the proposed rules be modified "so as to provide that the permissible radiation towards a Class I station be based on providing protection to the 500 uv/m groundwave contour of the Class I station at the time of local sunrise and the time of local sunset at the interfering station."

WHKK Akron and WCAR Detroit charged FCC's report "is replete with incomplete statements of fact, emotionally colored language and unwarranted assumptions, which ostensibly permit wrong conclusions." Both held the Commission must reconsolidate daytime skywave with the clear channel case, take up further contemporary evidence and abandon its proposal to recognize daytime skywave interference.

WHKK further asked that FCC at least not adopt its proposed redefinition of limited time stations "but consider and adopt standards to prevent daytime skywave interference from limited time Class II stations to western dominant stations."

WJJD Chicago, a limited time station on 1160 kc with 50 kw, also contended daytime skywave cannot be considered "out of context" with the clear channel proceeding. WJJD said it has been on its channel since 1929 and has received no complaints of interference.

Hadacol Dismissal Finalized

THE FEDERAL Trade Commission last week affirmed an examiner's initial decision dropping FTC's complaint of false and misleading advertising against The LeBlanc Corp., Lafayette, La., for "Hadacol," the vitamin-mineral supplement [B•T, April 5]. The dismissal, made without prejudice to the FTC's right to reopen the case, was ordered on grounds the firm has been bankrupt since shortly after the complaint was issued in September 1951.

Medal Asked for Berlin

THE HOUSE last Tuesday approved a bill which would authorize the President to present a gold medal to songwriter Irving Berlin for his services during World War II, specifically his composition of a number of patriotic songs, including "God Bless America." The bill was sent to the Senate.



SEN. KARL MUNDT (R-S. D.) (r), in a ceremony at his office presents Norway's First Secretary Elvious Mangor with a half-hour program featuring Norwegian songs. The program was recorded by KSOO Sioux Falls during the local June choral festival (National Sangerfest) and shipped to the Senator who turned the recording over to Secretary Mangor. The program will be broadcast to radio stations in Norway on the nationally-owned Norwegian Broadcasting System. Sen. Mundt hailed the "songs across the sea" project, saying it will do much to "strengthen the already strong bonds" between his home state and Norway.

FCC Calls for Hearing On Providence Fm Bid

FCC last week advised Nobscott Broadcasting Corp. that its application for a new fm station on ch. 268 (101.5 mc) at Providence, R. I., involves questions which indicate necessity of a hearing.

The McFarland letter noted that a lease agreement between Nobscott and Providence-Barrington Bible College raised the question whether Nobscott had "retained such interests in the operation of the proposed station as to make a grant of the subject application inimical to the public interest, convenience and necessity."

The letter pointed out that the provision of the lease gearing the rental to the gross income of the station is contrary to Commission policy. The letter further noted that the lease provision requiring the sustaining broadcasting time to the college "raises questions as to whether the proposed licensee would have full and complete control of the proposed station."

The letter concluded that:

"Other provisions in the said lease agreement that the lessee shall broadcast no advertisements of beer, wine, liquor or tobacco . . .; that the lessee may add to or improve the facilities of the station, subject to the approval of the lessor . . . and that the lessee shall conduct its operations in a manner in keeping with the character and principles of the lessor; and that the lessee shall prohibit personnel from smoking in areas not approved by the lessor, upon penalty of dismissal . . .; all appear to have a cumulative effect of denying to the lessee the full control of the operation of the station which is required of it as a licensee operating in the public interest, convenience and necessity."

FCC Rules Against Am 'Booster' Bids

USE of synchronous amplifiers to extend the coverage area of Class IV local stations is not desirable and is contrary to standard broadcast allocation principles, FCC has indicated in a ruling to dismiss two long-pending bids for am "boosters."

Dismissing the applications of WCMI Ashland, Ky., for a booster at Huntington, W. Va., and WSAL Logansport, Ind., for a synchronous amplifier at Peru, Ind., FCC pointed out that two stations have experimented with such units in the past but "neither the technical results of these operations nor other technical data before the Commission appear to support the possible advisability of revising present rules to permit such operations."

Moreover, FCC continued, "the adoption of any such revision might well have a serious impact upon the basic standard broadcast allocation structure now contained in our rules. For example, the few applications specifying synchronous operations filed with the Commission have in each case sought to extend the coverage of Class IV stations operating on local channels so as to permit coverage of large cities and metropolitan areas.

"Such extension would obviously be prejudicial to the assignment of other Class IV stations to the smaller towns and communities in accordance with their intended purposes. For this reason, as well as the technical considerations involved, the institution of proceedings looking toward the revision of the Commission's rules to permit synchronous amplifier operations in the standard broadcast service would not appear to be warranted in the absence of some reasonable prospect that the public might benefit."

The two synchronous amplifier operations authorized by FCC in the past were to WWDC (now WOL) and WINX (now WOOK), both Washington, D. C. WOL continues to operate booster but WOOK has since discontinued. Both have applications in hearing status respecting their booster operation. WOL has pending in hearing status another bid for change from 250 w on 1450 kc to 5 kw on 1460 kc, directional day and night, and proposes to give up booster operation in the event the 1460 kc facility is granted.

Sarnoff Talk in 'Record'

AN ADDRESS by Brig. Gen. David Sarnoff, RCA-NBC board chairman, on "Electronics and Law Enforcement," was entered in the July 1 *Congressional Record* at the request of Sen. Pat McCarran (D-Nev.), who said his colleagues should find the talk of "considerable interest." Gen. Sarnoff made the talk June 11 to graduates of the 53d session of the FBI National Academy in Washington, D. C. [B•T, June 14].

FCC Grants Two Fms

GRANTS of Class B fm facilities to two existing standard stations were announced last week by the FCC. Recipients of the grants were KSON San Diego, for ch. 268 (101.5 mc) with effective radiated power of 11 kw, and WDOK Cleveland for ch. 271 (102.1 mc) with effective radiated power of 9.4 kw.



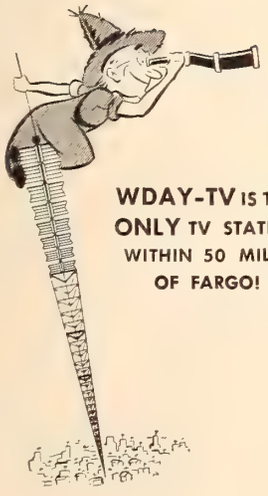
EVERYONE AT WDAY-TV LOVES THE TAX ASSESSOR!

Ordinarily you catch us billing and cooing with the Tax Assessor about as often as you see us playing around with a bunch of wildcats. . . .

This year it's different. In May we asked the City Assessor if he could check Fargo's Personal Property Tax rolls and tell us the number of television sets in Fargo. Nobody *lies* to increase his taxes! *And 65.5% of all Fargo families told the Assessor they own television sets!* And remember, that was back in May, 1954—*less than a year after we went on the air!*

We do a pretty fancy job in the rest of our coverage area, too. Twenty miles from Fargo the TV saturation is 52%—fifty miles away it's 28%—*and seventy miles away it's almost 20%!*

Ask Free & Peters for all the facts on WDAY-TV—the *only* TV station in the rich Red River Valley.



WDAY-TV IS THE **ONLY** TV STATION WITHIN 50 MILES OF FARGO!

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FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., *Exclusive National Representatives*



RADIO-TV TO BE HEARD ON COVERAGE

Jenner's Rules group will set aside time to hear industry on media's Hill coverage.

RADIO-TV industry spokesmen are ready to give their side on the question of "live" radio-tv coverage of congressional committees. A Senate Rules subcommittee, headed by Sen. William E. Jenner (R-Ind.), will provide the forum.

The Jenner group has been holding hearings on ways and means to overhaul committee procedures, particularly of investigating committees. A fortnight ago, fellow Senators appeared before Sen. Jenner and his subcommittee colleagues, attacking the media's presence on Capitol Hill [B•T, July 5].

A staff member of the Jenner subcommittee said last week that NARTB, ABC, CBS, NBC and the Radio-Tv Correspondents Assn. (NBC's Richard Harkness is president) had requested appearances before the subcommittee.

The radio-tv people will appear at about the same time although no firm date has been set.

The Jenner subcommittee, which is continuing its hearing on committee procedures, held sessions last Tuesday and Wednesday. It will pick up in its hearing tomorrow (Tuesday).

It is expected the Rules group will hold its hearings into the summer, even after Congress adjourns.

Highlight of last week's hearing was an apparent reversal by the American Civil Liberties Union on the question of permitting radio and tv at committee hearings.

Ernest Angell of ACLU told the subcommittee that his organization at first had opposed the televising, broadcasting and filming of investigating committee hearings. But ACLU, he said, now believes that the prohibition be favored "unless and until" Congress adopts proper rules for the conduct of hearings and establishes a satisfactory practice.

Once these rules are set up, he said, the ACLU believes there ought not be any limitation. In an unusual comment, Mr. Angell said this was the ACLU position but that he did not "personally agree." But under questioning by the subcommittee, he admitted that recordings and cameras give a fuller and more accurate reporting of a hearing to the people.

In a statement before the Jenner group, Sen. Earle C. Clements (D-Ky.), new member on the Senate Communications Subcommittee, said if Congress is to go into the nation's homes, "it must do so in the dress of a respectable and considerate visitor, not in the cloak of a brawling, discourteous, and ill-mannered person."

One principle Congress ought to adopt to assure a fair hearing, he said, was:

"No oral statement during the course of the hearings or investigations should be addressed to any public media of communication present, so that grandstand plays will be eliminated."

Rep. Emanuel Celler (D-N. Y.), ranking minority member of the House Judiciary Committee, told the Senate group that any code of "fair committee procedure" should include as one of its provisions a section saying, "No witness shall be forced to testify before television or broadcasting apparatus."

Rep. Celler is a sponsor of a measure in the House which incorporates this proposed rule.

Will Maslow, representing the American Jewish Congress, cited the need for protection of witnesses from "undue harrassment or distraction." He approved the proposal that no witness be televised or photographed over his opposition. Television, and the accompanying "apparatus," and "grinding cameras," he said, "confuse witnesses, distract them, sometimes give them stage fright."

'Play to Public'

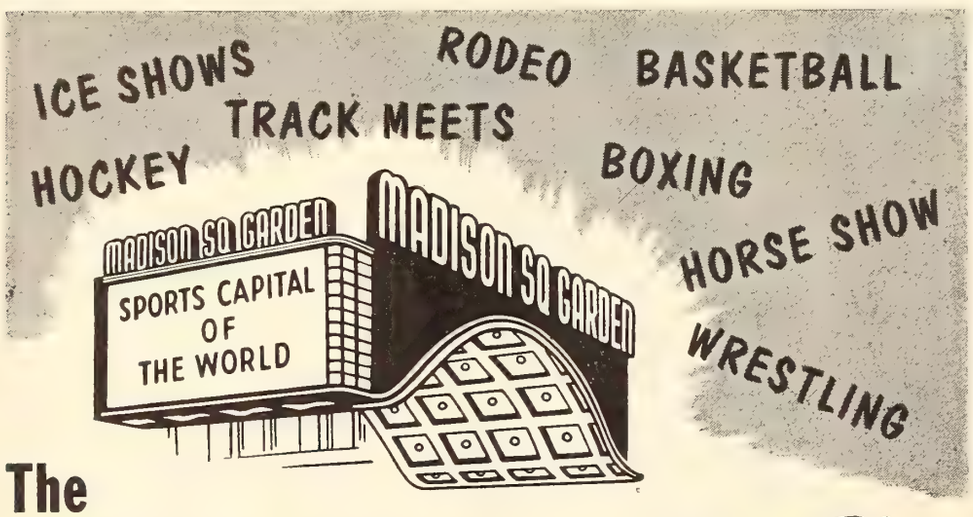
Another witness, David A. Rose, Anti-Defamation League of the B'nai B'rith and the AJC, said radio and tv coverage of hearings have tempted some witnesses and "even some members of Congress to play to the public spotlight." He urged, as a measure of expediting hearings, that no motion pictures, tv or broadcasts be permitted while a witness is testifying.

Louis J. Cohen, National Community Relations Advisory Council, said his organization opposed broadcasts when a witness objects. He noted that the courts forbid the use of radio or tv.

In a statement filed with the Jenner group, Bettin Stalling, Federal Bar Assn., said the FBA's executive committee suggests that Congress consider, "Under what arrangements can radio, tv and news facilities be employed so as not to be unfair to witnesses."

Another legal expert, Ralph Becker of the Bar Assn. of the District of Columbia, cited rules adopted by his association. Among them was the rule that the association believes that subjecting a witness to the public view on television, if the witness is unwilling to appear, is an invasion of his rights. Mr. Becker, directed a *Federal Bar Journal* symposium on the subject [B•T, July 5] said insistence on broadcasting testimony over a witness' objection already has proved "embarrassing" and "degrading."

Mr. Becker said that under the association's rule, a witness would be notified in writing by the committee at least 24 hours in advance that the testimony would be broadcast. The witness then could ask that his appearance not be broadcast by filing such a request with the committee at least 12 hours before he is scheduled to take the stand.



The MADISON SQUARE GARDEN *Show*

. . . proved Selling Power!

"The 'MADISON SQUARE GARDEN' show turned up with a 10 to 10:15 rating of 24.5." KMTV — Omaha

". . . in response to a short announcement, we received an unexpected amount of cards and letters requesting that 'MADISON SQUARE GARDEN' be resumed in its present form next season."
Fuller & Smith & Ross, Inc.
(BURKHARDT BEER, Sponsor)

- Narrated by Marty Glickman & Stan Lomax
- 15-minute & half-hour versions
- Ready for telecast 5 days after shooting
- Now in 5th Big Year
- Priced for low budgets

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BIG MIKE...
the butter & egg man





Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

Big Mike points out that Omaha, Nebraska's largest city, is number one in the nation for butter production — 40% above its nearest competitor. Big as it is (25-30 million pounds a year) butter is only part of Nebraska's food processing story. Ranking second in the nation for ALL food processing Omaha's poultry products, processed in five plants, range from dressed birds to dehydrated eggs. Omaha meat packers process nearly six million head of livestock in a typical year.

Nebraska's food processing story is a mighty big story . . . and it's getting bigger and better every year. As the market grows, so grows Big Mike . . . with more listeners, more service . . . more success stories to tell you about. Free & Peters will be glad to give you the facts . . . So will Harry Burke, General Manager.

THE MIDWEST-EMPIRE STATION

1110 K.C.

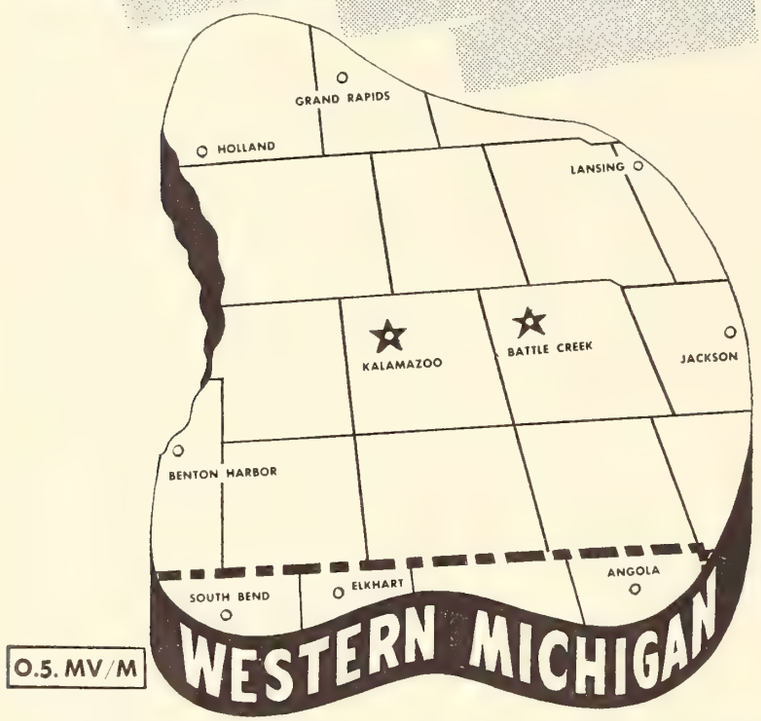
KFAB

50,000 WATTS OMAHA CBS RADIO

WKMI KALAMAZOO

UPS Power!

NOW 5,000 WATTS



WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

MUSIC • NEWS • SPORTS
19 HOURS A DAY • 1360 KC.

Now . . . a more powerful voice in Western Michigan's great productive market. More extensive programming . . . more power . . . more of EVERYTHING for greater listener interest . . . MORE and MORE RESULTS FOR ADVERTISERS. Get the facts from our representatives or phone, write or wire direct.

National Representative: Forjoe and Co., Inc.
In Detroit: Michigan Spot Sales

WKMI • STEERE BROADCASTING CORP.
KALAMAZOO, MICHIGAN

Protest of Muskogee Ch. 8 Grant Denied

PROTEST against the FCC's grant of Muskogee ch. 8 to Tulsa Broadcasting Co. (KTUL), filed by three Tulsa tv stations last May [B•T, May 17, 10], was denied last week by the FCC.

The Commission said the three stations—KCEB (TV) on ch. 23, KOTV (TV) on ch. 6 and KSPG (TV), holding a grant on ch. 17—had no right to protest under Sec. 309(c) of the Communications Act because the ch. 8 grant was made after a hearing. The Commission also said that no material reasons had been advanced for a rehearing, since "the matters alleged by petitioners are insufficient to warrant absolute disqualification of a television applicant in an uncontested case."

James Leake, vice president of Griffin Grocery Co. which owns Tulsa Broadcasting Co., said Thursday following the FCC's action that the Muskogee ch. 8 outlet would be on the air by Sept. 1. The station, serving the Muskogee-Tulsa area, he said, would affiliate with ABC and DuMont, with Avery-Knodel Inc. as national representative.

Protestants claimed that the principal owners of Tulsa Broadcasting Co. (John T. Griffin and family) also own 50% of KWTV (TV) Oklahoma City and that there is an overlap of grade A service areas between that station and the Muskogee ch. 8 station.

They also charged undue concentration of control, stating that the Griffin family also owns KATV (TV) Pine Bluff, Ark., and KTUL Tulsa, KOMA Oklahoma City and KFPW Fort Smith, Ark.

One of the reasons for the protest, the three objectors said, was that Tulsa Broadcasting was advertising that the Muskogee ch. 8 station would be a Tulsa-Muskogee outlet and that "harmful" attacks had been made on uhf television.

The Muskogee grant came after competing applicants Oklahoma Press Publishing Co. (*Muskogee Phoenix* and *Times-Democrat*) and Ashley L. Robison withdrew.

KCEB said it had invested $850,000 in building the uhf station and that it was losing $30,000 monthly in anticipated revenues following the grant of the Muskogee facilities.

Appeals Court Denies Bid By WTVI (TV) for Ch. 4 Stay

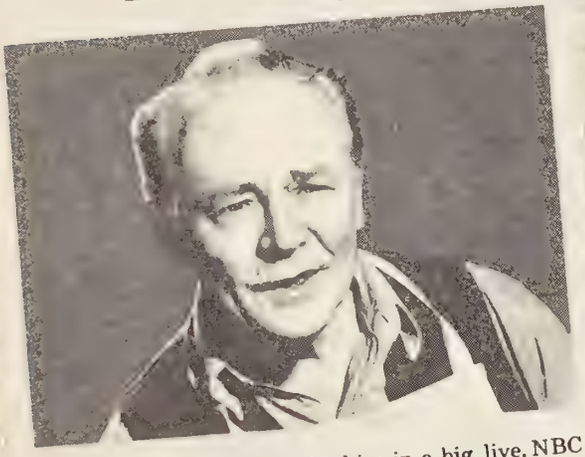
U. S. Court of Appeals in Washington has denied the request of WTVI (TV) Belleville, Ill., for a stay order against KWK St. Louis, which was granted ch. 4 there after the two competing applicants merged with it last April [B•T, May 3].

Although it denied the stay request, the court told the FCC not to issue any license to the merged KWK ch. 4 station until it had decided the merits of WTVI's appeal. Issuance, however, of a special temporary authority for commercial operation was all right, the court said.

WTVI, which operates on ch. 54 in the St. Louis market, filed an application for ch. 4 there two days before the FCC made final an examiner's initial decision in favor of the KWK grant. The FCC refused to accept the application on the ground the frequency requested was in hearing status. New applications may not be filed beginning 30 days before a hearing starts. WTVI also protested the KWK grant, but this, too, was denied by the FCC on the ground that a protest may be filed only against a grant made without a hearing. The uhf station appealed both FCC rulings. Previously, the court had refused to issue a stay against the KWK grant on the earlier request by WTVI.

AVAILABLE

Top-Notch Grocery Salesman For Summer Job



Charlie Ruggles now for hire in a big, live, NBC network TV show . . . *"The World of Mr. Sweeney"*.

Will locate in any town reached by an NBC television station.

Salary pro-rated to your individual market. You pay less than for most local talent.

Qualifications. Has following of millions. Known and loved by just about everyone who ever saw a movie. When this new situation comedy was tested on the Kate Smith Show, audiences loved *"The World of Mr. Sweeney"*!

Working Hours. On June 30, Charlie takes over the high-rated NBC time formerly occupied by the Dinah Shore and Eddie Fisher Shows. It's a time when the whole family's watching TV and the whole family will love the warm, wonderful *"World of Mr. Sweeney"*

Full-time or part-time. You can buy as little as one commercial on one show, or any combination up to the entire series four days a week, Tuesday through Friday.

References. NBC **Television Co-op Sales,** 30 Rockefeller Plaza, New York 20, N. Y. or your local NBC-TV station now has full details.

Other sponsors know about this advertisement. *Better act fast to sign up Charlie Ruggles for your markets. Write, wire, or call today.*



OPERAT

No Fancy Gimmicks
No New Programs
No Blue Sky

JUST LISTENERS

ALL YEAR ROUND

ON "SELL"

The Cincinnati Stations with

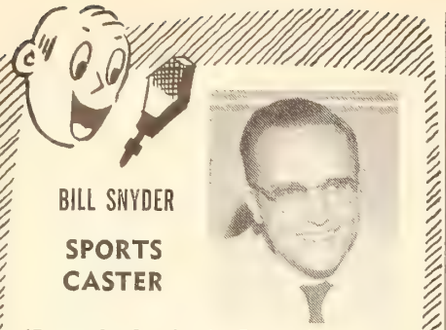
1. The Greatest Out-Of-Home Audience
   *First Place 82%**
2. The Largest Nite-Time Non-TV Audience
   *1,098,460 Families—92%***
3. The Nation's Top Disc Jockeys***
4. The Fabulous Mail Record
   126,437 Sales in 1 Month

Pulse: **Nielsen ***Billboard & Movie Star Parade

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281



Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK



BILL SNYDER

SPORTS CASTER

(Formerly St. Louis Browns)

★ Last 4 years carried Wichita Indians baseball exclusive.

★ Standard Oil Company of Indiana sponsored all at home and away Wichita University football schedule last 2 years.

★ Theo. Hamms Brewing Company has sponsored Wichita Indians baseball at home and away, last 2 years.

Represented by
George W. Clark, Inc.

KWBB

"WICHITA'S RADIO ACTIVE STATION"

1410 KC • 1000 WATTS

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Households:
UP 76.1 %

WFBM-TV
Indianapolis • CBS

Kerr vs. Turner

TWO POLITICALLY prominent persons, who also have station ownership, will be paired off July 27 in a Democratic primary runoff election for the Oklahoma U. S. Senate race. They are incumbent Robert S. Kerr (D-Okla.), who although having the greater number of votes in the election held last Tuesday failed to muster the required majority of the total vote, and challenger Roy J. Turner, former state governor. Sen. Kerr holds stock in KRMG Tulsa and WEEK Peoria, Ill., and Mr. Turner has a minority interest in KWTV (TV) Oklahoma City.

Flint Citizens Claim To Be 'Party in Interest'

THE PEOPLE of a community are the real "party in interest" in a television proceeding, FCC has been informed by the Citizens Committee for a Vhf Television Station in Flint, Mich. The committee answered a petition by WJR Detroit contending that the citizens group has no legal standing to protest the final grant of ch. 12 at Flint to WJR [B•T, July 5].

FCC's final decision reversed a hearing examiner's recommended decision which had preferred WFDF Flint over WJR and another applicant, W. S. Butterfield Theatres Inc. The citizens committee protested, charging a grant of ch. 12 to WJR would make the new tv outlet a Detroit station.

The citizens committee told the Commission that constant use of the phrase "public convenience and necessity" may have caused loss of perspective "as to the real nature of the public and the identity of the real party in interest."

The pleading said "this procedure has been held and will be held to determine what is the best interest of the real party in interest: The Public, and to protect that interest. Now that party has become enormously and unanimously aroused by a decision which it deems not in its best interest. Becoming aroused, it has organized and become vocal. The Commission should not deny itself of the benefit of this voice of the public.

"The City of Flint is a large and growing metropolis. It is jealous of its rights and its position. It no longer wants to be a distant suburb of Detroit. . . . Flint does not want to share its television station with Detroit or any other city. It wants one of its own."

Trade Practice Rules Action Held Up at FTC

SUBMISSION of initial recommendations on the Federal Trade Commission's proposed trade practice rules for the radio and television industry will be held up at least two more weeks, according to H. Paul Butz, FTC attorney who is drawing up a report on the 31 rules proposed last Sept. 10 by the FTC.

Mr. Butz, who presided at hearings last fall and winter [B•T, Dec. 14, Oct. 12, 1953], said a shortage of stenographic help last week prevented him from completing his report. He begins a two-week tour of active duty today (Monday) as an Air Force reserve officer.

Mr. Butz' recommendations will go to the FTC membership for consideration after additional reports and recommendations by the FTC's chief of trade practice conferences and the director of the agency's bureau of consultation.

Main points of controversy on the proposed rules, as indicated by the two hearings and subsequent comment taken into the record, are:

1. FTC's proposal to require that tv sets be advertised and sold according to the horizontal and vertical measurements of screens, instead of the present diagonal method.

2. An amendment to the proposed rules by Allen B. DuMont Labs which would require manufacturers to specify whether a set will receive only vhf signals or any combination of vhf and uhf short of all channels.

3. FTC's proposal to require that glass envelopes for cathode-ray tubes—when the envelope is used again because the electronic part of the tube wears out—be labeled as a "used" part.

4. FTC and other proposals regarding the composition of radio-tv cabinets. (This subject brought heated controversy at hearings among manufacturers of woods, wood products, plastics and products which simulate wood grain.)

5. FTC's proposed incorporation of its new standard "push money" rule for certain industries, adopted in June 1953. The new rule softens somewhat the conditions under which a manufacturer may pay "push money" to salespersons in the employ of the manufacturer's customer.

KEATING REPORT BAFFLES FORMER FCC CHMN. FLY

He says that neither he nor Francis Whitehair were questioned, when appearing before Keating subcommittee, about a "thinly veiled threat" of a Senate investigation unless suit was dropped against a client.

ATTORNEY JAMES L. FLY, former FCC Chairman, said Wednesday he was "baffled" by a congressional report that charged him and Francis P. Whitehair, a former Navy official, with "gross impropriety" in allegedly making a "thinly veiled threat" of a Senate investigation unless former Attorney General Tom C. Clark dropped a suit against their private client.



MR. FLY

Mr. Fly told newsmen when questioned at his Daytona Beach, Fla., home, that neither he nor Mr. Whitehair were questioned about any "thinly veiled threat" against anybody in the Justice Dept. Both had appeared before the Keating subcommittee which released its highly controversial report last week.

Mr. Fly also said he did not recollect testimony to that effect and that neither he nor Mr. Whitehair had made such a threat in the Attorney General's office.

The former FCC Chairman maintains law offices in Washington and New York. The Keating report dealt with Mr. Fly's client, the

TELEVISION STATION

KBMT

Beaumont, Texas

NBC · ABC · DUMONT

1st in the

RICH SABINE AREA



BEAUMONT



ORANGE

"GOLDEN TRIANGLE"

of the FABULOUS TEXAS GULF COAST

BEAUMONT, TEXAS, Jefferson County Seat, home of Spindletop Field, birthplace of the modern oil industry, a shipping center with a 30-foot deep water channel to the sea, an oil refining center responsible for more than 10% of the U. S. total, as well as a wholesale and manufacturing center.

PORT ARTHUR, TEXAS, in Jefferson County, also an Industrial Center, is the second largest deep water port in Texas with a 36-foot deep water channel to Gulf of Mexico Commodities shipped include petroleum and by products, grain, lumber, and sulphur.

ORANGE, TEXAS, Orange County Seat, also industrial deep water port; lumber, rice, cattle country, on Gulf Coast of Texas. Heavy industrial, petro-chemical, steel fabrication and ship-building. The combined tonnage of imports and exports is exceeded only by one other U. S. port New York.

PORT ARTHUR



BEAUMONT — PORT ARTHUR — ORANGE

78th in population in the US
78th in manufacturing employees
75th in retail sales

REPRESENTED NATIONALLY BY

Forjoe AND COMPANY

OFFICES IN: NEW YORK, CHICAGO, LOS ANGELES
SAN FRANCISCO, ATLANTA, DALLAS

JOHN ROSSITER
Vice President - Gen. Manager

FRANK BROWNE
Com. Manager

Roy E. Crummer Co., a municipal bond firm.

The report was presented to the House Judiciary Committee by Rep. Kenneth B. Keating (R-N. Y.), chairman of a special subcommittee investigating the Justice Dept. The report said Mr. Fly was retained by Mr. Whitehair in 1945, soon after Mr. Fly completed his term at the FCC. Thereafter, Mr. Fly is mentioned throughout the subcommittee summary of the Roy E. Crummer case.

The disputed report criticized Supreme Court Justice Tom C. Clark for declining to testify after he joined the high court but said it had no proof of wrongdoing while he was Attorney General.

The document drew fire from Rep. Byron G. Rogers (D- Colo.), a member of the subcommittee, who dissented hotly from the Republican view. Rep. Rogers pointed out that Messrs. Whitehair and Fly complained to Mr. Clark that "their clients had been denied any kind of hearing and that the prosecution represented an outrageous miscarriage of justice. Such representations and requests for hearings are part of the day-to-day business of the Dept. of Justice."

Rep. Rogers bitterly denounced the majority report as being "shot through with half-truths, innuendoes, and examples of the smear technique."

Secrest Gets FTC Post

THE SENATE has confirmed the nomination of Rep. Robert T. Secrest (D-Ohio) as a member of the Federal Trade Commission. Rep. Secrest will replace FTC Comr. Albert A. Carretta, a Democrat, whose term on the FTC expires Sept. 25.

ANTI-GAMBLING BILL SET BACK IN SENATE

THE SENATE's anti-gambling bill, which has the Justice Dept.'s blessing, is not the good bet for passage it appeared to be a few weeks ago.

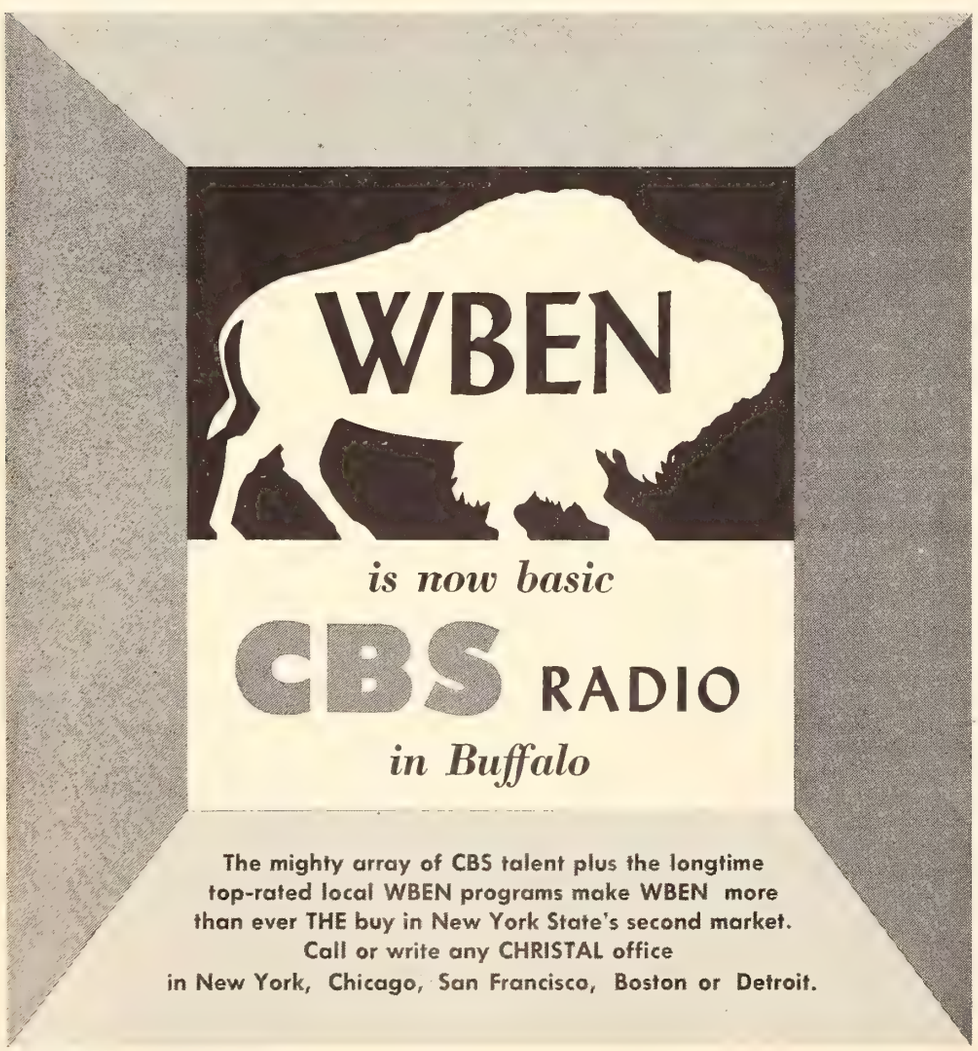
A group of Senate Republicans, as represented by Sen. Robert C. Hendrickson (R-N. J.), who acted on their behalf although not necessarily supporting their position, in effect spiked the measure last week, probably sounding its death-knell since Congress soon will be adjourning.

The measure (S 3542), introduced by Sen. John W. Bricker (R-Ohio) and reported by his Senate Interstate & Foreign Commerce Committee a fortnight ago [B•T, July 5], made its bow on the Senate "calendar" Tuesday but its debut was short and its apparent demise swift. Sen. Hendrickson asked that the bill be "passed over."

Behind the scene, however, moves were reported underway to save the Bricker bill's chances before the end of this month [see CLOSED CIRCUIT, page 5].

Reportedly among a number of Senators who oppose the measure are Republicans John M. Butler and James G. Beall, both of Maryland, and John Sherman Cooper of Kentucky.

The Bricker bill would ban broadcasting and other interstate transmission of "gambling information" on certain sports events and would require an hour's time lag before details of a horse race or dog race are put on the air [B•T, June 14 *et seq.*].



P.O. Clerks Sponsor

NATIONAL Federation of Post Office Clerks was to sponsor a special program last Friday, 10:30-45 on the DuMont Television Network. It will originate in Washington, D. C., and feature a forum discussion by a Democrat and a Republican congressman. They will discuss impending legislation which may be introduced in Congress at the request of Postmaster General Arthur E. Summerfield. The contract was negotiated through Robert J. Enders Adv., Washington.

Shreveport Proposed Grant Hit by KRMD, Southland

EXCEPTIONS to the FCC examiner's initial decision favoring Shreveport Television Co. for ch. 12 in that city [B•T, June 14] were filed last week by KRMD Shreveport and Southland Television Co.

Both attacked the examiner's ruling that Shreveport Television is to be preferred because it does not have radio facilities and has proposed better programming, facilities and made staff commitments.

At stake is the ownership of KSLA (TV), now operating under a temporary FCC order on ch. 12. It is owned equally by the three applicants, who established the interim station in order to bring a tv service to their city.

Vigorious protest was lodged by KRMD, whose principals also have interests in KLPC-AM-TV Lake Charles, La.; KALB-AM-TV Alexandria, La.; WSLI Jackson, Miss., and KRRV Sherman, Tex., against the examiner's attitude toward radio ownership.

"The long and meritorious past performance and service of an existing broadcaster should be given controlling weight . . . ", KRMD said. The ownership interests of KRMD principals are counterbalanced, KRMD said, by the ownership interests of Shreveport Television principals in the motion picture theatres. A grant to Shreveport, KRMD said, would result in a greater degree of concentration of control of mass media in Shreveport than would result in a grant to KRMD.

Southland Television Co., whose principals own KCIJ Shreveport and WMRY and WCKG (TV) New Orleans, objected along the same lines.

Shreveport Television is owned by Don George, who owns six motion picture theatres in the Shreveport area; Ben Heckham Jr. and Henry E. Linam, oilmen; and Carter Henderson, real estate.

Biloxi Initial Decision Favors WVMI Over WLOX

INITIAL decision proposing to grant WVMI Biloxi, Miss., a new tv station on ch. 13 there was issued last week by FCC Hearing Examiner Harold L. Schilz. The decision proposed to deny the competing application of WLOX there.

The decision concluded that preference must be given to WVMI because of superiority of integration of ownership and management, more widespread and varied experience in radio broadcasting, conduct and demeanor of witnesses, and superiority in its proposals as to local programming.

Among reasons for ruling against WLOX, Examiner Schilz concluded, was the admission by J. S. Love Jr., president and 44.6% stockholder of WLOX, that he operates a bar in Biloxi's Hotel Buena Vista, contrary to Mississippi state law.



COMPLETE GPL-WICKES COLOR TV SIGNAL GENERATING AND TEST EQUIPMENT FOR:

TELECASTING • RESEARCH • PRODUCTION • EDUCATIONAL

GPL now distributes color television operating and testing equipment designed and manufactured by Wickes Engineering and Construction Company, well known pioneers and specialists in this field.

The GPL-Wickes equipment is designed for strict adherence to the requirements of NTSC systems and for convenience in practical use. A careful program of quality control and final testing in the Wickes plant insures accuracy and reliability for research, testing, or on-the-air uses.

This equipment compliments the GPL line of monochrome television equipment which has become known for its advanced design and high standards of performance.

COLOR CONSULTATION SERVICE

GPL engineers will be glad to assist in determining your requirements. Color equipment is available in complete packages for station conversion or individual units to meet your requirements, with early delivery.

SPECIFICATIONS ON REQUEST: Write, wire or phone for specification sheets and prices.

The GPL-Wickes equipment available for prompt delivery includes:

- INTERLACE SIGNAL GENERATOR
- COLOR BAR GENERATORS
- COLOR CODER
- CONVERGENCE DOT GENERATOR
- MULTI-BURST GENERATOR
- AMPLITUDE LINEARITY TESTER
- VIDEO DISTRIBUTION AMPLIFIERS
- PULSE DISTRIBUTION AMPLIFIER
- REGULATED POWER SUPPLYS
- VECTOR DISPLAY EQUIPMENT
- ENVELOPE DELAY TRACER
- COLOR VIDEO MONITOR
- PHASE CORRECTION NETWORKS
- CROSSOVER FILTER

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK



REGIONAL OFFICES: CHICAGO • ATLANTA • DALLAS • GLENDALE, CALIFORNIA

for the best in "LISTEN-APPEAL" it's

KGER 5,000 WATTS SOUTHERN CALIFORNIA
Los Angeles • Long Beach
for inspirational programs

KOME 5,000 WATTS OKLAHOMA
Tulsa
for your musical moods

KUOA 5,000 WATTS ARKANSAS
Siloam Springs
for regional farm features

The Stations of the American Home
Owned and Operated by
BROWN SCHOOLS, inc.
John E. Brown, Sr., Pres.

You can get choice program or spot availabilities in these three great market areas. Buy all three stations as a package, or any one individually. Call or write today.

Represented nationally by Gill-Perna Inc.

Daytona Beach, Tulsa Tv Bids Granted

PERMITS for new tv stations on ch. 2 at Daytona Beach, Fla., and Tulsa, Okla., were granted by FCC Thursday in decisions making final earlier initial rulings to approve the bids of Telrad Inc. at Daytona Beach and Central Plains Enterprises Inc. at Tulsa. Latter represents a merger action.

At Tulsa, Central Plains won the grant following dismissal of the competing application of Oil Capital Television Corp. Certain stockholders in Oil Capital received option to purchase 15% interest in Central Plains and Oil Capital was reimbursed $50,000 for its expenses.

Central Plains is composed of Sen. Robert E. Kerr (D-Okla.) and D. A. McGee, formerly owners of KRMG there, plus KVOO's W. G. Skelly. KRMG was sold to KWHW Altus, Okla., so Messrs. Kerr and McGee could join Mr. Skelly in the ch. 2 venture.

At Daytona Beach, where Telrad is under common ownership with WMFJ, the ch. 2 grant was made possible by dismissal of a competitive bid by WNDB. W. Wright Esch, chief owner of Telrad and operator of WMFJ, hopes to have WMFJ-TV on the air before July 1 of next year [B•T, June 14].

In other actions, FCC dismissed with prejudice the application of Woodward Broadcasting Co., in hearing status with the bid of WJLB Detroit for ch. 50. WJLB's application was retained in hearing status. Woodward, headed by Detroit department and drug store operator Max Osnos, has bought ch. 62 WCIO-TV Detroit for $100 from UAW-CIO Broadcasting Corp. of Michigan, subject to FCC approval, and has petitioned FCC to allocate ch. 79 at Toledo.

At Woodward's request, FCC has proposed to allocate ch. 79 to Toledo. Woodward proposes to construct a new station on ch. 79. Earlier Woodward wanted Toledo's educational reservation changed from ch. 30 to 79, but since has modified its request [B•T, July 5].

For failure to answer FCC letters, two applications for ch. 34 at Los Angeles were dismissed by the Commission last week. This leaves in the clear the bid of KFWB there.

FCC Denies Music Bcstg. Protest of Versluis Grant

SUPPORTING the earlier initial ruling of an examiner, FCC last week denied the precedent Sec. 309(c) economic protest of Music Broadcasting Co. against the grant of ch. 35 at Muskegon, Mich., to Versluis Radio & Television Inc. [B•T, Oct. 26, 1953]. Music operates WGRD Grand Rapids.

In the final decision, FCC affirmed the grant of ch. 35 for Versluis' WTVM (TV) originally made in December 1952. This grant was delayed because of the economic protest of the Grand Rapids radio station which won a hearing on its complaint after appealing to the courts.

WGRD charged WTVM in effect would be a Grand Rapids station, a conclusion not found by the Commission to be supported in the hearing record.

The final grant specifies a directional antenna and engineering conditions, to be met prior to the issuance of a program test authority, to correct a defect of the original grant in which the WTVM signal would not be sufficient in one area of Muskegon. The defect was disclosed by WGRD during the hearing.

The final decision noted that "Music has dwelt at some length in its argument on the fact that Versluis was unfeignedly eager to serve other areas as well as Muskegon and that even after deciding to apply for the Muskegon channel he took pains to insure a high grade of service to Grand Rapids. There was no showing, however, that the programs would be predominantly directed towards the Grand Rapids audience nor that the bulk of advertising revenue would come from that city . . . The doubts have been settled by the more calculable factors of compliance with the rules and specific program proposals. Such facts show that ch. 35 will be utilized for a Muskegon station."

FCC Approves $270,000 KGHL Sale, 3 Others

AMONG transfers approved last week by the FCC were KGHL Billings, Mont., WIFM-AM-FM Elkin, N. C., WHAP Hopewell, Va., and KBUC Corona, Calif.

KGHL was sold by Northwestern Industries Inc. to Midland Empire Broadcasting Co. for $270,000. Midland is composed of a group associated in the oil and gas production business.

Consideration for the sale of WIFM-AM-FM to a new corporation, Tri-County Broadcasting Co., was reported as $35,000. The purchasing group is headed by Henry F. Laffoon, publisher of the *Elkin* (N. C.) *Tribune*. His associates are Secretary-Treasurer W. P. Erwin, president-general manager and 50.2% owner of WBRM Marion, N. C., and Vice President Ed M. Anderson, president-majority stockholder of WBBO-AM-FM Forest City, WPNF Brevard, vice president-25% stockholder of WBRM, owner of the *Skyland Post*, West Jefferson; *Alleghany News*, Sparta, and *Transylvania Times*, Brevard, all in North Carolina.

WHAP was sold by Hopewell Broadcasting Co. for $38,000 to Southern Virginia Broadcasting Corp., licensee of WSVS-AM-FM Crewe, Va.

Transfer of KBUC control to Henry Fritzen from Elmer J. Bucknum and nine others also received FCC approval. Mr. Fritzen, president and 70% owner of KALI Pasadena, purchases 70% interest in KBUC for $12,117.

FCC Okays WTRI (TV) Move

CHANGE of the main studio location of ch. 35 WTRI (TV) from Schenectady to Albany was approved by FCC last week in action following up the Commission's earlier approval of the station's request that the uhf channel be assigned to the Albany-Schenectady-Troy area as a whole rather than just to Schenectady [B•T, May 17]. Area-wide service is proposed. The studio move drew dissent from Comr. Frieda B. Hennock. Reallocation of the channel was unsuccessfully protested by ch. 41 WROW-TV Albany.

WHWD Sale Falls Through

WHWD Hollywood, Fla., has advised FCC that sale of the station by Circle Broadcasting Corp. for $24,500 to Arnold Broadcasting Co., approved by the Commission in May [B•T, May 31], has not been consummated because of default on the part of the buyer. Ray Greene, part owner of WPNX Phenix City, Ala., is chief owner of Circle, which continues as WHWD licensee. Meanwhile, FCC has approved change of call letters of the outlet to WGMA, it was reported last week.

WBZ-TV

Boston

"Chases" the news on "NEW ENGLAND TODAY" and "NEWS AT NOON"



JACK CHASE opens WBZ-TV at 6:50, five mornings a week, with 10 minutes of agricultural information, market prices, weather, and news of rural interest.

He comes back on during NBC's Dave Garroway show "TODAY" at 7:25 . . . 7:55 . . . 8:25 . . . 8:55 . . . with five minutes of news, traffic information, flight and ship data, school information—anything that's pertinent to the area in and near Boston. And he is on again with news at noon.

An ace radio news director, Lieutenant Commander in the Naval Air Force, free-lance writer in air media, public relations man and world traveler, Jack Chase has plenty of background to make a news show come alive. Put it to work for you! For details, rates, availabilities—call Herbert Massé at WBZ-TV, or your nearest Free & Peters "colonel."

NBC

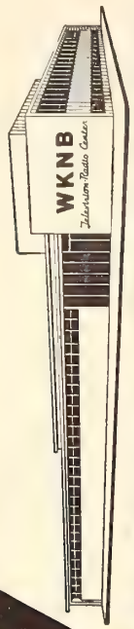
WESTINGHOUSE
ROADCASTING CO., INC.

BZ-TV · WBZ-WBZA, *Boston*
W · WPTZ (TV), *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland, Oregon*

National Representatives:
FREE & PETERS, INC.
444 Madison Avenue
New York 22, N.Y.

WBZ-TV CHANNEL **4**

Boston



The new WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company

WKNB-TV CBS channel 30

Advertisers GET RESULTS on WKNB-TV !
Increasing to 233,000 watts - Super Power

You cannot dominate the big Hartford - New Britain Market unless you use WKNB-TV now reaching more than 180,000 homes. Scores of success facts PROVE that advertisers GET RESULTS on WKNB-TV.

COURT STAYS WSPA-TV BUILDING

WSPA-TV Spartanburg, S. C., was temporarily barred from building its ch. 7 station on Paris Mt., outside of Greenville, S. C., last Friday when the U. S. Court of Appeals in Washington issued a stay.

The stay followed arguments by WAIM-TV Anderson and WGVL (TV) Greenville, both S. C., asking for the court-imposed ban. Both stations have fought WSPA-TV's attempts to move its transmitter location to Paris Mt. from the outset [B•T, Feb. 1 *et seq.*].

The court's ruling, which also consolidated all previous appeals into one case, came the day after WGVL had argued for a stay and two months after WAIM-TV had asked for the same thing. Since the court is now in summer recess, it does not appear that argument on the merits will be heard before fall, with a winter decision apparently in view.

Both objectors are uhf stations—WGVL on ch. 23 and WAIM-TV on ch. 40. They claim that the move of WSPA-TV nearer to Greenville will make it a Greenville station rather than a Spartanburg station. They also charge that the move was necessitated in order for the Spartanburg station to secure a CBS-TV affiliation. The FCC has denied petitions and protests on the ground that the change in transmitter location does not conflict with any of its requirements for ch. 7 in Spartanburg.

Similar objections by the same protestants were made earlier this year when WSPA-TV received a special temporary authority to begin operation from Paris Mt. on an interim basis. In that case, the court issued a stay, and WSPA-TV surrendered its STA. This was followed by station's request for permanent modification of CP to locate on Paris Mt.

Religious Issue Rises In New Orleans Case

RELIGIOUS controversy has entered the New Orleans ch. 4 television hearing, a contest among Loyola U.'s WWL, Times-Picayune Pub. Co.'s WTPS and James A. Noe & Co.'s WNOE, which resumes Tuesday before FCC Examiner Elizabeth C. Smith.

WNOE has requested a subpoena to compel Father W. Patrick Donnelly, president of the Jesuit university, to produce documentary and other evidence relating to the world wide organization of the Society of Jesus, the U. S. citizenship of its members, alleged "control" over Loyola and "all educational institutions and commercial and communications enterprises of any kind whatsoever, wherever located in the U. S., which are owned, operated controlled or managed in any degree by the Society of Jesus."

WWL charged the attempt of WNOE to relate this information to the background and experience of Loyola "is an attempt to smuggle the legal issue in by the back door when it has been barred from the front door by the Commission's express finding" that all applicants, including WWL, are legally qualified applicants. The examiner has no jurisdiction to permit such inquiry, WWL held.

"Not only is this an attempt to inquire into religious beliefs and organization, which are not in issue in this proceeding," WWL contended, "it is an attempt to do so on a scale so enormous as to stagger the imagination."

Comr. Lee's Aide Weds

MARRIAGE July 3 of Elizabeth L. Dannelly, confidential assistant to FCC Comr. Robert E. Lee, to A. K. Payne of Washington, businessman, was announced last week.

Media Safety Advisors

MEDIA Advisory Group of President's Action Committee for Traffic Safety, named as an outgrowth of a February safety conference, includes Harold E. Fellows, NARTB president; Frank Stanton, CBS; Robert E. Kintner, ABC; Thomas F. O'Neil, MBS, and Sylvester L. Weaver, NBC. The committee is producing a promotion piece showing how to use radio, tv and other media in conveying traffic safety messages to public.

House Committee Praises Hearing Coverage in N. W.

MEMBERS of the House Un-American Activities Committee in discussions on the floor last week praised local radio, television and press coverage of its investigations June 14-20 in Seattle and Portland. Chairman Harold H. Velde (R-Ill.) who headed a group of six of the committee holding hearings in the Pacific Northwest on Communist activities there, praised local media.

Rep. Donald L. Jackson (R-Calif.), who took over as chairman of a subcommittee in the Seattle hearings, read into the *Congressional Record* a number of letters from organizations congratulating the committee's work, including one from the Seattle AFTRA local.

WKLO-TV Asks Ch. 13 For Its 'Major Market'

WKLO-TV Louisville, ch. 21 outlet which has suspended operation, petitioned FCC last week for assignment of ch. 13 on the ground the city as a major market deserves a third vhf channel for program choice. WKLO-TV would eliminate ch. 13 from Bowling Green, Ky., where no bid is pending, and from Indianapolis, where four applicants go to hearing Wednesday before FCC (see ACTIONS OF FCC, page 117).

The Louisville station suggested that in the alternative ch. 13 could be retained at Indianapolis if lower power or directional antennas were authorized. WKLO-TV charged that Louisville is larger than Indianapolis but only has two vhf channels allocated, while the Indiana city has three vhf assignments plus a fourth "in effect," ch. 4 at Bloomington, since the Bloomington transmitter has been permitted to locate within 32 miles of Indianapolis, which it also serves.

WPRO-TV Protest Denied

FOR the second time, FCC last week turned down the counter protest of ch. 12 WPRO-TV Providence, R. I., against operation of ch. 16 WNET (TV) there. WPRO-TV complained about the WNET commencement after the ch. 16 station filed a Sec. 309(c) economic protest against commencement of WPRO-TV on ch. 12. The WNET complaint was heard before an examiner and the record subsequently certified to the Commission for a decision, now pending. WPRO-TV's first counter protest was denied in March [B•T, March 22].



It's as simple as this:

Highest Tower plus Maximum Power equal Channel 5

To a television station already great by any normal standards

add—Chicago's Highest Television Antenna

add—*Chicago's only station with maximum power authorized by the FCC*

result—*WNBQ—now delivering in the teeming heart of America's second largest market* ***a better signal to more than two million television homes***

WNBQ—the NBC station you already know for its quality in programming, audience acceptance, merchandising and sales impact is now transmitting a more powerful, more efficient picture to an even greater portion of the rich heart of the Middle West. This market represents almost 15 billion dollars in effective buying power and is now dominated by the vast new WNBQ tower, the highest TV antenna in the area. It's obvious—your television advertising will look better to more people on

WNBQ *channel* 5

NBC IN CHICAGO

Represented by NBC Spot Sales

RADIO-TV PRAISED FOR ASSISTANCE IN REDUCING JULY 4 TRAFFIC TOLL

Both President Eisenhower and National Safety Council laud media which helped to keep traffic fatalities under expected total.

THE part radio and television played in keeping down the July 4th holiday traffic toll drew praise and thanks from President Eisenhower and the National Safety Council.

The President Wednesday expressed personal thanks to all media for their cooperation, noting that he had opened his news conference of the previous week with a plea for a safety drive over the holiday weekend.

The "great cooperation" by radio-tv networks and stations and other public information media was hailed by the National Safety Council as a primary factor in the substantial reduction of Independence Day traffic deaths from pre-holiday estimates.

In an exclusive statement to B•T last Wednesday, the Council lauded networks and stations alike for their use of caution messages in helping to cut down the traffic toll not only from that of previous years but far below that of the Memorial Day weekend. Council spokesmen also paid tribute to the Advertising Council for its cooperation, and singled out President Eisenhower's appeal for media support.

The official toll of 348 deaths was 82 fewer than the 430 predicted by the Council for July 4th. For the first time, the July 4 toll was below that for Memorial Day in a given year.

The Advertising Council, utilizing two separate spot announcement allocations, called on advertisers to air messages on their network programs on July 5th when motorists were heading home from their out-of-town weekend, and urged pre-holiday announcements as well. Radio and tv networks along with stations were in the forefront of media which requested suitable material from the National Safety Council. Local outlets incorporated many of the spots into their news shows. The Ad Council also cooperated on a similar Memorial Day campaign.



A PUBLIC SERVICE radio campaign for the weekend motorist has been launched by General Motors Acceptance Corp. on WJBK Detroit. The Friday through Monday morning schedule of spot announcements features up-to-the-minute traffic condition reports, safe driving and car care tips, and information on places to go in and around the Motor City. Working on the series' details are (l to r): Harry R. Lipson, WJBK-AM-FM-TV assistant managing director; William J. Kennedy, GMAC regional manager for Detroit, who supervises each week's format, and Clarence R. Watson, GMAC regional dealer relations manager for Detroit.

Text of the NSC statement to B•T follows:

The National Safety Council believes that the 4th of July traffic toll was almost 100 below its predicted 430 deaths because of greater cooperation by public information media.

The Council believes cooperation by radio and television networks and stations was more widespread during this holiday period than during any other. This participation was dramatized when President Eisenhower made an urgent appeal for help by the media at his press conference before the weekend holiday trek got underway.

The Council believes that the efforts made by the government, public officials, volunteer safety workers and public information personnel persuaded the drivers, themselves, to do a better and safer job of driving. It expresses the hope that the Labor Day toll will be similarly reduced—even far below the 348 deaths of this year's 4th of July toll.

This was the first time the 4th of July toll failed to exceed the Memorial Day toll of the same year.

KCBH (FM) Goes on Air

KCBH (FM) Beverly Hills, jointly owned and operated by Arthur M. and Jean Crawford, proprietors of Crawford's Music Store, that city, started a regular eight hour daily broadcasting schedule June 30 from the site of the former KMGM (FM) Culver City transmitter on Breckenridge Peak, in Santa Monica Mountains. The station operates on 10 kw power, with 50 kw ERP, on 98.7 mc. Bulk of the equipment was purchased from KMGM, including the old transmitter building.



Once again, it's harvest time in Kansas. Despite earlier predictions of perennial crepe hangers, huge combines again sweep across billowing oceans of wheat . . . filling bins, elevators, and freight cars with golden wealth for *Our Folks*—the farm families of Kansas.

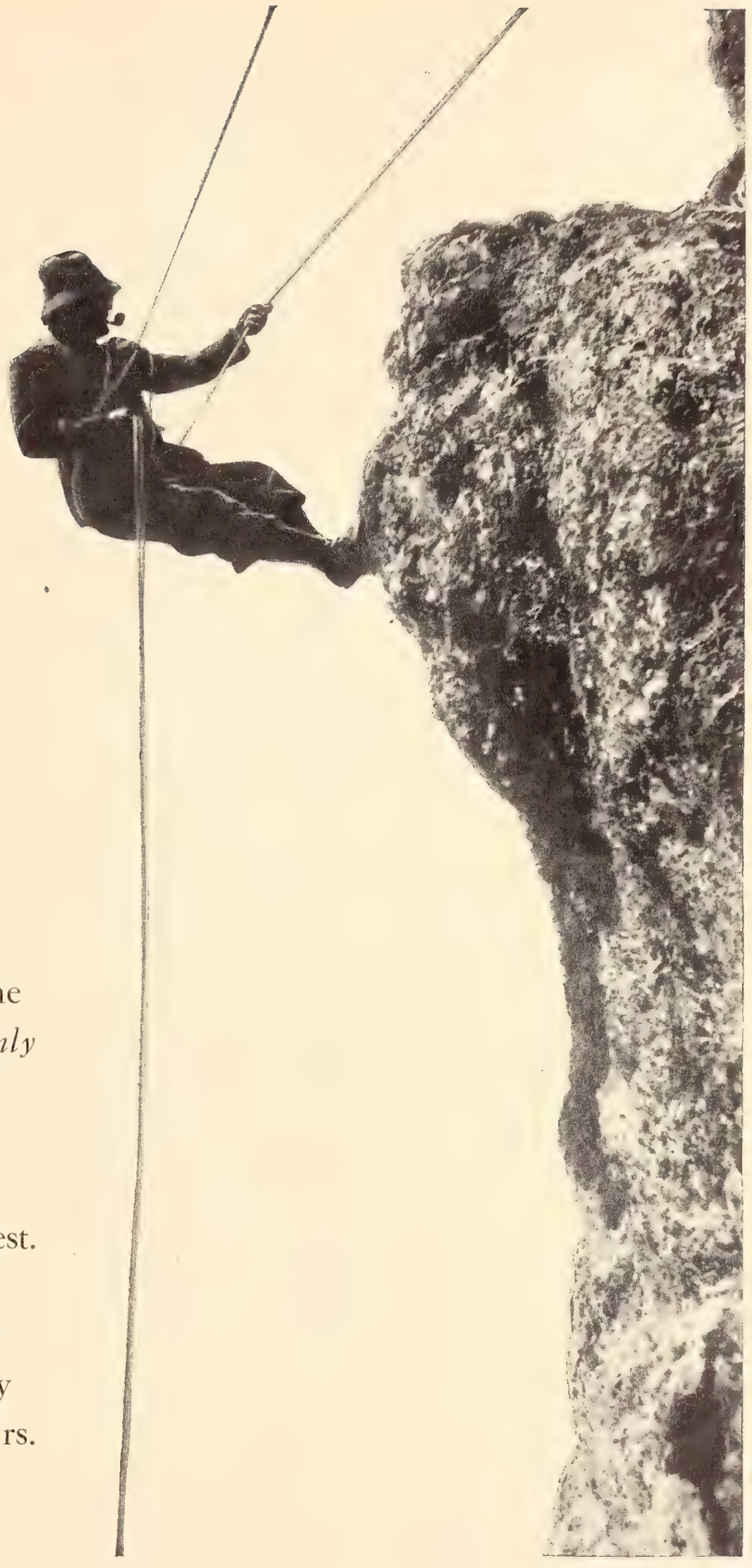
Long ago, advertisers learned that the surest way to get these wealthy families* to ask for their product by name is to choose the station that has always been the day-in-day-out listening choice of *Our Folks* on the farm . . . WIBW.

*58% above U. S. average Cons. Mkts. '53

"See Your Copper Man." WIBW CBS RADIO

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr. WIBW - WIBW-TV and KCKN



Everyone has something he does best...

Here's what *we* do best. We give undivided attention and skill to the responsibilities of representing *only* television stations . . . and with a quality of results possible only through intense specialization. Foremost TV stations want the best. That's why we are privileged to represent those you see below. If you share their standards, you may well want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

The folks in Northeast Florida are "SWITCHING TO 36" at a rapid rate . . . and no wonder!

From these studios in JACKSONVILLE, FLORIDA . . .



WJHP-TV

Channel 36

presents 174 weekly quarter-hours of top network shows

ABC • NBC • DuMONT

plus 160 weekly quarter-hours of local programs and film presentations.

§ § §

Last year, the 454,700 folks in WJHP-TV's 9-county basic coverage area spent $445,402,000 for retail sales.

This year, these folks are spending more and more of their viewing hours watching CHANNEL 36 . . . and more and more of their Effective Buying Income purchasing goods and services advertised on CHANNEL 36.

§ § §

Just another reason why advertisers, too, are "SWITCHING TO 36" to sell this important Southeastern market.

For the complete story, call Jacksonville 98-9751 or New York MU 7-5047.

§ § §

WJHP-TV

JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

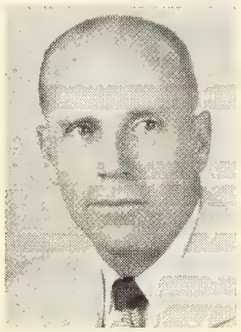
Represented nationally by John H. Perry Associates

Tulsa Broadcasting Makes Key Changes

SERIES of key changes in the administrative set-up of the Tulsa Broadcasting Co., operators of KTUL Oklahoma City, KFPW Fort Smith, Ark., and KTVX-TV Muskogee, Okla., were announced last week by L. A. Blust Jr., vice president and general manager.

Mr. Blust noted that the addition of KTVX-TV to the company's operations has prompted the increase in administrative personnel and also has made it necessary to expand the sales organization of the three stations, with a division of executive responsibilities.

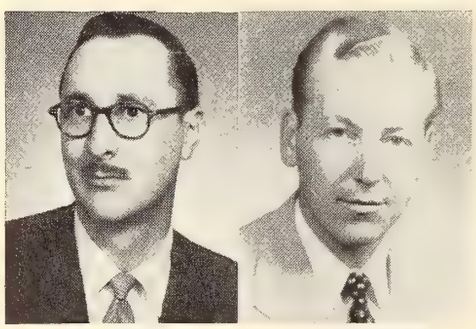
Under the personnel changes, James P. Walker, former general manager of KATV (TV) Pine Bluff, Ark., has been named assistant general manager of Tulsa Broadcasting Co. Before joining KATV (TV) in August 1953, Mr. Walker had served Tulsa Broadcasting since 1943, starting as an account executive with the KTUL sales staff and serving later as general manager of KFPW.



MR. WALKER

Ben Holmes, formerly assistant manager of KOMA Oklahoma City, has been named national sales manager for the three TBC facilities. Mr. Holmes had represented KOMA in the national sales field for more than five years.

William D. Swanson, since August 1953 general sales manager for TBC, has been appointed local and regional sales manager for the three stations. He joined the organization in 1948 as an account executive on the KTUL sales staff.



MR. HOLMES MR. SWANSON

WCFM (FM) Seeks Am Affiliate in Washington

WCFM (FM) Washington, which numbers three AFL union groups and several area cooperatives among its stockholders, is in the "exploratory stages" of seeking to add an am facility at the Nation's Capital.

The station is seeking $5,000 in donations from "friends" of the station to support the "general operation" through the summer and into the fall, according to W. M. Blaisdell, general manager. A letter circulated to listeners, dated June 28 and signed by C. Edward Behre, president, suggests $10 donations.

An "emergency meeting" of "all stockholders and friends of WCFM" has been called for July 19 for discussions "in terms of support of the operation and future financing," Mr. Blaisdell said.

The station has amended its bylaws to authorize labor groups to buy stock, and Central Labor Union (AFL), Washington, which claims 104 AFL locals with 155,000 members, last April became the first union stockholder[B•T, May 3]. Since then two other AFL groups have bought stock: Amalgamated Assn. of Street Electric Railway & Motor Coach Employes of America, Division 689; and International Union of Operating Engineers, Local 77. Several cooperative groups also are stockholders.

The WCFM letter states that the fm station has added seven hours to its broadcast time and that "a score of new accounts" has brought WCFM its highest gross income to date.

Creditors Urge Sale Of WTAC-AM-TV Flint

SALE of WTAC-AM-TV Flint, Mich., to Radio Hawaii Inc., owners of KPOA Honolulu, is being negotiated, it became known last week when a creditors' committee circulated a consent letter to be signed by creditors. Sale price is understood to be about $275,000.

Radio Hawaii, which bought KPOA from J. Elroy McCaw and John D. Keating for $400,000 is a subsidiary of Tele-Trip Policy Co. of New York, aviation insurance specialists [B•T, March 29].

The creditors' committee was formed last May, following the financial difficulties of WTAC-TV on ch. 16. It is headed by W. G. Krapohl, Raytheon, and includes Dee Cramer (heating), Charles E. Pemberton (landlord), H. L. Conrad Jr., Christman Co., and John Parker, Parker Adv., Flint. They recommended that all creditors consent to the transfer and called attention to provisions for repayment of creditors on a sliding scale following FCC approval.

All creditors will receive a note in the full amount of the debt, the creditors' committee said, bearing 3½% interest to be paid as follows: $200 or less, within 30 days of closing; $200-$500, within 60 days of closing; $500-$800, within 90 days of closing; more than $800, over an 18-month period in 14 equal installments, the first installment to be paid at the end of the fourth month after closing.

The committee also called attention to a $72,000 debt due George W. Trendle and the Trendle-Campbell-Meurer Inc., to be paid after all creditors are satisfied. The same interests own and produce the *Lone Ranger*, the *Green Dragon* and other productions. The stations are licensed to the Trendle-Campbell Bcstg. Corp.

WTAC, affiliated with ABC, began operations in 1946, transmits on 600 kc with 1 kw day, 500 w night, directional. WTAC-TV started in October 1953, but suspended operation last April [B•T, May 1].

CANNON CONNECTORS IN STOCK

GATES-LOSANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6351

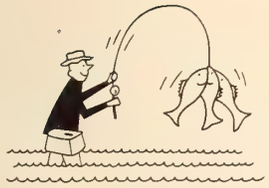
Bonus from Mt. Washington TV

$20,000 CUSTOM HINCKLEY "36"



Use America's only "3-state one-station TV network" and save — in just 35 weeks of a 10 per week 20 second spot campaign — the cost of a $20,000 Custom Hinckley "36".

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.



THREE STATE CATCH

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.



EXTRA COVERAGE

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes: 219,461 as of April 30 — RETMA.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, Inc.

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Food Store Sales:
UP 74.3 %

WFBM-TV
Indianapolis • CBS

WHBF-TV
ROCK ISLAND, ILL.
CBS FOR THE QUAD-CITIES
is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (264,800)
Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

WCAU-TV Boosts Power From New 'Sky Tower'

WCAU-TV Philadelphia last Wednesday began operating from its new 1,000-ft. "Sky Tower" and increased its power to the maximum 316 kw, enabling it to almost double the coverage area, Donald W. Thornburgh, president and general manager, has announced.

The new tower, located on a 30-acre tract in Roxborough, is reported to be the tallest structure ever built in the Philadelphia area. It stands 1,261 feet above sea level, twice as high as the City Hall and 500 feet above WCAU-TV's previous antenna, the station said. The strengthened ch. 10 signal will serve a four-state, 35-county area, reaching sections of Maryland, Delaware and New Jersey, in addition to Pennsylvania. This enlarged area is expected to reach six million people, two million more than previously covered.

After early morning tests the past two weeks, reports of signal clarity and brightness have been received from points as distant as New York City; Buffalo, N. Y., and Richmond, Va. WCAU-TV uses a newly-designed 50 kw transmitter.



STRAUSS Stores (auto accessories, other supplies) buys a year's participations on WMGM New York's Ted Brown program. Signing is Les L. Persky, president, Products Services Inc., Strauss agency. Others (l to r): Rhoda (The Redhead) and Ted Brown, stars, and Sam Faust, WMGM account executive.

WNBQ (TV) Assumes Full 100 Kw Power

WNBQ (TV) Chicago has begun operating with full power of 100 kw on ch. 5 and new transmitter antenna towering 747 feet from street level at the city's Kemper-Civic Opera Bldg.

The new tower is 120 feet higher than the station's original antenna and will provide greater fringe area reception. It had been operating with 75 kw until July 2.

WCBS-TV Starts Color Show

CBS' WCBS-TV New York is presenting a new half-hour color tv series for summer viewing, *Time for Color,* which started June 28 and will continue through Aug. 28. The film series, which will be shown on Monday, 5-5:30 p.m. EDT, will consist of color subjects, including Gene Autry westerns, a Hans Christian Andersen fairy tale and a Hal Roach featurette.

Wine on WABD (TV)

UNDER a contract said to be "one of the largest" placed by a winery on a single station, E & J Gallo Winery has signed for 1,300 eight-second station identifications announcements on DuMont's WABD (TV) New York. In announcing the contract last week, Lawrence L. Wynn, station manager, said its terms take effect immediately and will continue until May 29, 1955. The contract calls for daily announcements, seven days a week. Agency for Gallo is Carlo Vinto Adv., New York.

WTBO Cumberland Sold To German for $110,000

WTBO Cumberland, Md., was sold last week to Arthur W. German of New York by Maryland Radio Corp., headed by Charles E. Smith, Howard Chernoff and George Clinton. Consideration was $110,000. The transfer includes a uhf television permit for ch. 17.

Mr. German is a son of William J. German, head of the firm distributing Eastman Kodak films in the United States. The transaction was handled by Blackburn-Hamilton Co. WTBO was founded in 1928. It operates on 1450 kc with 250 w power and is an NBC affiliate.

STATION SHORTS

KING Broadcasting Co., Seattle (KING-AM-TV) combines radio and tv news staffs into one news-gathering operation. **Charles Herring** assumes newly created position as news director for the company, and **Richard Ross** is named associate news director of combined operation.

WIRK-TV West Palm Beach, Fla., announces a plan for expansion of facilities which includes a new studio camera and film camera chain. Air conditioning also will be added to all the studios and offices.

WKNX-TV Saginaw, Mich., announces installation of UP photo facsimile service in conjunction with its expansion program. Construction work on expanded studio and transmitter building is progressing, WKNX-TV reports, and power boost above 200 kw ERP is scheduled for late summer.

Retailers, manufacturers and other exhibitors at Long Beach, Calif., "Do-It-Yourself" Show were given opportunity to compose and record own radio commercials at tape recording booth maintained by **KFOX** that city, during show. Several new accounts were reported by station president **Franz Fetsch,** as result.

RELAXING!



ZIV'S SUNNY FUNNY FAMILY
See pages
87, 88 & 89



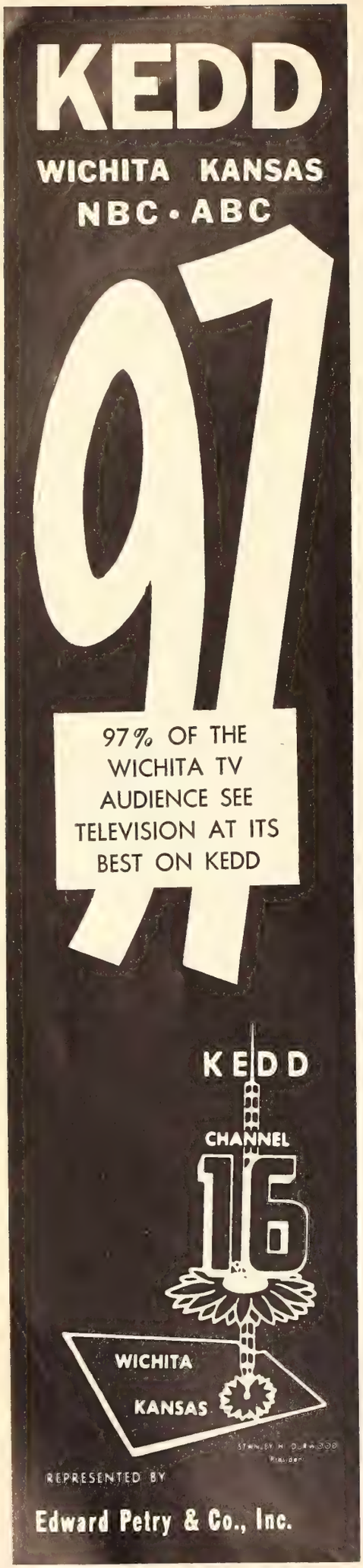
WCCO Radio's emcee Bob DeHaven stands 6′ 2″ and weighs 240 pounds. Yet DeHaven is no Paul Bunyan.

No comparison?

Unless you compare 'em like this . . . Bunyan only worked a 12-hour day. DeHaven works from 7:15 a.m. to 11 p.m., doing 23 programs a week all told. (*Every one is first in its time period!*) Bunyan could be heard several miles away when he shouted. DeHaven is heard at least once a week by more than a million different people in WCCO's 109-county primary area. Bunyan made quite an impression on everyone he met. DeHaven makes impressions on people he never even met — totalling more than 6,000,000 listener impressions a week! (Between broadcasts, he does his best to meet them all, by making personal appearances throughout the Northwest.)

Adds up to this. *No* one compares with Bob DeHaven when it comes to making a good impression for your product in the Northwest. He stands in a class by himself.

Minneapolis-St. Paul **WCCO RADIO**
Represented by CBS Radio Spot Sales



KWK-TV BEGINS; SIX OTHERS READY

Second vhf station in St. Louis commences less than three months after the final FCC go-ahead was given.

JUST one day short of 11 weeks since receiving its grant for ch. 4, KWK-TV St. Louis began broadcasting the second vhf signal into the market. First telecast, last Thursday, was at 7 p.m. Beginning this week, KWK-TV plans to be on the air from 5 p.m. to midnight, and by Sept. 27 will expand to a full 7 a.m. to midnight broadcast day, Robert T. Convey, president of KWK Inc., announced.

The grant was made April 21, after a merger with competing applicants Missouri Valley Broadcasting Co. (KSTP-AM-TV Minneapolis-St. Paul and St. Louis businessmen) and KXOK St. Louis. Ownership of KWK is scheduled to be revised so that previous majority owners (Mr. Convey and associates) own 28%; KSTP, 23%; *St. Louis Globe-Democrat,* previous minority owner, 23%; KXOK owners, 23%, and St. Louis residents of Missouri Valley applicant, 3% [B•T, April 12]. It also was agreed that KXOK would be purchased by Elzey M. Roberts Jr. and C. L. Thomas, president and general manager of the 5 kw, 630 kc facility.

The station began telecasting with a CBS-TV affiliation from studios in the *Globe-Democrat* Bldg. with 100 kw.

Six other tv stations, bringing the first local video outlets to five cities, are reported scheduled to begin regular programming this week.

The new stations, four vhf, are:
WMSL-TV Decatur, Ala. (ch. 23), July 15.
WTHI-TV Terre Haute, Ind. (ch. 10), July 15.
KDRO-TV Sedalia, Mo. (ch. 6), July 15.
KXJB-TV Valley City, N. D. (ch. 4), July 18.
WCET (TV) Cincinnati (ch. 48), educational, July 19.
KGEO-TV Enid, Okla. (ch. 5), July 15.

These will be the first local tv stations for all cities except Cincinnati. The start of educational WCET's programming will give that city its fourth outlet. An abbreviated summer schedule, 4-5 p.m. and 6-8 p.m., Monday through Friday, will allow WCET time to test and develop its programs for the fall, Uberto T. Neeley, general manager, said. This will be the seventh educational station to begin regular programming.

KGEO-TV began test pattern transmission last Tuesday, George Streets, general manager, reported.

WMTW (TV) Poland, Me. (Mt. Washington, N. H.), has started construction on the foundation of its transmitter building atop Mt. Washington. It will take winds of more than 231 mph, highest velocity ever recorded, to do even slight damage to the foundation, the station reported. A one-story building will be bolted to this base.

The ch. 8 station will be affiliated with CBS and ABC and expects to begin commercial operation Aug. 15. Weather forecasts will be one WMTW feature. The U. S. Weather Bureau has a station about 100 feet from WMTW's transmitting site.

The Southwestern Publishing Co., permittee of ch. 2 at Henderson, Nev., has appointed John E. Pearson Co. as representative, Donald W. Reynolds, president, has announced. The station is expected to begin programming by Christmas.

Two more stations are expected to begin regular programming by July 31: WBOC-TV Salisbury, Md. (ch. 16), and KETC (TV) St. Louis, Mo. (ch. 9), educational. (For details see TELESTATUS, page 127.)



F. R. HOUSEHOLDER (r), president of WJVA South Bend, Ind., and chairman of the Indiana Broadcasters Assn. traffic safety committee, receives a state recognition award on behalf of Indiana radio stations for promoting traffic safety. Professor Joseph Lingo, representing Gov. George N. Craig, makes the presentation.

Draughon Sells Two-Thirds Of WSIX-AM-TV to Local Pair

SALE of two-thirds of WSIX-AM-TV Nashville, Tenn., to two local businessmen was announced last week by Louis R. Draughon, present owner and general manager. Application for FCC approval is due to be filed this week, after auditing of station assets and real estate transfers scheduled over the past weekend.

New owners, with one-third each, are W. H. Chriswell, real estate dealer, and Robert Stanford, lumber and business supplies merchant. Mr. Draughon retains one-third interest and continues as general manager of the stations.

WSIX, with 5 kw on 980 kc, is affiliated with ABC. WSIX-TV, on ch. 8, is affiliated with CBS, ABC and DuMont. The seven-month-old outlet has been operating at a profit since the beginning of this year, it is understood.

WNCT (TV) Switches Towers

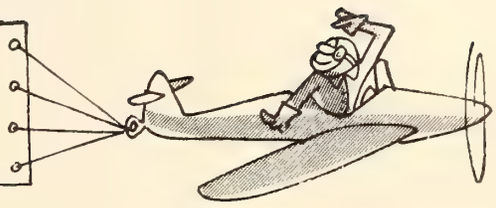
WNCT (TV) Greenville, N. C., has started telecasting from its new 878-ft. tower after going off the air for two days to make the switch from the temporary 325-ft. structure. The ch. 9 outlet programs continuously from 6:45 a.m. to 11:30 p.m. daily, with 100 kw video power and 56 kw audio. It is expected the new tower will bring improved tv service for viewers within a radius of 50 miles from Greenville.

UMP-TEEN LAUGHS



ZIV'S SUNNY FUNNY FAMILY
See pages
87, 88 & 89

Some people are born leaders



...like WCAU-TV —tops in Philadelphia!

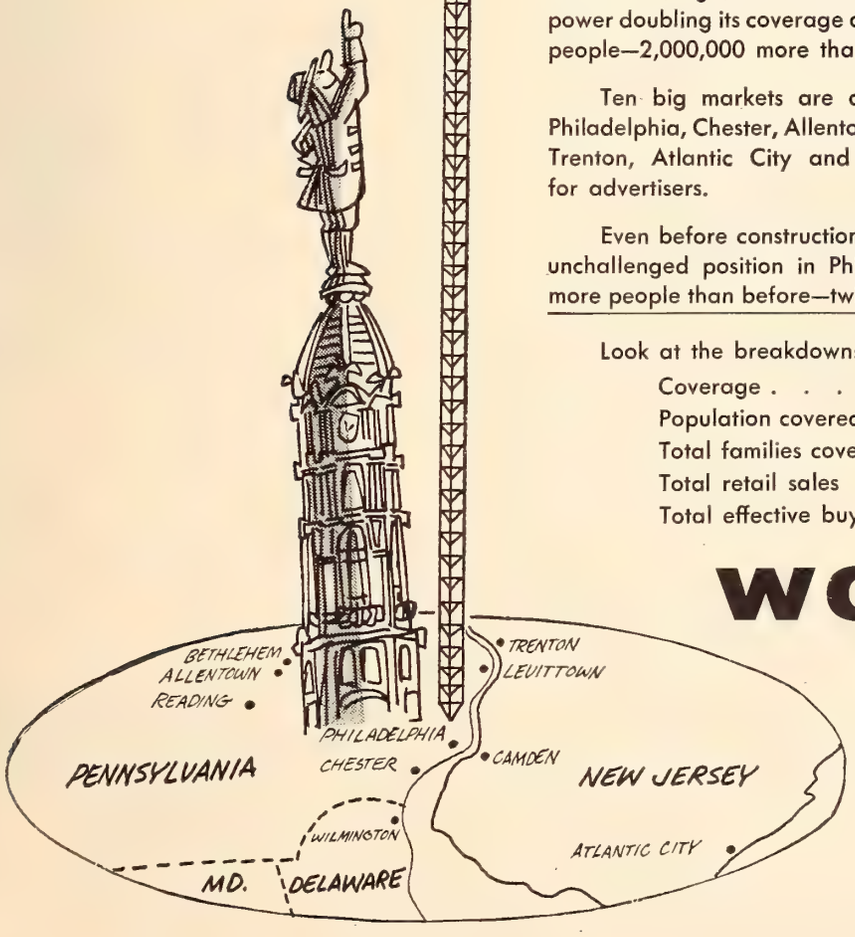
WCAU-TV is now transmitting to the booming Philadelphia area from its new maximum-height, maximum-power SKY TOWER—1000 feet tall with 316,000 watts! Reaching out into a 35-county, 4-state area, WCAU-TV is now the only Philadelphia station operating with both maximum height and maximum power. With the tenfold increase in power doubling its coverage area—WCAU-TV now reaches over 6,360,000 people—2,000,000 more than before!

Ten big markets are available to buyers from this one station: Philadelphia, Chester, Allentown, Bethlehem, Levittown, Reading, Camden, Trenton, Atlantic City and Wilmington—an unparalleled opportunity for advertisers.

Even before construction of the SKY TOWER, WCAU-TV enjoyed an unchallenged position in Philadelphia. Now—WCAU-TV reaches 45% more people than before—twice as many square miles—10 major markets!

Look at the breakdown:

Coverage	35 counties
Population covered	6,360,178
Total families covered	2,292,300
Total retail sales	$8,935,730,000
Total effective buying income	$13,418,528,000



WCAU-TV

blanketing America's greatest industrial expansion area

THE PHILADELPHIA BULLETIN STATION • CBS AFFILIATE • REPRESENTED BY CBS TELEVISION SPOT SALES

WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV
CMQ	KHOL-TV	WMBR-TV
WKNY-TV	WJHP-TV	WLOK-TV
WINK-TV	WHIZ-TV	WMAZ-TV
KCEB-TV	WEEK-TV	WHP-TV
WGEM-TV	WARD-TV	WDAN-TV



STAINLESS INC.

Partial List of our TV Towers

NORTH WALES P A.

Write, wire or phone

WLBR-TV	WREX-TV	WEEU-TV
WRAY-TV	WHUM-TV	WOC-TV
WERC-TV	KOAM-TV	WCOS-TV
WKLO-TV	WNOK-TV	WLAM-TV
WMRC-TV	WWOR-TV	WHBQ-TV
KTSM-TV	KHOL-TV	WMBR-TV
WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV

Greene to Head KTVU (TV); LaRue Quits, Sells Interest

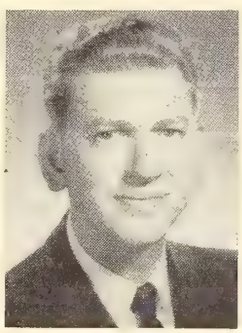
DAVID M. GREENE, operations manager of ch. 36 KTVU (TV) Stockton, Calif., has been appointed manager of the station following resignation of Knox LaRue, it was announced last week by Warren Brown Jr., president.

Mr. LaRue has sold his 20% interest in the station to Browen Industries, which also has acquired the 5% holding of L. E. Chenault, manager and part owner of KYNO Fresno, it was disclosed. Browen Industries becomes sole owner of the tv outlet. The parties refused to disclose the price until an interim ownership report is filed with FCC.

Mr. LaRue will devote his time to managing the three California radio stations in which he holds substantial minority interests. These are KSTN Stockton, KONG Visalia and KMOR Oroville. Browen Industries publishes several newspapers in California, including the *Richmond Independent, Fontana Herald News* and *LaMesa Scout.*

Dodson Named to Head WKY Radio Operations

EUGENE B. DODSON, administrative assistant at WKY-AM-TV Oklahoma City since 1951 and former newspaperman, has been named to succeed Robert E. Chapman, who died May 26, as director of radio operations, it was announced last week by P. A. (Buddy) Sugg, stations manager.



MR. DODSON

Mr. Dodson joined the ch. 4 outlet in 1949 as promotion manager and previously was news editor of the Norman (Okla.) *Transcript* from 1947-49 and a reporter on Oklahoma City's *Daily Oklahoman* from 1934-42. He was a reporter and desk editor with the AP in Washington from 1945-47.

WLIB Expands Negro Shows

WLIB New York has increased its Negro program block to 68½ hours per week, Harry Novik, general manager of the station, announced. Mr. Novik said the new schedule will give WLIB "the largest single Negro program schedule of any station in New York City and more than one-third as much additional time devoted to Negro programming as that of the next nearest station in this specialized field."

REPRESENTATIVE APPOINTMENTS

WNOW-TV York, Pa., appoints Forjoe Tv as national representative.

WELI New Haven, Conn., appoints R. C. Foster, Boston, as New England representative.

CKXL Calgary, Alta., appoints Forjoe & Co., N. Y., as exclusive representative.

WAAB Worcester, Mass., appoints Forjoe & Co., N. Y., as national representative.

STATION PEOPLE

Dick J. Kasten, general manager, KSTM-TV St. Louis, and president and general manager, KSTL same city, elected to board of directors, Broadcast House Inc., KSTM-TV licensee.

Joseph Michael Baisch, assistant general manager, Milwaukee Area Telecasting Corp., appointed general manager, WREX-TV Rockford, Ill. Mr. Baisch remains a director and treasurer of the Milwaukee Corp.

Glenn Kyker, Kenyon & Eckhardt, Detroit, appointed sales promotion manager, WWJ-AM-TV same city.

Wayne Muller, Hollywood account executive, KBIG Avalon, promoted to national sales manager.

John S. McSheehy, local sales representative, WWOR-TV Worcester, Mass., named promotion manager.

Benjamin Turnbull, sales staff, WDOS Oneonta, N. Y., promoted to sales manager.

Jean L. Mowbray, formerly with Kaufman-Strouse Adv., Baltimore, appointed to newly-created position, promotion manager, WFBR same city.

Wilburn Smith, program director, WFVA Fredericksburg, Va., named general manager, WPRT Prestonsburg, Ky.

Roderick F. MacDonald, production manager, WMTV (TV) Madison, Wis., to production staff, WLWD (TV) Dayton, Ohio.

Donald A. Seeks, engineer, KLAS-TV Las Vegas, resigns to become technical director, KERO-TV Bakersfield, Calif.

Frank Struzzieri, film director, WKNB-TV New Britain, Conn., to WJNO-TV Palm Beach, Fla., in same capacity. **Dan F. Durniak,** production manager, WTOV-TV Norfolk, Va., to WJNO-TV as assistant production director.

Larry Kirk named farm director, KFKA Greeley, Colo., and host of 5:30-7 a.m. Mon.-Sat. show.

Robert M. Fairbanks, promotion manager, KCBS San Francisco, named sales promotion assistant, KNX Los Angeles and CPRN, effective today (July 12).

Richard Gerkin, John Blair & Co., station representatives, named an account executive, WNEW New York sales department.

John Barrett and **Orv Kock,** KLMS Lincoln, Neb., promoted to production director and chief announcer, respectively.

Sam Cohen, staff news writer, KFAB Omaha, and **Hugh McCoy,** newscaster, same station,

FUN-KISSED!

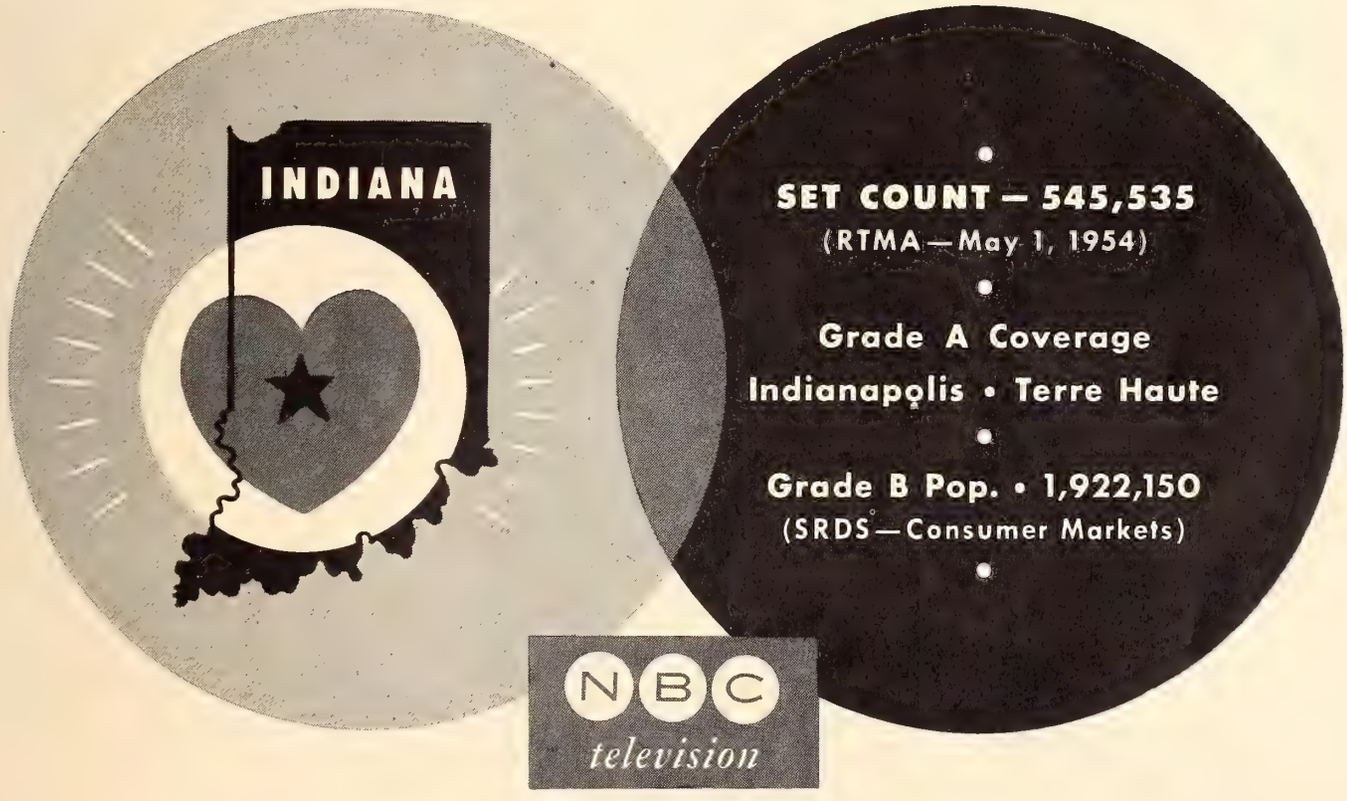


ZIV'S SUNNY FUNNY FAMILY
See pages
87, 88 & 89

WTTV

Reaching and Serving

The GREAT HOOSIER HEARTLAND



For BLOOMINGTON · INDIANAPOLIS · TERRE HAUTE
and all the Hoosier Heartland

WTTV Channel **4** Owned and Operated by Sarkes Tarzian in Bloomington, Indiana

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco



WKNB New Britain-WKNB-TV West Hartford President Julian Gross (l) presents key to Connecticut Gov. John Lodge (c), who dedicated the new WKNB Television-Radio Center June 23. At right is Peter B. Kenney, general manager of the 840 kc-ch. 30 outlets. More than 10,000 people toured the new center in four days.

promoted to day and night news editor, respectively.

George E. Probst, director of radio and tv, U. of Chicago, effective July 30, appointed director of programs-assistant general manager, educational WGBH (FM) Boston and WGBH-TV Boston, which is expected to begin broadcasting this fall.

Robert Mancuso to staff of WBEL Beloit, Wis., as sales representative.

David Platt, formerly manager, WKLM Blackstone, Va., to sales staff, WGSM Huntington, N. Y.

Ann Williams, continuity and women's editor, WPTR Albany, N. Y., to WTRI (TV) Schenectady, N. Y., in same capacity.

Bill Eubanks, KVOR Colorado Springs, Colo., to announcing staff, WRNY Rochester, N. Y.; **Jo Anne Calkins** to WRNY staff.

William S. Daniels, KBIG Avalon, Calif., rejoins KFWB Hollywood announcing staff succeeding **Jim Smallwood,** who will enter the insurance field.

Dick Tufeld, reporter-announcer, ABC Western Div., Hollywood, to KNXT (TV) same city, in similar capacity.

Mark A. Thoreson Jr., Ruthrauff & Ryan Inc., N. Y., to copywriting staff, KGMB-TV Honolulu.

Mel Mixon, disc m.c., WJIV Savannah, Ga., to KWEM Memphis, Tenn.

Tom Harvey and **Ensor Stoddard** named summer relief announcers, WIP Philadelphia; **Vivian Cooper** returns after absence to program dept.; **Ernie Merker,** formerly program director, educational WPWT-FM Philadelphia, to WIP engineering staff, summer months.

June Healey, news dept., KNXT (TV) Hollywood, named secretary to General Manager **James T. Aubrey,** replacing **Flora Cotrone,** resigned to join U. S. State Dept.

Frank P. Fogarty, general manager, WOW-AM-TV Omaha, Neb., named president, Omaha Chamber of Commerce; **Lyle DeMoss,** assistant general manager, named president, Omaha Advertising Club; **Bill Wiseman,** sales manager, named vice president, Omaha Sales Managers Assn.

LaVell Waltman, sales manager, WAVE Louisville, elected president, sales executive council, Louisville Chamber of Commerce, succeeding **Douglas Cornette,** assistant to general manager, *Courier Journal, Times* and WHAS same city.

A. Boyd Siegel, chairman of board and managing director, WJPA Washington, Pa., installed as president, Rotary Club, same city.

W. C. Swartley, general manager, WBZ-TV Boston, installed as vice president, Rotary Club, same city.

Sam Zurich, production director, WBTV (TV) Charlotte, elected first vice president, Exchange Club of Charlotte.

Thomas C. McCray, general manager, KNBH (TV) Hollywood, as chairman, Radio-Television - Recording - Advertising Charities Inc., awarded certificate of appreciation by Welfare Planning Council, Los Angeles region.

Alan Rock, news editor and director of public affairs, WFEA Manchester, N. H., selected to serve on New Hampshire Traffic Safety Advisory Council.

Walt Novell, program director, KBIF Fresno, re-elected to Fresno County Democratic central committee.

Conway Robinson, farm program director, WBAL Baltimore, named publicity chairman, Maryland beef promotion campaign.

Paul Hume, music editor, *Washington Post-Times Herald,* selected as commentator for *Guest Conductor* program over WOL there, according to announcement from American Trucking Assns. Inc.

Ray Perkins, KIMN Denver, winner of Perry Como Dream Show disc m.c. competition.

George Moskovics, director of tv development, KNXT (TV) Hollywood, spoke before Riverside Kiwanis Club on use of tv to increase retail sales.

Jack Zaiman, commentator, WDRC-AM-FM Hartford, Conn., selected as most outstanding graduate, Weaver High School, same city.

Milton L. Greenebaum, president, Saginaw Broadcasting Co., Flint, Mich. (WSAM-AM-FM), and Attilia Severno were married July 1.

Bill Estes, salesman, WSB-TV Atlanta, Ga., father of boy, June 28.

Lathrop Mack, KFBB Great Falls, Mont., father of girl, Roberta, June 26.

Walter L. Tenell, 50, secretary, Door County Broadcasting Co., Sturgeon Bay, Wis., licensee, WDOR there, died July 5.



CBS & DUMONT TELEVISION

KDUB-TV
LUBBOCK, TEXAS

W. D. "Dub" Rogers, Pres. & Gen. Mgr.
George Collie, National Sales Mgr.

FRESH AS A WINK!



ZIV'S SUNNY FUNNY FAMILY
See pages 87, 88 & 89



BROOKLYN, N. Y.: Saying good-bye to his wife and 5 year-old son, World War II veteran "Woodie" Powers starts his day of work at an oil refinery. "Woodie" Powers' father and grandfather worked in refineries before him and "Woodie" can tell you about the job opportunities opened up by new refineries. Modern, efficient plants also mean more and better oil products for the public.



COLORADO: Don Bettinger, working as pumper in a new oil field, shops with his wife in Sterling, Colo. Says Vince Quinn, supermarket manager: "Oil is putting new money into circulation here. It's sure helping our economy."



CALIFORNIA: Roderick McPherson, operator of a new service station in Walnut Creek, looks over his newly completed home with his wife. He says: "Thanks to the opportunities oil offered me, our dream of owning our own home has come true."



OHIO: Gordon Meffley, transport driver for an operator of a new bulk storage depot in Lima, Ohio, banks part of his pay. Meffley says, "You can make plans for the future when you work in an industry as stable as the oil business."

Oil Puts More Men To Work In '54

In 1954, U. S. oil companies will boost America's economy by investing more than 4 *billion* additional dollars.

This large sum, which will create many new jobs this year, will be invested in every branch of the industry and in every state of the union.

As one of the nation's leading newspapers recently commented: "Much of the money, of course, is to be spent gambling—gambling, that is, on the possibility that oil is actually to be found under a certain piece of ground, gambling that oil demand in a certain region will justify new and expensive refining and pipeline installations and the like. Such 'gambling,' or risk-taking . . . is of course implicit in the free-enterprise system, the risks being compensated for by the rewards to those who are successful.

"That free enterprise works is nowhere better illustrated than by the example of the oil industry and of the magnificent success it has had in meeting our vast and growing needs for essential petroleum products."

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Farm Households: UP 147.3 %

WFBM-TV
Indianapolis • CBS

TV CLIENTS NEED TO ADD RADIO—NBC

Use of 200 NBC Radio-affiliated stations will add 17.1 million non-tv homes in unduplicated circulation to a full network tv advertiser's audience, NBC promotion booklet says.

NETWORK RADIO—specifically NBC Radio—duplicates tv "least" and complements tv "best."

This claim was advanced in a new promotional booklet prepared by NBC and distributed last week. Titled "Memo to: A Television Advertiser; From: The NBC Radio Network," the booklet contends that the advertiser using only network tv must complement this advertising for full national coverage. It points out that even the television advertiser with a full tv network, whose show is watched by every home with television, still misses 17,100,000 non-tv homes—or 37% of the total 47,560,000 homes in the country.

The booklet presents a chart to show that even with a full tv network, NBC Radio adds the most unduplicated circulation to television with 17,100,000 homes, as compared with 2,155,000 for *Life* magazine and 3,574,000 for *This Week*.

The basic tv network, according to the booklet, covers 49% of the U. S. homes having tv sets although 63% of the homes have sets. Should an advertiser decide to cover all 29,495,000 tv homes, it is pointed out, coverage would go up 21% and the cost 50%. The booklet cautions that "full tv station clearance is virtually impossible."

Pointing out that the 200 NBC-affiliated radio stations cover 98% of total U. S. homes, numbering 46½ million homes, the booklet states that this includes non-tv America, comprising 17,100,000 homes. This unduplicated circulation, it is noted, is eight times that of *Life* and more than four times that of *This Week*. One out of four homes in the 165 top markets alone, the booklet stresses, are radio-only homes, covering some 6,426,000 families.

"No wasted dollars when you go for maximum audience extension," the booklet states. "In 47 radio-tv programs studied by A. C. Nielsen, the highest delivered audience duplication for any combination was 4.3%. The average duplication for all 47—only 1.9%."

The booklet concludes by offering, at no cost to the television advertiser, a complete Nielsen analysis of the firm's television advertising, combined with a recommended complementary schedule over NBC Radio.

The booklet was prepared by the NBC Radio network sales development group under the supervision of Howard Gardner, director.

Toscanini Declines

A CABLE from Arturo Toscanini was made public last week in which he declined the invitation of the former NBC Symphony to conduct its concerts next season. Mr. Toscanini said that "my age and my present feeling do not allow me to make plans for the future." Following liquidation of the orchestra by NBC last April, members of the group reorganized it and last week disclosed plans to prepare papers for its incorporation to accept concert, radio and television appearances.

The Sesac Transcribed Library presents



RICHARD MALTBY and his Jazz Classics Orchestra

"Richard Maltby and his Jazz Classics Orchestra are truly superb and are doing a great job for us. SESAC again tops everything with this."
Frank J. Prendergast, WTMV, E. St. Louis, Mo.

"Maltby has the clean, fresh modern touch. Ballads and Jazz equally well arranged for all ears." *Larry Kenfield and Ross Miller, WTIC, Hartford, Conn.*

"Cheers for Richard Maltby and his Jazz Classics Orchestra. Wow! What a band! SESAC can well be proud of this group. Our listeners constantly ask for more and more." *Boyd Phelps, WRRR, Rockford, Ill.*

The SESAC Transcribed Library is lowest in cost for a complete Program Service.

SESAC INC. 475 Fifth Avenue, New York 17, N. Y.

Three Colorado Tvs Form Gold Nugget Net

THREE Colorado tv stations have banded together via microwave link to form the latest regional network, the Gold Nugget Tv Net, according to a joint announcement by Don Searle, executive vice president and general manager, KOA-TV Denver; Douglas D. Kahle, president and general manager, KCSJ-TV Pueblo, and Joe Rohrer, president and general manager, KRDO-TV Colorado Springs.

The inaugural telecast, saluting the proposed Air Force Academy to be located in Colorado Springs, was held July 1 from the KOA-TV studios. The network serves a market of 27 counties, representing more than 80% of the state's population and buying power, the announcement said.

Business address is 1625 California St., Denver. William F. MacCrystall has been named general sales manager. Edward Petry & Co. and Avery-Knodel Inc., who represent the member stations, also will represent the network.

WSPA-TV Signs With CBS-TV

SIGNING of WSPA-TV Spartanburg, S. C., as a primary interconnected affiliate of CBS-TV, effective Sept. 26, was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. WSPA-TV, on ch. 7, is owned by the Spartan Broadcasting Co. Walter Brown is general manager.

'Amos 'n' Andy Music Hall' Set

NEW *Amos 'n' Andy Music Hall* series will be presented over CBS Radio Mondays through Fridays at 9:30-9:55 p.m. EST, starting in September, Adrian Murphy, president of the network, and Freeman Gosden and Charles Correll, creators of the *Amos 'n' Andy* program, announced last week. The nightly series will be in addition to the Sunday evening *Amos 'n' Andy* broadcasts, also on CBS Radio.

Meanwhile, CBS-TV Film Sales reported the signing of eight additional advertisers for the *Amos 'n' Andy* tv film series, bringing the total to 108.

NBA May Solicit Networks

NATIONAL Boxing Assn., comprising state boxing commissions, will vote at its Sept. 13-15 convention in Cleveland on a proposal to admit tv networks as special service members. Col. Harvey L. Miller, NBA executive secretary, said a fee of $50 per show has been proposed for these memberships. The idea was proposed by Harry Markson and Truman Gibson of the International Boxing Club. Col. Miller said the money would be used for clerical help, with NBA officials donating their services.

NBC-TV Gets Basketball

NBC-TV will telecast the games of the National Basketball Assn. each Saturday, starting Oct. 30, it has been announced jointly by Thomas S. Gallery, NBC sports director, and Maurice Podoloff, president of NBA. Through Nov. 27, the games will be carried at the conclusion of NBC-TV telecasts of Canadian professional football, and thereafter will begin at 3 p.m.

NETWORK PEOPLE

Jack Rayel, formerly producer, NBC-TV's *Home* show named general programming executive, NBC-TV network. **George F. McGarrett,** new program development, NBC-TV, named general programming executive in charge of NBC-TV daytime programming.

S. Martin Samit, former assistant to publisher and research director, *Everywoman's* magazine, named radio network coordinator, NBC advertising and promotion dept.

Elliott Lewis, producer-director, CBS Radio *Suspense, Broadway Is My Beat, Crime Classics* and *Cathy and Elliott Lewis Onstage*, named associate producer, upcoming hour-long CBS-TV series for Chrysler.

Ted Sack, senior supervisor, CBS Television network operations, moves to CBS-TV news and public affairs dept., as producer of special events.

Sandy Cummings, radio-tv and motion picture producer, to ABC-TV, as coordinator of *Disneyland*, Walt Disney tv program, which starts on that network Oct. 27.

William S. Paley, CBS board chairman, elected to board, New York *Herald Tribune* Fresh Air Fund.

Perry Wolff, producer, CBS-TV's *Adventure* series, selected by State Dept. as sole network tv representative to 11-nation conference on educational and public affairs programming to be sponsored by UNESCO in London July 5-24.

Jack Linkletter, 16-year-old son of Art Linkletter, star of CBS Radio *House Party*, starts thrice-weekly summer stint on father's program, assisting in commercials and m.c. duties.

Obviously OUTSTANDING . . .



6,000 ATTEND WMBD 2ND ANNUAL *Festival of Flowers*

Radio isn't dead in Peoria . . .

WMBD's 2nd Annual Festival of Flowers, presented in cooperation with the Peoria Park District and promoted EXCLUSIVELY on WMBD Radio, was an even greater success than the one preceding it. 3,000 people watched the presentation of regular WMBD live-talent shows in the park during the day, and 6,000 people attended the big hour-long stage show and broadcast in the evening.

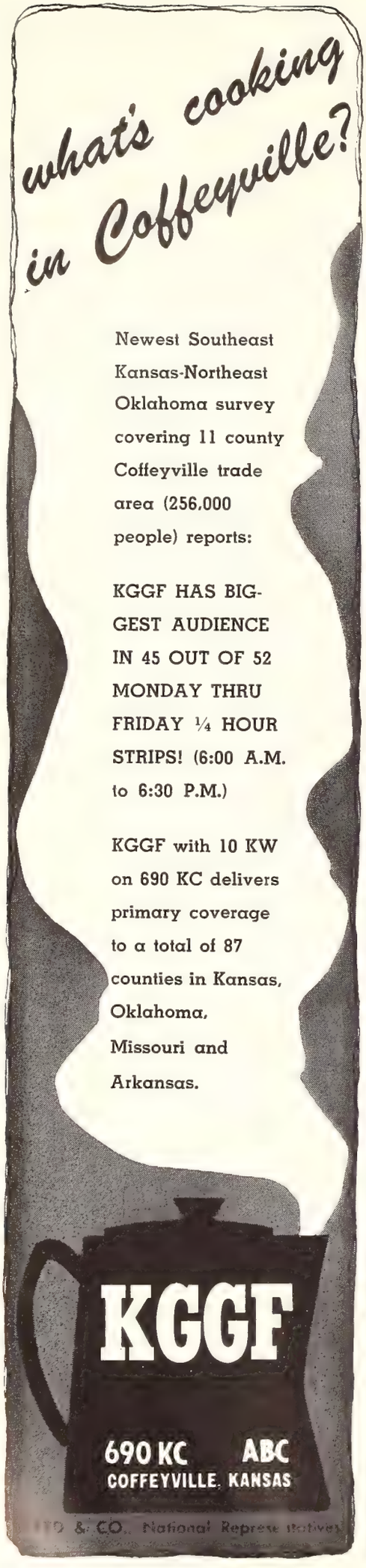
IDEA PROGRAMMING? Yes . . . and that's just one of the many reasons WMBD maintains its CLEARLY DOMINANT position in the Peoriarea. For more reasons, see Free & Peters.

TO SELL THE HEART OF ILLINOIS– BUY WMBD

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts



CBS DEMONSTRATES 19-IN. COLOR TUBE

Company is ready for mass production of the large-screen size, and predicts the industry will make 50-60,000 this year.

DEMONSTRATION of the mass production of a 19-inch color television picture tube, known as the CBS-Colortron "205," was presented last Wednesday by CBS-Hytron, tube manufacturing subsidiary of CBS Inc., at its plant in Newburyport, Mass., after the tube had been tested for newsmen at the company's plant in Danvers, Mass.

The tube is the closest in viewing size to the 21-inch black-and-white tube, and offers 205 square inches of picture screen area, from whence it derives its name. Its curved mask screen, a CBS-Hytron spokesman noted, gives 43 square inches more picture surface than a flat-mask type 19-inch tube.

Charles F. Stromeyer, president of CBS-Hytron, disclosed that productive capacity of the plant at Newburyport is 10,000 "205" tubes a month, and voiced the opinion that industry demand may make this rate necessary by late September. He indicated that the development of the tube has broken the "bottleneck" that has plagued color television, explaining that it can be mass-produced and achieves a picture that will be large enough to satisfy the public.

Mr. Stromeyer predicted that the industry will produce between 50,000 and 60,000 large-screen color tubes this year and that CBS-Hytron will manufacture 80% of the total production. He pointed out that several leading tv set manufacturers, including CBS-Columbia, Capehart-Farnsworth, Motorola and Westinghouse, as well as Pacific Mercury and Warwick Mfg. Co. (both principal suppliers of Sears, Roebuck & Co.) intend to incorporate the CBS-Colortron "205" into their fall lines.



CBS-HYTRON President Charles F. Stromeyer officiates at last week's demonstration of the 19-in. color tv tube. Here he shows its construction (l to r): face plate with tricolor phosphor-dot screen, lightweight shadow mask, glass funnel, three-beam electron gun.

The price of the "205" tube to set manufacturers will be $175, Mr. Stromeyer said, and reflects "the inherently lower cost of the CBS-Colortron's simpler, more functional construction."

Dr. Frank Stanton, president of CBS Inc., told newsmen that the tube ends "the tug of war" that has plagued color television, explaining that it can be mass-produced and achieves a picture that will be large enough to satisfy the public.

He declined to set a price for color receivers in the immediate future, but replied to a question from newsmen by saying that some "might be less" and some "might be more" than $1,000, depending on the cabinet. He added that prices eventually will go down, following the pattern of black-and-white sets.

The "205" employs a three-beam electron "gun" for each of tv's primary colors, green, blue and red. Electrons coming from the "guns" light up the different sets of green, blue and red phosphors and produce the complete picture.

The test demonstration of the tube made use of Kodachrome transparencies. For purposes of comparison, the transparencies were transmitted over a 12-inch color set as well, and the large-screen presentation showed up to marked advantage.

In producing the "205," it was explained, a photographic technique, similar to photo-engraving, makes it possible to deposit the tube's picture screen directly on the inside of the tube's curved face. A light curved shadow mask is positioned behind the screen, and the mask is perforated with 300,000 tiny matching holes through which the electron beams from the three-beam gun are aimed at their related phosphor dots on the picture screen.

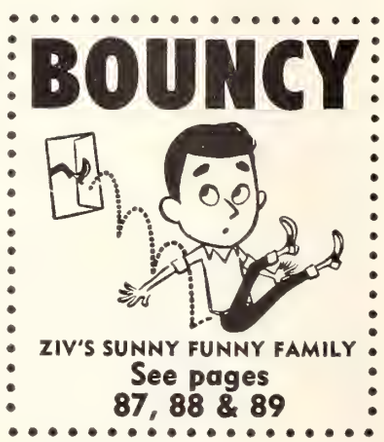
Long-Life Tube

RCA announced Friday that a new life record for transmitting electron tube has been established by an RCA-8D21 at KRON-TV San Francisco. This RCA tube is reported to have logged "an unprecedented" 15,646 hours of full-power operation.

Raytheon Reports Sales

RAYTHEON MFG. CO., Waltham, Mass., reported last week that preliminary figures for the fiscal year ended May 31 showed sales of $177,090,790 and net earnings after taxes of $3,523,316, equivalent to $1.53 per share of common stock, as compared with sales of $179,179,000 and net earnings after taxes equivalent to $1.68 per share of common stock in the previous fiscal year.

The board declared a regular quarterly dividend of 60 cents per share on the $2.40 cumulative preferred stock, payable on Oct. 1.





Think of all the things you're free to do
because there's always plenty of low-price electricity
that can automatically run and control your

washer and dryer
range
dishwasher
air conditioner
heating plant
hot water supply
refrigerator
freezer
and other appliances



Today you have twice as much electricity available as you had in 1946 because of new power plants built by electric light and power companies, and you'll have 50% more by 1960. So you'll always have plenty ready when you want it. That's why there's no need to increase the public debt by building federal government power projects.





Names of the
ELECTRIC LIGHT AND POWER COMPANIES
publishing this advertisement
available from this magazine.

LIGHT FOR FREEDOM
POWER FOR PROGRESS

New DuMont Dolly-Boom

ALLEN B. DuMONT LABS, transmitter dept. at Clifton, N. J., reported last week it has placed on the market a microphone boom and dolly combination for use by television mike boom operators, studio audio engineers and program directors to conduct audio operations during television broadcasts. The combination unit, called a DuMont "Super Boom," consists of a semi-fixed-length boom mounted on either a DuMont Clamp Operated Dolly (steerable) or a DuMont Porta Dolly.

Pye Ltd. Opens N. Y. Office

PYE LTD., Cambridge, England, has opened an office in the U. S. at 200 5th Ave., New York 10, with William M. Cagney, formerly sales manager and manager of the sales engineering department of Link Radio Corp., as regional supervisor. The Pye organization, of which Pye Ltd. is the parent company, consists of various divisions devoted to the design and manufacture of electronics equipment, including radio and television receivers and television studio and transmission equipment.

MANUFACTURING SHORTS

Precision Equipment Co., Chicago, announces production of new "Shop Caddy," two-wheel loading hand truck, embodying hydraulic lift for raising up to a quarter-ton. Price: $139.50 f.o.b. Chicago. Literature on this and other units is available from the company at 3714 N. Milwaukee Ave., Chicago 41.

Clarostat Mfg. Co., Dover, N. H., announces it is now including wiring instructions, dial plate and bar knob for simplified installation with each constant-impedance attenuator it packs.



RCA's first 12½ kw uhf tv amplifier for both color and black-and-white has been shipped to WBRE-TV Wilkes-Barre, Pa. The new equipment will increase power of the ch. 28 station, which has been operating since Jan. 1, 1953, from 18.75 kw to 225 kw. WBRE-TV's address is stenciled on by A. R. Hopkins, manager of broadcast marketing, RCA Engineering Products.

General Electric Co., Syracuse, announces development of new device for radio and tv stations to control automatically variations in audio program levels. Known as Uni-level amplifier, device is designed to relieve studio engineering from constantly changing program audio level controls as sound levels from a program in progress change.

MANUFACTURING PEOPLE

Charles E. Rynd, re-elected chairman of board and president, Audio & Video Products Corp., N. Y., and its subsidiary divisions. Also re-elected to board: **Irving Buckley, Max Graff, Edward V. Otis, Bernard Smith, Sidney K. Wolf** and **Erwin Wolfson.** Officers re-elected are: **Thomas Merson,** vice president; **Richard Rynd,** vice president-treasurer, and **Joseph G. Connolly,** secretary.

Joseph P. Gavron, for more than 22 years in administrative offices, Rockefeller Center Inc., N. Y., appointed assistant to President **Jerome Taishoff,** Mycalex Corp. of America (manufacturer of glass-bonded mica products).



MR. GAVRON

E. W. D'Arcy, vice president-chief engineer, DeVry Corp., to the Federal Manufacturing & Engineering Corporation, Brooklyn, N. Y.

higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Retail Sales:
UP 71.8 %

WFBM-TV
Indianapolis • CBS

New Contract Drafted For WBBM Radio Writers

ONE-YEAR contract covering 14 members of Radio Writers Guild employed at WBBM-AM-TV Chicago and providing for pay increases and certain work benefits was being prepared last Thursday after an agreement between the independent union and the CBS o&o outlet.

Aside from salary boosts, the pact also provides for a liberalized vacation policy, late shift pay differentials, and a "re-definition" of writers' rights with respect to material written on their own time, according to guild legal spokesmen. Radio-tv news program credits also were involved.

The new scale calls for the following breakdown: $80 for one year's service; $82.50 for experienced help; $90 after one year's service; $95 for between one and a half and two years; $100, two to two and a half years; and $110 for two and a half years and over. The increases amount to $10-$17 more weekly. The pact is retroactive to June 11.

Settlement was reached June 24—eight days after the end of a four and a half days walkout during which newscasters and newsroom supervisors maintained the stations' news operation.

SCA Unit to Set Up Rules For Music Registration

PREPARATION of a "business bible" covering registration procedures for music in the radio-tv and motion picture fields has been assigned to a committee of Screen Composers Assn., Hollywood group within Local 47 (AFM), with Bernard Herrmann, CBS Radio *Crime Classics,* and David Raksin, CBS-TV *Life With Father,* as co-chairmen.

Marlin Skiles, CBS-TV *That's My Boy,* was named chairman of the new SCA expansion committee, which with radio-tv composers will study ways Screen Composers can represent them in exploitation of performance and other rights.

Adolph Deutsch was re-elected president at SCA's annual meeting. Elected to three-year terms as directors were George Duning, former NBC Radio *College of Musical Knowledge;* Herschel Gilbert, arranger, former CBS Radio *Chesterfield Hour;* Mr. Raksin and Victor Young, CPRN *Hollywood Music Hall* and NBC-TV *Buick Show.*

PERSONNEL RELATIONS PEOPLE

Nat James, RKO, elected president of Publicists Guild; **Don Morgan,** Universal-International, elected vice president; **Hilda Black,** independent, secretary, and **Dick Carter,** Warner Bros., treasurer. **Jerry Conway,** CBS-TV, and **Stanley Margulies,** Walt Disney Studios, named radio-tv and studio trustees, respectively.

Richard H. Gordon and **Jeffrey Sayre** were re-elected president and treasurer, respectively, of Screen Extras Guild. Elected to three-year terms on board of directors were **George Barton, Paul Bradley, Tex Brodus, Eva Novak, Spencer Chan, Louise Lane, Ann Roberts, Frank Losee, Emory Dennis, Willie Bloom** and **Connie Conrad;** named to two-year terms were **Carmen Clifford** and **Evelen Ceder;** one-year terms, **Anna Mabry** and **Vi Ingraham.**

CANNON CONNECTORS IN STOCK
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION



wins the big battles for consumer audiences!

VICTORY AT SEA is a show of enormous popularity and prestige.

What's more, it provides the vehicle for hard-hitting commercials that sell goods of every description.

In 23 of the 25 markets for which ratings are available, **VICTORY AT SEA** drew higher ratings than the programs in the same time period before or after **VICTORY'S** run. Average ratings in the other two markets were 37.8 in St. Louis and 20.0 in San Diego.

Like all **NBC FILM DIVISION** programs, the cost per thousand is remarkably low . . . and gives local or regional advertisers million dollar production quality that consistently outrates some of the most costly network programs.

For highest ratings and sales results, advertisers need look no further than this series of 26 half-hour films . . . the nation's most honored television program . . . **VICTORY AT SEA!**

For prices and availabilities, call or wire today.

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

NEW YORK • CHICAGO • LOS ANGELES

A section of
July 12, 1954
BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C.

Sheldon Reynolds'

Production of

SHERLOCK HOLMES

...Starring Ronald Howard as Sherlock!



H. Marion Crawford as Watson

The greatest detective of all time comes to TV *...on film. Here is a series that is backed with one of the most extensive pre-sold audiences in TV history. For almost 70 years the adventures of* **SHERLOCK HOLMES** *and his friend Dr. Watson have been thrilling audiences in the great Arthur Conan Doyle books! In the movies... on the stage... and in daily and Sunday newspapers ...the magic name of* **SHERLOCK HOLMES** *always has meant box office! And now – as a TV film show produced by Sheldon Reynolds, creator of "Foreign Intrigue", and starring Ronald Howard, brilliant young English actor– the potential is even greater!*

SHERLOCK HOLMES *(39 half-hour programs, custom filmed for TV) is ready for September airing.*

SHERLOCK HOLMES, *filmed in Europe, is a natural for local, regional and national spot advertisers!*

For A Sure Clue To Increased Business write, wire or phone your nearest MPTV Film Syndication Division:

NEW YORK
655 Madison Ave.
New York 21, N.Y.
TEmpleton 8-2000

CHICAGO
155 E. Ohio St.
Chicago 11, Ill.
WHitehall 3-2600

LOS ANGELES
9100 Sunset Blvd.
Los Angeles 46, Calif.
Crestview 1-6101

BOSTON
216 Tremont St.
Boston 16, Mass.
HAncock 6-0897

DETROIT
2211 Woodward Ave.
Detroit 1, Michigan
Woodward 1-2560

SAN FRANCISCO
625 Market St.
San Francisco, Calif.
Douglas 2-1387

ATLANTA
Mortgage Guaranty Bldg.
Carnegie Way & Ellis St.
Atlanta, Georgia
Alpine 0912

TORONTO
MPTV (Canada) Ltd.
277 Victoria St.
Toronto, Canada
Empire 8-8621

DALLAS
3109 Routh St.
Dallas 4, Texas
STerling 4007

These MPTV shows are available now:

½ Hour Shows: Duffy's Tavern • Flash Gordon • Janet Dean, Registered Nurse • Sherlock Holmes

¼ Hour Shows: Drew Pearson's Washington-Merry-Go-Round Junior Science • Tim McCoy • • • *plus more to come*

Dramatic Serial 5 quarter hours a week • The Heart of Juliet Jones



features

- An expert criticism of the Art Directors Awards for television filmed commercials. Page 82.
- This medium-size station believes local news films are not a luxury. Page 92.
- How film programs helped KTTV get into the black in the tough Los Angeles market. Page 94.



film maker

RUSSELL WARREN DAVIS

WRESTLING shows come and go on television, like old movies, but few of them seem to impart the particular touch utilized by Russ Davis, a veteran in Chicago radio-tv broadcasting circles.

Mr. Davis not only applies a tongue-in-cheek technique to his own commentaries on the grunt-and-groan art, but also distributes wrestling films to over 195 of the nation's video outlets. He is president of Imperial World Films Inc.

Russell Warren Davis' career has been no less checkered than that of some of the grapplers whose activities he describes on his *Wrestling From International Amphitheatre*. Born into show business in Kansas City, on Jan. 15, 1901, he has run the gamut of radio-tv announcing, the circus, the legitimate theatre, the opera and motion pictures.

As a youth of seven, young Russ was persuaded by his parents (trapeze artists with the Wallace Hagenbeck Circus) to try his hand at the high wires. After four years, he gave it up for reasons of physique. (Today Mr. Davis is a strapping gent, with 200 pounds measured along a six-foot-plus frame.)

Toward the end of World War I, Mr. Davis became intrigued with radio and went to sea as a wireless operator. Upon his return, he had a hand, he claims, in building WSB Atlanta. Among other stations with which he was identified, in various vocal capacities: WDAF Kansas City, KOY Phoenix and KWTO Springfield.

In 1923 Mr. Davis concentrated on announcing and singing in musical comedies and operas. Four years later he became an announcer and vocalist on WOQ (now defunct), Kansas City's first radio outlet, and then got the wanderlust, moving on to the previously-mentioned stations.

In 1940, after terms with *National Geographic, World at Large* and Rand-McNally, Mr. Davis joined CBS' news staff, traveling to foreign countries. In 1945 the next step was television—that is, after he married the former Sylvia Adele Henrikson. That combination led to the formation of Imperial World Films.

Russ Davis had more than a modicum of confidence that tv would put over wrestling. Even today, he continues to shoot and release a new show each week. Adds Mr. Davis: "I have placed my confidence in the knowledge that wrestling in color for television will produce enthusiastic fans from people who heretofore have remained silent in their praise of the wrestling show."

It's true that IWF has specialized in wrestling but it has other products, including its newest, a series of Raymond Massey biblical readings, which was released June 14.

Mr. Davis, who is regarded as a sort of legend in Chicago circles, also confesses to being a cameraman, writer, producer and director. He likes hunting and is planning a bear hunt in Alaska and a safari to India. But he'd still rather be a guest in the viewer's living room, describing the frantic antics of the grapplers.



ESTHETIC? YES— BUT DO THEY SELL?

AN EXPERT CRITICIZES THE ART DIRECTORS TV FILM AWARDS

by William Van Praag

A business policy at Van Praag Productions, New York, of which the author is executive producer, is never to enter contests for awards. For that reason, and because he is an expert in the field, B•T asked Mr. Van Praag to evaluate the recent Art Directors Awards to tv film commercials. As a producer who has turned out selling messages for such tv clients as Ford, Lincoln-Mercury, Bulova, Esso, Colgate-Palmolive, Kellogg's, Richard Hudnut and International Nickel, Mr. Van Praag knows what is expected of a commercial. His main criticism of the Art Directors Awards: Not enough consideration given to the "sell."

ADVERTISING and entertainment are two different media. That which entertains does not always sell and vice versa. The classic example was the year Lucky Strike's "Be Happy, Go Lucky" was the rage while Philip Morris was running its "Now exhale through your nose" test. Myron Cohen told a joke (as only he could tell it) of a fellow who walked up to a cigar counter singing "Be Happy, Go Lucky" and promptly asked for a package of Philip Morris.

Commercials are made for one principal reason—to sell. But, nevertheless, this year's Art Directors Awards have already been made and the judgment of the committee must be considered.

The Gold Medal Award for the best commercial in all classes went to United Productions of America for Jello Instant Pudding. Jack Sidebotham and Gene Deitch were art directors; Saul Steinberg, the artist, and Young & Rubicam, the agency.

This is a clever commercial based on Steinberg's drawings with bright audio. But I felt that the tuberculosis commercial made by United Productions of America was more deserving of the award.

Since Mr. Steinberg himself is not an animator, I went to Mr. Deitch to get the history of this film. He told me that Young & Rubicam came up with the basic idea and suggested using Mr. Steinberg. Mr. Steinberg supplied sketches and UPA took it from there, given a maximum of artistic freedom by the agency. Fresh as this commercial is, I wonder if the magic name and familiar style of Mr. Steinberg didn't exert some undue influence on the judges.

The Full Animation Award went to Academy Productions for the Ballantine Abstraction. J. Walter Thompson was the agency, but the animator's name was, unfortunately, missing from the list of credits. So, I contacted Moray Fontz, president of Academy Productions, who told me that J. Walter Thompson suggested the idea of an abstraction but gave the producer complete freedom of action and concept. The animator, for the record, was John Hubley. Film supervisor was Ted Smith.

This one is in full color, photographed on Eastman negative-positive stock, and is done in a style of animation that was used in theatrical commercials in Czechoslovakia around 1937. Later, the style was used in a 10-minute short by Mary Ellen Bute and, shortly after that, by Disney in *Fantasia*.

This is an interesting abstract commercial (We mustn't ask if it would sell beer!), but it is an experimental piece and, I think, should have received a special award for that category. (Committee, please note: I have yet to find the tv station that televised this film during the 1953-54 season.)



MR. VAN PRAAG

Limited Animation Award went to United Productions of America for the show opening of the Ford Foundation's *Omnibus*. This excellent film was designed and animated by Gene Deitch and photographed by Kenneth Drake. Again, the producers were given complete freedom of expression.

The Live Film Award went to Robert Lawrence Productions Inc., for an Ivory Soap commercial. Compton Advertising was the agency. Loren B. Stone is listed as art director. Neither the film supervisor's nor the director's names were listed. I investigated and found that the director was Mickey Schwarz and the film supervisors were Jack Zimmer and Ruth Davis. As the film animator should be mentioned for production of animation commercials, so should the director and film supervisors who are the key men in the production of a live film commercial.

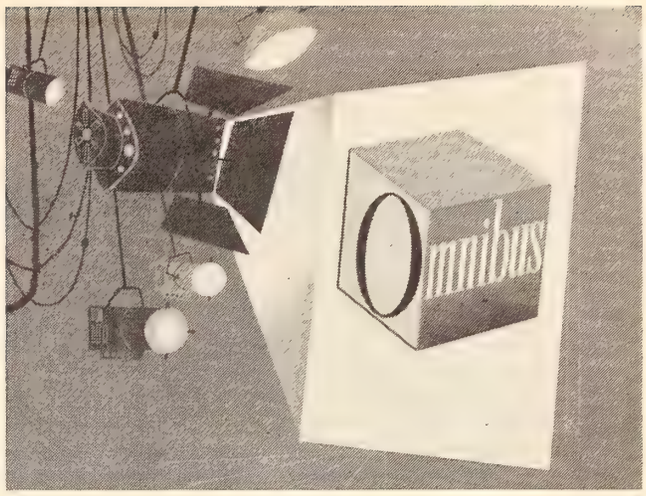
The camera technique was similar to that used by Robert Montgomery in "Lady in the Lake." To me, the pace was a little too slow, far too many suds were used than necessary—even for symbolism, and at the tail end, the dolly back into the Ivory matte where the girl appears in the Ivory "O" was a little ragged. I felt that Ivory Soap had better commercials in China Doll, Generations, or Eavesdropping on Eve. This is a good live commercial—yes—but not necessarily the best. The "Lady in the Lake" technique has been overworked. It may be that the committee didn't think so.

The Miscellaneous Award went to Georg Olden for his tv poster *The Web* which is used as a telop pre-announcement of the show. Mr. Olden is a darned good art director and is entitled to some award, although it would be difficult for me to

(Continued on page 86)

WINNER: tv film commercials, full animation

Advertiser: P. Ballantine & Sons
Agency: J. Walter Thompson
Producer: Academy Productions
Animator: John Hubley



WINNER: limited animation

Client: Tv-Radio Workshop, Ford Foundation
Producer: United Productions of America
Designer: Gene Deitch
Photographer: Kenneth Drake

WINNER: Gold Medal Award, best of all commercials

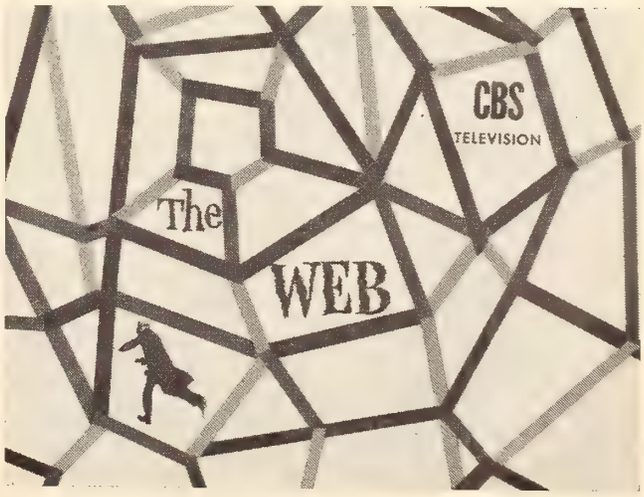
Advertiser: Jello Instant Puddings
Agency: Young & Rubicam
Producer: United Productions of America
Art Directors: Jack Sidebotham, Gene Deitch
Artist: Saul Steinberg





WINNER: live film commercials

Advertiser: Procter & Gamble
Agency: Compton Advertising
Producer: Robert Lawrence Productions
Art Director: Loren B. Stone
Director: Mickey Schwarz
Supervisors: Jack Zimmer, Ruth Davis



WINNER: tv, miscellaneous

Client: CBS Television
Art Director: Georg Olden

CROSBY PACKAGE* *". . . instrumental*



*the Crosby Package**

Designed for your own particular programming schedule. Run them back-to-back in the A.M. Run them across the board in the P.M. . . . Here are 78 half-hours that fit your needs and your pocketbook and will reach every member of the family.

THE CROSBY PACKAGE WILL:

- Meet your programming needs
- Meet your price requirements
- Build top day and night time ratings
- Save you many $$$$ in shipping and handling

Start MODERNIZING your TV schedule today . . . and make money the CROSBY PACKAGE way.

WRITE . . . WIRE . . . PHONE

United Television Programs, Inc.

HOME OFFICE
HOLLYWOOD
650 N. Bronson
HO 9-8321

NEW YORK
444 Madison
PLaza 3-4620

CHICAGO
360 N. Michigan
CEntral 6-0041

in bringing KTTV the largest daytime viewing audience of all 7 Los Angeles stations . . .”

KTTV

5746 SUNSET BOULEVARD • LOS ANGELES 28, CALIFORNIA

HUdson 2-7111

June 8, 1954

Mr. Wynn Nathan
Vice President In Charge Of Sales
United Television Programs, Inc.
650 North Bronson Ave.
Los Angeles 4, Calif.

Dear Wynn:

We are very enthusiastic at KTTV about our successful use of half hour television films in the daytime and, as your Company has provided us with a major share of those films, in the form of 52 "ROYAL PLAYHOUSE" films and 26 "COUNTERPOINTS," I thought you'd be interested in the results we've obtained.

As you know, we run two of these half hour films back-to-back every day in the 12:45 to 2 P.M. period, using Steve Martin as host and commercial announcer. Before we started this program, which we call "DOUBLE DRAMA," the January ARB cumulative rating for the period showed KTTV with a 1.1. With "DOUBLE DRAMA" underway, the February ARB showed KTTV with a cumulative of 5.8 for the same period, and it has continued to climb with the most recent ARB, May, giving us a cumulative of 7.5.

These ratings go hand in hand with a list of happy sponsors, all of whom have obtained excellent results from participation in this show. For example, on April 12th a single participation in this show brought the amazing total of 1,187 telephone responses within a two-hour period.

The idea of using quality film programs like "ROYAL PLAYHOUSE" and "COUNTERPOINT" in the daytime hours has certainly proved to be a sound one, and has been very instrumental in bringing KTTV the largest daytime viewing audience of all seven Los Angeles stations.

I would never hesitate to recommend these films to any station seeking a way to up-grade their daytime programming.

Regards,

Dick

Dick Woollen
Film Director

DW:JMB

LOS ANGELES TIMES TELEVISION

it has done the same for 53 others including:

WABD
New York

WXYZ
Detroit

WBZ
Boston

WBKB
Chicago

WBAL
Baltimore

WTTG
Washington, D.C.

WNEM
Bay City

WKOW
Madison

WBNS
Columbus

and will for **YOU,** too.

Royal Playhouse and Counterpoint are Productions of Bing Crosby Enterprises, Inc.

choose from the many fine posters he has done.

The Art Directors Tv Awards Committee was composed of Chairman William Duffy, art director of McCann-Erickson; Norman Tate, art director of N. W. Ayer; Georg Olden, art director of CBS; John E. Jamison, art director of J. B. Matthews; Robert H. Blattner, art director of *Reader's Digest,* and Suren Ermoyan, art director of *Good Housekeeping.*

The committee had to select the winners from approximately 300 entries in all tv classes. The greatest number of entries were in Full Animation, the second largest group was Semi-animation, followed by Live. The art directors solicited most of the entries through their club mailing list which they had built up over a period of years. The balance of entrants apparently heard about the competition by word of mouth. The only requirement was that the commercial had been telecast at least once during the 1953-54 season.

I questioned William Duffy on the bases of judging the commercials. He listed the following points—and this is the order of importance he gave them: general uniqueness; idea; technique; copy; art; general design of complete unit; artistic merit; overall production merit; staging, lighting, sets, audio, and sales conviction.

Mr. Duffy stated that the purpose of the award was to advance the television commercial industry artistically and that sales conviction was not necessarily an important consideration.

When questioned as to whether the Tv Awards Committee was representative enough, he offered the following answer: Messrs. Olden, Tate and Duffy were selected because they had television commercial motion picture experience; Messrs. Jamison, Blattner and Ermoyan because they had a special interest in this field, and, from the Art Directors' overall committee of 33 men, these six were the best qualified. He stated that last year they had a producer serving on the committee.

So, there you have it—except for one point: How would I go about improving the situation? Here are my recommendations:

1. Since "sell" is so basically important in the conception of any commercial, artistic achievement should be judged for its development and exploitation of sales ideas.

2. The tv awards committee should be composed of people thoroughly familiar with all phases of the tv film commercial medium, including perhaps producers, writers, directors, animators and even cameramen as well.

3. The awards committee should revise its method of soliciting, and feel free to present an award to any outstanding commercial, whether it was officially entered or not.

4. A new idea and experimental award should be made where technical perfection is not necessarily an important factor.

5. The tv commercial industry should form one central awards group similar to the Academy of Motion Picture Arts and Sciences, using the Art Directors Award as a nucleus.

6. Provision should be made for a category to include live commercials as well as film.

7. Credits should be given where credits are due.

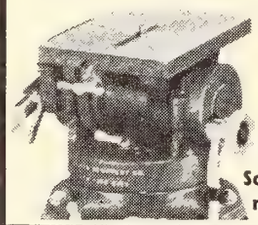
NOW...

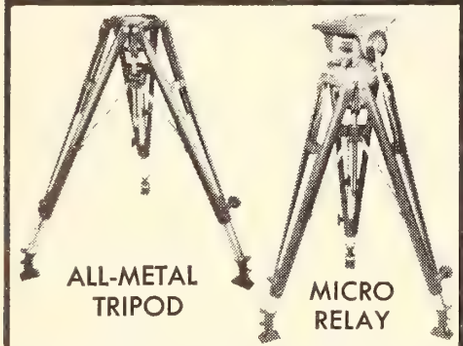
A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT



Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.





ALL-METAL TRIPOD

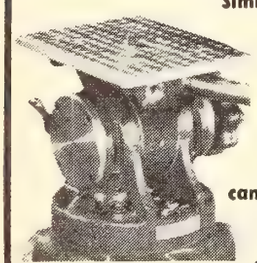
MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS



Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.



Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.



MINI-PRO

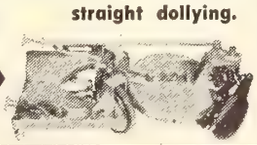
New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



DOLLY COLLAPSED



FRANK C. ZUCKER

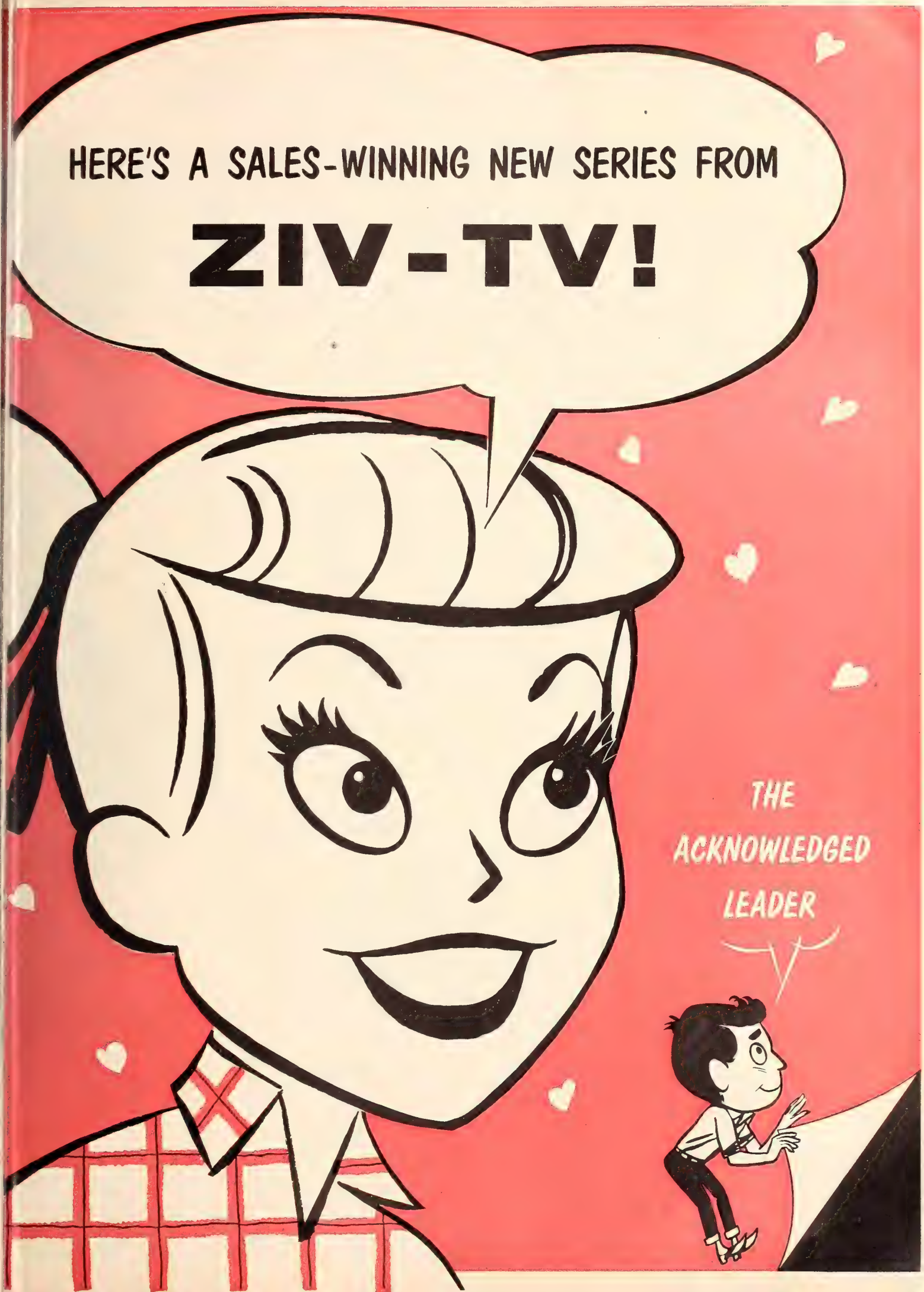
CAMERA EQUIPMENT CO.

DEPT. B-8-13 1600 BROADWAY • NEW YORK CITY

REAR PROJECTION



DEMONSTRATION of KMTV (TV) Omaha's new Bodde dual rear projector was attended by 25 Omaha advertising agency executives. KMTV says it is the only Omaha station equipped with the unit. Above, Millard Rosenberg (l), partner, Universal Advertising Agency, discusses the unit with Gene Edward, Buchanan-Thomas Agency.


HERE'S A SALES-WINNING NEW SERIES FROM
ZIV-TV!
THE ACKNOWLEDGED LEADER


Fresh as a wink!
TWINKLING WIT
Z-I-N-G!
ZIV
FUNNY SUNNY FAMI
"MEET O
ARC
America's f
BASED ON CHARACTE
EVERY PROGRAM A HALF-HOUR OF SIDE-SPLITTING FAMILY SITUATION COMEDY
TV's Mightiest Selling Force!
LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED
THERE'S NO COMEDY LIKE FAMILY SITUATION COMEDY!
Mr. Archer: John Eldridge
Mrs. Archer: Mary Brian
Dexter: Bobby E


AUGH AFTER LAUGH!
V's
TUATION COMEDY
ORLISS
HER"
lorite family!
ED BY F. HUGH HERBERT
HELLO, I'M CORLISS.... MILLIONS HAVE APPLAUDED ME ON RADIO, STAGE, IN MOVIES, BOOKS AND MAGAZINES! NOW I'M READY TO SELL FOR YOU ON TV!
Starring
ANN BAKER
Pert, Pretty, Perfect for the part.
THERE'S NO PLACE LIKE HOME FOR FAMILY SELLING. WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS, YOU'VE GOT 'EM BY THE EMOTIONS.
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD CINCINNATI, OHIO
NEW YORK HOLLYWOOD

COMPARATIVE NETWORK TV SHOWSHEET

© 1954 by Broadcasting Publications, Inc.

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		The American Week S		Revere Meet the Press alt. Sundays Pan Amer. L
6:15			Co-op Night Editor	
6:30	Jane Pickens Show	*Man of the Week* S	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Earn Your Vacation	*Author Meets the Critics*	Toni Co. College of Musical Knowledge L
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Your Playtime		Reynolds Mr. Peepers L
7:45				
8:00	On the Boardwalk	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Summer Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Am. Safety Razor Corp. W. Winchell	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Packard Dealers Present Martha Wright			
9:30		Bristol Myers Man Behind the Badge L	Plainclothes Man	
9:45	Dr. I. Q. S			
10:00	Dodge Break the Bank	P. Lorillard The Web L		Toni Co. Dollar a Second L
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L	*Better Living Television Theatre*	Man Against Crime R. J. Reynolds F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	John Daly-News		Co-op Marge & Jeff	
7:30	Flight 7 F-S	GM-Oldsmobile News L		Tony Martin Show Toni Co. L
7:45		Chesterfield Tv's Top Tunes		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich		Droodles L
8:15				
8:30	Voice of Firestone	Lever-Lipton Godfrey's Talent Scouts L		Comment L & F
8:45				
9:00	*Junior Press Conference* S	Philip Morris Public Defender F		RCA Victor Show (Dennis Day) L
9:15				
9:30	Boxing From Eastern Parkway Neutral Corner	Gen. Foods Instant Maxwell Coffee L Masquerade Party	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One Summer Theatre L		
10:15				
10:30				Co-op Who Said That L
10:45			*Al Ringside*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	ReaLemon-News J.Daly		Co-op Marge & Jeff	
7:30	Men of Tomorrow	American Tobacco News L		*The World of Mr. Sweeney* L
7:45		Summer Holiday S		Camel News Caravan L
8:00	No Net. Service	Wrigley Gene Autry Show F	Vitamin Corp. of America The Goldbergs	Midwestern Hayride L
8:15				
8:30		Pharmaceuticals Inc. Juvenile Jury L	*One Minute Please*	Assoc. Products Arthur Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	Electric Auto-Lite Suspense L		Helene Curtis Top Plays of 1954 F
9:45				
10:00		Nash-Kelvinator alt. wks. Block Drug Danger L		
10:15				Truth or Consequences P. Lorillard L
10:30	Van Camp Sea Food Co. Swanson (alt. wks.) The Name's The Same L	*The Blue Angel* S		
10:45				Mr. & Mrs. North Revlon & Congoleum Nairn L
11:00				
11:15 PM				

W

	ABC	C
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15	John Daly-News	
7:30	Sterling Drug Mark Saber	
7:45		
8:00	No Net Service	
8:15		
8:30		
8:45		
9:00	*The Big Picture*	
9:15		
9:30		
9:45		
10:00	*Wrestling from Rainbo* L	
10:15		
10:30		
10:45		
11:00		
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15		*What Catholics Believe* S		
10:30				
10:45		*God's World* S		
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45		Quaker Oats Contest Carnival L		
1:00				*Youth Wants to Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club	The Morning Show M-F 7-9 a.m. Various Sponsors		
9:15	Philco Corp. (M., W. & F.)			
9:30	Quaker Oats (Tu & Th)			
9:45	A. E. Staley Co. (Tu & Th)			General Mills, Fri. Ding Dong School L Thursdays: Gerber Prods.
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		
10:15				
10:30				*A Time to Live* L
10:45				
11:00				3 Steps to Heaven P&G L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:30				Home L
11:45		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		
12:00 N				TBA
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light (M-F)		No Network Service
1:00		Gen. Foods Portia Faces Life		
1:15		P&G The Seeking Heart		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00	Ralston-Purina alt. with Nestle Co. Space Patrol	*Winky Dink and You* S		
11:15				
11:30		Campbell Soup Abbott & Costello		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

A

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
			Co-op Capt. Video	
	ReaLemon-News J. Daly		Co-op Marge & Jeff	
The World of Mr. Sweeney L	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		*The World of Mr. Sweeney* L
Camel News Caravan L		General Electric Summer Holiday		Camel News Caravan L
GE I Married Joan F	Talent Patrol	Gen. Elec. Meet Mr. McNutley F	DuMont Labs What's the Story	DeSoto-Plymouth Groucho Marx F
Scott My Little Margie F	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F	Tide Water Associated Oil Broadway to Hollywood	Borden Justice L
Krafts Foods Television Theatre L	Open Hearing	*What Do You Have in Common* S	Johns Hopkins Science Review	Chesterfield Dragnet F
	Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F
Hazel Bishop This Is Your Life L		Philip Morris The Perfect Crime L		*The Marriage* L
		Carter Prod. alt. Toni, Inc. Place the Face L		

FRIDAY

ABC	CBS	DuMONT	NBC
		Co-op Capt. Video	
News John Daly		Co-op Marge & Jeff	
Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	GM-Oldsmobile News		*The World of Mr. Sweeney* L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Chesterfield Tv's Top Tunes		Camel News Caravan L
Who's the Boss L	Gen. Foods Pantomime Quiz L (st. 7/9)		*The Duke* L
Armour Bristol-Myers Paul Hartman Show	R. J. Reynolds Topper F	Serutan Co. The Stranger	Gulf Life of Riley 9/18 F
In Our Times F	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story L & F (7/16) Best in Mystery F
Focus	General Foods Sanka Our Miss Brooks F		Campbell Soundstage S
	Brown & Williamson Viceroy Star Theatre	P. Lorillard Chance of Lifetime	Gillette Sports Reel F
	American Oil Hamm Brewing (alt. wks.) Noxzema It's News to Me	Amer. Chicle DuMont Labs Col. Humphrey Flack	Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
			Mr. Wizzard F
Dotty Mack	Sylvania Beat the Clock L		TBA
Enterprise USA	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Stage Show (7/3-9/18) L		Bank on the Stars L
Greatest Sports Thrills	P. Lorillard Two for the Money L		Pet Milk Original Amateur Hour L
Bayuk Cigar Saturday Night Fights L	Toni Co. Jack Paar Show (st. 7/17) L		Saturday Night Revue Armour&Co. Dow Chemi. Lemon Prod. Griffin Mfg. Amer. Chicle GE Gudahy Packing
Fight Talk			
On Guard	Chrysler Plymouth Div. That's My Boy L	Co-op Wrestling From Chicago	Lucky Strike Private Secretary F
	Pharmaceuticals Inc. Two in Love L	11:05 Boyle-Midway Sports Showcase	
		11:20 Wrestling Resumes	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

DuMONT	NBC
	Religious Hour Frontiers of Faith L
	No Network Service
	American Forum of the Air L
	Quaker Oats Zoo Parade L
	Hallmark Hall of Fame (5-6 p.m. 1 out of 4) L
	TBA

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Campbell Soup Double or Nothing Tu-Th (See footnote)		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Co-op Paul Dixon Show	*One Man's Family* L
	Bob Crosby (See footnotes)		P&G Golden Windows L
	P&G The Brighter Day		*First Love* L
	The Secret Storm Am. H. Prod 4-4:15 M-W-F Sus. Tu, Th		P&G L Concerning Miss Marlowe
	P&G On Your Account		*Hawkins Falls* L
	Best Foods St. 5/5 Wed. 4:45 5p.m		Jergens Co. Bride & Gr'm (M-W-F) L
	Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		*Betty White Show* L
			Pinky Lee Show L
			Howdy Doody

SATURDAY

ABC	CBS	DuMONT	NBC
	What in the World S		
The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week			
	Racing Jamaica S		
	Wrestling S		

Explanation: Programs in italics, sustaining. Time. EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:45-4:00 p.m. Corn Products Refining Co.; Tues. 3:15-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. Howdy Doody" 5:30-6:00 p.m. EST. Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11.30 a.m.

10—10:15 Mon. Pacific alts. Masland, Tue. Seeman. Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.

10:15-30 Mon. Comstock alt. wks. Hoover. Tue. Kellogg. Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Norge.

10:30-45 Fri. Bristol Myers.

10:45-11 Fri. Converted Rice.

11-11:15 Fri. Borden.

11:15-30 Fri. Swift Peanut Butter.

House Party

2:30-45 p.m., Tu. & Th.—Kellogg

2:30-45 p.m., M., W., Fri.—Lever

2:45-3 p.m., M.-Thu.—Pillsbury

2:45-3 p.m. Fri. Bauer & Black.

Arthur Godfrey M.—Thu. 10:30-11:30.

10:30-10:45 M. & W. Minnesota Mining & Mfg. Tu. & Th. Frigidaire.

10:45-11 M. & W. Kellogg, Tu. & Th. Toni.

11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.

11:15-30 M.—Thu. Pillsbury.

Bob Crosby 3:30-45 p.m., Tue.—Toni, 3:30-45 Tru.—SOS, alt. wks., Fri.—Englander, alt. wks., 3:45-4 p.m., Tu. & Th. Am. Dairy, Mon., Wed. & Fri.—General Mills

Robert Q. Lewis Mon., Wed., Fri. 2-2:30
2-2:15 Wed.—Best Foods

LOCAL NEWS FILMS

A CANADIAN STATION DEMONSTRATES THEIR VALUE

AN EARLY-EVENING, sponsored newsreel show on local events of the day, and one which would create considerable envy among many stations in larger markets, has been telecast by CFPL-TV London, Ont., since the outlet went on the air last Nov. 28.

Planners and doers of the 10-minute *Your Television Newsreel,* which is seen Monday through Saturday at 7 p.m. following the national news feature on the CBC-TV network, appeared to know what they wanted and where they were going from the beginning.

W. J. Blackburn, president of the London Free Press Printing Co. (CFPL, London *Free Press*), figured news would be of prime importance in any sort of television operation in the area. He kept this in mind while planning for CFPL-TV, although privately-owned tv stations had not been authorized by CBC at that time.

Mr. Blackburn turned down the idea of putting together CFPL-TV's news show the easy way. He felt "stills" had a limited place in television and that it would complicate the operation to develop negatives and put them straight on the air by reversing the polarity of the tv signal. For CFPL-TV it was to be a modern film department.

CFPL-TV began with five minutes of *Your Television Newsreel.* On the first day of operation a big laundry fire broke out and the London outlet put the first spot newsreel on the air just before sign-off. Last Jan. 1, *Newsreel* was increased to 10 minutes.

The newsreel program covers a wide range of local happenings. One day it is a rally of young people's groups; another time a human interest story at the dog pound; the route of a new traffic bypass; a plug for the opening of the local ballet group; cheerleaders doing their stuff at a public school; the city council deliberating on the pros and cons of water fluoridination, and CFPL-TV on a visit to the dental clinics; and the station's newsfilm men are not as late on police and fire stories as at first anticipated.

Heading the film department is Ron Laidlaw, former newspaper photographer. His assistant cameraman is Ken Dougan, former Canadian Army motion picture photographer and former newspaperman. H. C. Lane, the laboratory man, has served with the National Film Board and is trained



RON LAIDLAW
Film chief for CFPL-TV

to repair cameras. Mrs. Clifford Broadhurst does filing at the film library, splicing and other secretarial work.

CFPL-TV has two Bell & Howell 70 DL cameras, a Pathe M camera, used chiefly for studio commercials and on the animation stand, and an Auricon, 200-foot sound camera. The *Free Press* provides two Rolleiflexes for emergencies and CFPL-TV owns a view camera, for making slides, and a Rolleicord, used by Farm Editor Roy Jewell. The department has a Model 22 Houston Fearless film processor. For coverage there is a Chevrolet station wagon.

Right now CFPL-TV is experimenting with speeding up processing, already has found a new way to move up processing time from 13 feet per minute to 25 feet and hopes to do better.

This is important, CFPL-TV feels, since it means the deadline can be moved back on fast-breaking, last-minute stories, such as that in a recent day's coverage.

That day 150 feet of film was sent to the laboratory at 2 p.m., and processed immediately. Mr. Laidlaw then worked to 3 p.m. shooting three stories and this 300 feet was processed when he arrived back. The *Newsreel* film was complete by 6 p.m., but the early story was not ready for writing until 4:30. The writing was difficult and did not reach the projection room until 6:58:30, but *Newsreel* made it on schedule.

Bob Reinhart, assistant station manager, is commentator, and John Trethewey, CFPL radio news editor, is writer. The show is sponsored by Canada Bread Ltd. and Burns Packing Co. (meats) on alternate nights.

IN SINCERE APPRECIATION

to

THE ART DIRECTORS CLUB

for

AWARD FOR DISTINCTIVE MERIT

MICKEY SCHWARZ

director of

"Bather Narrator"—Ivory Soap Commercial
for Procter & Gamble Company—Compton
Advertising, Inc.

Only "live" filmed commercial to win the 1954 award!

REFRESHING!



ZIV'S SUNNY FUNNY FAMILY

See pages 87, 88 & 89

30 star-studded feature films for TV... so new

2 are still reserved for Motion Picture Theaters

ght now, you can sign for the rights to the showing in your rket of every one of the 30 recent, major studio feature ns never before seen on TV which make up the eneral Teleradio "First with the Finest" film franchise.

won't delay your scheduling a single day t twelve of these films are so recent that they are ing held by the film distributors for otion picture showing until the dates listed.

ou can't blame them when you consider that $45,000,000 as spent to produce the 30 films in the first place.

on't you be left waiting in line in your market.

ct now! Call... *New York—LO 4-8000 • 1440 Broadway*
Chicago—WH 4-5060 • Tribune Tower
Los Angeles—HO 2-2133 • 1313 No. Vine St.

THE [illegible] OF GENERAL TELERADIO INC



ARCH OF TRIUMPH *(now available)*

BODY AND SOUL *(available 8/10/54)*

CASBAH *(now available)*

CAUGHT *(now available)*

COUNTESS OF MONTE CRISTO *(now available)*

THE DARK MIRROR *(now available)*

DOUBLE LIFE *(now available)*

FABULOUS DORSEYS *(available 11/13/54)*

FORCE OF EVIL *(now available)*

FOUR FACES WEST *(available 8/10/54)*

LET'S LIVE A LITTLE *(available 12/7/54)*

LETTER FROM AN UNKNOWN WOMAN *(now available)*

LOST MOMENT *(now available)*

LULU BELLE *(available 9/7/54)*

MACBETH *(now available)*

MAGIC TOWN *(now available)*

MAGNIFICENT DOLL *(now available)*

MIRACLE OF THE BELLS *(now available)*

MR. PEABODY AND THE MERMAID *(now available)*

NO MINOR VICES *(now available)*

NORTHWEST STAMPEDE *(available 8/25/54)*

ONE TOUCH OF VENUS *(now available)*

THE OTHER LOVE *(available 10/13/54)*

PRIVATE AFFAIRS OF BEL AMI *(available 10/16/54)*

RAMROD *(available 8/25/54)*

RUTHLESS *(available 9/12/54)*

THE SCAR *(available 12/6/54)*

SECRET BEYOND THE DOOR *(now available)*

THE SENATOR WAS INDISCREET *(now available)*

SO THIS IS NEW YORK *(available 12/13/54)*

GREAT AMERICANS

Superbly produced • dramatically portrayed

26 quarter hour episodes . . .

This saleable prestige TV film series (authenticated by Encyclopedia Britannica) highlights lives of these great Americans and their contributions to our American heritage.

Christopher Columbus	LaSalle
Benjamin Franklin	George Washington
Thomas Jefferson	Daniel Boone
Lewis & Clark	Alexander Hamilton
John Marshall	John Quincy Adams
Eli Whitney	Andrew Jackson
Daniel Webster	John C. Calhoun
Henry W. Longfellow	Horace Mann
John C. Fremont	Abraham Lincoln
Andrew Carnegie	Booker T. Washington
Susan B. Anthony	Washington Irving
James Fenimore Cooper	Louisa May Alcott
John Greenleaf Whittier	Oliver Wendell Holmes

This series offers unlimited merchandising opportunities, local school and civic tie-ins, etc.

GREAT AMERICANS has been tested and proved by such outstanding accounts as:

The Michigan Bell Telephone Co.
Southwestern Bell Telephone Co.
North Pole Ice Cream, Pittsburgh
Old Stone Bank, of Providence
Adams Dairy, Kansas City, Mo.

. . . and scores of other "sales-conscious" advertisers.

Write or wire today for audition prints and rates. Exclusive in your market.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7100

FILM BUILDS RATINGS

HOW FILM HELPED KTTV GET INTO THE BLACK

by Marjorie Ann Thomas

CAREFULLY programmed filmed tv shows are given much of the credit by the station's management for the rapid advance of KTTV (TV) Hollywood in the highly competitive Los Angeles market. Through tv films, according to Richard A. Moore, station vice president and general manager, "national sponsors can reach the public on a local level with nationally-known entertainment names."

The station's steady improvement of its position, according to American Research Bureau ratings, can be charted since the emphasis was placed on film programming a little less than two years ago.

The *Los Angeles Times*-owned station had a June ARB rated 33.1 share of audience for Monday through Friday, 12 noon to 6 p.m. period. Moving from an 8.5 in 1952 to a 22.6 in 1953, KTTV's share averaged 33.2 in the first six months of 1954.

In the Sunday through Saturday, 6 p.m. to 12 midnight slot, KTTV has a 15.4 ARB rated share of audience for the first six months' average this year.

Believing that the day is not far away when sponsors will book their programs into individual markets with advertising messages aimed at that market, Mr. Moore declares that "all business is local whether the product comes from a national client or not, because the viewer has to go to a local merchant to buy it.

"In many instances the greatest results come when the commercials are delivered or integrated by a local personality," he continues. "A station should express the personality of the community. It can do this best by the development of station personalities and announcers whom viewers feel are 'neighbors.' In a sense, it's like a friendly, respected neighbor recommending a product."

The programming philosophy behind KTTV, which trade sources indicate is operating in the black and grossing in excess of $500,000 per month on total time and program sales, is based on syndicated film packages, strong local personalities, complete local news coverage and top children's shows.

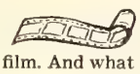
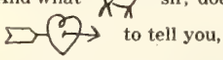
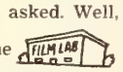
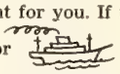
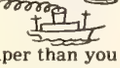
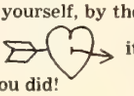
And, as program director Robert Breckner explains it, "our key is the area between 5:30 and 7 p.m., which is dominated by children's programs and news." In this way, "we capture the children early, hold on to them and move into family fare, and by the time we swing into adult programming our audience is set."

Regional Control

With 51 syndicated film packages, either on the air or going on shortly, KTTV acquires film on a regional basis. Though he asserts the station is not in the film distribution business, Mr. Moore says, "advertisers who distribute regionally are becoming more and more anxious to buy top programs that they can place in more than one market. The only way we can assure some of these top sponsors that privilege is for the station to step in and buy properties outright for the region, making them available to the sponsor.

"More important," he adds, "the sponsor then has the privilege of selecting the city, the station and the night on which he wishes to show the program with complete regard for not only his own sales problem but for the local viewing habits of the individual city."

To date, KTTV has taken *Fabian of Scotland Yard* for the 11 western states and Texas and *Stories of the Century* for five western states. The former has not been scheduled for telecasting yet, but the latter is sponsored in six markets by Anheuser-Busch and on KTTV by Sears, Roebuck & Co. By making these regional rights' purchases, Mr. Moore believes KTTV can be assured of the very best video film series

Once upon a time . . . . . We told a  buyer and a big  distributor that Bonded TV Film Service handles TV film. And what  sir, does "handle" mean, they asked. Well, now, I'd  to tell you, I said and did: When the  finishes printing a film, Bonded takes over. We attach leaders, mount on a  and label each print for you. If it's a program, we splice in commercials. Next we mail it or  by  . And we keep a "Print Control Record" of where every print is, until it returns. Then we examine each print carefully, clean and repair if needed and give you a "Condition Report"...so you'll know whether those  took good care of it or chewed it all up. This is so you will always know which print is good enough for a big city, or just for a small city or only for the  . And Bonded stores your  until you tell us to  it out again. Interesting part is, we can do all this cheaper than you can do it for yourself, by the dozen or by the thousands. That's our business and we  it.

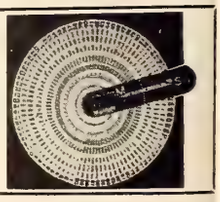
 us. You'll be  you did!

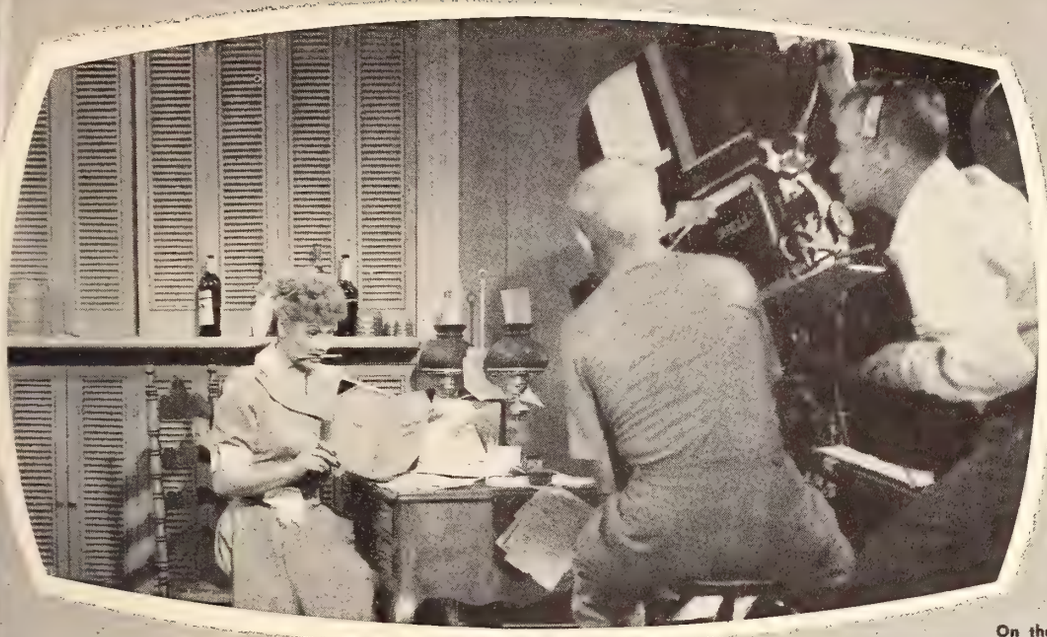
BONDED TV FILM SERVICE Inc.

LOS ANGELES • 904 N. La Cienega • BR 2-7825
NEW YORK • 630 Ninth Avenue • JU 6-1030

FASTER, SAFER, LESS COSTLY . . . Because It's More Efficient!

ATTENTION!
FILM EXPERTS
Send $2 for the new plastic disc computer which, in seconds, accurately computes timing problems for you.
READY-EDDY
SANDY HOOK, CONN.

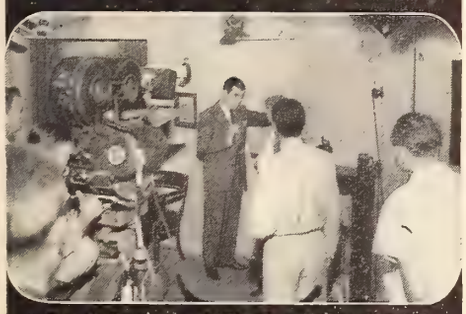




On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

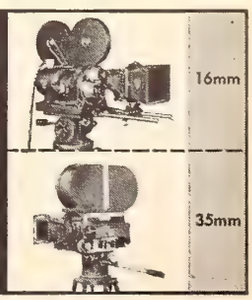
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



memo from Ed Hochhauser Jr.

NO ONE KNOWS AS MUCH ABOUT MUSIC
as
MUZAK

. . . and when it comes to music for a purpose the MUZAK know-how is internationally famous.

As you'd expect, a TV Production Music Transcription Library bearing the MUZAK name is tops!

APS, a division of MUZAK Corp., distributes this distinguished product. It's available to you at a charge of only $19.50 a month on a minimum one year contract basis.

Audition discs and catalog have been set aside for your examination on request.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

WORDS TO THE WISE

MICKEY SCHWARZ, president of A.T.V. Film Productions, has been assigned by Compton Advertising, Inc.,—for the Second year —to produce and direct Procter & Gamble's "Fireside Theater" formats and commercials, featuring screen star Gene Raymond, for the 1954-55 season.

A. T. V. FILM PRODUCTIONS, Inc.

1600 Broadway • New York 19, N. Y. • CIrcle 7-6434

"Creative Motion Pictures for Television"

being produced with which to compete with network programming.

Of the top 25 syndicated and/or locally produced programs, according to April ARB, KTTV had 14; of the top 37, according to May ARB, KTTV had 23. In the June ARB listing of the top 33 programs, KTTV accounts for 17 of them. The programs and their ratings are: (1) *Badge 714,* 27.6; (2) *Paul Coates Confidential File,* 26.8; (4) *Life of Riley,* 22.4; (5) *Waterfront,* 21.1; (6) *Superman,* 20.8; (9) *Annie Oakley,* 16.7; (10) *Lone Wolf,* 15.1; (11) *I Led Three Lives,* 15.1; (15) *My Hero,* 13.3; (18) *George Putnam News* (Wednesday), 12.7; (20) *Favorite Story,* 11.4; (21) *George Putnam News* (Tuesday), 11.1; (23) *Time For Beany* (Wednesday), 10.5; (24) *Flashback,* 10.5; (25) *George Putnam News* (Friday), 10.5; (31) *Ramar of the Jungle* (Tuesday), 10.0; (32) *Time For Beany* (Thursday), 10.0.

A new departure in daytime programming was inaugurated recently with the use of two half-hour tv films, previously considered of nighttime quality, in a daytime across-the-board strip in the 12:45 p.m. time slot. Now completely sold out on a participation basis, KTTV draws from such series as *Rebound, Fireside Theatre, Chevron Theatre, Schlitz Playhouse, Hollywood Offbeat* and various Bing Crosby Enterprises packages.

Local News Stressed

Borrowing from the local newspapers' policy that the burning down of the local department store is of far more interest than something happening in New York and oftentimes in Washington, KTTV stresses local news and special events coverage, both on-the-spot and film. A department of 12 people works on the newsreel operation. An added advantage is the station's blanket contract with General Petroleum to sponsor all newsworthy special events. With three complete remote units, each of which operates separately, KTTV last year telecast more than 1500 remotes and is averaging more than 17 per week currently.

Additionally, KTTV has two half-hour film programs weekly, *Open Road* and *Before Your Eyes,* which are locally produced and for local viewing only.

After viewers become aware of the station through emphasis on local personalities and local news and special events coverage, then, according to Mr. Breckner, expensive film packages can be profitably exposed. And, he adds, "after you build the ratings, see to it there are adjacencies available for sponsors."

The station programs a theatrical movie on Tuesday evenings at 9 p.m., one on Thursday evenings at 9:30 p.m. and two on Saturday. In addition, each week night KTTV televises two full-length theatrical films starting at 11:20 p.m. Titled *Jackson's Theater* with Jackson Wheeler as host, these late shows have produced some impressive sales success stories.

"A typical example is the result obtained by Tique Ravive Inc.," Mr. Moore reports. "The firm received 289 direct orders for a $2.50

LAUGH
AFTER LAUGH AFTER LAUGH!



ZIV'S SUNNY FUNNY FAMILY
See pages 87, 88 & 89

"FOLLOW THAT MAN!"

...to BIGGER AUDIENCES
...to MORE CUSTOMERS

he's RALPH BELLAMY



. . . a great star bringing realistic, action packed adventures that every member of the family will enjoy!

Now, 82 half hour films available

- Made expressly for TV
- Ready for 1st or 2nd run sponsorship in leading markets

a proven success! Originally telecast as "Man Against Crime" with super-sized national ratings!

That's not all!

For an extra sales producing wallop you get MCA TV's high power pre-planned merchandising with ready-to-use promotion and point-of-sale material that will multiply the impact of every dollar you invest!

This is the way

to money making sponsorship of "Follow that Man!" Call your nearest MCA TV office about availability in your market — today!

MCA-TV Ltd

Now—Complete Service for All of Canada: MCA (CANADA) LTD.
TORONTO, ONTARIO, CANADA: 111 Richmond Street
NEW YORK: 598 Madison Avenue, PLaza 9-7500
BEVERLY HILLS:
9370 Santa Monica Blvd., CRestview 6-2001 or BRadshaw 2-3211
ATLANTA: 515 Glenn Building, Lamar 6750
BOSTON: 45 Newbury Street, COpley 7-5830
CHICAGO: 430 North Michigan Avenue, DElaware 7-1100
CLEVELAND: 1172 Union Commerce Bldg., CHerry 1-6010
CINCINNATI: 3790 Gardner Avenue, SYcamore 9149
DALLAS: 2102 North Akard Street, Prospect 7536
DETROIT: 837 Book Tower, WOodward 2-2640
SAN FRANCISCO: 105 Montgomery Street, EXbrook 2-8922
SEATTLE: 715 10th North, MInor 5534
ROANOKE: 3110 Yardley Drive, NW, ROanoke 2-4857
NEW ORLEANS: 5405 South Prieur, UNiversity 5104

*Adapted from the outstanding best-sel

*Eagerly awaited by millions of fa

THE ADVENTURES



starring **HUGH MARLOWE** with Florenz Ames as Inspector Queen

a tpa sales builder

tpa

ur times . . .

OF ELLERY QUEEN

Here's a new TV show that's as reassuring as money in the bank . . . a first-run series that's backed by a 25-year habit of success.

A SUCCESS IN EVERY MASS MEDIUM

In print . . . on the screen . . . on the air—"Ellery Queen" has consistently spelled "box-office". On TV live—on a handful of DuMont-cleared stations—"Ellery Queen" demonstrated an amazing ability to dominate its period, without any "inheritance" . . . against any competition. Now, specially filmed for TV . . . starring the man who created the radio role, "Ellery Queen" is marked for new highs.

A TREMENDOUS READY-MADE AUDIENCE

The readers who made "Ellery Queen" a 30,000,000-copy best-seller . . . the movie goers . . . the former listeners and viewers—these are the people who give this new series a ready made, multi-million audience. Marlowe fans who have enjoyed his work on stage and screen ("Voice of the Turtle" . . . "Twelve O'Clock High" and many others) will swell the figure. And top production—all down the line—will win and hold new viewers for this series.

A SHOW THAT CAN'T MISS

To the proved commercial impact of mystery shows, "The Adventures of Ellery Queen" adds the power of a great name . . . the prestige of fine dramatic programming. Call, write or wire for the full story, and for franchises in areas where you need a show that can't miss.

television programs of america, inc.

477 MADISON AVENUE, NEW YORK 22, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

product advertised once on the program at 1:30 a.m.

"Running nightly movies until 2:30 a.m., with all participating spots sold out most of the time, may be strictly a local phenomenon," Mr. Moore points out. "Los Angeles has an unusually late audience because of the swing shifts at aircraft and other industries. A study of the situation shows that in this area there is a tv audience of more than 500,000 after midnight."

Incidentally he adds, "the quality of the theatrical films has little to do with the actual sales results. At least, that has been our experience."

Not to be dismissed lightly are the efforts of the station's sales promotion and publicity directors, Jack O'Meara and Reavis Winckler, respectively. The local press and tv columnists were recently taken on their first tv press junket, which featured a trip to "Centuryville," somewhere in California, via a five-car Santa Fe train, to herald the start of *Stories of the Century* on KTTV.

It is not unusual for metal frogs and paper butterflies to jump and fly out of the station's press releases. In the past few months these releases have contained such items as handcuffs *(Captured)*, puzzles (Sherlock Holmes feature films), card case *(Lone Wolf)*, compass *(Waterfront)*, wrist watch *(Time For Beany)*, Bromo Seltzer *(New Year's Day parade)*, pistol *(Annie Oakley)*, miniature skeleton *(Inner Sanctum)*, rubber snake *(Ramar of the Jungle)*, boot and gun charms (Hopalong Cassidy feature films), black eye patch *(Colonel March of Scotland Yard)*, and the 6' 6" beauty winner who personally delivered the releases promoting the station's "Big Saturday Night" program schedule.

No new program seems too unimportant for Messrs. O'Meara and Winckler to come up with the appropriate attention-getting gimmick to promote and publicize that particular program.

A BETTER MARKET
THAN NEW YORK, CHICAGO OR LOS ANGELES

Topeka is America's 14th city* in Consumer Spendable Income with $6,804 per household . . . 29.7% above the national average . . . outranking New York, Chicago, or Los Angeles! Each Topeka family has $1,558 *more* to buy *your* product!

WIBW-TV SELLS 'EM

Sell these free-spenders with Topeka's *only* TV station—WIBW-TV on VHF Channel 13. Right now we're delivering 52,472 homes on interim operation. But that figure will more than double as soon as our new tower hits the 1000 foot mark.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

*Consumer Markets '54.

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

A PAUSE FOR STATION IDENTIFICATION



COLOR-MINDED WKY-TV Oklahoma City has adopted this artist's palette as a station identification. The paint daubs are of various colors; the brushes are tipped with red, blue and green. The station has a regular schedule of studio-originated color tv programs.



A SEASONAL motif is apparent in the IDs on WBRE-TV Wilkes-Barre, Pa. This one is appropriate to the summer months. The uhf ch. 28 station's channel number is prominent on the identifications.



THE CAPITOL BUILDING of North Dakota, a local and state landmark is featured on this station ID of ch. 5 KFYR-TV Bismarck.



REMINDER of the historical heritage of Chattanooga, Tenn., is supplied by this ID of WDEF-TV. The Civil War-vintage cannon is on an outpost overlooking the city.

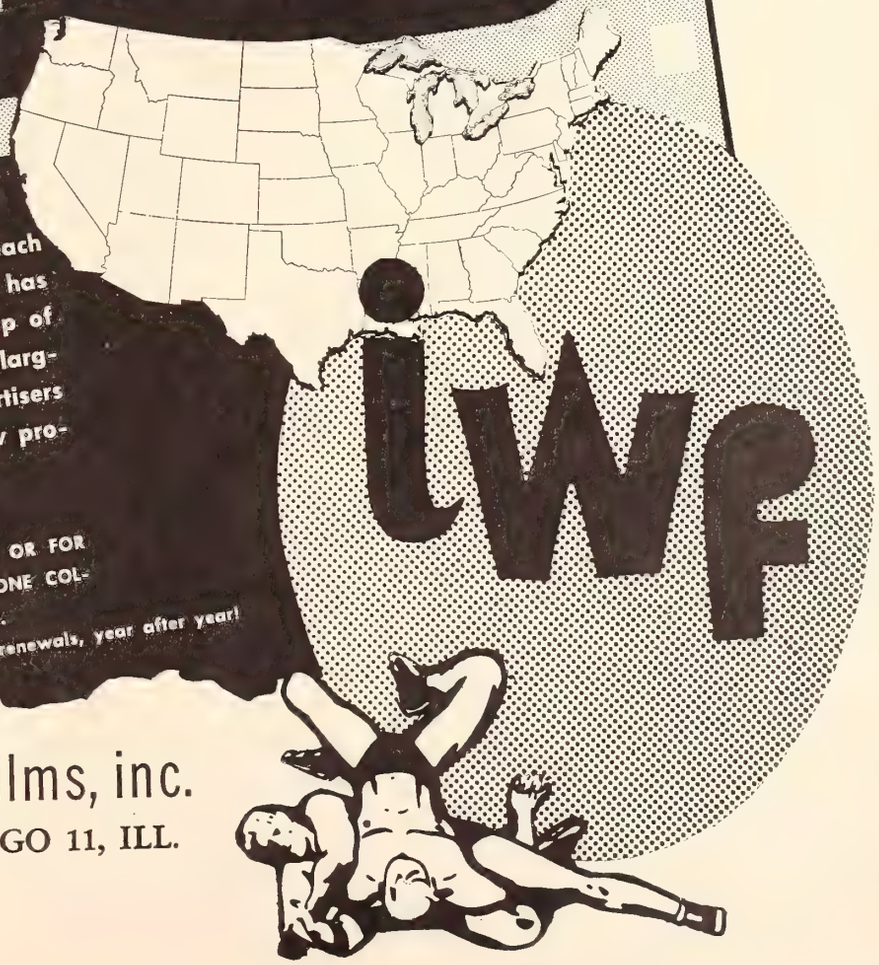
out in Front.....



Wrestling
from International Ampitheatre Chicago"

A BETTER YEAR 'ROUND BUY FOR TV VIEWERS REACHED THAN ANY OTHER SHOW IN EXISTENCE!

The tremendous pulling power*, product identification and sales results for sponsor after sponsor and renewals from these same clients year after year are added proof of the marvelous job being done by IWF. A show that NEVER loses its popularity! IWF is the oldest exclusive producer of wrestling . . . has the largest list of beer advertisers of anyone in the business and a rating that is consistently the highest of any comparable show!



IWF has released a new show each week for more than 4 years . . . has the largest and most select group of stations° in the industry . . . the largest list of nationally-known advertisers and agencies . . . and are now producing completely in color.

WRITE FOR COMPLETE DETAILS . . . OR FOR FAST ACTION IN YOUR MARKET PHONE COLLECT, CHICAGO, MICHIGAN 2-6200.

* We got the facts — high ratings — high renewals, year after year!

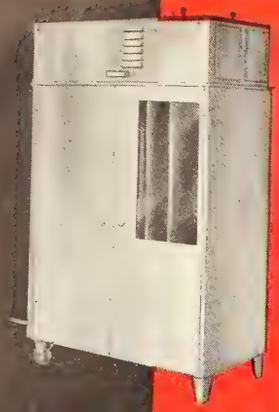
IWF

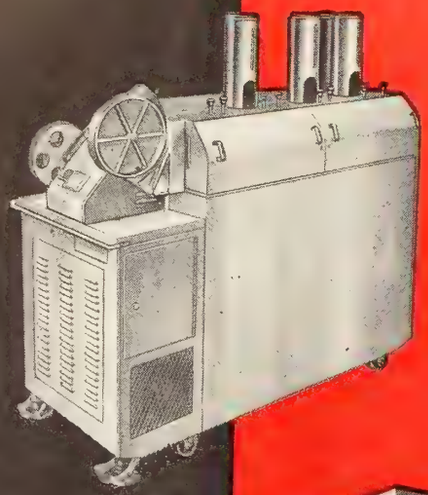
imperial WORLD films, inc.

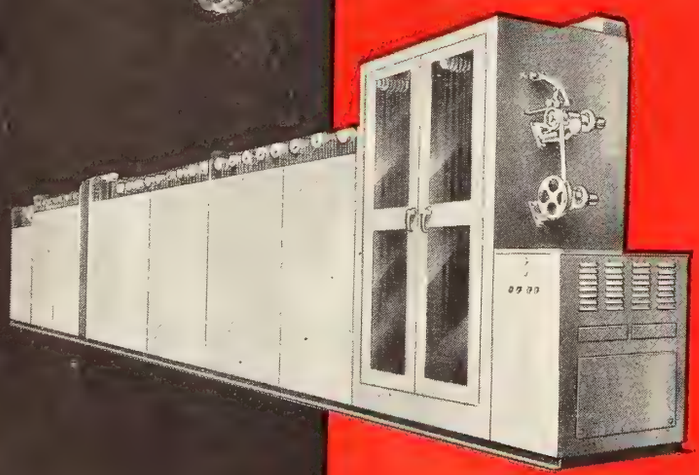
49 EAST OAK ST., CHICAGO 11, ILL.

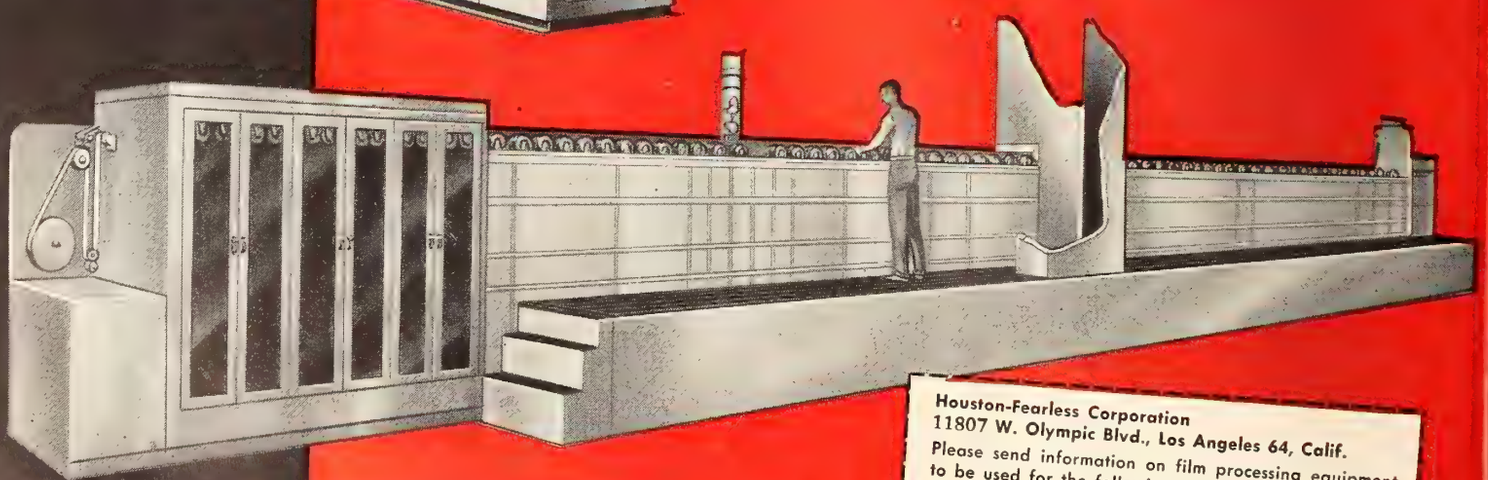
RUSS DAVIS, *President*

Phone Michigan 2-6200









THERE IS A HOUSTON-FEARLESS FILM PROCESSOR FOR EVERY NEED!

Whatever your requirements in motion picture or TV film processing equipment, Houston Fearless has the answer. 16mm, 35mm, 70mm... black and white or color... negative, positive, reversal or positive-negative color film... from 5 to 250 feet per minute... from the smallest, most compact unit to the largest installation, Houston Fearless builds the finest, most dependable, best engineered of all processing equipment. Houston Fearless is a major supplier to the Military and is known and respected throughout the world.

Only a few of the many Houston Fearless models are shown here. For complete information on the type of equipment best suited for your particular needs or for help on your special requirements and problems, send the coupon below. Houston Fearless engineers will recommend what is most appropriate and, if desired, plan your entire film processing lab for maximum efficiency and highest quality results.

The HOUSTON FEARLESS Corporation

"World's Largest Manufacturer of Motion Picture Film Processing and TV Studio Equipment"

11801 W. OLYMPIC BLVD. LOS ANGELES 64, CALIF.
BRadshaw 2-4331
620 FIFTH AVE., NEW YORK 20, N.Y. CIrcle 7-2976

Houston-Fearless Corporation
11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send information on film processing equipment to be used for the following purpose:

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NAME _____
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ADDRESS _____
CITY _____ ZONE ____ STATE _____

ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter VI

AN EYE FOR AN EYE, AN EAR FOR AN EAR

ONE of the quickest and surest ways to get behind the 8-ball when building a sales curve with boxtops is to try to make an "eye-minded" premium do the work of an "ear-minded" premium.

I found that out in 1933 at Benton & Bowles when I was trying to set up the first seed premium ever offered by radio network.

Under the heading of "housewares," household equipment was out to sell itself in new clothes. That gave me the idea to offer a new-type rotary can-opener as a SuperSuds premium in the Benton & Bowles operation. But when I tried to figure how a can-opener could be visualized by radio so a housewife would buy a package of SuperSuds just to get one, I found myself stymied. Seeing is believing when it comes to anything as complicated as a can-opener, which means it's an "eye-minded" premium —something a woman wants after she sees it, not when she merely hears about it.

It would have been suicide to offer a can-opener on the air as a SuperSuds premium. So I switched to flower seeds, offering a "Hollywood Garden," that featured flowers like those grown by the screen stars. In an earlier chapter, I've already told how this offer became a tremendous success.

When seeking a boxtop idea, I always shun premium shows. Instead, I follow news trends. Premium shows exhibit stock items available to all. We can't use stock items. Our clients want exclusive premiums that sell goods. And we provide them. Oft-times when reading my morning paper, I give the front page a shake and out of a headline tumbles the very premium idea we're looking for. Such was the case with the Eisenhower Victory Sword Pin—an offer as yet unequaled.

Up to the time of my Benton & Bowles seed deal, no one had ever heard of either "eye-minded" or "ear-minded" premiums. Radio, therefore, served as midwife at the birth of both.

To distinguish between them, simply mention a can-opener in the same breath with a beautiful flower—a rose, say, or sunflower, carnation, or what-have-you. Then try to find a housewife that can't visualize the flower the moment she hears its name. With a can-opener, however—or any other intricate gadget—you'll either have to show it to the housewife or supply a diagrammatic picture that illustrates how it works.

"Eye-minded" premiums should never be used on the air. "Ear-minded" premiums, however, can at times be used in print. But the products themselves are always the best media. Therefore "eye-minded" premiums do a real sales job when advertised on can bands, or on the containers themselves, either via label or direct imprint on the package.

During my 20-odd years of specializing in package goods advertising, I've seen many sales records hung up just by keeping premiums in their proper place. Point of sale offers always depend on "eye-minded" premiums for their sales incentive. Merely by remembering this, the Duane Jones Company has gained new customers for as low as 2.6 cents each.

But the biggest returns come from "ear-minded" premiums, at a cost usually under $1.00 per thousand of circulation.

To establish such low costs, we use "eye-minded" items such as carving sets, plastic can covers and other plastic articles, scissors and knives in wide assortment, new kinds of clothes pins, knife-sharpeners, can-openers and similar kitchen equipment or related household contrivances that must be seen to be believed.

THIS IS THE CONCLUDING ARTICLE IN A SIX-PART SERIES CONDENSED FROM A FORTHCOMING BOOK. THE SERIES HAS APPEARED EXCLUSIVELY IN B•T.

"Ear-minded" premiums boast wider variety. All the Blarney stone offers, for instance, and the cultured pearl pins, along with our orchid lapel pin, assorted greeting cards, an income tax instruction book, and innumerable others, set new sales records.

A good 25-cent offer still pulls the largest number of returns, but most 25-cent offers are now up to 50 cents, due to price rises.

To gain greatest success, all premium deals should, in my opinion, be one-coin offers. For example, three pairs of nylon hose offered for a crisp dollar bill will find more takers than one pair offered for 35 cents. The lesser offer requires the mailing of three coins; the greater calls for only one piece of money. True, there's a saving of five cents on the dollars deal, but in this case convenience, not economy, is the big incentive.

In setting up a boxtop deal I'm often asked, "Which comes first, media or premium selection?" That reminds me of the old question, "Which came first, the chicken or the egg?" Generally speaking, media selection comes first. That's because your campaign is usually well under-way before you decide to apply forced selling techniques. But it could be the other way around. If you had on hand several thousand pairs of boxing gloves for premium use, you'd probably select a combination of radio sportscasts and the *Police Gazette* as your best media.

All forcing methods work best when preceded by product advertising. This again proves that if your product won't repeat after baiting your advertising hook with a good premium deal, your client just isn't in business.

Perhaps the most important thing in handling a premium operation, however, is to make sure your basic thinking is right, then go ahead regardless of doubts and misgivings that may beset you once you're under way. After you've launched a boxtop operation and are sure you've put your best thinking into it, be nonchalant no matter what happens, for the unexpected often occurs. Right thinking, backed by assurance, leads to success.

For the record, however, always remember that in setting up a premium deal it's an eye for an eye and an ear for an ear. In other words, never use an eye or an ear premium at the wrong time or in the wrong place. In that way you'll apply a package goods advertising technique that will save you many a headache.

I HAVE no idea who first thought up and applied the 1¢ Sale as a package goods advertising technique. But like others who've used it, I'm well aware that it helped to put a floor under a new and highly specialized calling.

When Blackett-Sample-Hummert took me on as veepee in 1934, the 1¢ Sale was a durable tool in the agency's work kit. As I look back on those early days, it's with genuine satisfaction that I realize my name is on the list of those who pioneered this form of low-price promotion. In fact, I strongly suspect that B-S-H was first to use it.

A 1¢ Sale is exactly what it says—the sale

15 RULES OF THE GAME

Here are the 15 techniques of package goods advertising that Duane Jones has described in this series. Mr. Jones himself invented some of them, refined others. Radio was the principal testing ground on which they were proved.

1. Select a low-cost, responsive medium in which to advertise your product, one that will gain market saturation for your sales message.
2. Never ask the customer to take a chance on you. Always offer to take a chance on him.
3. Be sure to advertise a product that is good enough to repeat when sampled.
4. Be sure to start with a budget big enough to pay the price of admission into the market you wish to invade. Concentrate your firepower on that market.
5. Get continuity into your campaign, putting sales messages into sequence.
6. Find the best possible reason why a customer should buy your product, then syllogize your "reason why" into direct sales messages.
7. To stimulate purchasing at the point of sale, put a can band on your product. Print a strong message on the can band with a picture of an eye-minded premium the housewife can't resist.
8. Use a premium as your yardstick to measure increased sales resulting from forced selling.
9. Let the strong carry the weak. Introduce a new product or build a weak one by offering it for sale with a strong, well-established item, the latter serving as the premium.
10. Glamorize your premium offers.
11. Turn a slow-moving product into a fast-moving one by offering a "Three-Cake Deal" whereby the customer gets three packages free *if* he fulfills a small obligation such as writing a short letter.
12. Capitalize on consumers' lethargy and inertia which will assure a low percentage of redemptions in a "Three-Cake Deal."
13. Always test a premium offer before starting a campaign.
14. Use the 1¢ Sale to introduce a new product or stimulate sales for an established item.
15. Classify premium deals in "eye" and "ear" offers, offering those that appeal to the ear on radio and those that appeal to the eye on tv, in print media or at point of sale.

of a product for a penny. But to get this particular product, you must buy at the regular retail price at least one other like it.

Let's suppose, for example, that a toilet soap manufacturer plans to build up business with a 1¢ Sale. In effect he says to the consumer, "If you'll buy three cakes of my toilet soap at the regular retail price, I'll sell you an extra cake for only one cent."

Naturally that has consumer appeal. In grocery stores, various brands of popular-priced toilet soap frequently retail in units of three cakes priced up to say nine cents per cake, or 27 cents per unit. For a 1¢ Sale, however, the soap is packaged in units of four cakes—three at the regular price and the fourth for only a penny more. On that basis, the housewife buys a four-cake unit for 28 cents and saves eight cents.

From the manufacturer's point of view, this kind of forced selling has a double-barreled purpose: First, to induce the retailer to buy more soap; second, to win new customers.

Now before soap gets to the retailer it must pass through the wholesaler, known in the trade as "the jobber." As middleman, the jobber buys soap by the case from the manufacturer, stores it in his warehouse, then sells it in job lots to the retailer. Much of the toilet soap in "regular" or facial size is packed 96 cakes to the case. But for a 1¢ Sale, the manufacturer adds 32 free cakes or one-third of a case. This is a bonus to the retailer for getting behind the sale with store promotion, display, and increased local advertising. He sells these additional cakes for a penny apiece and adds the take to his profit.

Soap packed for a 1¢ Sale is much heavier and harder to handle than soap shipped for ordinary trade. Since the jobber doesn't share in the retailer's bonus, the manufacturer gives him a discount of say six cents per case to compensate for handling the heavier shipments and to induce him to cooperate in selling more soap to the retailer. On volume, this discount can add up to quite an item.

To show how the arithmetic works out in practice, we'll assume a supermarket takes on a 1¢ Sale and orders 50 cases of toilet soap from the jobber. That's 6,400 cakes of regulars, all of one brand—4,800 cakes to be sold at nine cents, and 1,600 at one cent.

For the soap sold at the established retail price, the supermarket gets $432.00, and a $16.00 bonus for soap sold at a penny per cake.

Let's say that the mark-up per cake is one and a half cents, which on 50 cases of 96's adds up to $72.00. Tack on the $16.00 bonus and the supermarket comes out with a gross profit of $88.00. So from the retailer's standpoint, a 1¢ Sale is well worthwhile. Moreover, with commodity prices at an all-time high, a 1¢ Sale gets quick recognition from the housewife. She is intrigued by an attractive display at the supermarket—four-cake units of a top toilet soap neatly bound by wide paper bands, the fourth cake accented by a standout one-cent price mark.

Chances are the housewife has already heard of the sale, either on the radio, or via tv, or in local newspaper ads. For, more than likely, the manufacturer is conducting this promotion on a national, or at least on a regional basis. If he's using a soap opera or tv show, he has probably featured the 1¢ Sale in his commercials or even in t show itself.

Now let's see what the manufacturer ge out of all this.

If overall sales build up as they shou under pressure of this kind of forced sellin the manufacturer will not only gain a goo profit, he will likewise gather a lot of ne users. Under the law of averages, half his 1¢ Sale purchasers will be new use And eventually half of those new users w become regular customers.

We've used toilet soap here as our e ample because it's so often promoted by Sales, but the fact remains that this form sales stimulation is applied to a wide rang of package products.

In my opinion, however, a 1¢ Sale do more for a standard product than for fighting brand. I've found that other tech niques are more effective in promoting ne products. Nevertheless, the 1¢ Sales re mains a widely and effectively used sale tool.

I was much amused when Hill Blacke first explained its operation to me soon afte I joined Blackett-Sample-Hummert.

"Now that I've given you the details an the background," he said, "I'll tell you ho it works. A big and imposing account ex ecutive calls on a major client. He finds place to put his hat, takes the most com fortable chair, lights a cigar and goes puf puff, puff.

"The client eyes him coldly. 'Well, M Account Executive,' the client says, 'wha have you got to tell me about advertising thi morning?'

"The account executive clears his throa and replies, 'Well, Mr. Advertiser, you see it's like this. Take one and one, for ex ample. Add them together and one an one make two.' . . . And damned if th client doesn't buy it!"

I laughed, of course, then Hill Blacket asked suddenly, "Know who that big, im portant-looking account executive was?"

"No," I said, still laughing, "who was he?'

"You," Blackett said.

I stopped laughing immediately, for knew Blackett meant by that bit of sarcasm that I'd better get out and sell a couple of 1¢ Sales.

Fortunately, I had a few prospects. B. T. Babbitt, for instance. Babbitt had a good cleanser—Bab-O. Maybe I could get it for an account.

Now I have never tackled an advertising solicitation the easy way. Instead I've always tried it the hard way by asking for a chance at the prospect's worst market. I built the Duane Jones Co. on that basis. If you can do business for the advertiser in his worst market, you'll never need to worry about his best one.

Not long after starting our agency, I ran full page ads in the *New York Times* and *Herald Tribune*. One ad appeared under the headline . . .

WANTED: YOUR WORST MARKET

Another, in the same media, was headed:

Why Not an Award
for the Ad that
Sells the Most Goods?

These ads opened many doors for us and eventually we landed several top accounts.

THE *REAL* OPEN ROAD



for the **ASSOCIATION OF AMERICAN RAILROADS**

all because our advertising dealt with what we, in our naive way, believed advertising to be about.

Many people are convinced that advertising's function is to build good will, create acceptance and keep the name of the product before the public. But my credo is that the good will which advertisers enjoy most comes from the *use* of their products.

So the Duane Jones Co. has always advocated strategies designed to induce consumers to use a product once, twice or three times. This not only builds good will, it pays its own way by increasing sales.

The purpose of one kind of advertising—my kind—is to sell goods at a profit. The closer advertising sticks to that job, and the better it does it, the less vulnerable to attack it will be.

Don't let the foregoing make you think I've loped off into the green pastures of wishful thinking. Actually it was the presentation of such arguments as are stated here that got me a chance at Bab-O's worst market.

My first experience with a 1¢ Sale was in St. Louis. There we offered a can of Bab-O for one cent to all who bought another can at the regular retail price. Results are now history. The 1¢ Sale went so well that I took Bab-O to Blackett-Sample-Hummert as an account and for almost six years acted as account man. We expanded the 1¢ Sales into other markets, along with many other techniques, increased our radio coverage, and gradually built a full and comprehensive national distribution.

When I left Blackett-Sample-Hummert to join Maxon in 1940, with the former agency's permission I took Bab-O with me. For two years I serviced it as a Maxon partner and executive veepee. Then when I started my own shop in 1942, again I took the account with the agency's blessing, and Bab-O became a cornerstone of the Duane Jones Co. During the eight years that we held it, business for Bab-O continued to build until it won and held 51% of the cleanser market.

So, quite naturally, I have a friendly feeling for the 1¢ Sale as a package goods technique. Without it I might never have owned an advertising agency with all its headaches, all its ulcers, and more important still, all its prestige and profits.

ANY premium operation, to be a standout success, must be self-liquidating.

That means the cost of the premium, including packaging and shipping, must be kept within 20% of the cost of the entire operation. Otherwise the deal will not "wash its own face," meaning it won't pay its board and lodging.

To interpret this in terms of package goods advertising techniques, let's consider costs as they apply to an individual premium, one that can be had for a single coin—say a quarter and a boxtop.

Despite the scarcity of 25 cent premiums nowadays, I still favor them. So for guinea pig purposes, let's assume we're going to offer a premium for a quarter and a boxtop and want to give the client an estimate of costs.

Let's take a taxable premium as an example—a costume jewelry item, say. And to make it easy to figure, we'll set the tax at 2.08 cents. That's slightly under 1/12 of the retail price, which is the percentage you normally estimate as your excise tax.

Now to make all premium costs understandable, we'll tabulate them:

Excise tax	2.08¢
Addressing and handling	3.50¢
Postage (under permit)	1.50¢

So our costs, exclusive of the premium itself, total 7.08 cents. Subtract that from the 25 cents you get for the premium, and you have a balance of 17.92 cents.

In other words, you can pay up to 17.92 cents for a 25-cent premium and still have a self-liquidating deal. If you get a satisfactory premium for less, you make a profit, and that can be applied against the advertising. We had an instance where a client saved $21,000 on his annual advertising appropriation through profits on his premium operations.

If you are issuing a premium that calls for a higher redemption than a quarter, you can still make it self-liquidating by sticking close to the cost ratio that apportions expenses for a 25-cent self-liquidator.

The premium itself, of course, is always the best guarantee of self-liquidation. I



DUANE JONES

mean the motivation that gives appeal to the offer. A premium isn't just a gimmick, you know, it's an idea that *features* a gimmick. It must have an intangible something that makes housewives want it. And premiums of that sort, as I've previously pointed out, often fall out of the headlines. For instance, if a Queen Elizabeth lipstick, compact, bag, or pocketbook like one she carried on her trip could have been issued as a premium while her world-tour was still hot news, it would have been a natural that would have pulled record returns.

But let's examine the ways and means by which premiums are processed, for even if you have only two cents left for processing after earmarking your balance for postage, that still gives you a budget of $10,000 if you're mailing out half a million 25 cent premiums.

And don't forget, every time the advertiser receives a coin and a boxtop, it means he's sold another package of his product. So he pockets the profit from each forced sale without applying it to premium costs. Multiply each forced sale by half a million and the profits add up.

There are times, of course, when sale strategy is of such primary importance tha it is expedient to forego the advantages o a self-liquidating premium. Such occasion are rare, though, and as a rule increase sales or the winning of a new market com pensates for premium costs.

In mailing out premiums, three thing are vital: 1) They must reach their desti nation quickly. 2) Deliveries must be a low cost. 3) They must get the premiun there undamaged.

When I think of punctuality in mailing it reminds me of another story that Claud C. Hopkins, famous copywriter, used t tell. It seems that A. D. Lasker, presiden and principal owner of Lord & Thomas had a relative working in the production de partment of the Chicago office. He wa the playboy type, and work often inter fered with his nightclubbing. One day th gay blade made a mistake that cost th agency several thousand dollars. So th head of the production department wen to Mr. Lasker and complained. "Further more," he added, "he was late to wor again this morning; came in at 11 o'clock.

"He did?" Mr. Lasker said. "Well don't ever let him come in a minute earlier Think what it might cost us."

At any rate, premiums must be maile *as rapidly as possible after the coins an boxtops arrive.* In the package product business, where premium promotions pro vide one of the most effective methods o mass sampling, this prime necessity canno be discounted. It's a basic responsibility You are dealing with Mr. and Mrs. Con sumer and all the Little Consumers. The live everywhere and are innumerable. Breal faith with them on a deal and you'll los their confidence. Not for just one deal mind you, but for *all* deals. And the confi dence of their friends, too, for they'll tel their friends, and they are your potentia boxtoppers for next time.

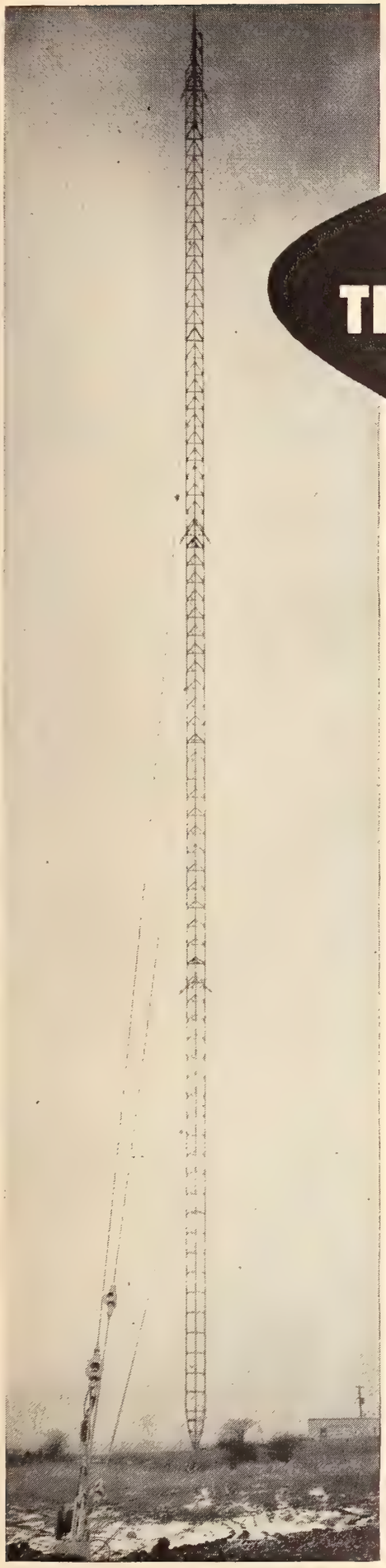
When premiums are offered on a limite or regional basis, the mailing operation i usually handled from the advertiser's hom office. If the deal is carried by nationa network, however, returns usually becom too heavy. It pays, then, to farm out th mailing task to a competent organizatio that specializes in processing boxtop returns

As a technique, the need for setting u a self-liquidating deal is self-evident. I serves as a stabilizer, and helps to keep th sales power of package goods advertisin from vaporizing in empty dreams.

No phase of merchandising demands suc practical imagination as a successful pre mium promotion. The way to get out fron and stay there is best told by the hard-bitte hero of Kipling's famous poem, "The Mar Gloster." A grizzled old sea dog, he was who owned 40 freighters and hired 10,00 men, and here's his "how-to" advice:

And they asked me how I did it, and
I gave 'em the Scripture text,
'You keep your light so shining a little
in front o' the next!'
They copied all they could follow, but
they couldn't copy my mind,
And I left 'em sweating and stealing a
year and a half behind.

THE END



ANOTHER TRUSCON THOUSAND FOOTER GOES ON THE AIR

● Truscon builds them tall! Latest Truscon tower of strength to lift an antenna over the thousand foot mark now is on the air for WFMJ-TV in Youngstown. This Truscon triangular uniform guyed tower mounts an RCA antenna.

Your own tower requirements will be in well-qualified hands when you call on Truscon. Truscon knows towers. Truscon has engineered and constructed many hundreds of towers that now stand strong and tall in all parts of the world, in all kinds of wind and weather.

Truscon will build your towers tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV, and Microwave transmission. Your phone call or letter to any Truscon district office or to "tower headquarters" in Youngstown will get your tower program started without delay.

TRUSCON®

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 Albert Street • Youngstown 1, Ohio
Export Dept.: Chrysler Bldg., New York 17, N.Y.

a name you can build on

REPUBLIC STEEL

TELEVISION and POLITICS: HOW THEY MIXED IN 1952

A DETAILED STUDY WHICH COULD AFFECT THE 1954 CAMPAIGNS

PRIOR to the 1952 Presidential campaign, Crosley Broadcasting Corp., Cincinnati, awarded a $10,000 fellowship to Miami U., Oxford, Ohio, to determine what influence television would have on the fall election. Crosley Board Chairman James D. Shouse said the grant was offered in anticipation of questions and speculation "certain to arise as the result of the first nationwide television political campaign in history." The university's Department of Marketing, under Dr. Joseph C. Seibert, conducted the study among 1,000 residents of the Miami Valley (biggest cities: Dayton, Cincinnati). B•T reported the preliminary results in its February 23, 1953, issue. The final results are being made public today, and are described below as excerpted from the official report.

BEFORE attempting to investigate the influence which television may have exerted on the outcome of the 1952 election, it seemed wise that an analysis be made first of the election itself. Only after a background had been drawn of the events, the issues, and the areas from which the victor received his strength could a reasonable interpretation be made of the role which television was able to play.

The analysis starts with a straw vote taken among the panel members previous to the Republican convention, which was the first of the two conventions. Among all the presidential possibilities in the news as of late June, panel members placed Robert A. Taft in first place as the most likely candidate. Dwight D. Eisenhower was a close second, and Estes Kefauver was third. Both Sen. Taft and Gen. Eisenhower, however, led Sen. Kefauver by approximately three to one margins. Adlai Stevenson was sixth in line, following Harry S. Truman and Earl Warren, as well as the three leaders. A previous survey made in Cincinnati in March by the Department of Marketing had revealed a greater popularity for Sen. Taft in a similar straw vote. In March, Gen. Eisenhower was second but his total was only half of that for Sen. Taft. In those days Douglas MacArthur was third, Sen. Kefauver was fourth, and Gov. Stevenson was eighth. Although the earlier straw vote covered only a part of the district represented by the entire panel, it did enable the establishment of a trend in the pre-convention period which was in favor of Gen. Eisenhower. Among the Democratic possibilities, Sen. Kefauver was the one who appeared to be enjoying the strongest upsurge in popularity.

The rising tide in favor of Gen. Eisenhower evidently was national and succeeded in placing him at the head of his party in July. The trend toward Sen. Kefauver however did not carry through. Possibly the trend for him started at a lower level and the nomination by the Democrats had to be from a larger field. This failure by Sen. Kefauver to gain the nomination, however, can be listed as one of the first observations of this study with respect to the influence of television. The rising favor for Sen. Kefauver had been linked to television, and had its inception in the widely viewed "crime hearings" of a few months previous. In spite of his television popularity, he lost the nomination to one relatively unknown to the video audience.

At the close of the heated activity of the two conventions, which nominated Gen. Eisenhower and Gov. Stevenson as the two candidates for the presidential office, members of the panel favored Gen. Eisenhower over Gov. Stevenson by slightly more than a two to one ratio. Only slightly fewer than one-quarter of the voters were undecided. In reality the election was virtually decided during the conventions. Enough of the Eisenhower voters were sure of their choice so that Gen. Eisenhower, even at that early date, could be certain of about two-thirds of his final vote. Only about half of those who favored Gov. Stevenson were certain of the selection which they had made. Even if all those who favored Gov. Stevenson but were uncertain, plus all those who were undecided, had finally voted for Gov. Stevenson, the total would have fallen short of the numbers who favored Gen. Eisenhower at the close of the conventions. Gov. Stevenson, therefore, began his campaign against tremendous odds, whereas Gen. Eisenhower had only to maintain his standing. This certainly restricted the influence which television might bring to bear on the final outcome of the election.

In spite of his early lead, the first phase of the campaign widened the gap in favor of Gen. Eisenhower still more. After a round of campaigning which ended late in September, and during which each candidate appeared before the public with important pronouncements as to farm programs, foreign policy, and labor policy, Gen. Eisenhower was favored by a three to one margin. Those who came to a decision during that period swung to him. Gov. Stevenson gained very little ground.

In the last month of the campaign, however, the favorable trend for Gen. Eisenhower, which had extended from the pre-convention days in March, finally leveled off. Those who were going to vote for Gen. Eisenhower, for the most part, had made up their minds by the end of September. It was Gov. Stevenson who profited most from the activities of the closing month and even the closing days. Almost one-third of his vote was added in that period. This strong finish by Gov. Stevenson, furthermore, can be taken as a first observation of the relatively greater benefit which he obtained from television. All during October, the Democratic candidate was scheduled for bi-weekly television appearances. Gen. Eisenhower, on the other hand, was doing considerable "whistle stopping" and spent a large part of the month in the far west. It may well have been that Gen. Eisenhower aided his cause in the areas of his visits, but in the Cincinnati area, without a local appearance, and with few television appearances, he gained very little ground.

Despite the favorable trend which Gov. Stevenson enjoyed in the closing phase of the campaign, there was little opportunity to overtake his opponent. The decision of 1952 had already been made and Gen. Eisenhower emerged the victor by a sub-

antial margin. Under these circumstances ny influence of television could not pos- bly have been of a decisive nature. The esults apparently would have been the ame, with or without this new, and as yet ntested, means of political communication.

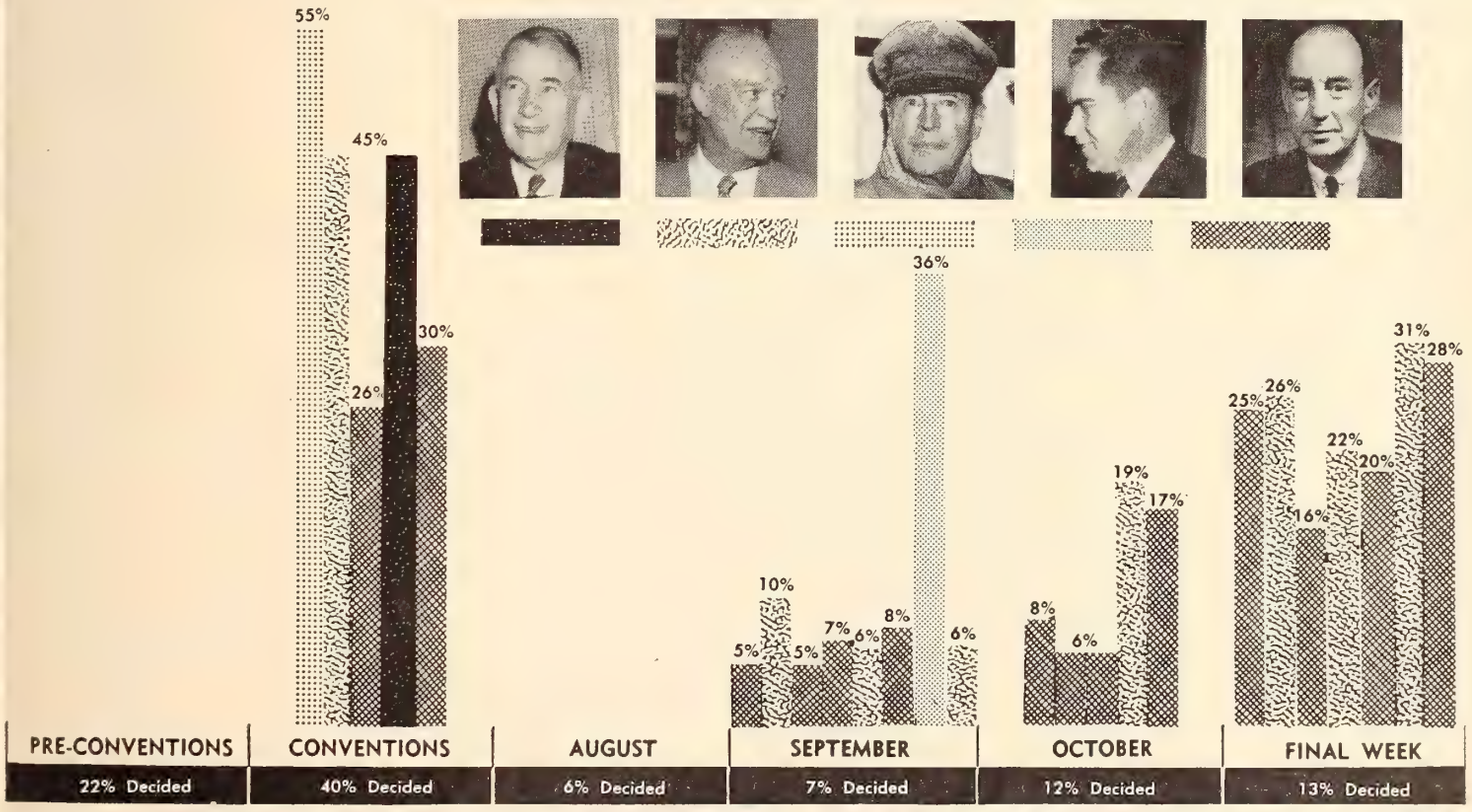
TO say that the influence of the new medium was not decisive is not to say, owever, that the medium did not have ome influence. Viewing audiences for po- itical programs were estimated to have anged up to as many as 50 to 60 million eople. The opportunity to appear before o many had never before existed. Tele- ision could not help but leave some im- print on the 1952 campaign. As a begin- ning, in the measurement of that influence, t seemed appropriate to construct an index f television impressions. The political view- ng record of each of the panel members was examined, starting with the conventions and lasting throughout the campaign. From hese records an index of viewing was de- ermined for Republican programs and an- other index was constructed for Demo- cratic programs. Each panel member there- fore had two index records of viewing, one for Republican and the other for Demo- cratic programs. Fifteen programs on each side were selected, and the number viewed, of the total of 15, determined the index. If a panel member viewed five of the 15 Democratic speeches or programs, his Dem- ocratic viewing index, as an example, would have been 33%. For the measurement it was necessary to add two Richard Nixon speeches to 13 programs in which Gen. Eisenhower was featured, in order to have 15, or a comparable number of programs already selected for the Democrats.

An analysis of the finished indexes re- vealed that the Republican programs were viewed more than the Democratic programs, and that those who finally voted Republican watched Democratic programs to a greater extent than Democratic voters watched Republican programs. From this it appeared that Republican television impressions were more numerous and that television was there- fore of greater quantitive influence to the Republican cause. Furthermore, it could be said that television offered the candidates opportunities to reach voters inclined to be in the opposite camps, to a degree probably not possible through other media of com- munication.

It was found that 39% of the panel viewed no more than 9% of the Eisenhower and Nixon programs, but that 53% of the panel viewed no more than 9% of the Stevenson programs. At the opposite end of the scale there were fewer than 1% who viewed more than 90% of the Republican programs, but none at all who viewed more than 90% of the Democratic programs. By combining the top six classifications it can be seen that a few more than 20% of the panel watched 40% or more of the Republican programs or speeches, but that only 11% watched 40% or more of the Democratic programs or speeches.

Either one of two conclusions might be true. First, that the large Republican view- ing and therefore Republican impressions resulted in a large Republican vote, or second, that those who planned to vote Republican were more inclined to watch the Republican candidates. Possibly the real answer lies between the two extremes. That part of the panel, for example, which viewed no more than 9% of the Eisenhower or Nixon telecasts, was made up of 67% Re- publican voters and 33% Democratic voters. That is, 67% of this group finally voted for Gen. Eisenhower, and 33% finally voted for Gov. Stevenson. As would be expected the share of the audience representing Gov. Stevenson voters diminished as the intensity of the viewing of Eisenhower and Nixon speeches increased. In all of the classifica- tions representing Republican impressions up to the 50% level, audiences were about two- thirds Republican and one-third Democratic. Beyond that the proportion of Republicans increased and the proportion of Democrats decreased. All who viewed more than 90% of the Republican programs voted Repub- lican. In those classifications representing 60% to 90% viewing, audiences averaged

THE MAJOR SPEAKERS AND THEIR SHARE OF AUDIENCE RATINGS



THE upright bars in the chart above indicate the percentage of members of the Miami U. panel who saw particular tv speeches by key political figures. The figures below the dates indicate the per- centage of panel members who made up their minds about their choice of candidates in the periods shown. Note that 22%, all apparently party die-hards, had decided to support party nominees before they were selected. By far the most made their choice during the conventions, when, as shown by upright bars, viewing also was heavy. Each upright bar represents a tv speech by a political figure pictured in the upper part of the chart. The September Nixon speech, which outranked all other post-convention tv appearances, was his now-famous explanation of personal finances. The biggest audience was won by Gen. MacArthur's keynote address to the Republican convention.

about 15% Democratic and 85% Republican.

The study showed that television offered Gov. Stevenson even greater opportunities to reach those with leanings toward the opposing side than was true for Gen. Eisenhower. In the group of panel members viewing more than 70% of Stevenson speeches, for example, there were more Republicans than there were Democrats. The proportions of Democrats in Gov. Stevenson's television audiences increased up to the point representing the audience classification which had viewed 60% of the Stevenson programs. Beyond that the proportion of Democrat voters fell off and the proportion of Republican voters increased. In the interpretation of these particular findings it should be pointed out that some classifications represent relatively small samples, but it is believed that the general pattern would not change with an increase in the sample size.

The first step in the treatment of the returns was to make an analysis of the viewing experiences and to construct indexes to represent the television viewing records. According to these indexes it became evident that the viewing of speeches made by Gen. Eisenhower and Mr. Nixon exceeded the viewing of speeches made by Gov. Stevenson. The Republican candidates therefore enjoyed the advantage of more numerous television impressions. It was further discovered that these Republican impressions were made on substantial numbers of Democrats as well as on Republicans, and that one important influence of the television medium was an opportunity to reach voters with opposing political inclinations. This opportunity in the 1952 campaign, however, was greater for Gov. Stevenson than for Gen. Eisenhower, since the number of Republicans in Gov. Stevenson's television audiences was proportionately greater than the number of Democrats in Gen. Eisenhower's audiences.

THE next step of the survey examined into the "reason why" the composite index of viewing for the Republican programs and speeches exceeded that for the Democratic programs. The chart (preceding page) has been prepared as a summary of this analysis. It reveals the viewing record for the most important campaign speeches made by Gen. Eisenhower, Mr. Nixon, and Gov. Stevenson. The viewing record in turn has been placed against a background indicating the times when the voters made up their minds. According to the chart, 49% of the members in the panel watched Gen. Eisenhower make his acceptance speech at the Republican convention. In contrast only 35% watched Gov. Stevenson make his acceptance speech and only 30% watched him make his welcome speech. Gen. Eisenhower had the advantage of an early evening hour, whereas Gov. Stevenson had the disadvantage of a mid-day time and another time in the wee hours of the morning.

The most important point is that the spectacle of the conventions encouraged viewing and each party had unusual opportunities to make television impressions. After the conventions political viewing fell off. All during the summer and right up to within 10 days of the election, panel members turned to entertainment rather than to political speeches. Television audiences for political programs generally ranged below 10% of the total panel, and some were as small as 5%. The one exception was the audience for the much heralded Nixon "financial" speech from Los Angeles. Circumstances of the campaign advertised this speech as a news event, and panel members turned to it as such.

Interest in the campaign increased again in late October. A speech by Gen. Eisenhower in Detroit on Oct. 24 seemed to mark the turning point. This particular speech, in which he made the dramatic promise to go to Korea, if elected, was viewed by 23% of the panel members. The Madison Square Garden speeches were viewed by about 30% of the panel members and about one-third watched the programs on election eve. Audiences were large, but they fell short by substantial margins of reaching the proportions attracted by the history-making political conventions.

With this review of audience sizes, at least a partial explanation of the greater impressions for the Republican programs and speeches has been attained. Republican programs and speeches were timed to coincide with the periods of larger viewing audiences, but the Democratic programs in many instances were scheduled in periods when political viewing was at a low ebb. All during September and in most of October, Gov. Stevenson, and Gen. Eisenhower too, were speaking to smaller television audiences. But this was the period when a substantial number of the Stevenson telecasts were scheduled. Gen. Eisenhower's television appearances were bunched closer to election day. Even during the conventions he spoke at a popular viewing hour, but Gov. Stevenson appeared at off hours.

The benefits to the Republicans did not end with just the larger number of impressions. The chart indicates further that these impressions came at times when people were making up their minds as to the candidate for whom they would vote in November. More minds were made up during the conventions than at any other time. The second most important time of decision came dur-

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

This is our 31st year of SOUND SELLING to Roanoke and Western Virginia

- **26 County Coverage with a WEEKLY audience of 118,560 families, — a DAILY audience of 92,070 families.**
- **All week long, day or night, WDBJ's share of tuned-in Roanoke audience averages 51 to 59%. Average tune-in: 7 a.m. to 8 p.m.—24.9%; 8 p.m. to 11 p.m.—19.4%**
- **About 25% of Virginia's Retail Sales are made in the WDBJ area.**
- **An affiliate of the CBS Radio Network for almost 25 years.**

May we recommend your product to our friends?

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*



YOU'LL HOWL



ZIV'S SUNNY FUNNY FAMILY

See pages 87, 88 & 89

g the final week. These times coincided th the larger number of Republican tele- ision impressions. As many as 53% of the anel members reached a conclusion during e conventions and in the final week. Only % reached a decision during the main part the campaign in September and October. few (6%) made a choice in mid-summer fore the campaign got under way. The maining 22% voted as regular party mem- rs, having made up their minds even before e nominations were made at the party nventions.

MORE opportune timing of Republican telecasts, plus more extensive viewing these political programs, gave the Repub- ans an advantage with respect to the in- uence which television was able to make. his influence afforded Gen. Eisenhower the perior opportunity to become better ac- ainted with the American people, and to dicate to them the nature of his proposals r a change. Because of the larger number f television impressions, he had the better pportunity for a communication of his sues and a projection of his personal haracteristics. The findings of the survey ow that he was more successful in the tter than in the former.

At the end of August, just before the ampaign got under way in earnest, panel embers were asked to rate the candidates s to eight different personal traits. The ating was merely an indication as to which andidate was considered superior as to each f the several traits. In the last week of the ampaign, just previous to the election, panel embers were asked to repeat this same ating. The two ratings gave absolute levels t the beginning and at the end of the cam- aign, and also measures of change for the eriod of the campaign.

With the exception of the characteristic of umor and the ability for speaking, Gen. isenhower was considered superior to Gov. tevenson in all traits measured, and in both eriods. That conclusion came from a study f a portion of the panel comprising mem- ers who had relied upon television the most o follow the campaign and the election. It as found that 34% of this panel group ated Gen. Eisenhower superior to Gov. tevenson as to appearance, 37% as to in- elligence, 57% as to sincerity, and so on cross the remaining figures in that row of he chart. These are the absolute measures f superiority as made at the end of the ampaign, and they show that Gen. Eisen- ower was appreciated most because of his incerity, his friendliness, and his humility. The highest ratings for Gov. Stevenson are he ones depicting humor and speaking ability.

Although the absolute measurement favored Gen. Eisenhower in all but the traits of humor and speaking ability, the relative measures of change were opposite, and favored Gov. Stevenson in all traits but humility and aggressiveness. The relative measures in this instance were taken as the changes in the absolute rankings for each candidate from the beginning of the cam- paign to the end. Taking appearance as an



higher tower
higher power

New 1019 ft. tower, new 100,000 watts power, have added 12,000 sq. miles to our coverage area.

Farm Income:
UP 141.1 %

WFBM-TV
Indianapolis • CBS

example, Gov. Stevenson enjoyed a 34% increase in his appearance rating, but Gen. Eisenhower suffered an 8% reduction in his rating. This is in spite of the fact that Eisenhower at the close of the campaign was still rated higher than Stevenson as to this characteristic. The decline in the rating does not necessarily mean that people thought less of Eisenhower's appearance at the end of the campaign than they did at the beginning, but simply that at the end of the campaign relatively more had a better impression of Gov. Stevenson's appearance and therefore rated him superior to Gen. Eisenhower in this respect.

Apparently the decision to use television to get the Democratic candidate better known in a short space of time paid off. Gov. Stevenson's rating with respect to humor among those in the television audience more than doubled, and his ratings with respect to friendliness and sincerity almost doubled. Only in the traits of humility and aggressiveness did he fail to make gains. Gen. Eisenhower gained the most with respect to humility, but also enjoyed an increased appreciation of his intelligence, sincerity, and aggressiveness. In the interpretation of these gains it must be remembered that the absolute ratings for Gov. Stevenson were much lower at the start of the campaign and that gains were therefore easier to accomplish. This does not remove the general conclusion indicating that Gov. Stevenson enjoyed greater relative increases in the appreciation of his personal characteristics, but it does reduce the significance of the sizes of the increases made. A detailed analysis of rankings made by the television audience compared with rankings made by the total membership of the panel illustrated rather conclusively that the increased ratings for Stevenson were linked with his television appearances. His benefit from television was qualitative, in contrast to the quantitative benefits enjoyed by Eisenhower.

SURVEY impressions having to do with campaign issues are more mixed. In almost all measurements made which related to the influence of the television medium as an aid in the communication of an idea or an issue, it was found that the television audience was better informed than the public generally. To credit television with this greater awareness, however, would have been an oversimplification of the findings. The greater awareness could have been due to a greater interest in the campaign by those in this audience, or to the influences of other media which could not be isolated in the measurement. Many panel members who claimed that television was their main source of information on campaign events also indicated that they were spending more time reading newspapers than had been the case previous to the campaign. There was an indication also that vested interests may have been of greater importance in accounting for the understanding of the positions taken by the candidates, rather than the medium through which the debate on the issues reached the public. Laborers were better informed with respect to labor issues, and farmers were better informed with respect to the farm issues. Those with vested interests took the initiative to determine each candidate's position, and therefore were not fair subjects in a test attempting to determine the relative influence of television. As a matter of fact, the evidence collected pointed more to the newspaper as the source of information turned to by those anxious to determine the position taken by a candidate.

There is still another consideration which "explains why" the influence of television may have contributed less and that of the newspaper more in the total picture, in spite of the findings which showed the television audience to have been better informed than the public generally. This consideration has to do solely with audience size. As already pointed out, television audiences were large during the conventions and in the closing few days of the campaign. During the major part of the campaign, however, the television audiences were comparatively small. But it was during this time of smaller television audiences that campaign issues were debated. In September and October when Gen. Eisenhower and Gov. Stevenson were advancing their farm programs, labor plans, and foreign policies, television viewers were turning their dials to entertainment. In that period the newspaper became the source of information for political developments and events. The larger audiences viewing the conventions and the closing speeches of the campaign were treated more to generalities, and no doubt were attracted more by events and personalities than by issues.

Finally, in the composite picture relating the influence of television in the communication of campaign issues, there is the appreciation of the lesser importance which issues appeared to play. The election decision lay more in the realm of personalities than in any differences in platform planks or candidate proposals. In spite of Gov. Stevenson's effort to swing to issues and "talk sense to the American people," only vague generalities caught on. Some panel members "feared a change," but most believed "a change was needed." To effect this change furthermore they placed faith in the personal characteristics and abilities of Eisenhower. As described above they especially liked his sincerity, his friendliness, and his humility. Since these were traits which the television medium helped in an important way to project, it appears reasonable to conclude that it was in these areas, rather than in the area of issues, that television contributed the most to the final election results.

BMI "Pin Up" Hit

GOODNIGHT, SWEETHEART, GOODNIGHT
RECORDED BY
McGUIRE SISTERS . . . . Coral
SUNNY GALE . . . . . Victor
GLORIA MANN . . . . . Jubilee
ELLA MAE MORSE . . . . . Capitol
JOHNNIE & JACK . . . . . Victor
SPANIELS . . . . . Vee-Jay
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CANNON CONNECTORS IN STOCK
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Tel. Atwood 8536

RADIO SAVES MONEY

SUCCESS of radio in helping to build up deposits in the leading bank system of Georgia is detailed in a new four-page Broadcast Advertising Bureau (BAB) folder being distributed members. Title "In Georgia, People BANK on Radio Advertising," the booklet records the history of the Citizens & Southern National Bank and its 20 offices and describes the advertising and radio results achieved by that firm.

10,000 SEE MERMAID

OVER 10,000 southern California yachtsmen viewed a mermaid last week. KBIG Avalon's advertising trademark, which employs that fabled sea nymph, covered the front of the annual brochure which is sent to boat owners by KBIG and the Western Amusement Co., showing radio and theatre facilities of interest to navigators.

WBTV (TV) FIRE COVERAGE

THE LARGEST fire in Charlotte, N. C., history was telecast live by WBTV (TV) that city, through the quick work of the station's camera crew and engineers. Only minutes after the first alarm was sounded, WBTV reports it was ready to give on-the-spot coverage of the blaze which destroyed the block-and-a-half-long Southern Railway freight depot, causing damage estimated at more than $500,000. The telecast was made from the roof of the Wilder Building, home of the Jefferson Standard Broadcasting Co., licensee of WBT and WBTV (TV) Charlotte.

KFAB DERAILMENT 'FIRST'

KFAB Omaha claims being "first" on the scene with direct on-the-air reports of the derailment of the crack streamliner "Rocky Mountain Rocket" which went off the tracks near Hallam, Neb., about 75 miles southwest of Omaha, June 25. KFAB also claims it was "first" to broadcast the most complete list of the injured and the extent of their injuries from the hospitals that cared for the 75 victims of the wreck. A mobile short wave unit and a remote transmitter were employed at the scene of the accident to carry three live, on-the-scene news interview broadcasts.

'ALICE' WELL COVERED

KGBT-TV Harlingen, Tex., claims to be the first to telecast "Alice." "Alice" was the hurricane that roared inland some 75 miles south of the Lower Rio Grande Valley on June 25 and KGBT-TV reports staging what it believes to be the "first" telecast by a Texas station on the fringe edge of a hurricane. The station plotted and followed the storm as it raged through the Rio Grande causing winds up to 68 miles per hour. The station signed on an hour earlier than usual and received cooperation from KURV Edinburg and KRIO McAllen who informed listeners that the tv outlet had an early sign-on. KGBT scheduled from-the-weather-bureau reports every half-hour and reminded listeners that sister station ch. 4 was telecasting on alternate periods so people could keep posted on the storm by both media.

CBS-TV LITERATURE SERIES

NEW weekly series titled *Now and Then,* featuring a discussion on the world's literary heritage, is scheduled for presentation on CBS-TV on Sundays, 6-6:30 p.m. EDT, starting August 1. The program will be conducted by Dr. Frank C. Baxter, professor of English literature at the U. of Southern California, who has presented the award-winner *Shakespeare on Tv* series over KNXT (TV) Los Angeles.

NEWSMEN MEET 'MISS MARLOWE'

NEWSMEN were guests a fortnight ago at a preview of Procter & Gamble's newest television daytime serial, *Concerning Miss Marlowe,* which started last week on NBC-TV and features Louise Albritton. After the runoff of the first script of the series, the announcer explained a new promotion for a contest to be held early in September when Procter & Gamble and its agency, Benton & Bowles, will hold an audition for talented young men and women. Miss Allbritton, the producer, and the director of the series will be the judges. The winner of the "Talent Discovery" contest will be given first call status on P & G commercials as well as a monetary award for further schooling.

WDSU-TV PILGRIMAGE COVERAGE

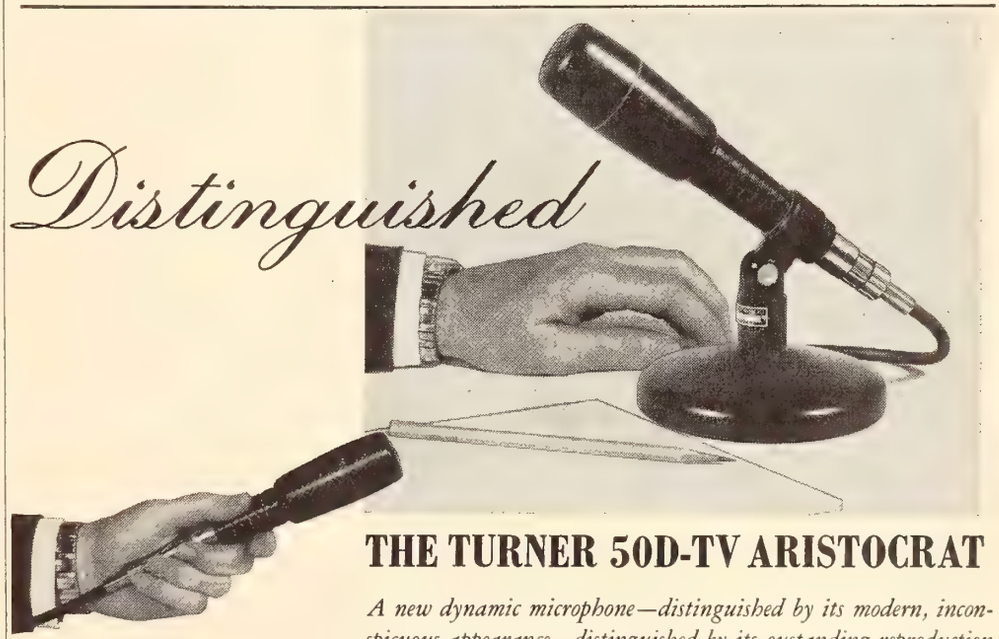
BRANDON CHASE, WDSU-TV New Orleans "Your Esso Reporter," is scheduled to accompany the Most Reverend Joseph F. Rummel, Archbishop of New Orleans on the forthcoming pilgrimage to Rome, which is being conducted in observance of the Marian Year. Mr. Chase, who will be assisted by a photographer, will make a complete filmed account of the pilgrimage, and will also send back film reports on special interviews with European notables for daily presentation on WDSU-TV programs. Photographs of famous landmarks, to be later used for background sets for various WDSU-TV programs, will also be taken by its representatives. The pilgrimage departs from New York July 20 to visit famous shrines and points of religious interest throughout Spain, Portugal, France and Italy. Highlight will be a trip to Rome, where the group will have an audience with Pope Pius XII, who will address them in English and give the Apostolic Blessing.

Fine, and Feathered

KSIL Silver City, N. M., has announced the latest addition to its disc m.c. staff—Percy the Parakeet. Percy, at present, is an apprentice to Gust Boyd, who first introduced the bird to his listening audience. Percy, generally perched on the microphone or Mr. Boyd's head, comments on the record choice with chirps, squawks or an occasional "Hello, Percy, Hello, Percy." Mr. Boyd's protege is becoming one of the most popular personalities in the area. He receives phone calls, fan letters and is currently sending out autographed photographs. It is hoped that in the near future, Percy will branch out on his own show—something for the birds.

WSB-TV CRASH COVERAGE

UNDER proper circumstances, tv can cover spot news ahead of the press, asserts WSB-TV Atlanta, after that station showed films of a 2 p.m. plane crash on its regular 6:15 p.m. newscast. The accident, which claimed the lives of four prominent Wisconsin businessmen, occurred too late to be reported in the final home editions of the afternoon papers, according to WSB-TV, but the films gave viewers complete coverage of the story, which was a front-page headliner in the following morning's papers. WSB-TV manager Marcus Bartlett is convinced he made the right move in hiring a



THE TURNER 50D-TV ARISTOCRAT

A new dynamic microphone—distinguished by its modern, inconspicuous appearance—distinguished by its oustanding reproduction of voice and music—distinguished by its realistic price, $125.00. Response range, 50 to 15,000 cps. Level, -56 db at high impedance. Complete with matching stand, built-in shockmount. Please mail this coupon for complete specifications and information.

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The TURNER Company

936 17th Street N. E.
Cedar Rapids, Iowa

Please send me specifications on the Turner 50D-TV.

Name_____

Station_____

Address_____

City_____ Zone_____ State_____



LEE NICHOLS
Country Music Man

"Sagebrush Serenade"
"Western Requestin"
"Lee Nichols Show"

THE MART STORES

"For the first time we had volume sales that could directly be attributed to our advertising."

DOUGLAS OPTICAL

"We attribute a good share of our traffic to the terrific impact of our KWBB spot announcements."

Rep. by
George W. Clark, Inc.

KWBB

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. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever *you are . . . you're headed the* right *way . . .*

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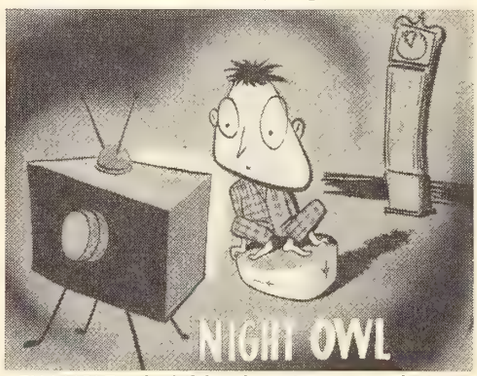
staff photographer, saying, "It proves that given the right personnel and equipment, tv need take no backseat on spot news coverage."

FILM STARS ON RADIO-TV

PERSONAL appearances of movie stars on television and radio disc m.c. shows are planned by Metro-Goldwyn-Mayer studios, Culver City, Calif., as part of an intensive nationwide promotion campaign to publicize forthcoming major summer film releases. Also under consideration, according to studio spokesmen, are radio-tv spot announcement campaigns "where they will do the most good."

CHILD EDUCATION SPOTS

PUBLIC SERVICE child education spots in the form of cartoons with accompanying messages are being carried by WKJG-AM-TV Ft. Wayne, Ind. For example: "Night Owl" (see cut) message is advice to children on the drawbacks in keeping late hours; an unhealthy looking "Skinny Sparrow" doesn't eat healthful food and drink milk regularly; "Stray Dog" is always at the neighbors or borrowing other people's property. The announcements point out that neither these "animals" nor their child counterparts will benefit from such foibles. Jim McBride, WKJG art director, originated cartoons.



EXAMPLE of child education spots being used by WKJG-AM-TV Ft. Wayne is "Ollie the Night Owl." This "bird," young viewers are told, "just won't go to bed when his folks tell him to. He'll sit up and watch television or something."

DETROIT EDUCATIONAL PREVIEW

PREVIEW of what the Detroit public will see next year over ch. 56, to be owned and operated by the Detroit Educational Tv Foundation (DETVF), was presented over WWJ-TV, that city, by Wayne University Television of Detroit in collaboration with the Detroit Institute of Arts. DETVF is a non-profit organization of 18 educational institutions throughout the Detroit area. Subjects for *The Drama of Industry* series included "Wood, Wind, and Water," "Coal, Iron, and Steam" and "Motors and Modern Man" with Franklin Page of the Art Institute doing the moderating and guests appearing from the Wayne U. history department. WWJ-TV loaned Wayne U. its studios and technicians.

KEEPING LOUISVILLE INFORMED

CURRENT and controversial public issues are highlighted Wednesday evenings on WHAS-TV Louisville's *What's Your Question?* People telephone in their queries and as many as time permits are answered on the half-hour program. In the two and one-half years the program has been aired, 12,709 questions have come to the station of which 7,887 were answered on-the-air and the remainder by mail. Guest participants have included Kentucky and Indiana governmental, health, legal and educational officials and topics range from the activities of Santa Claus—which received a record 216 inquiries—to taxes.

NCCET CHALLENGES LEE ON EDUC. TV

FCC Comr. Robert E. Lee's mid-June speech [B•T, June 21] which questioned the idleness of many educational tv channels drew a reply last week from the National Citizens Committee for Educational Television which held that the new medium is catching on.

In its weekly news bulletin, NCCET challenged Comr. Lee's observation that "many prominent industry executives" have suggested the decision to reserve channels for educational use "will open the door for government competition and provide the basis for a camouflaged attack on our system of free broadcasting." NCCET said it informed Comr. Lee it knew of no such suggestions and noted the reservations were made after open hearing in which "the oldest and most respected educational associations in the nation testified in favor of the move."

Citing grass roots growth toward educational tv stations despite the fact only a few are now on the air, NCCET concluded: "It is true that educational television has not grown as rapidly as did commercial tv. But when doctors, lawyers, businessmen, housewives, boy scouts, girl scouts, all representing national organizations, but perhaps more important representing the interest of Americans in improving themselves—if all these people in hundreds of communities can amass more than $15 million in assets as is the case, then it would seem that educational television has a sound base."

EDUCATION PEOPLE

Phillip Essman, radio-tv consultant, audio-visual education dept., Los Angeles County board of education; **Mrs. Robert F. Fitch,** tv chairman, United Church Women of Southern California & Southern Nevada, and **Mrs. Fred Teasley,** state tv chairman, Calif. Federation of Women's Clubs, elected to first three-year terms on board of directors, National Assn. for Better Radio & Television (NAFBRAT).

Re-elected for three-year terms are **Mrs. Gertrude G. Broderick,** radio-tv specialist, U. S. Office of Education, Washington, D. C.; **Mrs. William Boutwell,** editor, *Scholastic Teacher,* N. Y.; **George E. Probst,** U. of Chicago; **Dr. Elizabeth Hurlock,** psychologist, U. of Pennsylvania graduate school; **Dr. Russell D. Leigh,** Russell Sage Foundation, N. Y.; **Miss Gertrude M. Blackstock,** Calif. Dept. of Mental Hygiene; **Mrs. Esther Mathewson,** editor, *Los Angeles School Journal,* and **Mrs. R. C. Haws,** national director, National Council of Catholic Women.

John C. Birrel, formerly commercial manager, KWIL Albany, Ore., appointed placement director, Northwest Radio & Television School, Portland, Ore.

LAUGH-
RIOT



ZIV'S SUNNY FUNNY FAMILY

See pages 87, 88 & 89

Holland Firm to Make Lawrence Color Tube

Ten year contract covers all markets except the United States and Canada.

N. V. PHILIPS of Eindhoven, Holland, will manufacture the Chromatron (Lawrence) color tv tube and sub-license all Chromatic patents on a world-wide scale under a 10-
HOLLAND year agreement signed in London, Richard Hodgson, president, Chromatic Television Labs, has announced.

The agreement covers all markets except the U. S. and Canada. A licensing and sublicensing agreement has been signed between Chromatic and Famous Players of Canada, Canadian affiliate of Paramount Pictures Corp., which owns 50% of Chromatic stock.

Mr. Hodgson said that the 10-year contract calls for a straight royalty arrangement on tubes manufactured by Philips or its sublicensees, with initial royalties to be credited against an advance payment made when the agreement was signed. Declaring that "Philips, with its cathode ray tube manufacturing plants in The Netherlands, Great Britain, France and Germany, is bound to be one of the world industry leaders in color tv as it has been in other electronic fields," Mr. Hodgson said that the agreement "means the recognition by the world's largest electronics manufacturer outside the U. S. of the pre-eminence of Chromatic's color tube developments."

Canadian Broadcasters Plan Public Relations Campaign

E. G. ARCHIBALD, CHOV Pembroke, Ont., has been appointed chairman of the Public Relations Committee of the Canadian Assn. of Radio and Television Broadcasters.
CANADA Fred Pemberton, CKSF Cornwall, has been appointed to the committee and other broadcasters are to be appointed soon. Mr. Archibald in his first report states that the committee plans to make the Canadian public conscious of the role of private radio in Canada, to point out the contributions to national programming, the size of the private radio payroll, its investment, its ethics and other pertinent facts. Meetings are being held this summer with various sections of the Canadian broadcasting industry to plan a campaign to acquaint the Canadian public with the role of private radio, so that future Royal Commissions on Broadcasting will hesitate to say, as did the 1951 Massey Royal Commission, that the word "industry" does not apply to private radio.

CBC Reports Results Of Educational Tv Test

TELECASTS of school broadcasts have to be more interestingly presented to hold public school children's attention. That is the consensus of teachers polled after an ex-
CANADA periment in telecasting educational programs in Canada this spring. A series of four school broadcasts not only were heard in the classrooms but also were seen on television stations at Toronto, London, Kitchener, Sudbury, Ottawa, Montreal, St. John and Vancouver after school hours.

Most (89%) of the reporting teachers said students viewing the telecasts could recall salient points; 87% reported that student viewers had a better knowledge of the subject than non-viewers, and 80% considered the viewers were more interested or better motivated than non-viewers. While students heard the programs in their classrooms during school hours from local stations, they did not see the tv programs until after school in groups. Reports of students after seeing the programs showed that many turned the sets off after seeing only part of the programs, others turned to more interesting programs from other stations, and in many cases the viewing time interfered with other home activities.

A detailed report on the results of these four educational telecasts has been released by the school broadcasts department of the Canadian Broadcasting Corp., and is available from CBC at Toronto, entitled "Can Tv Link Home and School?"

Canadian Tv Set Sales Reach 21,623 for May

A TOTAL of 21,623 television sets worth $7,049,743 were sold in Canada during May, according to a report of the Radio-Television Mfrs. Assn. of Canada. This brings
CANADA the total of tv set sales for the first five months of 1954 to 158,890, valued at $57,534,665, as compared to 114,260 sets sold in the same 1953 period. Almost half the sets, 67,000, were sold in southern Ontario. The province of Quebec accounted for 55,000 sales in the first five months.

Sales of radio receivers in the first five months of 1954 are down to 172,150 sets compared with 246,217 in the same 1953 period.

an Ampex tape recorder for as little as $498

($545 with portable case as shown)

the new AMPEX 600





At a price that's a real surprise, here is the kind of performance that has made AMPEX the supreme name in tape recorders. The new Ampex 600 has been simplified to reduce its size and price. But it retains full Ampex precision and performance.

As a portable recorder, the Ampex 600 is in a class by itself. It weighs only 28 pounds. You can carry it anywhere. The recordings you make "on location" will match those made on the finest studio equipment.



As a studio recorder, the Ampex 600 outperforms many others twice its size. It serves ably in all these needs: studio recording — line recording — dubbing and editing — broadcast playback.

To assure long service, major components of the Ampex 600 have been subjected to tests equaling more than 10 years normal use. An Ampex pays for itself.

Performance

- 40 to 15,000 cycles at 7½ in/sec.
- Signal-to-noise ratio over 55 db.
- Flutter and wow less than 0.25%
- 3 heads for monitoring tape while recording

For further specifications, write today for descriptive bulletin to Dept. D-1701

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Distributors in principal cities; Canadian distribution by Canadian General Electric Company

U. S. Producers Take Part In BBC Tv Programs Course

TV PRODUCERS from Europe, Asia and the U. S. are taking part in a three-week study course on tv programming at the British Broadcasting Corp.'s London studios. The study, which started last Monday, ends July 24. It was organized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) with the cooperation of BBC.

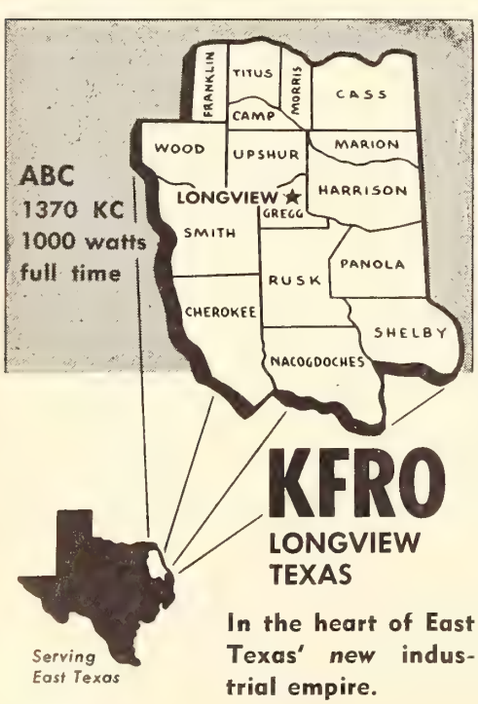
ENGLAND

U. S. representatives are Perry Wolff, CBS news and public affairs department (producer of *Adventure*), and William Dempsey, educational director for KPIX (TV) San Francisco. Four Americans were named to participate as experts on selected subjects: Martha Gable, director of tv for Philadelphia public schools, on school programming; Father R. C. Williams, tv coordinator, Creighton U., Omaha, on tv in adult education; Morris Novik, consultant, National Assn. of Educational Broadcasters and the Joint Committee on Educational Television, on educational policies; Douglas MacAgy, Museum of Modern Art, on use of tv by museums.

CJCB-TV Sets August For Start of Operation

CJCB-TV Sydney, N. S., ch. 4, plans to start telecasting at the end of August, according to J. Marven Nathanson, president and general manager. Studio and transmitter building, entirely apart from the radio affiliate CJCB, was completed in June and is located on the highest hill in the Sydney area. It has two studios, one measuring 75 by 38 feet, and the second 35 by 40 feet. The transmitter room, with projection section, measures 60 by 29 feet. A 10 kw RCA transmitter will be used with a 399 foot, 12 slot RCA wavestack directional antenna. The station will have 100 kw video power, 60 kw audio. Equipment includes two DuMont live cameras, two DuMont film camera chains with flying spot film projection, two 16mm projectors, two slide projectors and one opaque projector, all with DuMont flying spot scanner.

CANADA



KFRO
LONGVIEW
TEXAS

Serving East Texas

In the heart of East Texas' *new* industrial empire.

James R. Curtis, President

UPCOMING

JULY

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTING

BAB Clinics

July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 7-8: NARTB Dist. 10, Fontentelle Hotel, Omaha.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Southern Network

$110,000.00

Major market operation with well above average fixed assets. The station needs a capable owner-manager to take over. Some financing available.

Midwest Independent

$135,000.00

Successful operation located in one of the largest and most attractive radio markets in the country. Rich in retail sales and family income. Some net quick is included in this sale.

Appraisals • Negotiations • Financing

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RADIO-TV-NEWSPAPER BROKERS

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Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

Station Authorizations, Applications
(As Compiled by B • T)

July 1 through July 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

• • •

Am and Fm Summary through July 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,583	2,571	134	159	129
Fm	555	530	42	6	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	246	308	554[1]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	259	120	379
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	921	337	713	526	1,240[2]
Educational	54		27	26	54[3]
Total	975	337	740	552	1,294[4]

[1] Eighty-seven CPs (14 vhf, 73 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 584 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Dothan, Ala.—Ala-Fla-Ga Tv Inc. granted vhf ch. 9 (186-192 mc); ERP 55.6 kw visual, 27.8 kw aural; antenna height above average terrain 537 ft., above ground 440 ft. Estimated construction cost $198,100, first year operating cost $120,000, revenu $120,000. Post office address P. O. Box 505, Dothan. Studio and transmitter location Cottonwood Road, Dothan. Geographic coordinates 31° 11′ 8″ N. Lat., 85° 22′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Richard I. Kearley Jr., Nashville, Tenn. Principals include President **Charles Woods** (5%), farming; Vice President **J. T. Thrower** (5% jointly with his wife), hardware; Treasurer **Dr. Paul Flowers** (5%), physician; **Richard Kearley** (5%), engineer WSM Nashville, and **Dr. Norman W. Homan**; Vice President **H. L. Holman Jr.** (2%), architect-engineer and stockholder WOZK Ozark, Ala. Granted July 2.

Henderson, Nev.—Southwestern Publishing Co. (KFSA-AM-FM-TV Ft. Smith, Ark.) granted vhf ch. 2 (54-60 mc); ERP 10.96 kw visual, 5.48 kw aural; antenna height above average terrain 258 ft., above ground 601 ft. Estimated construction cost $227,000, first year operating cost $104,400, revenue $132,000. Post office address 105 Friedman Bldg., Las Vegas. Studio and transmitter location 737 Main St., Las Vegas. Geographic coordinates 60° 10′ 48″ N. Lat., 115° 08′ 24″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Reynolds** (75%), Vice President **A. E. Calahan** (25%) and secretary **Theodore M. Nelson.** Grant was enabled by the dismissal of the competitive bid of KRAM Las Vegas. Granted July 2.

APPLICATION

Visalia, Calif.—Irwin V. Willat d/b as Sequoia Telecasting Co., uhf ch. 43 (644-650 mc); ERP 22.73 kw visual, 12.19 kw aural; antenna height above average terrain 308.8 ft., above ground 319.4 ft. Estimated construction cost $122,544, first year operating cost $180,000, revenue $180,000. Post office address 400 East Tulare St., Tulare, Calif. Studio and transmitter location Walnut Ave. off Mooney Blvd., Visalia. Geographic coordinates 36° 18′ 44″ N. Lat., 119° 19′ 09″ W. Long. Transmitter and antenna, DuMont. Consulting engineer James R. Bird, Oroville, Calif. Mr. Willat is retired motion picture director, producer and writer. Filed July 7.

APPLICATIONS DISMISSED

Los Angeles, Calif.—Spanish International Tv Inc. FCC dismissed bid for new tv station on uhf ch. 34 for failure to prosecute. Dismissed June 30.

Los Angeles, Calif.—Lawrence A. Harvey. FCC dismissed bid for new tv station on uhf ch. 34 for failure to prosecute. Dismissed June 30.

Existing Tv Stations . . .

ACTIONS BY FCC

WMSL-TV Decatur, Ala.—Tenn. Valley Bcstg. Co. granted STA to operate commercially on uhf ch. 23 for the period ending Oct. 25. Granted July 2; announced July 7.

WJNO-TV W. Palm Beach, Fla.—WJNO-TV Inc. granted STA to operate commercially on ch. 5 for the period ending Sept. 15. Granted June 29; announced July 7.

KTIV (TV) Sioux City, Iowa—KCOM Bcstg. Co. granted mod. of CP for ch. 4 to change ERP to 51.3 kw visual, 25.7 kw aural; change studio location to 10th and Grandview; transmitter location to 0.8 mile N. of city limits, near Sioux City; antenna height above average terrain 770 ft. Granted June 30; announced July 7.

LOOSE-LEAF SCRAP BOOKS



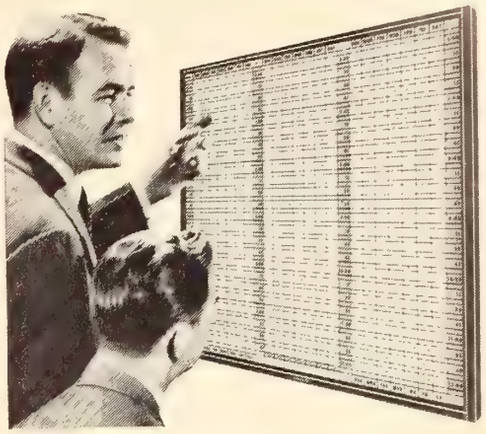
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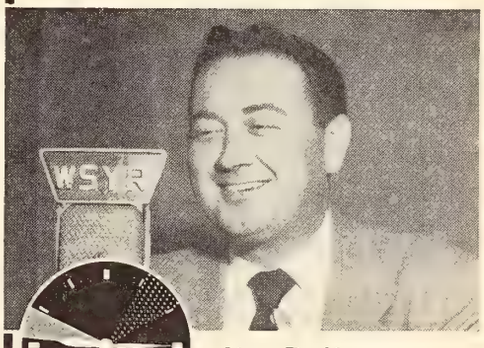
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- BOND, Hartford, Connecticut

KAKE-TV Wichita, Kan.—KAKE-TV Inc. granted mod. of CP for vhf ch. 10 to change ERP to 232 kw aural; transmitter location to 1.3 miles east of Colwich, Kan. Granted June 28; announced July 7.

WTWO (TV) Bangor, Me.—Murray Carpenter & Assoc. granted CP for ch. 2 to change ERP to 14.15 kw visual, 8.49 kw aural; antenna height above average terrain 673 ft. Granted June 29; announced July 7.

WABI-TV Bangor, Me.—Community Telecasting Service granted CP for ch. 5 to change ERP to 29.6 kw visual, 17.7 kw aural; antenna height above average terrain 673 ft. Granted June 29; announced July 7.

KGVO-TV Missoula, Mont.—Mosby's Inc. granted STA to operate commercially on ch. 13 for the period ending Dec. 11. Granted June 29; announced July 7.

KDRO-TV Sedalia, Mo.—Milton J. Hinlein granted STA to operate commercially on ch. 6 for the period ending Sept. 8. Granted July 1; announced July 7.

KGEO-TV Enid, Okla.—Streets Electronics Inc. granted STA to operate commercially on ch. 5 for the period ending Oct. 13. Granted June 25; announced July 7.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. granted mod. of CP to change to ch. 7; ERP 40.95 kw visual, 20.48 kw aural; studio location Williams Bldg., Jackson; transmitter location approximately 0.4 mile N. of city limits, near Jackson; antenna height above average terrain 633 ft. Granted June 28; announced July 7.

WKBT (TV) La Crosse, Wis.—WKBH Tv Inc. granted STA to operate commercially on ch. 8 for the period ending Dec. 28. Granted July 1; announced July 7.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. granted mod. of CP for uhf ch. 19 to change ERP to 229.1 kw visual, 138.1 kw aural; antenna height above average terrain 414 ft. Granted July 2; announced July 7.

STATION DELETED

WBEC-TV Pittsfield, Mass. — Western Mass. Bcstg. Co. FCC deleted tv station on uhf ch. 64 at request of permittee. Deleted June 28; announced July 7.

APPLICATIONS

KALB-TV Alexandria, La.—Alexandria Bcstg. Co. seeks mod. of CP for ch. 5 to change ERP to 15.24 kw aural; antenna height above average terrain 552 ft. Filed July 6.

WSJS-TV Winston-Salem, N. C. — Triangle Bcstg. Corp. seeks mod. of CP for vhf ch. 12 to change ERP to 234 kw aural; antenna height above average terrain 760 ft. Filed June 29.

KGUL-TV Galveston, Tex.—Gulf Tv Co. seeks CP for ch. 11 to change ERP to 261 kw visual, 131 kw aural; transmitter location to Alvin-Pearland Rd., 4.5 miles NW of Alvin, Tex.; antenna height above average terrain 1,176 ft. Filed July 6.

KTLK (TV) Houston, Tex.—Houston Consolidated Tv Co. seeks mod. of CP for ch. 13 to change transmitter location to Blue Ridge Rd., 4 miles SW of Almeda, Tex.; ERP to 170 kw aural; antenna height above average terrain 957 ft. Filed June 29.

KVOS-TV Bellingham, Wash.—KVOS Inc. seeks mod. of CP for vhf ch. 12 to change ERP to 38.46 kw visual, 19.5 kw aural; transmitter location to Constitution, Orcas Island, approximately 4 miles ESE of Eastsound, Wash.; antenna height above average terrain 2,420.7 ft. Filed June 29.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. seeks mod. of CP for vhf ch. 7 to change ERP to 89.8 kw visual, 53.9 kw aural; transmitter location to approximately 1.8 miles NE of the center of Wausau; antenna height above average terrain 462 ft. Filed July 6.

CALL LETTERS ASSIGNED

KRCG (TV) Jefferson City, Mo.—Jefferson Tv Co., vhf ch. 13.

WTVX (TV) Gastonia, N. C.—Air Pix Corp., uhf ch. 48. Changed from WNSC-TV.

KVDO-TV Corpus Christi, Tex.—Coastal Bend Tv Co., uhf ch. 22. Changed from KVDO (TV).

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp., vhf ch. 12.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp., vhf ch. 7.

New Am Stations . . .

ACTIONS BY FCC

Rogers, Ark.—Radio Station KAMO granted 1390 kc, 500 w daytime. Post office address % G. Don Thompson, 2001 W. 17th Place, Tulsa, Okla. Granted July 7.

Ticonderoga, N. Y.—Portage Bcstg. Co. granted 1250 kc, 500 w daytime. Post office address % Martin Karig, RD #1, Hudson Falls, N. Y. Estimated construction cost $14,057, first year operating cost $42,000, revenue $48,000. Principals include President **Martin Karig** (99.0%), general manager-25% interest WWSC Glens Falls, N. Y.; **Donald Latimore** (0.5%), and **Dorothy Karig** (0.5%). Granted July 7.

APPLICATIONS

Denver, Colo.—Ewald W. Koepke & Frank E. Amole Jr. d/b as Capitol Bcstg. Co., 1340 kc, 250 w unlimited. Post office address % Ewald W. Koepke, 2630 Zenobia St., Denver. First year operating cost $60,000, revenue $75,000. Principals in general partnership include **Ewald W. Koepke** (50%), commercial manager KMYR Denver, and **Frank E. Amole Jr.** (50%), KMYR news and program director. Application is contingent upon FCC approval of KMYR bid to change from 1340 kc to 710 kc. Applicant will lease KMYR facilities for 5 years at $6,000 per year. Filed July 1.

Baxley, Ga.—Farnell O'Quinn. 1260 kc, 1 kw daytime. Post office address Baxley, Ga. Estimated construction cost $18,900, first year operating cost $18,000, revenue $30,000. Mr. O'Quinn is general manager and 25% stockholder of local department store. Filed June 28.

Winnemucca, Nev.—Northwest Radio & Tv Corp. 1400 kc, 250 w unlimited. Post office address P.O. Box 387. Estimated construction cost $11,000, first year operating cost $33,000, revenue $36,000. Principals include President **Lester W. Pearce** (18.5%), C.A.A. employe; Vice President **John R. Duarte** (14.8%), Winnemucca chief of police; Secretary-Treasurer **Henry E. Ruckteschler** (18.5%), oil distributor, and **Rudolph Schwartz** (14.8%), ranching. Filed June 24.

Chattanooga, Tenn.—Greenwood Bcstg. Co. (WABG Greenwood, Miss.), 600 kc, 1 kw daytime. B•T erroneously listed this application as a grant on May 24.

Port Lavaca, Tex.—E. J. & W. J. Harpole d/b as Uvalde Bcstrs. 1560 kc, 500 w daytime. Post office address % Edward J. Harpole, Box 758, Uvalde, Tex. Estimated construction cost $17,000, first year operating cost $25,000, revenue $30,000. Principals include **Edward J. Harpole** (50%), general manager-50% owner KVOU Uvalde, Tex., and president-50% owner KVOZ Laredo, Tex., and **W. J. Harpole** (50%), 50% owner KVOU, vice president-39% owner KVOZ, 26.6% owner KVWO Cheyenne, Wyo., and president-66.6% owner KVOP Plainview, Tex. Filed July 1.

Salt Lake City, Utah—William W. Phillips. 860 kc, 1 kw daytime. Post office address 1379 Blaine Ave. Estimated construction cost $26,140, first year operating cost $29,000, revenue $38,500. Mr. Phillips is former radio parts distributor. Filed June 28.

APPLICATIONS AMENDED

Dunneville, Calif.—Grant R. Wrathall amends bid for new am station on 1290 kc, 1 kw daytime, to change studio and station location to San Felipe, Calif., and to change transmitter location to Hwy. 152 at Lovers Lane, San Felipe. Filed July 2.

El Cajon, Calif.—Babcock Bcstg. Corp. amends bid for new am station on 910 kc, 1 kw night, 5 kw daytime, unlimited, directional day and night to specify 1 kw daytime. Filed July 2.

Cleveland, Tenn.—J. A. Gallimore tr/as Radio Cleveland amends bid for new am station on 960 kc, 500 w daytime to specify 1420 kc. Filed July 2.

Existing Am Stations . . .

ACTIONS BY FCC

WTAQ LaGrange, Ill.—The LaGrange Bcstg. Co. granted CP to change from 500 w day to 500 w unlimited, directional night on 1300 kc. Granted July 7.

KJAN Atlantic, Iowa—Nishna Valley Bcstg. Co. granted authority to sign on at 6 a.m. and sign off at 6:30 p.m. for period ending Aug. 31. Granted June 30; announced July 7.

WACR Columbus, Miss.—J. W. Furr granted CP to change from 250 w day to 1 kw day on 1050 kc. Granted July 7.

WKMT Kings Mountain, N. C.—Southern Radiocasting Co. granted CP to change from 500 w day to 1 kw day on 1220 kc. Granted July 7.

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See pages 87, 88 & 89

WCKM Martinsburg, Pa.—Kensinger & Mereth granted modification of CP to change location from Martinsburg to Roaring Springs. Granted July 7.

KRWC Forest Grove, Ore.—Irving V. Schmidtke granted CP to change from 250 w day to 1 kw day on 1570 kc. Granted July 7.

KDSX Denison, Tex.—KDSX Inc. granted application to change identification to Denison-Sherman, Tex. Granted July 7.

New Fm Stations . . .

ACTIONS BY FCC

San Diego, Calif.—KSON Bcstrs. granted CP for new Class B fm station on ch. 268 (101.5 mc); ERP 11 kw; antenna height above average terrain 16 ft. Granted July 7.

Cleveland, Ohio—Civic Bcstrs. Inc. granted CP for new Class B fm station on ch. 271 (102.1 mc); ERP 9.4 kw; antenna height above average terrain 120 ft. Granted July 7.

Existing Fm Stations . . .

ACTIONS BY FCC

WPRK (FM) Winter Park, Fla.—Rollins College granted CP to change ERP to 330 w; change studio and transmitter location to Rollins College Campus at Mills Library on Holt Ave. Granted July 1; announced July 7.

WMUB (FM) Oxford, Ohio—Miami U. granted CP to change transmitter and studio location to Harrison Hall, College Campus. Granted July 1; announced July 7.

Ownership Changes . . .

ACTIONS BY FCC

KBUC Corona, Calif.—Radio Bcstg. Inc. granted voluntary transfer of control to Henry Fritzen through sale of 70% interest for $12,117. Mr. Fritzen is president-70% owner KALI Pasadena, Calif., and owner of advertising agencies. Granted July 7.

KGB San Diego, Calif.—General Teleradio Inc. granted voluntary assignment of license to Marion R. Harris for basic rental of $27,500 per year with option to purchase. Mr. Harris is general manager KGB. Granted July 1.

KPIX (TV) San Francisco, Calif.—KPIX Inc. granted voluntary transfer of control to Westinghouse Electric Corp. through sale of all stock by Wesley I. Dumm, R. C. D. Bell, Franklin Dumm, Philip G. Laskey, George Hughes, and The Associated Bcstrs. Inc. (KFSO San Francisco). Associated Bcstrs., owned by Wesley Dumm, sells its 71% interest for 81,775 shares of Westinghouse common stock, par value of $12.50 per share. Remaining four stockholders sell their 29% interest for $435,000 and 24,536 shares of common stock. Stock and cash transaction has total value of about $7,664,141. Granted July 2.

WICH Norwich, Conn.—Eastern Conn. Bcstg. Co. granted involuntary transfer of control to Terese Lasser, executrix of the estate of J. K. Lasser (100%), deceased. Granted June 30, announced July 7.

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc. granted acquisition of positive control of ch. 12 permittee by James Robert Meachem through purchase of 150,000 shares of stock for WEAT-AM. Mr. Meachem formerly owned 20.36% interest and will now own 50.58%. Granted July 7.

WEAT Lake Worth, Fla. — James Robert Meachem granted voluntary assignment of license to WEAT-TV West Palm Beach, permittee of vhf ch. 12 there, for 150,000 shares, valued at $150,000, in the tv venture. Mr. Meachem agrees to assume $20,000 liabilities of WEAT-TV. Granted July 7.

WPIN St. Petersburg, Fla.—Fla. W. Coast Bcstrs. Inc. granted voluntary acquisition of control by Arthur Mundorff through retirement to the treasury of 275 shares of stock by John M. Phillips. Granted June 28; announced July 7.

WJPF Herrin, Ill.—Orville W. Lyerla granted voluntary assignment of license to Egyptian Bcstg. Co. "Voice of Egypt." No consideration involved as Mr. Lyerla retains 99.6% interest. Granted June 29; announced July 7.

KTAG-TV Lake Charles, La.—KTAG-TV Inc. granted transfer of control to Warren Berwick, Harold Knox and R. B. McCall Jr. through stock redistribution and debenture reapportionment. Granted July 2; announced July 7.

KGHL Billings, Mont.—Northwestern Industries Inc. granted voluntary assignment of license to Midland Empire Bcstg. Co. for $270,000. Principals include President **P. N. Fortin** (50%); Vice President-Treasurer **Warren J. Hancock** (25%), and **Kenneth L. Hancock** (24.8%); all are associated in oil and gas production. Granted July 7.

WIFM-AM-FM Elkin, N. C.—James B. Childress granted voluntary assignment of license to Tri-County Bcstg. Co. for $35,000. Principals include President **Harvey F. Laffoon** (⅓), publisher *Elkin Tribune*, Elkin, N. C.; Vice President **Ed M. Anderson** (⅓), president-majority stockholder WBBO-AM-FM Forest City, WPNF Brevard, and vice president-25% stockholder WBRM Marion, owner *Skyland Post*, West Jefferson, *Alleghany News*, Sparta, and *Transylvania Times*, Brevard, all in N. C.; and Secretary-Treasurer **W. P. Erwin** (⅓), president-general manager-50.25% owner WBRM. Granted July 7.

WHBQ-AM-TV Memphis, Tenn.—Harding College granted voluntary assignment of license to General Teleradio Inc. for $600,000 basic rent and $20,000 for first 136 months and $3,614 for next 44 months. This is contingent on grant of assignment of KGB San Diego. General Teleradio owns WNAC-AM-FM-TV Boston, Mass.; WEAM Providence, R. I.; WOR-AM-FM-TV New York; KHJ-AM-FM-TV Hollywood, Calif.; KFRC San Francisco, and 55% stockholder WGTH-AM-TV Hartford, Conn. Granted July 1.

WHAP Hopewell, Va.—Hopewell Bcstg. Co. granted voluntary transfer of control to Southern Va. Bcstg. Corp. through sale of all stock for $38,000. Southern Va. Bcstg. is licensee of WSVS-AM-FM Crewe, Va. Principals include President **C. S. Willis** (11%); Treasurer **E. M. Schaubach** (7.5%); **J. P. Quisenberry** (10.9%), and **W. L. Willis** (21.3%). Granted July 7.

APPLICATIONS

KXOC Chico, Calif.—KXOC Inc. seeks voluntary transfer of control to Broadmoor Bcstg. Corp. through sale of all stock for $150,000 and assumption of obligations for appproximately $20,000. Principals include **Harold T. Gibney**, free lance radio-tv announcer and performer. Filed June 29.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. seeks transfer of control of permittee corporation to Harry W. McCart and Ashley L. Robison through sale by Frank W. Hurd of 37½% interest for $84,750. Messrs. McCart and Robison will now own 50% each. Filed June 28.

KISJ (TV) Pocatello, Idaho—Tribune Journal Co. seeks assignment of CP for ch. 6 to Eastern Idaho Bcstg. and Tv Co. (KWIK-AM-TV). There is oral agreement involving am equipment and other matters. KWIK will drop permit for its vhf ch. 10 facility. Principals include President **James M. Brady**; Vice President **Edwin F. McDermott** (8⅓%); Secretary-Treasurer **Frank C. Carman** (12½%); **Grant R. Wrathall** (12½%), and **J. Robb Brady Trust Co.** (41⅔%) Filed June 28.

KRCO Prineville, Ore.—Radio Central Oregon seeks voluntary acquisition of negative control by N. A. Miksche through sale of ⅓ interest by Lucile M. Kelly. Mr. Miksche will now own 50% interest. Filed July 1.

KTSA-AM-FM San Antonio, Tex.—Sunshine Bcstg. Co. seeks transfer of control to O. R. Mitchell Motors for $175,000. Mitchell Motors has Dodge-Plymouth dealership in Southwest. Principals include President **O. R. Mitchell** (88.7%); Vice President **I. R. Moore** (10.7%); Secretary-Treasurer **L. Rynning** (0.3%), and **Patricia Jean Mitchell** (0.3%). Sale is contingent on KGBS-AM-TV San Antonio transfer. Filed June 28.

KGBS-AM-TV San Antonio, Tex.—San Antonio Bcstg. Co. seeks voluntary transfer of control to Express Publishing Co. through sale of all stock for $3.5 million. Express Pub. Co. publishes the *San Antonio Express*, and is owner of KTSA-AM-FM there. KTSA is being sold contingent on grant of this transfer. Principals include President **Frank G. Huntress Jr.** (18.1%), Vice President **Mrs. Carrie S. Frost** (11.4%); **Mrs. Millard Wood Hazzard** (14%); **Mrs Jane G. Dabney** (11.4%), and **George W. Brackenridge Estate** (33.3%). Filed June 28.

Hearing Cases . . .

INITIAL DECISION

Biloxi, Miss.—New tv, vhf ch. 13. FCC Hearing Examiner Harold L. Schilz issued initial decision looking toward grant of the application of Radio Associates Inc. for new tv station on ch. 13 in Biloxi, Miss. and denial of competing application of WLOX. Action July 7.

OTHER ACTIONS

Hartselle, Ala., Douglas, Atlanta, Ga.—FCC by memorandum opinion and order deleted issue No. 6 with reference to blanketing in the hearing designation order of Aug. 12, 1953; added 4 issues; made WMTS Murfreesboro, Tenn., a party, and denied petitions in other respects. Proceeding involves applications of Dorsey Eugene Newman to construct new station in Hartselle, Ala., to operate on 860 kc, 250 w, D; WERD Atlanta, Ga.,

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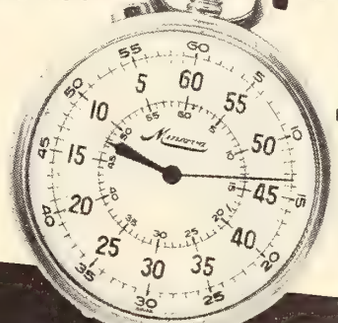
Yes, speaking of power, WERH has the most powerful signal in these parts. Folks are eager listeners to its entertainment loaded programs. So you'll capture all of Northwest Alabama and Northeast Mississippi with the most powerful station, WERH.

WERH: putting out a signal that pulls in the sales.

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National Representative: Hil F. Best Co.

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GATES-QUINCY, ILL. 123 Hampshire St. Tel. 8202

to increase power on same frequency from 1 kw, D, to 10 kw, D, DA; and WDMG Douglas, Ga., to increase power on same frequency from 1 kw, D, to 5 kw, D. Action July 1.

Broadcast Application Forms Revised—By order, the Commission revised the following broadcast application forms to bring them up-to-date and to clarify some of the questions asked therein: FCC Form 301—"Application for Authority to Construct a New Broadcast Station or to Make Changes in an Existing Broadcast Station"; FCC Form 303—"Application for Renewal of Broadcast Station License"; FCC Form 314—"Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License"; and FCC Form 315—"Application for Consent to Transfer of Control of Corporation Holding Radio Broadcast Station Construction Permit or License". Action July 1.

Indianapolis, Ind.—Vhf ch. 13 contest. FCC by memorandum opinion and order, denied petitions of WIBC Inc., and Indianapolis Bcstg. Inc., requesting enlargement of the issues to include the financial qualifications of Mid-West T.V. Corp.: by separate orders, denied a petition by Mid-West to enlarge the issues to determine the availability of proposed transmitter locations of Indianapolis and Crosley Bcstg. Corp., and proposed transmitter and studio locations of WIBC, and another petition by Mid-West requesting that Indianapolis and WIBC be required to elect which one of their applications should be prosecuted. Action July 1.

Muscogee Bcstg. Co., Columbus, Ga.; J. C. Henderson, Talbotton, Ga.; Georgia Ra-Tel Inc., Manchester, Ga.—FCC designated for consolidated hearing applications for new am stations to operate with 1 kw D, Muscogee and Henderson on 1580 kc and Georgia Ra-Tel on 1570 kc. Comr. Hennock absent. Action July 2.

WCMI Ashland, Ky., WSAL Logansport, Ind.—FCC by memorandum opinion and order dismissed, because they propose operations not provided for in the rules, applications of WCMI Ashland, Ky. (1340 kc, 250 w, U) to operate a synchronous amplifier in Huntington, W. Va. and of WSAL Logansport, Ind. (1230 kc, 250 w, U) to operate a synchronous amplifier and install main studio in Peru, Ind. Action July 1.

Central City, Ky.—FCC ordered that issues in the proceeding involving competing applications by Central City-Greenville Bcstg. Co. and Muhlenberg Bcstg. Co. for new am station on 1380 kc in Central City, Ky., may be enlarged by the examiner, on his own motion or on proper petition, to include a determination of financial qualifications. Action July 2.

Grand Rapids, Mich.—Uhf ch. 23 proceeding. FCC Comr. Robert E. Lee granted petition of Music Bcstg. Co. only insofar as it requests dismissal of its application for ch. 23, and said application was dismissed with prejudice. Retained in hearing application of Peninsular Bcstg. Co. Action July 2.

Muskegon, Mich.—Uhf ch. 35 protest. The Commission announced its decision of June 30, denying protest of Music Bcstg. Co., Grand Rapids, Mich., directed against the grant on Dec. 23, 1952 of the application of Versluis Radio and Television Inc., for new tv station in Muskegon, Mich. on ch. 35 with ERP of 269 kw visual, 137 kw aural, antenna 972 ft. and granted application for mod. of said CP to change power, etc., and confirmed the CP granted Dec. 23, 1952, as mod., with engineering conditions to be met prior to issuance of program test authorization. Action July 6.

WCBI Columbus, Miss.—FCC by order, granted petition of WCBI Columbus, Miss., to add a service determination issue in the proceeding in re WCBI's request to change facilities from 1340 kc, 250 w, U, to 550 kc, 1 kw-N, 5 kw-LS, U, DA. Action July 2.

St. Louis, Mo.—Vhf ch. 11 contest. FCC by memorandum opinions and orders, (1) denied motions by Columbia Bcstg. System Inc., and St. Louis Telecast Inc., to enlarge issues; (2) denied petitions by CBS and 220 Television Inc., for rejection of Broadcast House amendments; (3) denied petitions of CBS and 220 Television for enlargement of issues; and (4) granted petition of Broadcast House to add 307 (b) issue, but denied requests of CBS and 220 Television with respect to comparative coverage as set forth in their replies to Broadcast House.

By separate orders, (1) denied petition of St. Louis Amusement Co. to dismiss application of 220 Television; (2) denied petition of St. Louis Amusement Co. to dismiss the CBS application; and (3) denied motion of CBS to delete issues "1" and "2" and to add issues concerning financial and legal qualifications of St. Louis Telecast. Action July 2.

Buffalo, N. Y.—Vhf ch. 7 contest. By order, granted petitions of Great Lakes Television Inc. and Greater Erie Bcstg. Co. filed April 13 and 14, respectively, for enlargement of the issues in proceeding re ch. 7 at Buffalo, N. Y., to include a determination of the financial qualifications of WKBW-TV Inc. Action July 2.

Buffalo, N. Y.—Vhf ch. 7 contest. FCC by order, granted petition filed April 14, by WKBW-TV Inc., to the extent only of enlarging the issues in the proceeding for ch. 7 in Buffalo, N. Y., to include a determination of the financial qualifications of Greater Erie Bcstg. Co. Action July 1.

Latrobe, Pa.—By memorandum opinion and order, granted petitions by the Chief Broadcast Bureau and of Central Bcstg. Co. licensee of station WARD Johnstown, Pa., to amend the issues in re application of Latrobe Bcstrs., Latrobe, Pa., for new am station on 1480 kc, 500 w, D, and amended order of March 11, 1953, to include determination whether the proposed operation would involve objectionable interference with station WARD. Also ordered further hearing to commence August 2, and made WARD a party. Action July 2.

Memphis, Tenn. Vhf ch. 3 contest. FCC by memorandum opinion and order, denied Feb. 4, petition of WREC Bcstg. Service, applicant for tv ch. 3 at Memphis, Tenn., seeking to reverse a ruling of the examiner on matter to be relied on or, in the alternative, to enlarge issues with respect to technical qualifications of WMPS Inc. Action July 2.

Chattanooga, Tenn., Greenwood Bcstg. Co.; Murphy, N. C., Cherokee Bcstg. Co.—Designated for consolidated hearing applications for new am stations to operate on 600 kc, 1 kw, D. Comr. Hennock absent. Action July 7.

Milan, Tenn., West Tennessee Bcstg. Co.—FCC designated for hearing application for new am station to operate on 1150 kc, 500 w, D; made WGGH Marion, Ill., party to proceeding. Comr. Hennock absent. Action July 7.

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—FCC designated for hearing application to increase daytime power on 1010 kc from 1 kw to 5 kw (operates 500 w. N); made KRVN Lexington, Neb., and KIND Independence, Kan., parties to proceeding. Comr. Hennock absent. Action July 7.

Clarksburg, W. Va.—Vhf ch. 12 grant. The Commission announced its decision of June 30 making effective immediately grant made Feb. 17 to the Ohio Valley Bcstg. Co. of CP for new tv station on ch. 12 in Clarksburg, W. Va., which had been postponed on April 15, pending determination of a protest filed March 19 by Clarksburg Pub. Co. Oral argument was held on May 17. Action July 2.

Routine Roundup . . .

July 2 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Portland, Ore., Westinghouse Radio Stations Inc., Portland Tv Inc., North Pacific Tv Inc., Cascade Tv Co.—Granted petition of Portland Tv Inc. for extension of time to and including Aug. 12 within which to file exceptions to initial decision in re proceeding for ch. 8 (Dockets 913 et al.).

Chief Broadcast Bureau—Granted petition fo extension of time to and including July 6 withi which to file exceptions to initial decision in r proceeding for ch. 8 (Dockets 10537-38), in Peters burg, Va.

By Hearing Examiner Harold L. Schilz

Chief Broadcast Bureau—Granted petition fo consideration and accepted proposed partial find ings filed on June 24 in proceeding re Radio As sociates Inc. and WLOX for ch. 13 in Biloxi, Mis (Dockets 10844-45).

By Hearing Examiner Herbert Sharfman

Issued an Order which shall govern the cours of hearing in re proceeding re Zenith Radio Cor and WBBM-TV for ch. 2 in Chicago (Dockets 891 et al.). Testimony will start Oct. 4.

By Hearing Examiner James D. Cunningham

Gave notice of a hearing conference to com mence on July 19 in proceeding in re am applica tions of Dorsey Eugene Newman, Hartselle, Ala et al. (Dockets 10638 et al.) (Action of 6/29).

Ordered that the time for filing and exchangin information in the proceeding re Matheson Radi Co., et al. for ch. 5 in Boston, Mass. (Docket 8739 et al.), and for submitting points of reliance is continued to a date which will be specified b subsequent order (Action of 6/24).

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—On re quest of applicant, postponed from July 1 t July 29 the date for taking oral testimony in r application for ch. 5 (Docket 10965).

By Hearing Examiner Elizabeth C. Smith

WCUE Akron, Ohio, Akron Bcstg. Corp.—O motion by applicant, continued from July 1 t July 22 the hearing in re (Docket 10851). At tha time the taking of testimony will commence an all parties will be expected to be ready to pro ceed with expeditious presentation of evidence

By Hearing Examiner H. Gifford Irion

Corpus Christi, Tex., Superior Television Inc.— Granted petition for extension of time withi which to file rebuttal proposed findings in r proceeding for ch. 10 (Dockets 10556 et al.), an ordered that the final date for the filing of suc rebuttal findings is extended from June 29 t July 27.

By Hearing Examiner Thomas H. Donahue

Wichita Falls, Tex., White Radio Co.; Lawton Okla., Lawton Bcstg. Co., Progressive Bcstg. Co—On the Examiner's own motion, continued hear ing scheduled for July 9 to Aug. 6, in proceedin re am construction permits (Dockets 10719 e al.).

By Hearing Examiner J. B. Bond

Denied petition of Anthony Wayne Tv Corp Toledo, Ohio, for indefinite postponement o dates for filing prehearing material in proceedin re ch. 11 (Dockets 11084 et al.); and ordered tha the time for filing of information material speci fied in McFarland letters, be extended to and in cluding July 15.

By Hearing Examiner Elizabeth C. Smith

Peoria, Ill., WMBD Inc., WIRL Tv Co.—Grante joint petition for corrections to the transcript i proceeding re ch. 8 (Dockets 10541-42).

July 6 Applications

ACCEPTED FOR FILING

Modification of License

WAMS Wilmington, Del., Wilmington Tri-Stat Bcstg. Co.—Mod. of license to change name o licensee to Rollins Bcstg. of Delaware Inc. (BML 1589).

KFRM Kansas City, Mo., WHB Bcstg. Co.—Mod of license to change name of licensee to KMB Bcstg. Co. (BML-1590).

KMBC Kansas City, Mo., WHB Bcstg. Co.—Moc of license to change name of licensee to KMB Bcstg. Co. (BML-1590).

License for CP

KCBH (FM) Beverly Hills, Calif., A. A. Crawford—License to cover CP (BPH-1841) as mod which authorized new fm station (BLH-979).

WBUT-FM Butler, Pa., J. Patrick Beacom—License to cover CP (BPH-1898) which author ized new fm station (BLH-978).

WTVJ (TV) Miami, Fla., WTVJ Inc.—Licens to cover CP (BPCT-868) as mod. which autl changes in facilities of existing tv station & t change studio location to 310 North Miami Ave Miami, Fla. (BLCT-208 resubmitted).

Modification of CP

WHOA San Juan, P. R., Continental Bcstg Corp.—Mod. of CP (BP-8559) as mod., whic authorized new standard broadcast station, fo extension of completion date (BMP-6567).

WTVQ (TV) Pittsburgh, Pa., Golden Triangl Tv Corp.—Mod. of CP (BPCT-1417) as mod., whic auth. new tv station for extension completio date (BMPCT-2247).

(Continued on page 125)

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Help Wanted

Managerial

Mississippi daytime indie wants manager with strong sales experience and managerial ability. No dreamers, drifters, artiste. Begin salary $85.00 week plus override and car expense. Good living conditions. Send resume of experience—personal background—photo. Box 644D, B•T.

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Manager experienced in personnel. sales, all phases for small isolated. single market station. $400.00 monthly, plus percentage. Box 911D, B•T.

Practical man to be director of operations for both radio and tv for Mutual radio and NBC in midwestern city. Must be experienced in both fields. Box 948D, B•T.

Are you this man? Progressive, dependable, sales minded. and active manager for indie in market of 250,000. Must have good record and available soon. Letter and details to Box 954D, B•T.

Commercial manager for new Pontiac, Michigan, full-time radio station WPON. Must be able to assume complete responsibility. Send letter and photo. Give experience, references, income requirements. All replies held strictly confidential. No phone calls please. Interviews later. Address replies to Mr. O. W. Myers, Gerity Broadcasting Co., 2982 Treat Road, Adrian, Michigan.

Salesmen

A central Pennsylvania radio station with tv operation soon to begin, needs an aggressive, hard-hitting salesman who can become part of an organization that has plenty of broadcasting know-how. The man we want has the ability to handle top local accounts, develop "package sales" and give merchandising assistance to clients. Compensation is commensurate with ability to produce . . . the sky's the limit. Excellent list of basic accounts ready to turn over to the right man. Give full details in letter with photo. Box 814D, B•T.

Good combination salesman-sports announcer for Texas local. Will rate $100.00 per week salary. Box 926D, B•T.

Account executive. Radio, television station promotion work with foremost corporation in field. (Not phone pitch deal.) Steady year 'round work, immediate high earnings, unlimited opportunities for experienced salesman with own automobile and free to travel. Openings in southern, midwest and west coast territories. Box 931D, B•T.

Local sales director with proven productive record to supervise both radio and tv local sales on 5 kw Mutual radio and NBC-TV in midwest. Salary commensurate with experience and ability. Send full resume of experience, personal background, salary desired and photo. Personal interview will be granted. Box 946D, B•T.

Times salesman. Salary plus commission. Good market. ABC network. Texas. Box 956D, B•T.

Here is a fine opportunity for a good radio and television salesman in a rich midwestern market. Tv station has four network affiliations; radio has top network affiliation. Possibility for right man to work into sales manager position. Apply KELO-AM-TV, Sioux Falls, South Dakota.

Unlimited opportunity for good salesman who knows radio. Send full data including tape to KFRD, Rosenberg, Texas.

Help Wanted—(Cont'd)

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

An experienced salesman who is willing to work can locate in garden spot of South Carolina with an aggressive full-time station increasing power to 5 kw within 30 days. Position offers generous draw against 15% commission with large list of active accounts plus profit sharing, paid vacation, and ideal living conditions. If you earn $5,000 a year or more and want to improve yourself, contact WDIX, Orangeburg, South Carolina.

WFAR, Farrell, Pa., target date mid-August, has commercial manager opening.

Salesman. Will pay straight salary and liberal annual bonus to the right family man. Write WFKY, Frankfort, Kentucky.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Interested in good live hillbilly disc jockey, one who is ad-lib salesman and has full work knowledge of hillbilly and folk music records. Station in good market for this type of work. Box 920D, B•T.

Experienced announcer. Prefer 1st phone. Montana. Permanent. Good salary. Box 928D, B•T.

Want dependable staff announcer. Send resume. ABC network. Texas. Box 957D, B•T.

KOA-Radio wants top RFD to ride herd on station's extensive farm service programming. West or midwest agriculture background necessary. All replies confidential. Contact Jim Atkins, KOA, Denver.

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Combination man . . . announcer and play-by-play sports for football and basketball. No summer play-by-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Announcer-salesman. Unusual opportunity for young, aggressive, personable man with good radio background. Ample air time, plus incentive sales program with five year old station. Paid vacations, medical benefits, etc. Resume to Valley Broadcasting Corp., P. O. Box 507, Holyoke, Mass.

Technical

Engineers and operators for tv and am station located in large midwest city. Please supply education, experience and snapshot. Reply Box 789D, B•T.

Chief engineer-announcer—proficient at both, 1 kw full-time independent. Salary open. Wire collect, Program Director, KGBC, Galveston, Texas.

Wanted transmitter operator with first phone license, preferably from the northwest. Car necessary. Contact John Gort, KOPR and KOPR-TV, Hotel Finlen, Butte, Montana.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

Help Wanted—(Cont'd)

Chief engineer-announcer. Permanent position, good future for right man. Must be sober, conscientious, dependable. 1 kw daytime, excellent facilities. Send audition tape, picture, qualifications. KVSA, McGehee, Arkansas.

Chief engineer opening. 5 kw daytime station. Best references required. Write or wire or call manager, WKIN, Kingspoint, Tennessee.

Exceptional opportunity for fully qualified engineer to assume position of chief engineer with five year old aggressive station about to build new plant and go remote control. Paid vacations, medical benefits, etc. Resume and references, Valley Broadcasting Corp., P. O. Box 507, Holyoke, Mass.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Copywriter—250 watter—90 miles from New York. Box 938D, B•T.

Opportunity male copywriter with announcing experience. Submit samples. Texas. Box 955D, B•T.

Music librarian—Experienced with transcriptions and records. Duties include programming recorded music for radio and television station. Starting salary $300-$350 per month. Give experience. Box 966D, B•T.

Girl with executive ability. Experienced in traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic dept. Starting salary $350-$400 per month. Give experience, include photo. Box 967D, B•T.

Program director for new Pontiac, Michigan, full-time radio station WPON. Must know competitive market programming. Send letter and photo. Give experience, references and income requirements. All replies held strictly confidential. No phone calls please. Interviews later. Address replies to Mr. O. W. Myers, Gerity Broadcasting Co., 2982 Treat Road, Adrian, Michigan.

Television

Help Wanted

WTVD, channel 11, Durham, starting commercial operation September 2, NBC basic and ABC needs experienced personnel for the following positions: Producer-directors, announcers, continuity writers, traffic, engineers. Send complete resume of experience, include salary requirements and personal qualifications with photo. Also state when available. Send to: Ernie Greup, Program Director, WTVD, P. O. Box 2009, Durham, North Carolina.

Salesmen

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcer

Wanted at once, experienced sportsman for tv sportscast. Am play-by-play. Contact Len Anderson, WKBH-WKBT, LaCrosse, Wisconsin. Live wire deal for the right man.

Production-Programming, Others

Film assistant—for expediting and general office detail work with television commercial film producer. General knowledge of film, opticals, etc., desired as well as capacity for hard work and attention to details. Excellent opportunity with progressive, well established organization. State age, experience, salary. Box 939D, B•T.

NBC-TV midwest station needs executive producer. Wonderful experience for right man with a growing organization. Send complete details, including experience, background, salary expected and photo. Box 947D, B•T.

Help Wanted—(Cont'd)

tv program manager with experience, imagination and executive ability for growing uhf station in the east. We want a perfectionist who knows and insists on good operation. Replies confidential. Give experience and references. Box 958D, B•T.

Situations Wanted

Managerial

Wanted: To manage or lease your station. Results actual—not a dream. For full details write Box 912D, B•T.

Sales manager-general manager am-tv. Having sold my own network 1st 50 market station I'm now satisfactorily employed same capacity; but not happily. You check my productive eighteen year industry record. In return I seek one ownership employment. Confidential. Box 961D, B•T.

Salesmen

Experienced radio tv salesman-announcer available on short notice. Box 921D, B•T.

Radio salesman. Immediate availability, radio-tv. Excellent references. Phone 9-1937, Greenwood, South Carolina.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Permanent Position wanted. Experienced announcer-salesman. Copy writing experience, assistant PD, newscasting and personality DJ. Box 745D, B•T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 770D, B•T.

Ohio-Pa.-Mich. station attention. DJ—5 years experience available immediately. Smooth, professional delivery, proven audience builder. College grad, married. Experience, programming, promotion. Will come for personal interview. Phone collect Canton, Ohio, 6-8396 or write Box 824D, for tape, photo.

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

Experienced announcer, seeking security. Presently employed. Box 883D, B•T.

Sportscaster—Experienced all types play-by-play. Have first phone-combo experience. Want to concentrate on sports with engineering or announcing secondary. Box 884D, B•T.

Newswriter, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 899D, B•T.

Four years experience announcing, program director. Married, 25, college grad, NBC school, veteran. Need position offering advancement. Box 925D, B•T.

Sports director and/or commercial manager. Fully experienced all phases of both positions. Full details on request. Presently employed. Box 927D, B•T. Prefer north or west.

News, sports editor—experienced—some DJ and tv. Harvard. Good appearance. Now living Miami. Prefer Florida or south. Box 930D, B•T.

Announcer-first phone. Seeking position near New York City. BA degree, fully experienced staff man. Box 932D, B•T.

Disc jockey, newscaster, sportscaster. Outstanding, experienced in all three. Good voice. Married. Draft exempt. This is your opportunity for good announcer. Box 933D, B•T.

Top-notch hillbilly DJ—6 years. Can pitch. Draft exempt. Married, car, good references. Write copy, also news. Operate board—lazy, crazy, but sober. Box 935D, B•T.

Announcer, two years experience, all types programs. Tape on request. Box 936D, B•T.

Announcer—desires relocation in east. Now employed at 5000 watt am, fm, tv, in midwest. Will answer all replies. Box 941D, B•T.

Situations Wanted (Cont'd)

Sports director—network calibre all sports. Excellent recommendations. Eight years radio-television. News-special events. 1,500,000 market. Station failure. Box 944D, B•T.

Ambitious, creative, sober, steady. 2 years announcing experience. 5 years MC-stage production. Working knowledge tv. Desire any am-tv work leading to production. Box 952D, B•T.

Negro announcer, friendly voice, emphasis news, commercials, popular music, control board operation. Box 959D, B•T.

Announcer-engineer, 5 years experience. Disc, talent shows, football, baseball, sports direction. Northeast preferred. Family. Box 960D, B•T.

Congenial, sober, reliable. Age 30, 15 years experience. Specialize hillbilly, pops, news. $75 minimum. 969D, B•T.

Eight years in radio-tv as staff announcer and accordionist. Dee jay, news and continuity. As accordionist—any style music. Ambition. Married, age 32. Bob Barry, 303 Belmont Ct., Burlington, Iowa.

Recent graduate Midwestern School Radio Technique. Versatile, all office details; all phases of radio and tv. Announcing, salesman, copy-writer, continuity, DJ. No experience, willing to learn. Chicago area preferred. Carolyn Butler, 11827 S. Lowe Avenue, Chicago. Commodore 4-6739.

Announcer, veteran, college graduate, single, 26, will travel, three months experience. Bill McGrath, % Mosca, UL-3-0112, 403 E. 3rd Street, Brooklyn 18, N. Y.

Announcer, DJ. Experienced on 5 kw—interested in up and coming station. No clock watcher—music my specialty. Dave Millan, 14662 Wisconsin, Detroit 38, Michigan.

Here I am again—announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting School. Has car, will travel. Single. Audition disc available. George Pochos, 215 East 153rd Street, Harvey, Illinois.

Negro, jive-spirituals, light experience, tape, references. Buddy "Hotshot" Redd, 107 Princeton, Hempstead, N. Y.

Technical

Supervising engineer—Am directional and non-directional, fm and tv transmtiter operating and maintenance, studio tv and audio maintenance, 8 years experience, employed, married, veteran. US and foreign service considered. Bov 918D, B•T.

Am engineer, xmtr, studio control, recording, presently employed. Permanent only. Box 942D, B•T.

Qualified chief engineer-top flight combo announcer 13 years experience, seeking similar assignment California or southwest. Versatile. Precision smooth board operator experience as program director. Experienced complete station installation, unattended remote control, maintenance, directional systems. References. Available two weeks notice. Box 945D, B•T.

First phone and telegraph. Former marine operator willing to work hard to learn broadcast or television. Will relocate. Box 963D, B•T.

AF vet, radar mechanic, 1st phone, graduate, no experience, wages secondary, prefer east coast. Write Fred Jacobs, Goldsborough Apt. 386, Bayonne, N. J.

Production-Programming, Others

Program director: 10 years experience, 5 as program director. Family man, age 27. Desire position as program director or producer in metropolitan radio or tv station. Available August 1st. Box 865D, B•T.

Film editor, year experience. Young, vet, single, will travel. Box 872D, B•T.

Program-sports director: Hypo your profits economically! Salable programming, production, play-by-play sports. 7 years; $100 plus talent. Box 913D, B•T.

Sharp 1954 journalism graduate desires newsroom or general copywriting position. Can announce. Excellent recommendations. Married, veteran. Prefer west coast. Box 922D, B•T.

Situations Wanted (Cont'd)

Experienced newsman, staff announcer; sports know-how. Journalism degree—broadcasting school graduate. Good voice, veteran. Third ticket. Southern station preferred. Box 934D, B•T. Phone EMerson 2-0149, Washington, D. C.

South-southwestern stations. Fully experienced programming, staff and sports announcing. Interested good pay metropolitan announcing or small market programming, managerial. College education, family. Box 950D, B•T.

Program director-news director. 35, mature, family, college graduate, ex-Army officer. Excellent background station administration and operation. Desire change. Presently employed 1kw in midwest. Resume, tape, photo on request. Available 1, 2 week notice. Box 951D, B•T.

Television

Situations Wanted

Salesmen

Salesman: Eight years selling executives food and publication fields. Fordham evening college graduate. Majoring in English literature and television. Theatre experience backstage at Blackfriars and Sea Cliff Summer Theatre. Desires position combining sales and production. Single, 30, disabled veteran, own car. Will relocate anywhere. $75.00 per week, salary or draw. Available August 15, 1954. Box 916D, B•T.

Announcers

Consider this—9 years—radio, television, films, professional theatre—Age 28—Excellent appearance. Operate all tv, radio equipment. Past 14 months announcer on metropolitan tv station—California inclined. Prefer tv, settle for good radio job. Box 923D, B•T.

Experienced sportscaster, news editor, announcer, MC. 8 years. All play-by-play sports. Top air and camera salesman. Box 929D, B•T.

Technical

1st phone, recently returned from overseas, desires position with tv station. One year experience tv transmitter major network key station, also am and fm. Can announce if necessary. Prefer New England but will consider all locations. Box 914D, B•T.

Tv engineer, xmtr, camera, switcher, microwave relay. No vacation reliefs. Box 943D, B•T.

Production-Programming, Others

Young journalism graduate desires opportunity in television copy-service. Five years radio writing, sales, commercial managership background. Employed. Prefer temperate climate. Box 917D, B•T.

(Continued on next page)

STOP . . . LOOK . . . LISTEN . . .

TO THESE RESULTS

A Florida Publisher Writes:

". . . My use of BROADCASTING • TELECASTING Magazine classified ads over a period of five months has sold 422 copies of our new Speakers Dictionary to radio and television stations throughout the U.S.A., Canada, Puerto Rico and the Hawaiian Islands. I know this result was through BROADCASTING • TELECASTING because my appeal to radio and television stations was only advertised in B•T . . . Sales are still coming in.

(signed)
Rod Arkell,
Sebring, Fla.

B•T can do the same for you. When do we start?

Situations Wanted (Cont'd)

Assist manager in installation and operation of tv station. If you're looking for a stable, experienced program director of 39, who has set up tv equipment and production techniques that save money, hired help that's loyal and sharp, worked hand-in-glove with management and sales and also sold time, is congenial with no bad habits, has 16 consecutive years experience in finest stations, including 6 years announcing and directing for Mutual at WOR, and is proud of his references; then I would like to meet and talk with you. Not presently employed due to recent suspension of operations of the uhf station where I was employed as program director. All replies considered and kept confidential. Box 919D, B•T.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. Box 846D, B•T.

Newly established wired music company. City over 150,000. Unlimited potential for expansion. Everything for sale, including present accounts. Priced reasonably. Music Service, 15 E. York Street, Savannah, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Station available: Pennsylvania, Florida, Montana, California. State what you want and where you want it. May Brothers, Brokers, Binghamton, N. Y.

Daytime in suburb of Florida major market priced within 10% yearly billings at $43,850. One-fourth down. Paul H. Chapman, 84 Peachtree, Atlanta.

We have ten times as many applicants as we have stations. For quick action write for listing blank. May Brothers, Brokers, Binghamton, N. Y.

Equipment, etc.

General Electric 4-bay fm antenna, used on 98.7 mc. Unmounted, less pole. Also isocoupler and automatic dehydrator. All available at great sacrifice. Box 901D, B•T.

RCA 5 kw fm transmitter, Hewlett Packard frequency and modulation monitor, Andrew automatic dehydrator and Jones micromath. All in excellent condition and priced right. Box 910D, B•T.

400 feet coaxial cable—3⅛" Andrew high efficiency type 552-1 for vhf, and 4 right angle bends, 3, 45 degree bends for above. In original crates, never used, stored inside, immediate shipment F.O.B. Albany, New York. Make offer. Box 915D, B•T.

Two new RCA TTR-1B microwave transmitter and control units, never used, still in the original cartons, save $1,100.00 per unit. Box 924D, B•T.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Rust remote control 1 year old, completely rebuilt and made new, shipped direct from factory to you. 375' type 300 Wincharger tower, A-3 Fl. beacon and side lights, on ground in 20' sections; less insulator; includes all guys; fine for tv. New cost $5,700—yours $2,850. WDIA, Memphis, Tenn.

One RCA 44BX velocity microphone and two RCA universal pick-up arms, complete with heads and styli. Make offer. WFIN, Findlay, Ohio.

Western Electric console, type number 23C speech input equipment. Designed for two studios. WGNI, Wilmington, N. C.

Two Blaw-Knox 200' insulated self-supporting radio marine towers. 100 mile radius. Withstood 15 years Florida weather. City Hall, Lake Worth, Florida.

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Station daytime or full-time in town of 10,000 to 100,000. All cash. Box 858D, B•T.

Wanted to buy, lease, partial ownership small station in southeast. Replies held confidential. Box 940D, B•T.

Up to $1,000 a month guaranteed for lease on right station, eastern seaboard. Two honest, aggressive young men can develop full potential in your market. All replies confidential. Box 962D, B•T.

Local radio station in Florida. Principals only. Write T. L. Bennett, Box 413, Saratoga Springs, New York.

Equipment, etc.

Antenna tower, 350 to 450 feet, insulated. Must be in good condition and cheap. Box 855D, B•T.

General Radio frequency monitor or similar make. State condition. Age. Box 912D, B•T.

Will trade new Magnecord M80AC tape machine for fm 1kw xmtr or a 250 watt and accessories. Will trade new Magnecord PT63JAH tape machine for 250 watt fm xmtr. Box 937D, B•T.

Fm antenna with all cables and connections to transmitter. 4 bay or equivalent. GE, RCA, Collins, Andrew. Box 949D, B•T.

Need everything for new 100-250 watt am station. Cash for good used equipment. Box 953D, B•T.

One 2 speed, 78 and 33⅓, Q.R.K. transmitter turntable, equipped with arm (preferably a Grey) and base. Give price and full details first letter. KSEO, Durant, Oklahoma.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Used Gates CB-11 turntable without arm or cabinet. State motor condition. Ed Michalski, WTOR, Torrington, Connecticut.

Wanted used professional disc cutting equipment. State spec. and condition. Fidelity Sound Company, 1429 L Street N.W., Washington, D. C.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

WANTED

Rhythm and Blues

DISC JOCKEY

a Rockem-Sockem air-salesman

One of

America's Top Markets

MAJOR STATION

Act *fast* for this *big* opportunity

Send tape, photo and full particulars

to

Box 970D, B•T.

Television

Help Wanted

WPON

New Pontiac, Michigan radio station needs engineers, announcers, salesmen, continuity writer, program director, commercial manager and office personnel. Send letter and photo. Give experience, references and salary requirements. All replies held strictly confidential. No phone calls please. Interviews later. Address all replies to Mr. O. W. Myers, Gerity Broadcasting Co., 2982 Treat Road, Adrian, Michigan.

Salesmen

SALESMAN FOR UHF STATION

Established UHF station in Southeast, affiliated with two major networks, has opening immediately for aggressive salesman. $100.00 a week salary plus commission. Send complete background and references to Box 968D, B•T

WANTED AT ONCE!

Salesman who will hustle for TV sales in New TV Market, one of the Best. Great opportunity for the right man. Only Experienced men apply. Write or wire for interview to

WILLIAM FLYNN,
COMMERCIAL MANAGER

WEEK-TV

1001 Commercial National Bank Building
Peoria, Illinois

Situations Wanted

Managerial

Radio-Television Program Executive Available

Leaving top network station for good reason. I have *reduced operating costs* appreciatively, *increased ratings,* introduced *new unique* programming techniques with *proven success.*

Thoroughly experienced, outstanding record, top references, sound.

Full story available to large station interested in progress and efficiency. Personal Interview possible.

Box 971D, B•T

For Sale

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

(Continued from page 120)

July 7 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 2

Remote Control

WFHR-FM Wisconsin Rapids, Wis., William F. Huffman Radio Inc.—Granted authority to operate transmitter by remote control.

Granted License

KRON-FM San Francisco, Calif., The Chronicle Pub. Co.—Granted license for fm broadcast station; ch. 243 (96.5 mc), 13 kw, U (BLH-975).

Mod. of CP

KLMR Lamar, Colo., The Southeast Colorado Bcstg. Co.—Granted Mod. of CP for extension of completion date to 1-19-55.

The following were granted Mod. of CP's for extension of completion dates as shown: WOKE Oak Ridge, Tenn., to 9-28-54; KAUS Austin, Minn., to 10-5-54, conditions; WSAZ-TV Huntington, W. Va., to 2-1-55; WAAM Baltimore, Md., to 2-1-55, WHUM-TV Reading, Pa., to 2-1-55; KOB-TV Albuquerque, N. Mex., to 2-2-55.

Actions of July 1

Granted License

KCCT Corpus Christi, Tex., International Radio Co.—Granted license for am broadcast station; 1150 kc, 1 kw, DA, D (BL-5303).

Mod. of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WAPO-FM Chattanooga, Tenn., to 10-11-54; WHBT-FM Harriman, Tenn., to 10-24-54; WHAT-FM Philadelphia, Pa., to 11-30-54; WTVQ Pittsburgh, Pa., to 1-6-55.

Actions of June 30

Granted License

KFEL-TV Denver, Colo., Eugene P. O' Fallon Inc.—Granted license for commercial tv broadcast station (BLCT-156).

Mod. of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WAWZ-FM Zarephath, N. J., to 7-28-54; WILK-TV Wilkes-Barre, Pa., to 1-25-55; WPBN-TV Traverse City, Mich., to 1-25-55; KTVI Nampa, Idaho, to 11-11-54; WBTW Florence, S. C., to 1-2-55.

Actions of June 29

Granted License

WNBW (TV) Washington, D. C., National Bcstg. Co.—Granted license covering changes in commercial tv broadcast station (BLCT-160).

WRHI-FM Rock Hill, S. C., York County Bcstg. Co.—Granted license covering changes in fm station; ch. 252 (98.3 mc); .650 kw, U (BLH-974).

Mod. of CP

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter location and change type transmitter; condition (BMP-6561).

The following were granted Mod. of CP's for extension of completion dates as shown: KTVP Houston, Tex., to 1-1-55; WTVU Scranton, Pa., to 1-29-55.

Actions of June 28

WLWT (TV) Cincinnati, Ohio, Crosley Bcstg. Co.—Granted license covering changes in commercial tv broadcast station (BLCT-155).

KSTP-TV St. Paul, Minn., KSTP Inc.—Granted license covering changes in facilities of commercial tv broadcast station (BLCT-149).

KMTV Omaha, Neb., May Bcstg. Co.—Granted license covering changes in facilities of commercial tv broadcast station (BLCT-147).

KSD-TV St. Louis, Mo., The Pulitzer Pub. Co.—Granted license covering changes in commercial tv broadcast station (BLCT-144).

WDSU-TV New Orleans, La., WDSU Bcstg. Corp.—Granted license covering changes in commercial tv broadcast station (BLCT-148).

KAVR Apple Valley, Calif., Apple Valley Bcstg. Co.—Granted license for am broadcast station; 960 kc, 5 kw, D (BL-5327).

KIYI Shelby, Mont., Tri-County Radio Corp.—Granted license covering change in frequency; 1240 kc, 250 w, U (BL-5326).

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Granted license covering increase in power, change in transmitter location, installation of DA for D use and installation of new transmitter; 1380 kc, 5 kw, DA, D (BL-5268).

WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.—Granted license for am broadcast station; 910 kc, 1 kw, D (BL-5345).

KDBC Mansfield, La., De Soto Bcstg. Corp.—Granted license for am broadcast station; 1360 kc, 1 kw, D (BL-5342).

KPDQ Portland, Ore., John W. Davis.—Granted license covering installation of a new transmitter (BL-5334).

WNIX Springfield, Vt., Connecticut Valley Bcstg. Co.—Granted license for am broadcast station; 1480 kc, 1 kw, D (BL-5328).

KCIM Carroll, Iowa, Carroll Bcstg. Co.—Granted license covering changes in daytime DA pattern and change in studio location (BL-5305).

KANN Sinton, Tex., San Patricio Bcstg. Co.—Granted license for am broadcast station and specify studio location (BL-5315).

WTLS Tallassee, Ala., Tallassee Bcstg. Co.—Granted license for am broadcast station; 1300 kc, 1 kw, D (BL-5325).

WUSV Scranton, Pa., U. of Scranton—Granted license covering changes in noncommercial educational broadcast station; ch. 210 (89.9 mc), .010 kw, U (BLED-152).

Remote Control

The following stations were granted authority to operate transmitters by remote control: KEYJ Jamestown, N. D.; WACB, Kittanning, Pa.

Mod. of License

WKNY Kingston, N. Y., J. K. C. Bcstg. Corp.—Granted Mod. of license to change name to Kingston Bcstg. Corp. (BML-1588).

Mod. of CP

WOTR Corry, Pa., Olivia T. Rennekamp—Granted mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6549).

WJIM Lansing, Mich., WJIM Inc.—Granted Mod. of CP for change in type transmitter, change studio location (BMP-6555).

The following were granted Mod. of CP's for extension of completion dates as shown: WTVH-TV Peoria, Ill., to 12-11-54; WVEC Hampton, Va., to 12-4-54; WJHL-TV Johnson City, Tenn., to 1-28-55; WRBL-TV Columbus, Ga., to 1-2-55.

BROADCAST ACTIONS

The Commission en banc, by Comrs. Hyde (Chairman), Webster, Hennock, Bartley, Doerfer and Lee, took the following actions on July 7:

McFarland Letter

Providence, R. I., Nobscot Bcstg. Corp.—Is being advised that application for new Class B fm station to operate on 101.5 mc (ch. 268) involves questions which indicate necessity of a hearings (BPH-1941).

Newburgh, Ind., Southern Indiana Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.—Corrected previous hearing designation order of June 16 to add two issues—one relating to primary service and the other to comparative considerations (Dockets 11076-77). (Comr. Hennock absent.)

Renewal of License

The following stations were granted renewal of licenses on a regular basis: WAEB Allentown, Pa.; WARD-AM-FM Johnstown, Pa.; WAYZ Waynesboro, Pa.; WAZL Hazleton, Pa.; WBAX Wilkes-Barre, Pa.; WBPZ Lock Haven, Pa.; WBRE Wilkes-Barre, Pa.; WBVP Beaver Falls, Pa.; WCAE Pittsburgh, Pa.; WCDL Carbondale, Pa.; WCED DuBois, Pa.; WCHA-AM-FM, Chambersburg, Pa.; WCMB Harrisburg, Pa.; WCNR Bloomsburg, Pa.; WCOJ Coatesville, Pa.; WCRO Johnstown, Pa.; WCVI Connellsville, Pa.; WDEL-AM-FM, Wilmington, Del.; WDOV Dover, Del.; WEEU Reading, Pa.; WERC-AM-FM, Erie, Pa.; WESA Charleroi, Pa.; WESB Bradford, Pa.; WEST-AM-FM Easton, Pa.; WFBG Altoona, Pa.; WFLN (FM) Philadelphia, Pa.; WGAL-AM-FM Lancaster, Pa.; WGCB Red Lion, Pa.; WHAT Philadelphia, Pa.; WHGB Harrisburg, Pa.; WHJB Greensburg, Pa.; WHLM Bloomsburg, Pa.; WHOD Homestead, Pa.; WHUM Reading, Pa.; WHVR Hanover, Pa.; WHWL Nanticoke, Pa.; WHYL Carlisle, Pa.; WIBG-AM-FM Philadelphia, Pa.; WIP-AM-FM Philadelphia, Pa.; WJAC-AM-FM Johnstown, Pa.; WJAS Pittsburgh, Pa.; WJWL Georgetown, Del.; WKBO Harrisburg, Pa.; WKOK-AM-FM Sunbury, Pa.; WKSB Milford, Del.; WKST New Castle, Pa.; WKVA Lewistown, Pa.; WLBR-AM-FM Lebanon, Pa.; WLSH Lansford, Pa.; WPME Punxsutawney, Pa.; WDAS Philadelphia, Pa.; WMUR Manchester, N. H.; WTTN Watertown, Wis.; WLFH Little Falls, N. Y.

July 7 Applications

ACCEPTED FOR FILING

Mod. of CP

KFSA-TV Ft. Smith, Ark., Southwestern Radio and Television Co.—Mod. of CP (BPCT-1154) as mod. which authorized new tv station for extension completion date to 1-31-55 (BMPCT-2246).

WEAR-TV Pensacola, Fla., Gulfport Bcstg. Co.—CP to replace expired CP (BPCT-863) as mod. which authorized new tv station (BPCT-1876).

KIMA-TV Yakima, Wash., Cascade Bcstg. Co. Inc.—Mod. of CP (BPCT-1228) as mod. which authorized new tv station for extension completion date to 12-20-54 (BMPCT-2245).

KTHE (TV) Los Angeles, Calif., U. of Southern Calif., Allan Hancock—Mod. of CP (BPET-14) as mod. which authorized new non-commercial educational tv station for extension completion date to 9-28-54 (BMPET-41).

WTTW (TV) Chicago, Ill., Chicago Educational Television Assn.—Mod. of CP (BPET-38) which authorized new non-commercial educational tv station for extension completion date to 5-1-55 (BMPET-40).

WUOM-TV Ann Arbor, Mich., The Regents of the U. of Mich.—Mod. of CP (BPET-27) which authorized new non-commercial educational tv station for extension completion date to July 1956 (BMPET-39).

WFLW Hodgenville, Ky., V. R. Anderson—Mod. of CP (BP-8761) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6570).

Remote Control

WRBL Columbus, Ga.—Columbus Bcstg. Co. Inc.—(BRC-429).

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—(BRC-430).

License for CP

KNX-FM Hollywood, Calif., Columbia Bcstg. System—License to cover CP (BPH-1808) as mod. which authorized changes in licensed station (BLH-980).

WRBL-FM Columbus, Ga., Columbus Bcstg. Co.—License to cover CP (BPH-1888) as mod. which authorized changes in licensed station (BLH-982).

License for CP

WMBD-FM Peoria, Ill., WMBD Inc.—License to cover CP (BPH-1922) which authorized changes in licensed station (BLH-981).

WWOL-FM Buffalo, N. Y., Greater Erie Bcstg. Co.—License to cover CP (BPH-1177) as mod. which authorized new fm station (BLH-971).

Remote Control

WFHR-FM Wisconsin Rapids, Wis., William F. Huffman Radio Inc.—(BRCH-94).

Mod. of CP

KCTV Sioux City, Iowa, Great Plains Television Properties of Iowa Inc.—Mod. of CP (BPCT-1189) as mod. which authorized new tv station for extension completion date to 2-1-55 (BMPCT-2248).

WBAL-TV Balitimore, Md., The Hearst Corp.—Mod. of CP (BPCT-652) as mod. which authorized changes in facilities of existing station for extension completion date to 11-1-54 (BMPCT-2247).

WGBI-TV Scranton, Pa., Scranton Bcstrs. Inc.—Mod. of CP (BPCT-780) as mod. which authorized new tv station for extension completion date to Jan. 1955 (BMPCT-2249).

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction—Mod. of CP (BPET-2) which authorized new non-commercial educational tv station for extension of completion date to 3-1-55 (BMPET-38).

For Sale—(Cont'd)

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

HURRY!
45's are coming, stop slippage — wow. Order a pair of Luck Puck 2 way record controllers.
End 45 Worried Guaranteed
$7.95 per pair
Lucky Puck
Box 51 Grand Island, Nebraska

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. OREgon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

High tower—1062 feet
Low channel—channel 2
Maximum power—100,000 watts
The magic formula that delivers
a total audience that cannot
be equalled by any other
Atlanta television outlet...
The three ingredients that
have helped make WSB-TV—

The great AREA station of the Southeast

Represented by Edw. Petry & Co., Affiliated with The Atlanta Journal and Constitution



TELESTATUS

July 12, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 219,454
Decatur†—
WMSL-TV (23) Walker; 12/26/52-7/15/54 (granted STA July 2)
Dothan†—
Ala-Fla-Ga Tv Inc. (9) 7/2/54-Unknown
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 31,200
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 94,250
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 93,300
►KPHO-TV (5) CBS, DuM; Katz; 94,250
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 24,916
►KVOA-TV (4) ABC, NBC; Raymer; 24,916
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 65,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 121,354
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
►KBID-TV (53) Meeker; 92,052
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starters

The following tv stations are the newest to have started regular programming:

WDBO-TV Orlando, Fla. (ch. 6), July 1.

WISH-TV Indianapolis, Ind. (ch. 8), July 1.

KGVO-TV Missoula, Mont. (ch. 13), July 1.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 457,863
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 220,778
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/1/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 216,139
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 624,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
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388,771
TELEVISION HOMES
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TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
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Decatur, Illinois

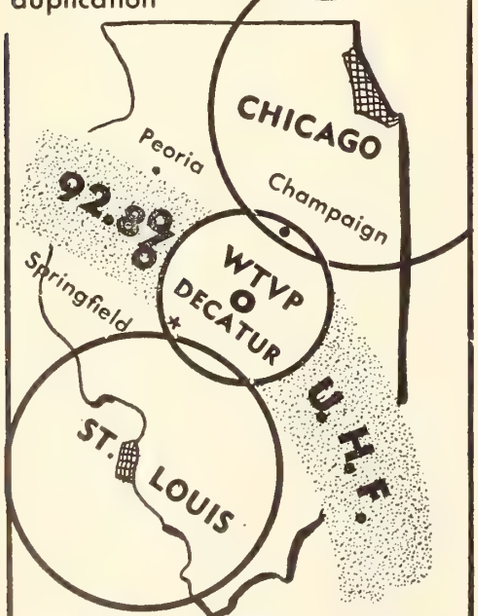
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FOR THE RECORD

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 6/7/54-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 62,500
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC, DuM; Crosley Sls.; 391,347
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 200,000
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 539,788

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) CBS; Katz; 475,000
► WISH-TV (8) CBS; Bolling

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
► WRAY-TV (52) McGillvra; 59,600

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 109,630

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/15/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 90,932

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 140,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54
Portland—
► WCSH-TV (6) NBC; Weed; 110,890
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
► WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 122,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 51,150

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 45,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
► KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel; 56,500
► WDSM-TV (6). See Superior, Wis.
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown
Rochester—
► KROC-TV (10) NBC; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 456,100
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
► WCOC-TV (30) 32,500
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

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87, 88 & 89

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WAAM 13
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TELEVISION HILL
BALTIMORE, MD.

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 115,998
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 399,555
► KMBC-TV (9) CBS; Free & Peters; 399,555
► WDAF-TV (4) NBC; Harrington, Rignter & Parsons; 399,555

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 104,944

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 643,738
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) CBS; 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/15/54 (granted STA July 1)

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 15,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, NBC, ABC, DuM; Headl Reed; 6,500

Missoula†—
► KGVO-TV (13) CBS; Gill-Perna

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Kn del; 94,150

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Henderson†—
Southwestern Publishing Co. (2) 7/2/54-U known

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Wee 14,925

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearso 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,00
► KOB-TV (4) NBC; Branham; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeke 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bollin 95,877
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bo ling; 283,229
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harringtoi Righter & Parsons; 407,023. See footnote (a
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/1/5

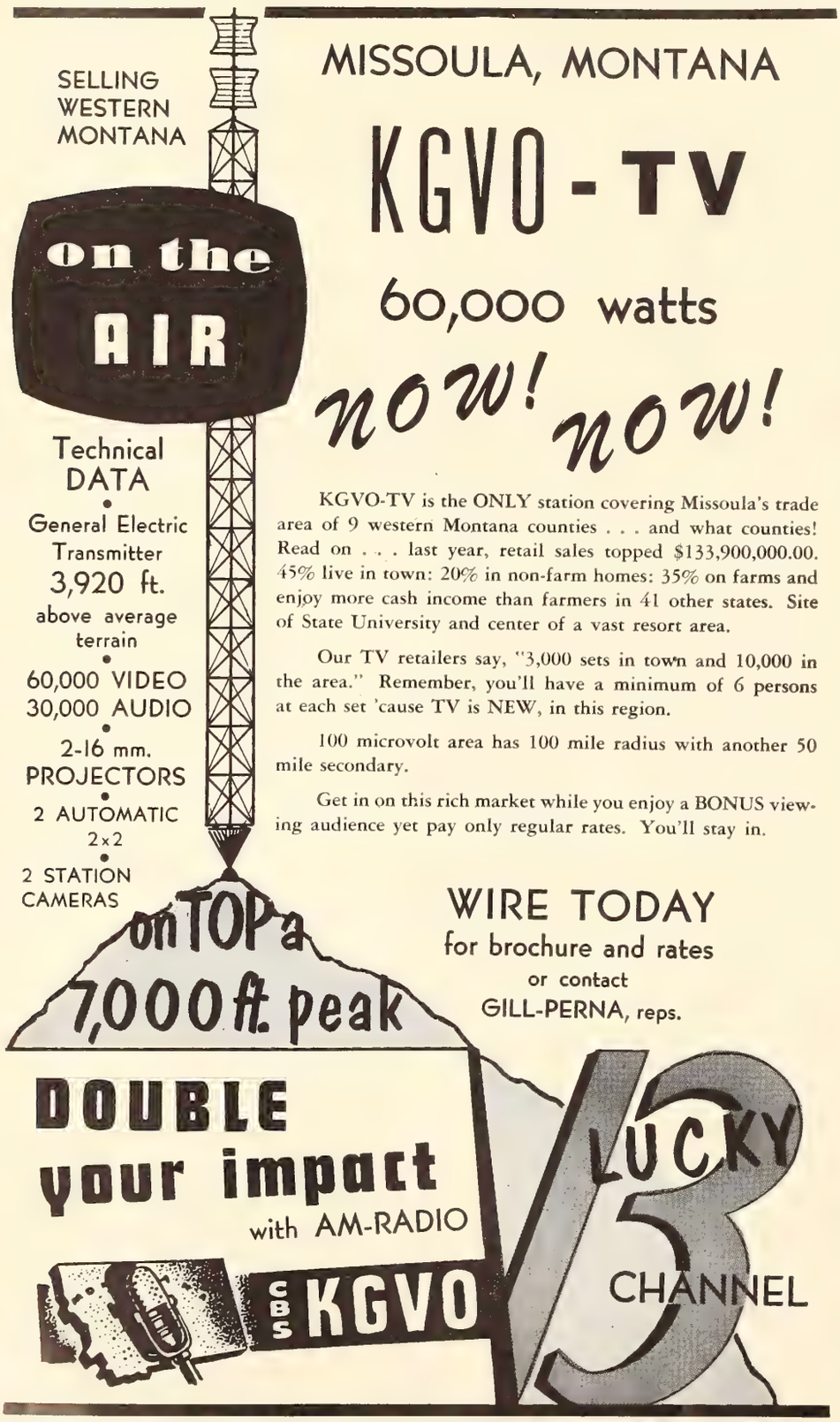
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sep '54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe 31,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeke

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,00
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown



chester—
WCBF-TV (15), 6/10/53-Unknown
WHAM-TV (6) ABC, NBC; Hollingbery; 230,000
WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
WVET-TV (10) ABC, CBS; Bolling; 210,000

henectady (Albany, Troy)—
WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 301,650
WTRI (35) CBS; Headley-Reed; 85,050

racuse—
WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
WSYR-TV (3) NBC; Headley-Reed; 345,855

ica—
WFRB (19), 7/1/53-Unknown
WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

heville†—
WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54

apel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

arlotte—
WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700
WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222

rham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/1/54

yetteville†—
WFLB-TV (18) 4/13/54-Unknown

stonia†—
WTVX (48) 4/7/54-Summer '54

reensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 231,184

reenville—
WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879

aleigh—
WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 61,410

ilmington†—
WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

inston-Salem—
WSJS-TV (12) NBC; Headley-Reed; 213,267
WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

ismarck†—
KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

argo†—
WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

rand Forks†—
KNOX-TV (10) 3/10/54-Unknown

inot†—
KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000

alley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-7/18/54

OHIO

kron—
WAKR-TV (49) ABC; Weed; 148,710

shtabula†—
WICA-TV (15) 20,000

HEART-HITTING!



ZIV'S SUNNY FUNNY FAMILY
See pages 87, 88 & 89

Cincinnati—
*WCET (*48) 12/2/53-7/19/54*
► WCPO-TV (9) ABC, DuM; Branham; 525,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,035,503
► WNBK (3) NBC; NBC Spot Sls.; 883,980
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) ABC, CBS, NBC, DuM; H-R; 59,166

Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-7/15/54 (granted STA June 25)

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 48,185

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) Avery-Knodel; 4/7/54-Unknown

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 113,208
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 80,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) Initial Decision 6/8/54

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,600

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 177,383
Oregon Tv Inc. (12), Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
► WLEV-TV (51) NBC; Meeker, 74,803

Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 20,000

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 20,404
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown



KWTV

ACCORDING TO
MAY TELEPULSE

Matinee Theater
3:00-4:30 Mon. thru Fri.
13.8

Brooke Loring At Home
1:45-2:00 Mon. thru Fri.
9.4

Another Look With Vivian Batten
10:45-11:00 Mon. thru Fri.
8.4

CBS

KWTV-9
OKLAHOMA CITY
Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.
EDGAR T. BELL, Exec. Vice President
FRED L. VANCE, Sales Manager

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 297,652
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 151,200
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 154,000
► WGBI-TV (22) CBS; Blair; 160,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 160,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,925
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 46,700
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 55,750
► WIS-TV (10) NBC; Free & Peters; 105,258
► WNOK-TV (67) CBS, DuM; Raymer; 53,454
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 77,468

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 81,296
► WTSK (26) CBS, DuM; Pearson; 74,700
Memphis—
► WHBQ-TV (13) CBS; Blair; 283,350
► WMCT (5) ABC, NBC, DuM; Branham; 283,3
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 191,810
► WSM-TV (4) NBC, DuM; Petry; 191,810
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54

TEXAS

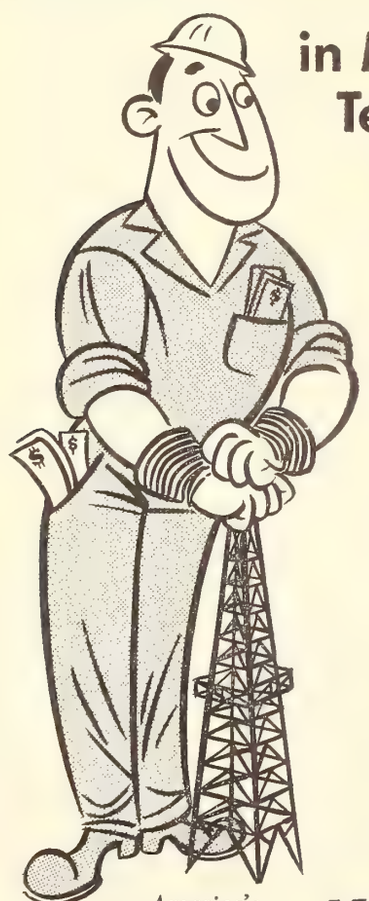
Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 33,21
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 51,069
► KGNC-TV (4) NBC, DuM; Katz; 51,069
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer 72,161
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53
Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/5
Corpus Christi†—
► KVDO-TV (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/5
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 388,771
► WFAA-TV (8) ABC, NBC, DuM; Petry; 390,00
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham 53,684
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters 378,300
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls 300,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 35,32
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 23,084
Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 56,026
► KDUB-TV (13) CBS, DuM; Avery-Knodel 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard 34,500
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 198,371
► WOAI-TV (4) NBC; Petry; 198,371
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/5 Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,1
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 39,770
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 34,727
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KTVT (4) NBC; Blair; 163,200
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54



in Midland-Odessa, Texas it's 2 for the money.....!

This man is a worker in the world's largest, richest oilfield. He represents wealth and stability you can count on for years to come. Living atop a 40-year reserve of crude oil still underground in an area where the per-family effective buying income is $1,339.00 above the national average, he likes what he's doing and he's staying put. He lives well, spends well. He and his rich friends have bought more than 35,000 sets just to watch KMID-TV—the only station they can watch . . .

. . . and KMID-TV programs the best from all four television networks, plus some 75 syndicated film features per week!

Every night is a big night on KMID-TV! In West Texas television, it's "2" for the money!

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Venard, Rintoul & McConnell, National Representatives
Clarke-Browne Co., Dallas, Southwestern Representatives
S. A. Grayson, General Manager

VIRGINIA

nville†—
WBTM-TV (24) ABC; Gill-Perna; 21,500
mpton (Norfolk)—
WVEC-TV (15) NBC; Rambeau; 100,300
rrisonburg†—
WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328
nchburg—
WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
ewport News—
WACH-TV (33) See footnote (d)
orfolk—
WTAR-TV (3) ABC, CBS, DuM; Petry; 319,564
WTOV-TV (27) ABC, DuM; Forjoe; 105,200
WVEC-TV (15) See Hampton
etersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
ichmond—
WOTV (29) 12/2/53-Unknown
WTVR (6) NBC; Blair; 455,154
oanoke—
WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

ellingham†—
KVOS-TV (12) DuM; Forjoe; 68,216
eattle—
KING-TV (5) ABC; Blair; 354,800
KOMO-TV (4) NBC; Hollingbery; 354,800
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown
pokane—
KHQ-TV (6) ABC, NBC; Katz; 75,757
KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,514
Louis Wasmer (2) 3/18/54-Sept. '54
acoma—
KMO-TV (3) Branham; 351,100
KTNT-TV (11) CBS, DuM; Weed; 354,800
ancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
akima—
KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 23,975

WEST VIRGINIA

harleston†—
WKNA-TV (49) ABC; Weed; 40,000
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)
larksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
airmont†—
WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
untington—
WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
ak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
arkersburg†—
WTAP (15) ABC, DuM; Forjoe; 30,000
heeling—
WLTV (51) 2/11/53-Unknown
WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

au Claire†—
WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
reen Bay—
WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
a Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 50,000
►WMTV (33) ABC, NBC, DuM; Meeker; 54,000
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-8/1/54
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 365,750
►WOKY-TV (19) ABC, DuM; Gill-Perna; 322,981
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 679,256
WTVW (12) 6/11/54-Unknown
Neenah†—
►WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
►KDAL-TV (3). See Duluth, Minn.
►WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-Unknown
WSAU-TV (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
►KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 9,000
►KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 57,000
►KONA (11) NBC; NBC Spot Sls.; 58,000
►KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
►CHCH-TV (10)
Kitchener†—
►CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy; 50,000
London†—
►CFPL-TV (10) CBS; 35,000
Montreal—
►CBFT (2) 201,433
►CBMT (6) 201,433
Ottawa—
►CBOT (4) 10,100
St. John, N. B.—
►CHSJ-TV (4) CBS
Sudbury†—
►CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,326
7,326
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2) CBS
Windsor—(Detroit, Mich.)
►CKLW-TV (9) Young
Winnipeg†—
►CBWT

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 385; total cities with stations on air: 257. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,078,719.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.

BIG
IN POWER...
Operating with 316,000 watts, Channel 7, the most powerful TV station in W. Va., southwestern Penn. and eastern Ohio.

BIG
IN PROMOTION...
Winner of 1st prize for the best promotion of The Big Story and 1 of top 12 prizes for best promotion of the Bob Hope Show. WTRF-TV program schedules are published regularly in more than 50 newspapers, including 3 daily and 2 Sunday Pittsburgh newspapers. Complete promotion cooperation given all clients.

the BIG tv station in the Wheeling market is WTRF-TV

BIG
IN LISTENER PREFERENCE
Latest Telepulse survey in 6 counties adjacent to Wheeling gives WTRF-TV 1st 25 of 25 most popular one-a-week shows and 1st 15 of 15 most popular multi-weekly shows—plus an audience preference in every time category.

the BIG No doubt about it—
TV station in the rich important Wheeling and eastern Ohio market is
WTRF-TV
NBC Primary • ABC Supplementary
represented by Hollingbery
Robert Ferguson, V. P. & Gen. Mgr.
PHONE WHEELING 1177
Radio Affiliates WTRF & WTRF-FM

Network Bedrock

AFTER MONTHS of languid talk that invariably wound up in a "rate adjustment" downward, something is going to be done about the basic problems of network structure and affiliate-network relationships.

NBC's radio affiliates, through a "study committee" to be named, will initiate an inquiry into the future of network radio, and whether networks, as presently constituted, can survive in the new concepts of today's advertising. The affiliates, at their own expense, will retain an expert in the economics of advertising, functioning under the study committee.

This is the first real effort to solve a problem that has been crying for solution since the first network rate cut three years ago. It was obvious then that the problem was more fundamental than the going price of radio network time.

Without question, other networks will be disposed to follow the NBC affiliates' action, since the problem is not peculiar to NBC. CBS Radio Affiliates Board meets some time prior to Aug. 24, and the question of network structure is on its agenda.

We haven't the slightest notion what the NBC basic study will yield. But we do know that it behooves networks and affiliates alike to determine where they will be next year and five years from now. The equation is how to maintain good programming with a compensatory return to the advertiser, and a reasonable profit for the network and its affiliated stations.

This is a study that must start from scratch. It requires the cooperation of the network to determine whether the costs for the services it renders are reasonable. And it entails the cooperation of affiliates to the same degree.

Thanksgiving on July 4th

TANGIBLE and rewarding evidence of the ability of radio and television to arouse the public to beneficial action is contained in the traffic fatality statistics of the Fourth of July weekend. President Eisenhower and the National Safety Council gave the broadcast media credit for great assistance in keeping the weekend toll far below the anticipated level.

But however gratifying the record of the Fourth of July, 1954, it stands as a challenge to be beaten. Not only on special holidays, when traffic is exceptionally heavy, but also day after day the need for constant education of the motoring public is evident.

At times the job of reminding people to save their own lives seems tedious if not unnecessary. But the truth is that only by making them fully aware of the risks of reckless driving can there be any hope for real reduction in the senseless casualty rate of the U. S. road.

Radio and television, working as they have with The Advertising Council, have a chance to do a public service of lasting benefit by continuing the work which began to show measurable progress on the weekend of the Fourth of July.

Lights On!

TELECASTERS are indebted to a newspaperman for neatly summing up the case for unrestricted tv access to news events. Here are some quotes worth remembering from a column by Roscoe Drummond, chief Washington correspondent of the *New York Herald-Tribune:*

"I notice that one Congressman is proposing that televising of Congressional hearings be banned. In other words, bar from the hearing room the only jury likely to bring in a useful verdict!

"The miasma which has produced this investigation [of the McCarthy-Army controversy] will never be eliminated by turning out the lights. It will only be removed by keeping all the lights on. . . . These hearings have put all of Congress on trial at a very opportune time—on the eve of the Congressional elections."

As we have said repeatedly, it is not television which makes circuses out of Congressional hearings; it is the performers themselves.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Say! How would a ban on advertising alcoholic beverages over the air affect us?"

The New Petrillo?

JAMES CAESAR PETRILLO, who by habit has always made the broadcaster the villain of the piece, might now be a station owner himself, judging from what he told his American Federation of Muscians at the union's recent convention in Milwaukee.

In a startling reversal of form, the AFM chief—who 20 years ago demanded standbys for a 125-piece high school band which a Chicago station wanted to put on the air for a homecoming broadcast—advised his members that demand for standbys doesn't make sense. With what we consider extremely sound logic, he also told them to try to work out compromise agreements with employers and avoid strikes as much as possible.

There were many other developments at the convention, such as clear signs that the AFM will continue to fight for repeal of the Taft-Hartley and Lea acts. It is obvious, too, that many of Mr. Petrillo's admonitions are self-serving. The warning against demands for standbys, for example, showed acknowledgement of the fact that the standby principle has hurt, not helped, employment of traveling bands.

Whatever the motivation, however, we find Mr. Petrillo's expression of new views encouraging. His attitude as expressed at Milwaukee could, if pursued, lead to a far more satisfactory relationship between AFM and broadcast management than has existed in the past, to the advantage of both the union and the broadcasters.

So far it does not appear that there is a gimmick in Mr. Petrillo's new act. Twenty years of experience, however, have shown that broadcasters cannot be complacent about him. Perhaps in this case he really intends to follow a policy of moderation, but it will take time for him to prove it.

Mr. Jones Went to Town

IN THIS issue is the concluding instalment of Duane Jones's story of package goods advertising. B•T does not ordinarily carry serialized articles, but the editors felt that this one deserved the space. Now that the series is completed, that conviction is reaffirmed.

Mr. Jones's articles have encompassed the whole range of package goods advertising, and hence they constitute a basic reference source for anyone working in that field. Of more specific application, however, they are, in essence, a radio success story.

"Ads, Women and Boxtops" has clearly demonstrated the enormous capacity of radio to deliver persuasive messages at low cost to big audiences. To our knowledge, the importance of radio in the competitive trade of package goods distribution has never been more clearly shown.

WNEM-TV

CHANNEL 5

MICHIGAN

is $ELLEVISION



Active

MERCHANDISING

SALES PROMOTION

PUBLICITY

Proof Positive



After only four months on the air WNEM-TV received official notification that CHANNEL 5, WNEM-TV has received the National Award from the AVCO Manufacturing Corporation in conjunction with the National Broadcasting Company for the most outstanding promotion and merchandising of all stations in the NBC Television Network. This award is for outstanding promotion and merchandising for the NBC Television Network Program, "Hit Parade" which is sponsored by the AVCO Manufacturing Company for Crosley Products. — Here's the know-how to make *your* sales zoom with WNEM-TV paid newspaper ads, paid radio promos, TV promos, and floor, counter, and window displays at the Point-of-Sale.

SET COUNT - 205,160 POPULATION 1,000,000

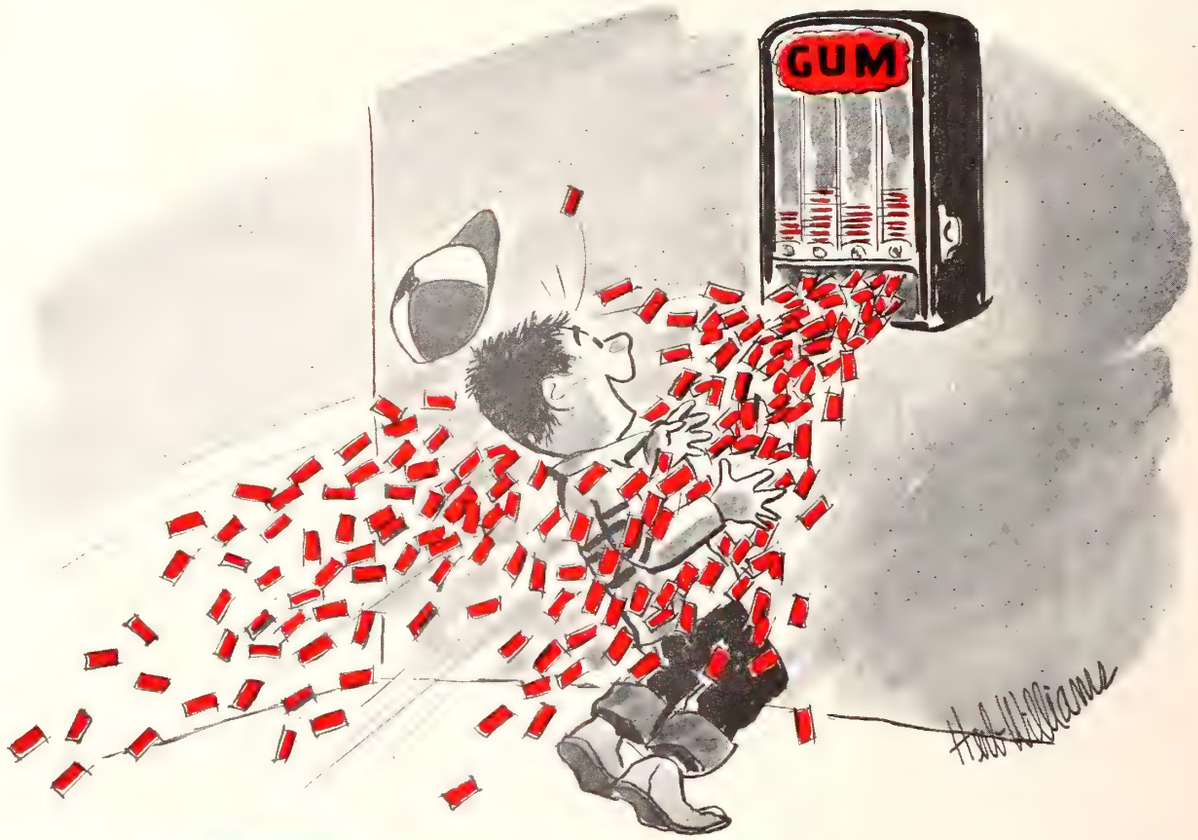


WNEM-TV
NBC - DUMONT

Serving SAGINAW
BAY CITY - MIDLAND
FLINT *and all of*
Northeastern Michigan

HEADLEY-REED, NEW YORK, CHICAGO ★ MICHIGAN SPOT SALES, DETROIT JOHN H. BONE, General Manager

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this self-contained inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 4 billion dollars.
(Sales Management's 1953 Copyrighted Survey)



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

LY 19, 1954 35c PER COPY

BROADCASTING TELECASTING

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23 RD
year
NEWSWEEKLY
RADIO AND TV

Electronic Buttonhook

There are a bunch of guys in New York, Chicago, Los Angeles, and maybe even Washington, D. C., who are doing a pretty good job of turning out CBS TV programs. We have a gadget called a control panel which, by some kind of electronic magic too arcane for us salesmen, buttons onto the CBS TV network.

Folks in Eastern Iowa got buttons of their own. One of the juiciest, Channel 2, is pure pearl. By a strange coincidence it's WMT-TV.

Beyond having had sense enough to go CBS in the first place, we claim no credit for the excellence of CBS programs. We just lean back and feel their Pulse.

End of modesty. We do lay claim to local programming for the Eastern Iowa trade, which, when added to CBS network fare, completes the buttoning operation.

For more light thereon, please ask the Katz Man.

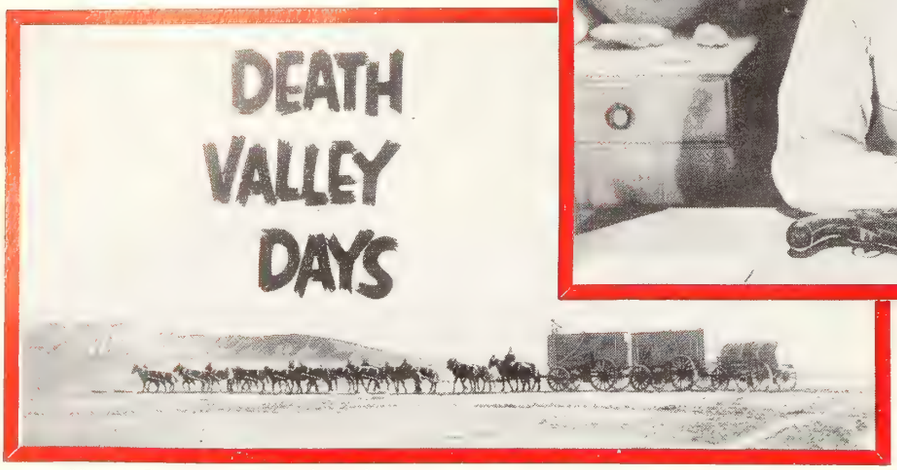


Channel 2 **WMT-TV** 100,000 watts
CBS for Eastern Iowa
Mail address: Cedar Rapids
National Reps: The Katz Agency

Howdy Folks!

I'm the "Old Ranger" of "Death Valley Days"





20 Mule Team — early method of transporting Borax out of Death Valley, California

For many years, the "Old Ranger" on the radio related the thrilling and romantic stories of the Old West and Death Valley Days. They were the source of tremendous interest and popularity.
Such enthusiasm has since been transferred by popular demand to Television, and the "Old Ranger" is now regularly portraying "Death Valley Days" with the help of sight and sound.
The public has been overwhelming with compliments for the rebirth of "Death Valley Days" on Television.

PACIFIC BORAX CO. DOES A COMPLETE JOB . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG WCOD WTVR**



The "Old Ranger" and his associates in the "Death Valley Days" show on television feature the virtues of 20 Mule Team Borax and Boraxo.

20 Mule Team Borax — to speed and sweeten all laundry, diapers, and for housecleaning.

Boraxo, powdered hand soap — tackling dirt plain soap can't wash . . . works gently and quickly in cold water.

From one pioneer to another . . . Havens & Martin, Inc. doffs its hat to Pacific Borax Co. and the "Old Ranger." Pioneers build, and WMBG, WCOD and WTVR continue to build audiences and sales results for advertisers. Join the other advertisers using the First Stations of Virginia.



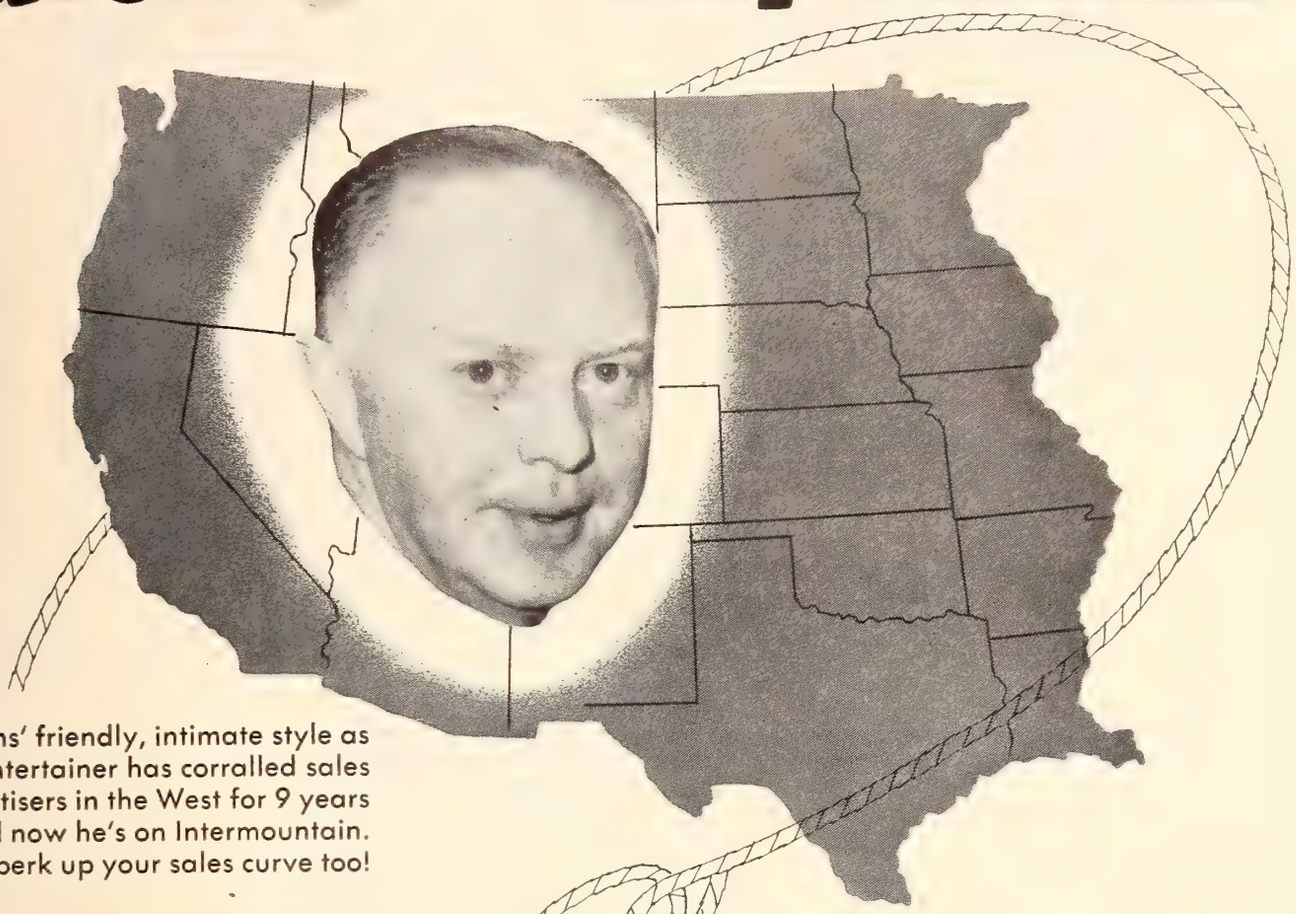
Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

Latch On to Ray Perkins



Ray Perkins' friendly, intimate style as an entertainer has corralled sales for advertisers in the West for 9 years — and now he's on Intermountain. Let Perkins perk up your sales curve too!

THE

RAY PERKINS SHOW

11:30 - 12:00 noon

Monday thru Friday

FULL

Inter Mountain Network



44 STATIONS IN

UTAH IDAHO MONTANA WYOMING

SOUTH DAKOTA NEBRASKA COLORADO

NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

In Texas it's got to be TEXAS SIZE

THAT'S WHAT YOU GET WHEN YOU BUY KRLD

50,000 WATTS
CBS



Yes.. 68 Secondary Radio Stations dot the map within KRLD's 0.5 Mv line . . . an impossible number for most advertisers to cover the area. But then, fortunately they don't have to. . . . They can saturate it completely at one low cost, with one great 50,000 watt station, KRLD.

KRLD
50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

closed circuit

WITH 1955 NARTB Convention definitely scheduled for Washington, broadcasters may have distinction of being addressed by President Eisenhower. No convention in NARTB's 34 years has had U. S. President present in flesh, although Herbert Hoover, in 1931, did address Detroit convention by remote control radio.

★ ★ ★

BEST BET for effective date of CBS Radio's 15-20% rate cut is week of Aug. 26, first week after network's no-cut commitment to affiliates expires Aug. 25. NBC Radio, which says "most" of its affiliates have accepted its rate-cut proposal to 'meet the competition," probably will put its plan into effect within few days of CBS Radio's. While CBS and NBC plan to effect reductions via increased discounts rather than rate changes, ABC Radio is planning to adopt single rate for daytime and evening, presumably to become effective about same time.

★ ★ ★

ASCAP revenue for 1954 is expected to reach new all-time high of about $20 million, according to estimates based on income for first half of year. Broadcast stations and networks, both radio and tv, contribute some 85% of this revenue.

★ ★ ★

IT MAY be premature but they're already talking about next vacancy on FCC—expiration of term of Frieda B. Hennock June 30, 1955. Appointment will go to Democrat under the law and first name thrown into speculation is Gov. Gordon Persons of Alabama, whose term expires at year-end. Brother of Maj. Gen. Wilton B. Persons, deputy assistant to the President, he is veteran broadcaster, having formerly held partnership of WSFA Montgomery, and is radio "ham" who has never lost interest in communications.

OFFICIALS of CIO National Assn. of Broadcast Engineers & Technicians upset over NLRB decision to withdraw jurisdiction over radio-tv stations with less than $200,000 annual gross income (see page 40). There's inference ruling is result of political alignment on labor board and was "inspired" by labor-management "majority" at NARTB.

★ ★ ★

DELAY in informal Senate Commerce Committee letter to FCC on Edward Lamb [CLOSED CIRCUIT, July 5] is only temporary. Sen. Bricker, committee chairman, has had letter on desk but failed to sign it last week. Reason: Senator was not satisfied with its composition and asked for redraft. Letter would suggest to FCC that it supply publisher-broadcaster Lamb with bill of particulars on renewal proceedings before public announcement.

★ ★ ★

FIRST ANNUAL convention of CBS Radio affiliates with officials of network will be held Sept. 1-2 at Edgewater Beach Hotel, Chicago. While affiliates' meetings have been held in conjunction with NARTB conventions in past, CBS affiliates have never heretofore held separate intra-network meetings.

★ ★ ★

SHORTLY to be named to consider personnel for projected new single television advertising promotion organization [B•T, July 12] will be personnel screening committee. Two dozen applications for top post already have been submitted in anticipation of new organization and are in hands of Clair R. McCollough, Steinman stations, head of NARTB Tv Board.

★ ★ ★

HOST TO four members of FCC (Chairman Hyde, Comrs. Bartley, Doerfer and Lee) at dinner last Wednesday night was Sylvester L. (Pat) Weaver Jr., NBC president, on his first formal visit to Washington since he was introduced to officialdom last February—two months after assumption of NBC presidency. Co-hosts were NBC Washington vice president, F. M. Russell, and George Wheeler, assistant vice president. Group also visited Sen. Potter (R-Mich.), chairman of Senate Communications Subcommittee.

★ ★ ★

FCC COMR. Frieda B. Hennock has traded in her legal assistant No. 5, Arthur Blooston, after small explosion. Though air cleared, Mr. Blooston chose to transfer to Safety & Special Services last week. This week she will announce No. 6: Louis C. Stephens, for many years in Washington with government and abroad for International Refugee Organization.

★ ★ ★

DESPITE small turnout to witness argument Thursday on FCC's daytime skywave report (story page 79), there are some who feel behind-scenes politicking will make uhf look like Sunday school picnic because proposal could reach to grass roots radio from coast-to-coast.

★ ★ ★

DESPITE SLACKENING of tv application pace, competent consultants are doing thriving business but they're performing primarily as "doctors" for anemic or sick operations. Going rate is $100-$150 per day plus expenses.

★ ★ ★

MOST EXCRUCIATING personnel problem in tv is in sales, notably sales management. Middle and small market stations are finding this problem most serious. Schools generally are turning out personnel to operate behind or in front of cameras but not in sales offices.

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WDEL-TV

NBC TV AFFILIATE

Wilmington, Delaware

Time to put your advertising dollar on the station that's doing an outstanding selling job, locally and nationally, WDEL-TV. Time to get your sales message across to a vast, responsive audience in a high-income area that includes all Delaware and thriving portions of Pennsylvania, New Jersey and Maryland. **These people spend over a billion dollars a year in the retail market! Time right now to get your share!**

Write or phone for availabilities

STEINMAN STATION

Represented by

MEEKER TV, Inc.

New York · Chicago · Los Angeles · San Francisco

at deadline

RACE FOR BIG-TUBE COLOR IS ON: RCA NOW LEADING BY TWO INCHES

DEVELOPMENT by RCA of new 21-inch tri-color picture tube with picture area of 150 square inches is being announced today (Mon.) by W. W. Watts, executive vice president, Electronic Products, RCA. Tube will be demonstrated Sept. 15. Fortnight ago, CBS-Hytron led large-screen field with announcement of 19-in., 205 sq. in. color tube [B•T, July 12].



MR. WATTS

Simultaneously, Mr. Watts said, RCA will demonstrate new color television receiver chassis having "greatly simplified circuitry." He added this will "substantially" reduce number of tubes and components required in color set and will result in "significant reduction of costs."

Among features cited for new RCA color tube were large picture area, said to be 22% larger than any other color tube available; shorter tube; less weight, described at 25% lighter than present competitive 19-inch glass tubes; better color purity; better picture contrast; room glare eliminated.

Tube employs 21-inch round metal envelope. Introductory price to equipment manufacturers, according to Mr. Watts, is $175.

Meanwhile it was announced by Tube Division, RCA, that new 17-inch and 21-inch black-and-white picture tubes have been developed which feature 90-degree deflection and are approximately 18 and 12% shorter respectively than comparable 70-degree kinescopes. Wide-angle kinescopes are said to permit receiver manufacturers to reduce size of television cabinets.

Lamb Sues Rep. Sutton, Nashville Stations for Libel

DEFAMATION of character suits totaling $1.5 million have been filed in behalf of broadcaster-publisher Edward Lamb in Tennessee Circuit Court for Davidson County, Whitworth Stokes, Lamb counsel at Nashville, told B•T Friday. Defendants are Rep. Pat Sutton (D-Tenn.) and Nashville stations WSIX-AM-TV, WSM-AM-TV and WLAC.

Mr. Stokes said tapes are being studied to determine if suits should include several other stations carrying portions of Rep. Sutton's 26½-hour talkathon Monday-Tuesday. He said Congressman, campaigning for Senate in Aug. 5 Democratic primary against Sen. Estes Kefauver (D-Tenn.), three times referred to Mr. Lamb as "communist" and that Tuesday night apology and retraction was "just as bad" as original charges. Stations also aired retractions and apologies, Mr. Stokes said (early story page 84).

Three separate suits were filed, Mr. Stokes explained, each asking $500,000 punitive damages. Suits respectively name Rep. Sutton and one of three stations. Lamb counsel said Tennessee law states it is libel per se to call anyone communist.

Earlier in week, Washington counsel for Mr. Lamb, Russell Morton Brown of McGrath & Brown, argued before U. S. Court of Appeals for D. C. seeking stay of FCC hearing scheduled July 28 on license renewal of Mr. Lamb's WICU (TV) Erie, Pa. FCC inquiry charges Mr. Lamb lied when he earlier told Commission he never had communist associations. Mr. Lamb repeatedly has denied giving false information to FCC or that he ever had Red ties (early story page 83).

HR & P Moves Today

HARRINGTON, Righter & Parsons, tv station representation firm, moving New York headquarters today (Mon.) to new building at 589 Fifth Ave.

AFM, AFTRA Dispute Goes Before NLRB Today

DISPUTE between American Federation of Musicians and American Federation of Television & Radio Artists over talent jurisdiction will be reviewed by National Labor Relations Board at hearings in Chicago starting today (Mon.). Hearings set before Examiner I. L. Brodwin at 10 a.m. in Chicago Theatre basement on AFTRA charge that musicians' union has forbidden members to belong to talent union. Controversy arose locally months ago when singing team of Homer & Jethroe were dropped from local program on ABC o&o WBKB (TV).

Business Census Killed In House Committee

SWINGING an economy axe, House Appropriations Committee Friday killed $8,430,000 funds request for census of business, manufacturing and mineral industries. Bid for full funds to hold censuses, of aid to researchers and marketing experts, was contained in President Eisenhower's supplemental appropriation package affecting score of Federal operations. House group slashed nearly 40% from overall supplemental request which totaled almost $2 billion.

Bonus Audience Increases

OUT-OF-HOME listening in New York area added 24.3% to at-home listening in May, more than at any previous time, according to latest Pulse survey. Year ago, out-of-home audience was 21.4% bonus; in May 1951 it added 17% to listeners at home. Average of 4.6% of all New York families were listening at work, in autos, while visiting or in public places between 6 a.m. and midnight, Pulse said, another new high, up from 3.9% average in May 1951.

• BUSINESS BRIEFLY

RADIO FOR ANAHIST • Anahist Co. (Super Anahist) Yonkers, N. Y., is preparing to buy radio spot announcements between 7 and 8:15 p.m. on more than 100 stations, five times weekly, news and weather adjacencies. Ted Bates Inc., N. Y., is agency.

SPOTS AND SPICE • Shulton Men's Toiletries, (All Spice) N. Y., through Wesley Assoc., starting seasonal spot announcement radio-tv campaign on Sept. 13 to run until Dec. 24 in about 50 markets.

SPOT CAMPAIGN • Armstrong Cork Co., Lancaster, Pa., planning spot radio announcement campaign in selected markets located mostly in west central states. BBDO, N. Y., is agency.

NASH ON CBS-TV • Nash Motors Div., American Motors Corp., will sponsor *Stage Show* Saturday nights on CBS-TV for five weeks effective July 17. Program featuring Tommy and Jimmy Dorsey is summer replacement for *Jackie Gleason Show*. Nash replaces W. A. Sheaffer Pen Co. on program until Aug. 14 when pen firm returns. Geyer Inc., N. Y., is agency for Nash.

GOEBEL SPONSORS • Armour & Co. and Pet Milk Co. have signed alternate-week sponsorship of show featuring comedian George Goebel, Saturdays, 10-10:30 p.m. on NBC-TV, three out of four Saturdays, effective Oct. 2. Foote, Cone & Belding, Chicago, and Gardner Adv., St. Louis, are agencies for Armour and Pet Milk, respectively.

MONDAY SHOW • Standard Brands, N. Y., (Royal gelatin and puddings and Blue Bonnet margarine) to sponsor 5:30-6 p.m. Monday show of five times weekly *Howdy Doody* program, effective Sept. 20 for 39 weeks. Ted Bates & Co., N. Y., is agency.

STANDARD IN SOUTH • Standard Brands, (Blue Bonnet margarine and Royal pudding) N. Y., starting radio spot schedule and also using some tv markets, effective Sept. 13, Monday through Friday, daytime, for 12 weeks, mostly in middle-size southern markets. Ted Bates Inc., N. Y., is agency.

RACE DAY • Reynolds Metal Co. will sponsor CBS Radio's coverage of The Hambletonian, Wed., Aug. 4 for third year. Agency: Buchanan & Co., N. Y.

LIBBY EXPANDS • Louis L. Libby Foods Inc., N. Y., through Hicks & Greist News Bureau, has expanded its radio spot schedule to include several additional states in north central area and in Winnipeg, Canada.

CHAIN BREAKS • Maine Sardines, N. Y., has placed six-week radio spot announcements campaign, using minute chain breaks, daytime, in 44 markets, effective today (Mon.) through BBDO, N. Y.

GF FILM • General Foods (instant pudding) placing 22-second film in Class A television time for two or three weeks starting July 31 in approximately 60 markets. Young & Rubicam, N. Y., is agency.

SMOOTH Sailing

Set your course on Channel 2 for
the rich Midwest market, and just lean back and relax!
You'll breeze in first when you speed sales
with all the full power impact of

WJBK-TV DETROIT

'Way out in front with
100,000 watt power, new 1,057 foot tower,
top CBS, Dumont and local programs.



A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

KMO-TV Sale Bid Filed; Other Actions at FCC

APPLICATION for FCC approval to sale of ch. 13 KMO-TV Tacoma, Wash., by Carl E. and Carl D. Haymond to J. Elroy McCaw for $300,000 was filed with FCC Friday [B•T, July 12]. Messrs. Haymond retain KMO. Mr. McCaw, former part owner KLZ-AM-FM-TV Denver, holds 25% interest in KONA (TV) Honolulu and owns KORC Mineral Wells, Tex. He also is part owner WINS New York, KYA San Francisco and KYAK Yakima, KELA Centralia and KALE Richland, all Washington.

Birmingham Educators Dismiss

IN VIEW of bid for ch. 10 at Birmingham by Alabama Educational Tv Commission (story page 87), Birmingham Area Educational Tv Assn. Friday dismissed its application pending before FCC for same facility.

Shreveport Argument July 30

ORAL argument on initial decision in Shreveport ch. 12 tv case scheduled by FCC Friday for July 30. Initial ruling preferred Shreveport Television Co. over competitors KRMD and Southland Television Co. to take over KSLA (TV) there, interim operation [B•T, June 14].

WSAY Protest Denied

ECONOMIC protest of WSAY Rochester against license renewal of WBBF there was denied for failure to cite specific details of alleged injury, FCC said Friday in memorandum opinion and order. WSAY complained of refusal by WBBF to allow rebroadcasting of programs as well as combination rates between WBBF and WGVA Geneva, N. Y., under common ownership.

Winston-Salem Likes Color

FIRST network color showing on WSJS-TV Winston-Salem, N. C., received enthusiastically by tv dealers and distributors, Harold Essex, executive vice president and general manager of station, reported Friday. Station carried NBC-TV's *Home* and *The Marriage* on first day of interconnection, July 15.

Network-TWA Peace Sought

MEETING is scheduled today (Mon.) in New York between U. S. Mediation Service and CBS-TV, NBC-TV, ABC-TV and Television Writers of America to discuss issues involved in possible strike by TWA over contract for free-lance scriptwriters (see story, page 40).

ABC Previews Football

PREMIERE broadcast of *Football Forecast,* first of three programs to be presented by ABC Radio as a preview to the telecasting of the National Collegiate Athletic Assn. football games this fall, will be carried Friday, 10-10:30 p.m. EDT. Other programs will be *Rally,* which will occupy the *Football Forecast* time slot starting Sept. 17, and *Victory Dance,* which will be presented during the football season on Saturday, 8-10 p.m. EDT, starting Sept. 18.

NEW KRAFT PLAN

EDWIN A. KRAFT Adv. Agency, formerly of Seattle but now of 1480 E. California Ave., Glendale 6, Calif. (Citrus 1-7431), is active again in purchase of station time on a flexible basis.

"We have a very strong plant offer," Mr. Kraft says, "which sells at $1 and which we would like to test on radio. We know it sells because we have produced 25,000 orders through a very small ad in newspapers."

Mr. Kraft would like to know if stations "will give us 15 two-minute periods per week and charge us your published 30-minute rate."

Fifth Witty Survey Shows Televiewing Down

TELEVISION is "favorite leisure activity" of elementary school pupils, but viewing has dropped slightly among high school students and adults, according to fifth annual tv survey announced Friday by Dr. Paul A. Witty, Northwestern U. professor. Study covered 1,500 elementary school and 400 high school students in Chicago and suburban Evanston schools, their teachers and parents.

Breakdown: Elementary pupils, 21.5 hours weekly in 1954 to 23 in 1953; high school, 14 to 17; parents, 16.5 to 19; teachers, 11.5 to 12. Number of teachers with sets rose, however, from 62 to 83%; 96% of students claimed tv sets.

ASCAP Sets Station Relations

ASCAP last week announced formation of station relations staff to serve radio and tv stations. New group, all associated with ASCAP for a number of years, will be under supervision of Samuel E. Feldman, assistant sales manager. They include: John T. Campbell, headquartering in Boston; Fred N. Brown, Atlanta; William J. Barzen, Chicago; William E. Fox Jr., Dallas; William S. Hoffman, San Francisco.

Eveready, Prestone ID's

TRANSFILM, N. Y., has completed production on a series of station ID's for Eveready flashlight batteries and Prestone anti-freeze through William Esty Co., N. Y. Company is preparing series of seven assorted-length tv film commercials for General Electric Co.'s tv receivers through Maxon Inc., N. Y.

UPCOMING

July 20: Potter Subcommittee meets to consider uhf. Closed.

July 23: Government-industry meeting preliminary to U. S.-Mexico am broadcasting conference, Washington, D. C.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

For other Upcomings, see page 109.

PEOPLE

JOE C. CHAMBERLIN, formerly with Fitzpatrick & Chamberlin, publishers' representative, to Young & Rubicam, L. A., as account executive.

ROBERT (BOB) KELLY, freelance tv consultant, to radio-tv department, Harry B. Cohen Inc., N. Y.

STANLEY O. BOYNTON JR., associated for past five years with Stanley G. Boynton & Son Adv., Birmingham, Mass., named account executive in New York headquarters of Mutual, will service Michigan and northern Ohio territory.

WILLIAM H. BRODIE, western representative, Crosley Div., Avco Corp., to Dancer-Fitzgerald-Sample as account executive. He will be assistant on newly-acquired Pfaff sewing machine account and serve as merchandising consultant on other hard goods.

MAXINE ANDERSON, recently associate producer on Pinky Lee tv show and formerly manager of Biow Co. Hollywood office, to Los Angeles office of Weiss & Geller Inc., Chicago, as associate producer and fashion coordinator.

STEWART BARTHELMESS, manager of ABC Radio station clearance department, named sales service manager of network. **PETER H. WADE,** ABC station clearance contact, to manager of radio station clearance department, succeeding Mr. Barthelmess. **BETTY BOUCHER,** member of radio station clearance department, replaces Mr. Wade as station clearance contact.

HERSCHELL GOODMAN promoted to copy chief at Waldie & Briggs, Chicago agency.

LEO ROSEN, formerly in theatrical and advertising industries, and recently commercial manager of WROW-TV Albany, named general manager of WPTR there.

RICHARD STARK, for past two years account executive with DuMont Television Network, to ABC-TV's eastern network television sales staff as account executive.

H. R. (HERSCH) WEAKLEY, program director, KXIC Iowa City, to WMT-TV Cedar Rapids as creative supervisor. **WAYNE LOUI,** director at WMT-TV, appointed production supervisor.

WALTER FURNISS, news director, WCOL Columbus, Ohio, named to general convention committee of Sigma Delta Chi to handle arrangements for 1954 meeting there Nov. 10-13. He will handle entertainment.

JOHN RALEIGH, KYW Philadelphia commentator, promoted to news editor.

THELMA WALKER and **DAVID W. CLEARY,** Young & Rubicam, N. Y., appointed copy supervisors.

GEORGE RAPPAPORT, art director, Anderson-McConnell Adv. Agency, L. A., to Calkins & Holden Inc., same city, in similar capacity.

CAPT. WILSON STARBUCK, USNR, recently released from active duty, appointed director of personnel, Al Paul Lefton Co., Philadelphia.

SANDY CUMMINGS, tv dept., William Morris Agency, Beverly Hills, to ABC-TV Hollywood as coordinator of ABC-TV *Disneyland* series.

STEVE ALLEN, television comedian, and **JAYNE MEADOWS,** panelist, CBS-TV's *I've Got a Secret,* will be married July 31.

#1
in the morning!
#1
in the afternoon!
#1
in the evening!
IN
Winston-Salem
NORTH CAROLINA
. . . the hub of a rich, fast-growing 15 county market in the industrial heart of the . . .
#1
State in the South
Whatever your product or service—you will sell more of it faster to more people when you use the . . . . . .
#1
STATION
NBC AFFILIATE
600 KC—5 KW
AM - FM
WSJS
Represented by
HEADLEY-REED CO.

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

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THIS IS
JACKSONVILLE
FLORIDA...
Industrial center of the southeast!

...WMBR is Jacksonville's most-listened-to radio station ...and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

WMBR
AM · FM · TV

Represented by CBS Radio and Television Spot Sales

Backyard news can make



products move

It's local news—the things that happen in people's own backyards—that interest them most.

And such news gets the interesting handling which TV can give it only on *local TV newscasts*. That's why these programs command large audiences, have great in-home impact, spurt product sales for the sponsors.

One TV news show at 9:00 PM captures 51% of the total TV audience in the market. Another at 6:45 PM gets 39%.

Increase your sales on a local level...with Spot TV your medium, the local TV newscast *your* showcase, and the local newscaster *your* salesman.



WSB-TV . . . . . Atlanta	**WABC-TV. . . . . New York**
WBAL-TV . . . . . Baltimore	**WTAR-TV. . . . . Norfolk**
WFAA-TV . . . . . Dallas	**KMTV . . . . . Omaha**
KOA-TV . . . . . Denver	**WTVH-TV . . . . Peoria**
WICU . . . . . Erie	**WENS . . . . . Pittsburgh**
KPRC-TV . . . . . Houston	**WOAI-TV . . . . . San Antonio**
KARK-TV . . . . . Little Rock	**KFMB-TV . . . . San Diego**
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KSTP-TV . . . . . M'p'l's-St. Paul	**KOTV . . . . . Tulsa**
WSM-TV . . . . . Nashville	**KEDD . . . . . Wichita**

PRESENTED BY **Edward Petry & Co., Inc.**

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

EVEN ORAN WATCHES

W·H·E·N



Who cares about palm trees and quiet pools? To the natives of Oran the bright unfailing oasis is Channel 8.



We mean Oran, N. Y., of course, where water-pipes come complete with taps, and the dancing girls are not veiled.

Oran is only one of more than 250 upstate communities pitching their tents in the great, all-embracing shade of WHEN-TV. Under the grace of this unceasing refreshment trade flourishes, tempers remain cool, and joy reigneth over all. Happiest of all in the oasis are the merchants and sellers of goods. Care to join them?

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES
W·H·E·N
CHANNEL 8
SYRACUSE, N.Y.

OUT ON THE FARM

Network: NBC-TV
Time: Sunday, 4-5 p.m. CST (Premiere July 11)
Origination: Chicago
Cast: Eddy Arnold as host; Clint Youle, Lloyd Burlingham, John Ott, Don Herbert; the Landmeier family, including Wilbur, Bertha, Joyce, Janet, Judy and Jimmy; The Mid-States Four.
Producer: Ben Park
Director: Don Meier
Technical Director: Harry Maule
Writer: Marv David
Agricultural Advisor: Ken Fiske
Production Costs: $19,400 per week

A VISIT to the farm by city folk can be a rewarding experience, even via television, as was demonstrated by NBC-TV in its newest agricultural series.

In its quiet, unassuming way, the network's *Out on the Farm* is a sort of bucolic counterpart of movieman John Ford's saga of the sea, "Long Voyage Home." It rambles, to be sure, but that is half its charm. The only criticism that might be offered is that the program is too long.

This hour-long venture opens with a picture of Chicago's skyline and an invitation for city people to visit the country. Singer Eddy Arnold welcomes televiewers to the Landmeiers' 160-acre farm near Cloverdale, Ill. He introduces the participants and sings a few songs.

Among the principals: Lloyd Burlingham, farm specialist (and part-owner of WBEL Beloit, Wis.); Clint Youle, who discusses the ideal temperature for corn and milk output; John Ott, who talks of gardening, and the whole Landmeier family, engaged in farm activities. Interviews dominate the show.

Whether *Out on the Farm* will catch on as Sabbath fare is conjectural. Maybe viewers would prefer sitting on their own back porches to while away an afternoon. In a way, watching *Out on the Farm* and their country neighbors—the Landmeiers—is comparable to doing just that.

THE HUNTER

Time: NBC-TV network except WNBT (TV) New York, Sundays, 10:30-11 p.m. EDT (WNBT only, Saturdays, 7 p.m. EDT)
Starting Date: NBC-TV network, July 11, 1954, WNBT only, July 10, 1954
Star: Barry Nelson as Bartholomew "Bart" Adams, "The Hunter"
Cast: The supporting cast changes each week. Cast for the premiere episode includes co-star Rita Lynn as Lt. Redescu, Blair Davies as General Mulgrew, Ernest Graves as Henry Peyton Smith and Robert H. Fuller as Col. Sekelovsky.
Producer: Edward J. Montagne
Director: Oscar Rudolph
Editorial Supervisor: Phil Reisman Jr.
Director of Photography: Joseph Brun
Art Director: Sam Corso
Film Editor: Marie Montagne
Assistant Director: Sal Scappa Jr.
Sound: Dick Gramaglia
Make-up: Bob Kelly
Sponsor: R. J. Reynolds Tobacco Co., for Winston and Cavalier cigarettes
Agency: William Esty Co.

SHOULD historians centuries hence pry open a time capsule to better study the typical blood-and-thunder radio-tv offerings foisted on this age, let's hope they chance upon a film of *The Hunter*. For the creators of this new series have done well in pouring tried-and-true gimmicks into one catch-all.

A brief word of praise is in order for the skillful way in which canned shots of European locales are blended into the rest of the production. But this does little to overcome other basic failings, mostly in the script.

The opening of the half-hour series introduced millionaire Bartholomew Adams, who poses as a shiftless playboy. And it's somewhat less than a surprise to learn that Bart is really The Hunter, a modern-day Scarlet Pimpernel who dons countless disguises to methodically thwart communists and all other baddies who will mosey down the pike. Throughout these European capers, our hero insists on whistling "Frere Jacques" at the drop of a hat.

In this first episode, the Hunter waltzes through the Iron Curtain, kidnaps a traitorous American radio commentator, commandeers a jeep, and powers his way through a succession of communist roadblocks to deliver the traitor to American authorities in Trieste. The plausibility factor is studiously ignored by the Hunter's creators who seem more intent on eliciting wild bursts of applause from home viewers with such solid gimmicks as our whistling hero telling off the Reds and literally making the Red commentator eat his own recordings.

Questionable, too, might be the selection of "Frere Jacques" as a theme. Last scene of this particular episode closed with our hero whistling from somewhere out in the dark. Was he worried as he trilled for perhaps yawning viewers the opening line of the song:

"Are you sleeping, Brother John?"

* * *

BOOKS

THE BEST TELEVISION PLAYS, VOL. III, edited by William I. Kaufman. Merlin Press Inc., 220 W. 42d St., New York 36. 366 pp. $6.

THESE seven complete plays, which have been presented on NBC-TV and CBS-TV, are compiled as a guide for the professional writer and producer with each script as performed on the air, including full script, stage and camera directions and photographs. They also are intended to provide entertainment and understanding of television for the general reader.

"A Seacoast in Bohemia," by Ben Radin, and "Ashes in the Wind," by Mac Shoub, both NBC-TV *Kraft Tv Theatre;* "One in Twelve," by John Latham and Betty Lord, NBC-TV *American Inventory;* "Daniel Webster," by Hector Chevigny, CBS-TV *Schlitz Playhouse of Stars;* "Johnny Pickup," by Doris Halman, NBC-TV *Armstrong's Circle Theatre;* "The Happy Housewife," by Hedda Rosten, CBS-TV *Studio One;* "Rescue," by David Shaw, NBC-TV *Philco Tv Playhouse.*

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

August 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil & Presbrey

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

July 23: Ft. McHenry and B & O Roundhouse, Baltimore

July 28-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

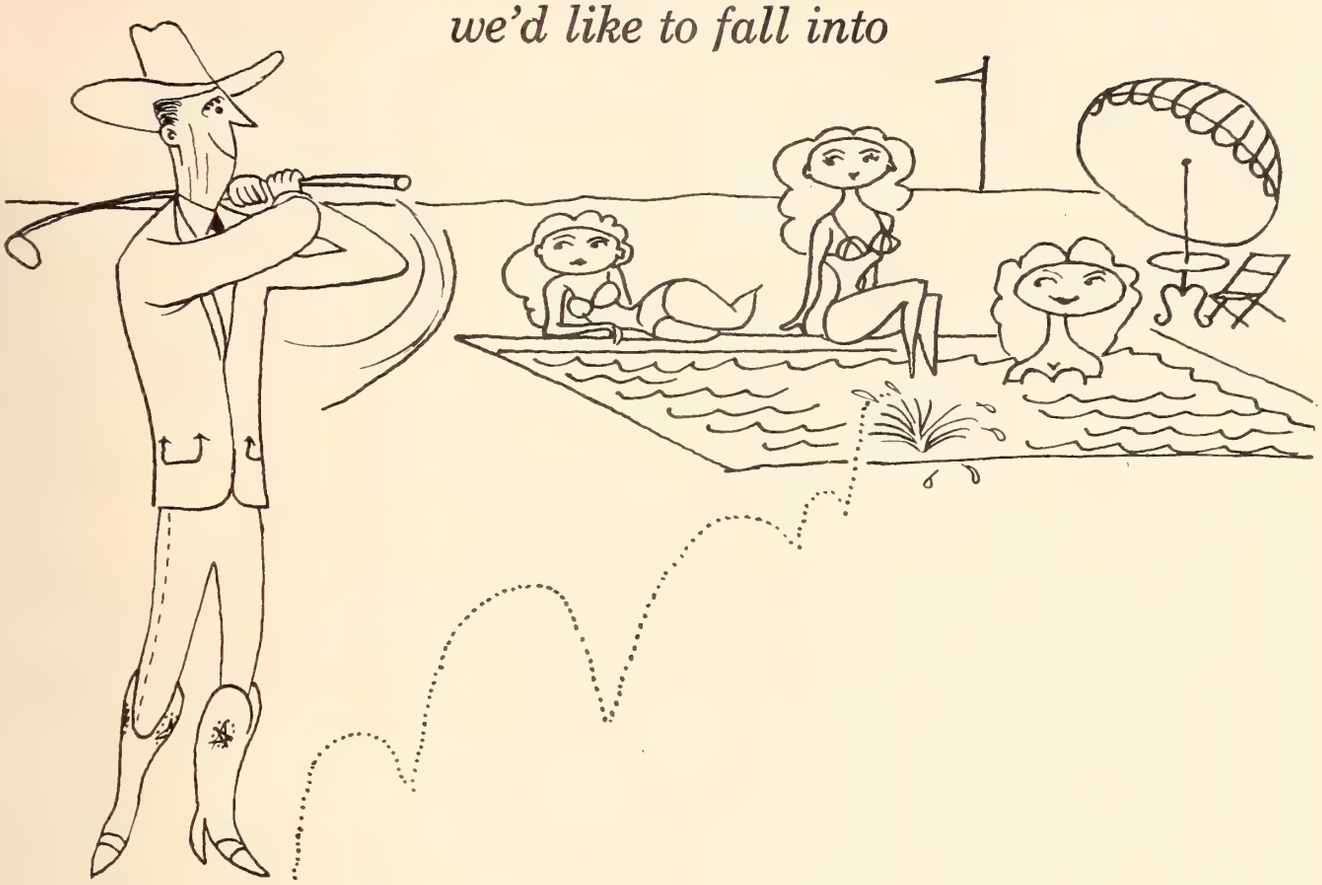
August 12-13: New York

July 22, 29, August 5, 12, 19: *The Marriage* — situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T.]

WATER HAZARDS

we'd like to fall into



After a futile week of seeking some simple information in the tangle of Washington bureaucracy, an oil-rich Texan finally called on his congressman for assistance. This worthy found the necessary material in half an hour. Delighted, the Texan wanted to return the favor, but the congressman explained that helping constituents was all part of his job. Our Texan insisted, however, and the congressman finally admitted that, since golf was so popular with the President, he'd like to take up the game only he didn't have any clubs.

Ten days later the congressman got a wire from Amarillo: "BOUGHT YOU NINE GOLF CLUBS STOP SORRY ONLY FOUR HAVE SWIMMING POOLS."

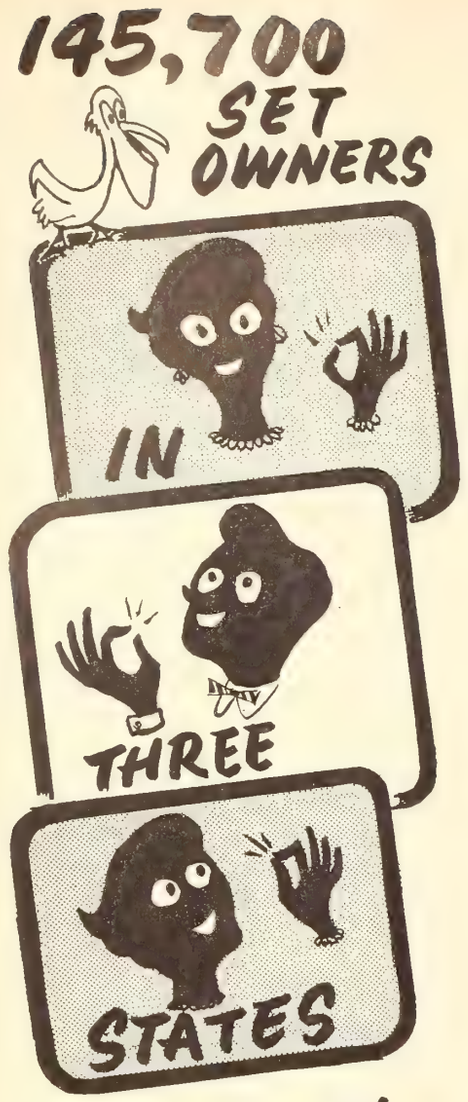
Ever wonder what there was to these gags about free-spending Texans? Here's a *fact*:

Amarillo leads the nation in per family retail sales—$5,248 in 1953. To make some of these sales your own, join the KGNC club. The Katz Agency, our national representatives, has membership details.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency



look at...and love

KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

Channel 8–Monroe, La.

CBS — NBC — ABC — DUMONT

Represented Nationally by

H-R TELEVISION, Inc.

Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

Protective Society

EDITOR:

. . . If you would like a news item, I am told that agency vice presidents are forming a union, affiliated with John L. Lewis and the other miners, because they now outnumber the people and need protection.

Rodney Erickson
V. P. & Bus. Mgr.
Radio-Tv Dept.
Young & Rubicam
New York

Ideal Medium

EDITOR:

KGAE Salem and KGAL Lebanon, Ore., attached a short safety slogan to each sponsor's commercial message for the three-day holiday over Memorial Day. The insertions totaled 175 average daily over the three days. No fatalities or recorded accidents happened. We were willing to discount this somewhat as a coincidence.

Again over the Fourth of July weekend we used the same campaign July 2, 3, 4 and 5, neary 200 insertions each day, linked to every commercial announcement.

And again no fatalities, no recorded highway accidents in our entire listening area. . . .

Pass it along. Only radio can do the job. We hit them hard and effectively right in the very vehicle that causes all the deaths and accidents. Let's ruin the Labor Day casualty predictions by every station, big and little, going all out to stop the slaughter.

Earle W. Headrick, Gen. Mgr.
KGAE Salem, Ore.

Up in the Air

EDITOR:

It gives us a pleasurable feeling of accomplishment to realize we have started a trend. I refer to the item about WCAU-TV on page 82 of your July 5 issue.

I know that originating a telecast from the air is an interesting and exciting event. We learned this last September when we became the trend starter for this type of aerial television.

I am glad to see, though, that we still hold the record for altitude. . . . We made it all the way up to 3,000 feet, a full 2,000 feet higher than a Navy blimp. We have no opinion, of course, as to whether this might have been due to our cooperation with the Air Force for this event.

R. D. Irving, Prom. Mgr.
KRON-TV San Francisco

[EDITOR'S NOTE: The September program to which Mr. Irving refers was telecast from a Douglas Globemaster over San Francisco. WCAU-TV's telecast was from a Navy blimp.]

Burden of Proof

EDITOR:

. . . Recently, we have had conferences with promotion departments of several agencies, and tremendous stress is put by these agency representatives on reports, backed up with documentary information, photographs, etc., which reports are sent to clients to show what has been gotten for the particular client in the way of promotion.

Our staffs, of necessity, are limited. We have in our promotion department two people who devote their major attention to promotion of all kinds, on the air, newspaper, direct mail, and, where possible, contacts with the wholesaler, the broker, or, if it is a single unit, the salesman for the particular product. We find that we can do these things pretty well, but when it comes to getting together substantive and elaborate reports of performance, properly documented, (then we must) forego the actual function of promotion, that is to try and attract audience to our stations in favor of reports to agencies, some of which we feel are never looked at. . . .

It would seem to me that the agencies, in their insistence on reports, are defeating the real purpose of promotion, and we raise the questions in this letter to you in the hope that perhaps some station managers have found a way of promoting for the fundamental purpose of promotion, that is, to get audience and at the same time make clients happy. The distrust apparent in the insistence on documented reports vs. the trust which is evidenced by the payment of bills, seems to us to be a basic inconsistency, which is perhaps one of the charms of radio and television.

John M. Rivers, Pres.
WCSC Charleston, S. C.

Re-Run

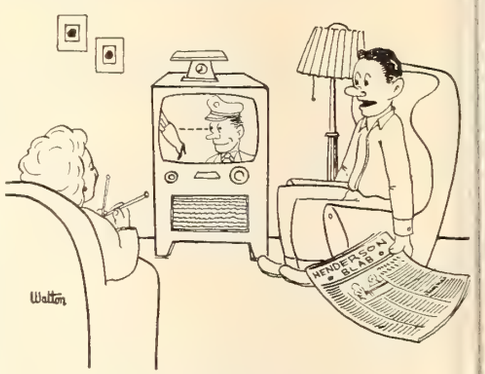
EDITOR:

Enclosed please find a bit of art work dashed off after reading "Slight Error" [B•T May 31].

The "tongue-in-cheek" attitude is no reflection on tv, for next week I leave for Bangor, Me., to become local sales manager of WTWO (TV). . . .

Bob Watson
Station Manager
WJBS Deland, Fla.

[EDITOR'S NOTE: The news item to which Mr. Watson refers reported that the Navy had apologized for the accidental appearance of a VD film in a "This Is Your Navy" series on WEHT (TV) Henderson, Ky.]



"Just another old V.D. film. I saw this one in '42."

Wild Blue Yonder

EDITOR:

As a result of the story appearing in the [July 5] issue of BROADCASTING • TELECASTING, in which the Air Force is quoted as saying that it will continue its policy of asking for free time but paying for production costs, either the NARTB or the various state organizations should take cognizance of this ill-advised practice.

Once again, radio stations are asked to contribute their most valued commodity under the guise of public service while all the other associated businesses obtain their regular fees. Certainly the Air Force realizes that radio stations are under no obligation to assist in its recruiting policies and especially when everyone receives his commission, except radio stations.

How long must we put up with this sort of thing?

Jerry Stone, Gen. Mgr.
WNDB-AM-FM Daytona Beach, Fla.

Sponsors buy by-the-year on WOWO!

National and local clients sell BIG on WOWO . . . morning, noon and night . . . fifty-two weeks of the year! So they *buy* fifty-two weeks of the year! You'll never get a better buy in this high buying-income Ohio-Indiana-Michigan market. Buy us and see!

For information about best buys and frequency discounts, call H. D. "Tommy" Longsworth, WOWO Sales Manager, Fort Wayne, Anthony 2136, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WITNESS:

NEW 52-WEEK CONTRACTS

5:45–6:00 A.M.
Tuesday, Thursday
Keystone Steel & Wire
(Red Brand Fence)

6:00–6:15 A.M.
Monday, Wednesday, Friday
Ralston-Purina Company

7:20–7:25 A.M.
Monday, Wednesday, Friday
Funk Brothers Hybrid Seed Corn

8:00–8:15 A.M.
Tuesday, Thursday
Parrott Packing Company

11:00–11:15 A.M.
Monday through Friday
Procter & Gamble (Cheer)

12:45–12:55 P.M.
Wednesday, Friday
DeKalb Agriculture

10:30–11:00 P.M.
Monday, Wednesday, Friday
Falstaff Beer

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, *Fort Wayne;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ (TV)**, *Philadelphia;* **KDKA**, *Pittsburgh;* **KEX**, *Portland, Oregon*

National Representatives: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.

WOWO
Fort Wayne, Indiana NBC Affiliate
50,000 WATTS

Use on black & white today... modify for color tomorrow!



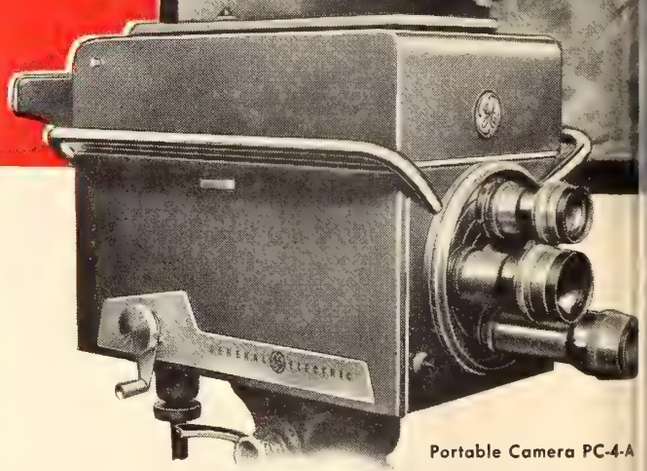
GE Portable Camera Chain





Switching Unit TV-47-A

Camera Control & Monitor TM-6-A



Portable Camera PC-4-A

Units provided:

Camera, PC-4-A
Viewfinder, TV-20-D
† Camera Control & Monitor, TM-6-A
† Switching Unit & Panel, TV-47-A
Sync Generator, PG-2-A
Camera Cable Assembly, PV-15-A, 50 ft.:
a. *Metal Tripod*
b. *Friction Head*
c. *Single and Double Phone Headsets*
† Power Supply, TP-10-A
Power Distribution Box, TC-19-A
TV Baltar Lenses (50, 100, 152 mm)

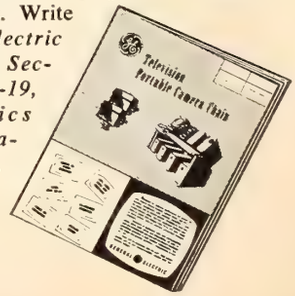
Accessories:

† Portable Master Monitor Group, TM-15-A
Wipe/Insertion Unit, TV-46-B
Desk, PR-22-A
Camera Dolly
Tripod Dolly—3 Wheel
Special Lenses and Cable
Single Chain Adaptor, TV-48-A
Camera Cover, Lens Shades and Neutral Density Filters

† *Includes vibration isolation mounting.*

Get this new booklet!

Contains full details and specifications on General Electric's new Portable Camera Chain. Includes systems diagrams, plus complete equipment features and photos. Write *General Electric Company, Section X274-19, Electronics Park, Syracuse, N. Y.*





Gain complete flexibility with low cost color conversion

HERE is the most advanced portable camera chain yet developed. It fits all current studio or remote programming requirements. Then, when color is desired, the system is easily *modified at less than half the cost of a new color camera chain!*

Designed primarily to improve picture quality, General Electric has also successfully attained the greatest possible portable equipment maneuverability. All units have been thoroughly field tested...their versatility clearly demonstrated in *actual station use.*

Call your G-E broadcast representative today! Ask him to present the overall G-E *Pyramid Plan* for color. You'll welcome its outstanding economy and applaud General Electric's realistic approach to color TV.

13 Bonus Features

Minimum Weight • Low Power Consumption • Small Size • Interchangeable Sync Generator (station or remote use) • Binary Counters (provide extreme accuracy) • Built-In Wipe and Corner Insertion Control (for special effects*) • Locate Switching Control Panel up to 1000′ from Equipment • Electronic Switching (laps and fades both manually and automatically) • Simplified Cabling System • Handle Greater Range of Light Levels (Lenses stop up to *f* 64) • Intercom Amplifier • Audio Level Control and Preview Monitor Selector Switch on Switching Unit • Switching and Control Unit Handles 4 Cameras Plus 2 Remote Composite Signals.

**Wipe/Insertion Amplifier...optional accessory unit.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

YOU CAN DOMINATE

THE NATION'S 14th LARGEST MARKET

RADIO

WGR

BASIC NBC

Buffalo's FIRST Station

The "merchandising-minded" station that is always bought *first* by advertisers who want to *sell* their products.

WGR's Salesmen of the Air:

JOHN LASCELLES
the Morning "Musical Clock" Man

Reggie & Bill KEATON
"Mr. and Mrs. Buffalo"

BOB GLACY
in "Glacy's Basement" Late Show

BILL MAZER
Sports As You Like Them

HELEN NEVILLE
The Homemaker's Friend

PLUS . . .
complete news and special event coverage

Free and Peters — *National Representatives*

STATIONS THAT SERVE BOTH THEIR AUDIENCE AND THEIR ADVERTISERS

TELEVISION

WGR-TV

BASIC NBC

CHANNEL **2**

The *new* opportunity for complete, integrated product domination in the nation's 14th largest market

ON THE AIR

AUGUST 14th

Headley-Reed — *National Representatives*

OWNED AND OPERATED BY WGR CORPORATION

MILESTONES



THIRTY-YEAR Westinghouse pin is presented to John J. Michaels (r), KYW Philadelphia transmitter supervisor, by General Manager Frank Tooke. Mr. Michaels was with KYW in 1934 when it moved from Chicago to Philadelphia.

► FLORENCE PORTER, one of the original group to join Kudner agency when it was founded and before that in the accounting department of Erwin, Wasey & Co., recently completed 25 years in the advertising business and was honored by other quarter-century co-workers at a luncheon at the Waldorf-Astoria. She was presented sterling silverware by James H. S. Ellis, president of Kudner.

► C. HERBERT MASSE and Colton Morris, WBZ-TV Boston sales manager and sales department head, respectively, have been presented 15-year service pins by W. C. Swartley, general manager.

► ENID BEAUPRE, sales librarian, NBC, marked completion of 25 years with the network July 10. She retires at the end of this month to devote full time to writing and lecturing.

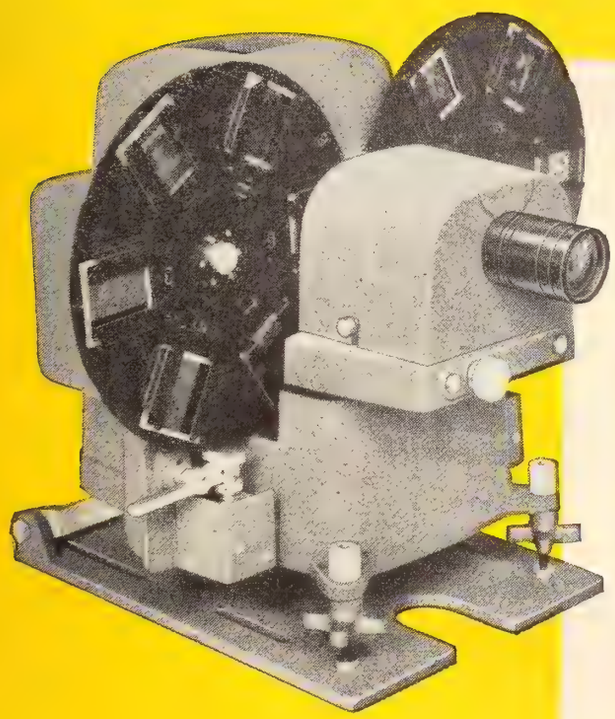


ROBERT B. JONES Jr. (standing), vice president and general manager, WFBR Baltimore, presents service awards to three members of the engineering department who have been with the station more than 25 years. L to r: Edward V. Stover, engineer; William Q. Ranft, chief engineer, and William D. Kelly, transmitter supervisor. In keeping with a new policy, the station has presented service awards to 36 employes who have been with WFBR for five years and more.

NEW SINGLE LENS

GRAY TELOJECTOR

STAR PERFORMER....



for TV commercials



Precision Projection

BETTER Commercials at LOWER COST

Yes . . . **now** you can use better 2″ x 2″ transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost . . . ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds . . . providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 35B Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

Complete Projection System

The New Gray 3B Telojector (2″ x 2″ Transparency Slide Projector) utilizes a single lens —permits superposing of two images on an optical axis . . . eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

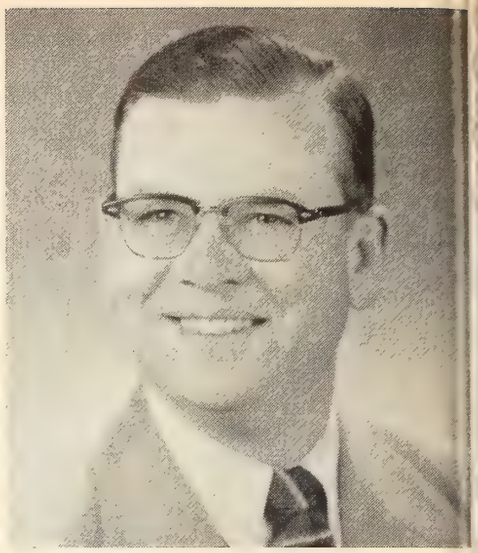
GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and Phon Audograph

WRITE FOR:

Illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR and complete line of Gray Television-Broadcasting Equipment.





RODERICK HUGH MacDONALD

on all accounts

RODERICK HUGH MacDONALD Jr. sings a pretty fair tenor. His voice has joined others in the Loring Choral Group and the Olympic Club Choir, and he serves as leader of his church choir.

He also has bought about as much television as any man on the West Coast.

Media director of tv-conscious Guild, Bascom & Bonfigli, Rod MacDonald selects and buys about $3-million worth of the medium each year. And this year that figure will take another jump.

Mr. MacDonald's agency currently is handling *You Asked for It* on 57 stations throughout the nation, the *Harry Owens Show* on 13 stations of the Columbia Pacific Television Network, the *Saturday Night Fights* on three stations, *I Led 3 Lives* on 12 stations, and *Regal Star Time, Liberace, Badge 714, Golden State Movie Time,* and sundry other programs.

The man who calls GB&B's media shots is a soft-spoken Scotch-Irishman who is known to representatives and other people he deals with as the most painstakingly honest guy in the business.

A native San Franciscan, Mr. MacDonald is an alumnus of the U. of California. He was a pre-med student until his junior year, when he switched to an advertising major. After a brief stint with a now-forgotten Oakland agency, he went into production planning and then became office manager at Columbia Steel in San Francisco.

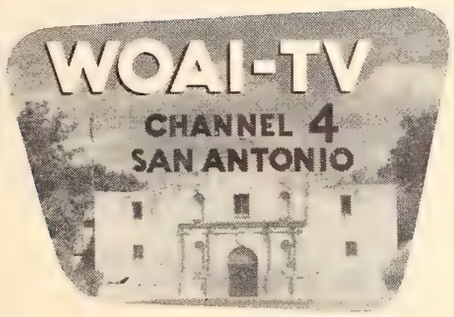
Following the war, he joined Botsford, Constantine & Gardner. Before joining GB&B in 1951, he also worked at Biow and at Foote, Cone & Belding. He's been head of the media department at GB&B since his arrival.

The father of five youngsters is head of a Cub Scout group. His four girls and one son range from 11 years to 10 months. His wife, Mary, also is a native San Franciscan.

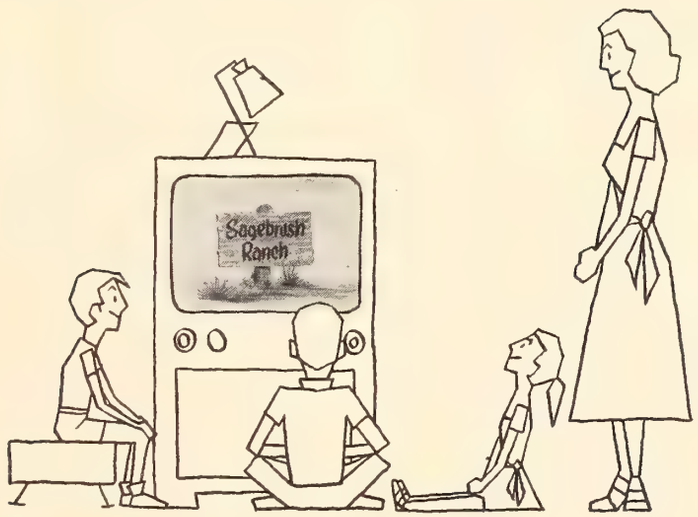
Mr. MacDonald has served as western states vice president of Alpha Delta Sigma and as president of San Francisco's Milline Club. He also is a member of the Ad Club and the Olympic Club. A popular after-dinner speaker, he was recently keynote speaker at a western advertising forum at California Polytechnic.

The reason many agencies fail when they try to sell on tv, he says, is that they attempt a strange blending of the techniques of radio and display advertising.

"Television," he points out, "is more than a video-audio combination. It requires a wholly new and unique commercial approach. It can be a tremendously powerful salesman; but it can also be a costly mistake."



the picture people prefer



the picture **kids** prefer is **woai-tv,**
monday through friday at 4 to 5 p.m.
it's **"sagebrush ranch"** with top-notch westerns
and ol' sage himself, whose live commercials
really sell 'em. **nbc's** pinky lee and howdy doody,
during the preceding hour, make a powerful lead-in.
and the half-hour immediately following "sage-
brush ranch" may be just the selling opportunity
you're looking for, with your own kid's program. check
petry for "sagebrush ranch" participations and adjacencies.

KJEO-TV
FRESNO, CALIF.
Serves an
EXCLUSIVE
UHF MARKET

ALL stations in the Fresno Trade Area are UHF stations. Los Angeles and San Francisco cannot possibly get into this area. The flat Valley topography, surrounded by mountains, and the 4400 ft. height of the KJEO transmitter gives UHF every natural advantage.



KJEO
CHANNEL 47
ABC-TV AFFILIATE

GREATER Coverage
SUPERIOR Reception

Powerful new 12 KW transmitter now in operation with ERP of
444,000 WATTS
Covers ALL Central California's rich BILLION dollar market.

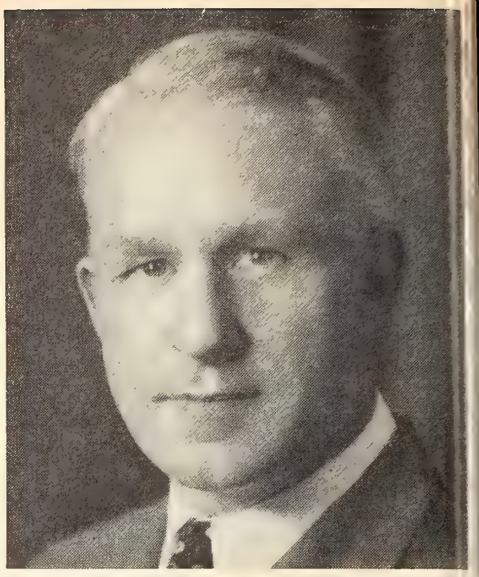
123,354 sets
July 1954

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices in Leading Cities

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone 7-8405
J. E. O'Neill, President

our respects

to FRANK HOLMES McINTOSH



IF ANY ONE MAN can be credited with maintaining radio broadcasting during the equipment-tight days of World War II, it is Frank H. McIntosh, now a Washington consulting engineer and recently elected president of the Assn. of Federal Communications Consulting Engineers.

As assistant chief of the War Production Board's radar-radio division, it was Mr. McIntosh's responsibility to gear military requirements for electronics equipment with civilian use.

All sorts of schemes were evolved to maintain broadcasting—including the government order which required all stations to reduce power by 1 db. In reality this enforced a 20% power cut on all stations, but doubled the life of transmitter tubes. Other moves were made to enable broadcast stations to maintain their service to the public. These were the establishment of an equipment pool, an exchange plan, standardization of receiving tubes for home sets (which effectively reduced the number of types from more than 700 to less than 90), and, of course, a minimum amount of production so that the civilian market did not dry up entirely.

Somewhere in the line of these steps, from inception to results, sat Mr. McIntosh.

Frank Holmes McIntosh was born in Omaha July 12, 1906, son of a Union Pacific freight agent in that cattle city. Mr. McIntosh's grandmother was a Boston Holmes, kin to the renowned Supreme Court jurist, which accounts for his middle name. In summers, young Frank vacationed in his mother's hometown, Young America, Ind.

Notwithstanding his Yankee and Hoosier strain, Mr. McIntosh does not slight his Scotch forebears. In fact, the McIntosh (Mackintosh) tartan of red, blue, green and black has become a familiar trademark in Washington consulting circles and in audio engineering circles: it appears on the firm's letterheads, promotional material, packages, etc.

After graduation from Omaha Technical High School, Mr. McIntosh attended the U. of Omaha for one semester, then switched to the U. of Nebraska, from which he received his B.S. in electrical engineering in 1928. Throughout high school and during college summers, Mr. McIntosh worked at what was then WOAW Omaha (now WOW). After graduation he became chief engineer there.

His interests ranged farther, however, than running a radio station. In 1929 he joined Bell Telephone Labs in New York as a radio development engineer. Toward the end of his association with Bell Labs he supervised radio installations for the Graybar Electric Co., which sold Western Electric products. In 1937 Mr. McIntosh officially joined Graybar as a sales engineer covering the far western states and Alaska, Hawaii and the Philippine Islands. In 1941 he became technical director for the Fort Industry Co. (now Storer Broadcasting Co.), with headquarters in Toledo. In 1942 he joined the War Production Board. Then, following the end of the war, he opened his own consulting practice in Washington.

That's the consulting engineer side of the McIntosh nature. There's another McIntosh whose name is hallowed among high fidelity afficionados. His name, to them, means the McIntosh amplifier, considered to be one of the dream instruments of the era.

After the war, Mr. McIntosh teamed up with J. Leonard Reinsch (Cox stations) and Frank Stanton (CBS president) to supply Cincinnati business establishments with wired music. Mr. McIntosh, as the engineer of the trio, bought the amplifiers for these installations. He found most of them below his high standards. Thus began his study of amplifiers which resulted in the design of the now-famous McIntosh low distortion, high power and high efficiency amplifier.

At first the amplifiers were handcrafted in a Washington laboratory; they now are made in a regular manufacturing plant in Binghamton, N. Y., which does a $1 million business yearly. Early this year, Mr. McIntosh opened a Bethesda, Md., laboratory where military projects are underway. In addition to amplifiers, the McIntosh line now also includes modulators, compensators, speakers, phonograph records and other equipment.

There is a new gleam in Mr. McIntosh's eye these days. That is high fidelity for am.

Mr. McIntosh is the quiet, reserved type. He is partial to bow ties (the above picture notwithstanding) and wears horn rimmed glasses for reading. He married Dorothy Marie Newell, a fellow churchgoer in Omaha, in 1930. They live in Chevy Chase, Md., a Washington suburb, and have two sons, Kenneth, 22, now in the Navy, and Donald, 20, now in the Army.

Mr. McIntosh leads the full life professionally. He is a member of virtually all the engineering associations—American Assn. for the Advancement of Science, Institute of Radio Engineers, Society of Motion Picture & Television Engineers, American Physical Society, Acoustical Society of America, American Institute of Electrical Engineers, the Engineers Club of Washington, and the AFCCE. He has been a "ham" since 1919.

When he was working as an apprentice at WOW during his youth, he did everything from sweeping out the station to announcing. What he doesn't mention too prominently in telling about those years is that he was a musician too. He played the cello in the station's string trio.

WESTERN ROUNDUP pays off

for the FISCHER BAKING COMPANY

"There's something about a Western on TV that's intriguing. You know the marshal will 'get his man' for law and order must prevail. And still you look, and children look, and mothers look. The result — good results.

That's why we recommended to our client, the FISCHER BAKING COMPANY, that Westerns on TV sell merchandise; and we've proved it.

For the last five years WATV's 'Western Roundup' has been used with good effect, and we plan to increase the schedule right after Labor Day.

Keep shooting with your Westerns, but shoot only the bad hombres."

Scheck Advertising Agency, Inc.

WESTERN ROUNDUP:

with Ranger Lyle Reed — Monday thru Sunday 4 - 5 p m

TELEPULSE: 4.1 quarter-hour average January — June

channel 13 watv

covering metropolitan new york-new jersey

TELEVISION CENTER, Newark 1, New Jersey Rep: Weed Television Corp.

What's Gnu?

Lots of babies, for one thing!
Utah has the second highest birth rate
in the nation . . . the lowest death rate.
In fact, the entire Intermountain market
has grown nearly 25% in population since
1940 and is predicted to expand
another 25% by 1960!
To sell your merchandise to this ever-
enlarging group of customers, use

KSL—TV
SALT LAKE CITY

REPRESENTED BY CBS—TV SPOT SALES

*sources upon request

IN PUBLIC INTEREST



EDMUND H. ROGERS (l), partner, Gray & Rogers, Philadelphia advertising agency, accepts the $200 multiple sclerosis donation from WPEN personality Larry Brown representing station effort (also see story, p. 74).

KOMO-AM-TV Push for Safety

KOMO-AM-TV Seattle, Wash., in conjunction with the Seattle-King County Safety Council and the Seattle Advertising and Sales Club has launched "Crusade 4 Safety" traffic campaign. The drive is designed to intensify the current Washington State safety campaign started last fall by Gov. Arthur B. Langlie and the local Safety Council. Competition between sections of the city and county is a key element in the program, with awards going to those communities showing the greatest monthly decrease in traffic accidents.

Aid to Amphitheatre

A NEW WING for the Cincinnati Summer Opera Assn. amphitheatre was helped along by $18,000 worth of radio and tv time donated by WLW and WLWT (TV) there. The time was purchased by nine Greater Cincinnati business and industrial firms. In addition, the Crosley Broadcasting station presented the association with a check for $5,000, bringing the amount donated in the last four years to $25,800.

KSJO's Safety Reminders

KSJO San Jose, Calif., is cooperating with the National Safety Council and the National Automobile Club in a state-wide campaign to cut down the highway accident toll by distributing automobile stickers and bumper strips as reminders against careless acts in driving.

WADK and Fireworks

LACK of a public firework fund and local complaints prompted Jack Stewart, WADK Newport, R. I., to start "Operation Fireworks—1954" two weeks before the July 4th holiday to raise money for fireworks. Nearly $1,000 was raised through collections by the middle of the second week.

'Good Neighbor' KLVL

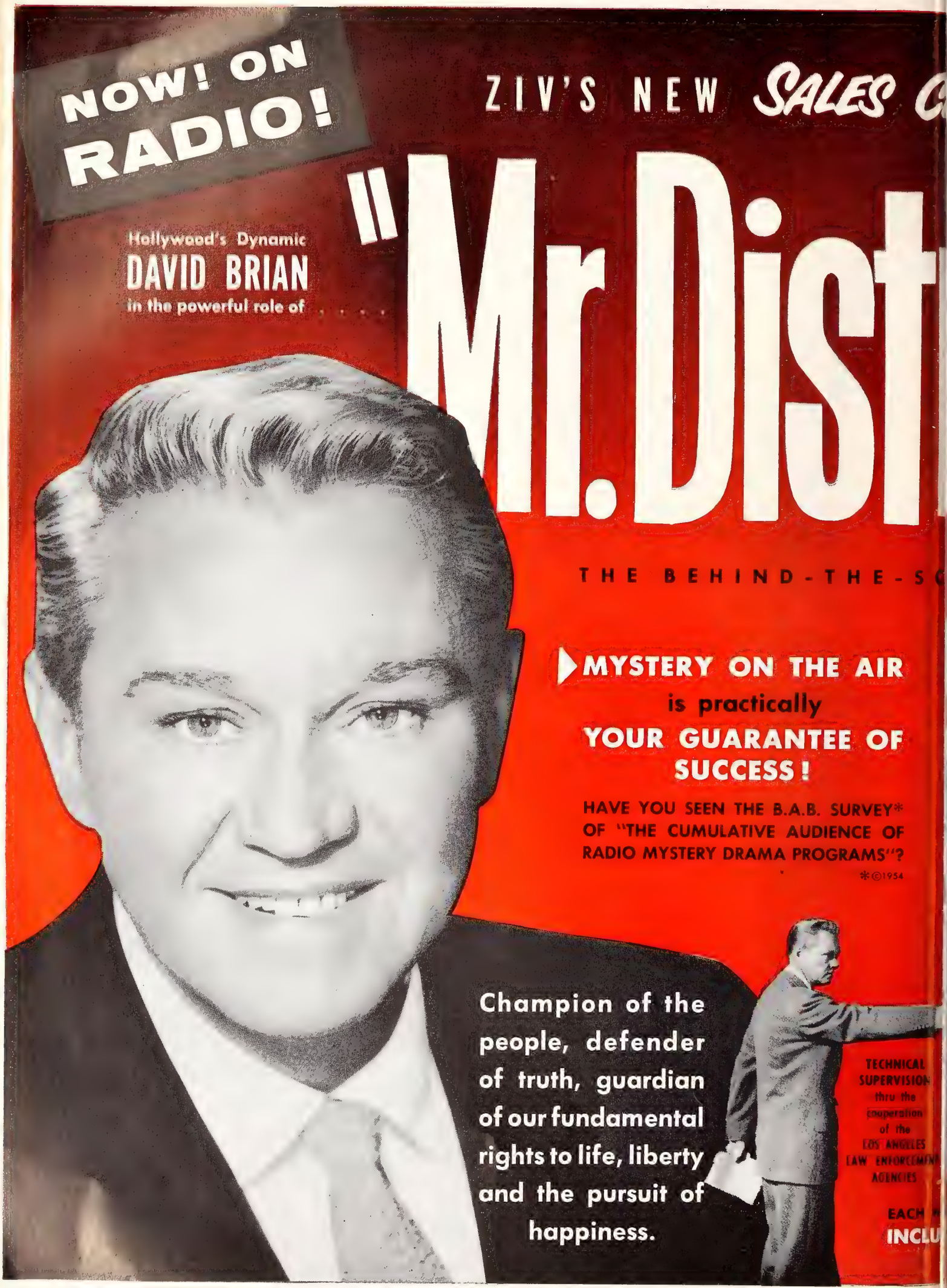
KLVL Pasadena, Tex., was instrumental in the distribution of several truckloads of emergency supplies to victims on both sides of the flood-stricken Rio Grande River during the flood there earlier this month. The goods and about $6,000 in cash were collected in Houston under the supervision of the Rev. James L. Novarro, Houston Baptist pastor, and were carried in several cargo trucks furnished by Brown Express Co., Houston. Rev. Novarro, along with Mr. and Mrs. Felix Morales, who head KLVL, were praised editorially in the July 10 *Houston Press* as good neighbors "in deeds and not in mere words".

NOW! A RADIO SERIES THAT IS

SALES DYNAMITE

for you!

ZIV's thrilling
Radio Drama of our
LAW ENFORCERS
in Action!...


NOW! ON RADIO!
ZIV'S NEW SALES C
"Mr. Dist
Hollywood's Dynamic
DAVID BRIAN
in the powerful role of . . . . .
THE BEHIND-THE-S
MYSTERY ON THE AIR
is practically
YOUR GUARANTEE OF SUCCESS!
HAVE YOU SEEN THE B.A.B. SURVEY* OF "THE CUMULATIVE AUDIENCE OF RADIO MYSTERY DRAMA PROGRAMS"?
*©1954
Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.
TECHNICAL SUPERVISION thru the cooperation of the LOS ANGELES LAW ENFORCEMENT AGENCIES
EACH
INCLU

PION FOR RADIO ADVERTISERS!

ct Attorney"

DRAMA OF OUR *LAW ENFORCERS* IN ACTION!

TESTED and PROVED . . .

e No.1 MYSTERY on the Air!

HIGH RATINGS! 1st NATIONALLY
in survey after survey* . . . for 12 years among the nation's top-rated shows.
*National Hooper and local Pulse ratings on request.

LONG-TERM RENEWALS!
Renewed for 12 consecutive years by one of the largest firms** in a highly competitive field.
**Name on request.

SENSATIONAL SALES RESULTS!
During this 12 year period, the sponsor's annual sales increased nearly 300%.***
***From $17½ million to over $45 million.

Dramatized So Vividly
listeners live the
ADVENTURE, EXCITEMENT AND ACTION
as MR. D. A., HARRINGTON and MISS MILLER match wits with the underworld.

Get in touch with us now . . . wire, phone, write for full FACTS ON THIS NEW SALES PLAN FOR ADVERTISERS!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

COMPLETE STORY WITH 5 SPONSOR IDENTIFICATIONS
FULL-LENGTH SELLING COMMERCIALS!

Come and Get it!

Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH	WKHM	WKMF
DEARBORN	JACKSON	FLINT
5000 Watts (1000 WATTS — NIGHTS)	1000 Watts	1000 Watts

BROADCASTING TELECASTING

July 19, 1954 Vol. 47, No. 3

IN THE WIND: SENATE ACTION TO REGULATE NETWORKS

Some light is being shed on the plans of Sen. Bricker to call for a full-scale investigation of radio and tv networks. Should his ideas prevail, the inquiry would reach into many facets of the broadcast industry, and probably would mean the hiring of an expert to conduct the study. Leading candidate: Former FCC Comr. Robert F. Jones.

Senator Potter talks to the President on uhf—story page 82.

THE UNEASY quiet that settled over the radio and tv networks after the conclusion of the Potter Subcommittee hearings on the uhf question may be rudely shattered by a full-scale Senate investigation.

Prospects for such a probe directed at the networks themselves appeared on the Capitol Hill scene last week as the time available for such a decision grew shorter in the face of Congressional adjournment, possibly by the end of this month.

Such an investigation would have as its aim the authorization of the FCC to license and regulate chain broadcasting, a provision not in the Communications Act of 1934. Only access to such "regulation" now open to the FCC is through the "back door" via the network's owned and operated stations and through affiliated stations.

Although mantled with mystery, the Congressional move, which has been gaining momentum, hinges on the strength of Sen. John W. Bricker's (R-Ohio) desire to push an independent investigation of the broadcast industry, with the networks as the center.

Sen. Bricker, whose attention long has been riveted upon the status of the networks in the communications field, may soon lay his plans before the Senate Interstate & Foreign Commerce Committee of which he is chairman.

● These plans would entail a probe of broadcast operations (particularly the networks) by either the full committee, the Communications Subcommittee or by a select or special committee especially set up for this purpose [CLOSED CIRCUIT, July 5].

● The preliminary investigation would be made while the Congress is in recess, with recommendations for remedial legislation being made during the next Congress.

● Fundamental to the investigation is the bill (S 3456) introduced by Sen. Bricker earlier in the year. The measure would authorize the FCC to license and regulate networks directly and on the same basis as individual station licenses [B•T, May 17].

● An outside expert, familiar with the broadcast industry and Congressional procedure, would be hired to conduct the probe on the committee staff level. The full resources of the committee would be made available.

● Foremost candidate for the post is Ohioan Robert F. Jones, former Republican Congressman and FCC Commissioner. Mr. Jones now is a practicing attorney with the Washington law firm of Scharfeld, Jones and Baron. (Last week he participated in the turbulent daytime skywave case in oral argument before the FCC [see story, page 79].

● Current thinking on the proposed probe, which some Hill observers label as "premature" and feel may fizzle, remaining as an idea and never becoming a reality, is that it would encompass not only a sounding of networks, their station affiliations and status in current broadcast economics but also such matters as the networks' stake in uhf.

Even as speculation rode high on the possible pendulum swing of the Bricker Plan, the FCC last week sent comments on the Bricker network bill to the Bricker Committee.

Reportedly, the Commission noted that the Budget Bureau had turned it down on a request for funds for a study of the networks looking toward their regulation. It was held that the FCC also said it often had considered the regulation of networks but felt that a full investigation of the subject should be made first.

According to the Commission, its feeling is that a full probe still is needed. Pointedly, the agency did not specify who should do this investigating—the Congress or the FCC itself.

This presumably would bolster the Senator's position should he wish to instigate an inquiry.

It was learned that Sen. Bricker and other members of the Senate feel that the so-called "network problem" is interlocking, entailing various segments of the radio-tv industry. It is because of this viewpoint that what ostensibly would be a "network investigation" in reality would expand into a far-reaching probe of the radio-tv communications field.

There is no agreement as to whether the Bricker Committee has the funds necessary for such an investigation. The Senate has voted the group more than $100,000. How much of this total would be available for an investigation still must be determined.

If the committee does not have sufficient funds it would have to go before the Senate for additional monies.

First step, however, would be for Chairman Bricker to lay bare his plans before his committee. The probe's future then would depend

WILL HE MASTERMIND INVESTIGATION?

ROBERT FRANKLIN JONES, astute in administrative law, is a Washington attorney. He is a member of the firm, Scharfeld, Jones and Baron.

He joined the firm in September 1952, after resigning from the FCC where he served as a member from 1947-1952. A former Ohio Republican Congressman, Mr. Jones served in the U. S. House from 1939 to 1947.

When Mr. Jones was sworn in as a member of the Commission on Sept. 5, 1947, he left behind a hard-earned reputation as a tireless worker and a popular legislator.

In Congress, Rep. Jones won bi-partisan acclaim for his service as chairman of the House Appropriations subcommittee that pared Interior Dept. funds, cutting heavily into patronage jobs.

He was born June 25, 1907, in Cairo, Ill., and worked through high school and college —Ohio Northern U. Earning a law degree, Mr. Jones displayed his shingle in Lima, Ohio, becoming county prosecuting attorney in 1935. Three years later he was elected to Congress, and was embarking on his fifth straight term when President Truman named him to the FCC in June 1947, after the nomination of Ray C. Wakefield, a California Republican, was withdrawn.

Before joining FCC, Mr. Jones sold his 18% interest in Northwestern Ohio Broadcasting Corp., then an fm permittee and am applicant (now WIMA-AM-FM-TV Lima).



MR. JONES

As a member of the FCC, Mr. Jones continued in the vein of self-effacing labor and a love for the law. Known throughout his career as a fighter, he displayed his muscles as a diligent and militant minority member on the FCC, a role he pursued until his resignation.

on the amount of enthusiasm which could be generated among the committee members.

The vastness of the subject would necessitate a study which could overshadow the recently-completed Potter Subcommittee inquiry into uhf's status, both in the detail and in the work involved.

This apparently is the underlying reason that Sen. Bricker, should his plan be presented and adopted, would seek to pluck from the broadcast field a man with the history and qualifications of Mr. Jones.

The Washington attorney is fitted peculiarly well for such an assignment. A Lima, Ohio, lawyer, Mr. Jones became prosecuting attorney for Allen County and then was elected to the U. S. House where he served for 8½ years until appointed in 1947 to the FCC by President Truman. He resigned from the Commission after five years service to practice law.

As a Commissioner, Mr. Jones was a bitter dissenter to the FCC's Sixth Report and Order which lifted a 43-month-old tv freeze in 1952.

At that time, Mr. Jones hit FCC's maximum powers and antenna heights, charging that high costs would be necessary to meet them. He said the plan threw the heaviest financial burden on uhf operators, whom he described as the least able to pay. He also said he desired regulations which would equalize vhf and uhf coverage. To him, FCC had created a "bigger Frankenstein" by its allocation plan than it was "trying to avoid." When Mr. Jones attacked the thaw order, many persons thought his approach formidable but too late.

Front-line Commissioner

Mr. Jones was a militant minority member of the Commission and was in the forefront of many battles, notable among them, in addition to the freeze lift, the raging fight over color tv. As a member of the FCC, Mr. Jones did not go down the line with the networks in the various decisions in which he participated.

During his Commission career, Mr. Jones, whose great forte was administrative law, crackled out dissents in the Port Huron case involving the right to censor political broadcasts containing libelous material, and in the FCC's application of the so-called Avco rule in cases involving station transfers. He also rebuked the industry, for example, in the color tv case where he pointed to possible anti-trust violations by manufacturers.

Sen. Bricker's network bill made its debut in the Senate last May. In introducing the measure, Sen. Bricker alluded to the uhf picture, telling the Senate that the majority of tv station grants dropped or surrendered since the lifting of the tv freeze was in the uhf.

"We have reason to believe," he then informed the Senate, "that many of these failures are due to the fact that the stations were denied programs by the networks."

He also had declared that "networks have grown to dominate the broadcast field" since Congress enacted the Communications Act (1934). "The ability of an individual station to obtain network programming too often determines whether that station lives or dies," he said.

FCC, he said then, had full responsibility of making available "a nationwide, efficient radio and tv service." If FCC "is unable or is hampered in carrying out this objective because of the lack of authority, then the Congress must act accordingly."

Sen. Bricker also has given thought to the license fee matter. It is believed that this subject, which was left in abeyance by resolution of the Commerce Committee, also would enter into the communications study.

CAN YOU GET IT RETAIL? NEW RATE DISPUTE ERUPTS

Agency head Emil Mogul takes on station representatives in an explosive quarrel about his agency's practice of buying time directly from stations at the local rates—by-passing the representatives. SRA's Flanagan and Petry's Mr. Petry are leaders of the opposition.

DISCREPANCIES between local and national rates on radio and television have provoked many an argument among stations, representatives, agencies and advertisers, but last week the most violent argument of recent times exploded in New York.

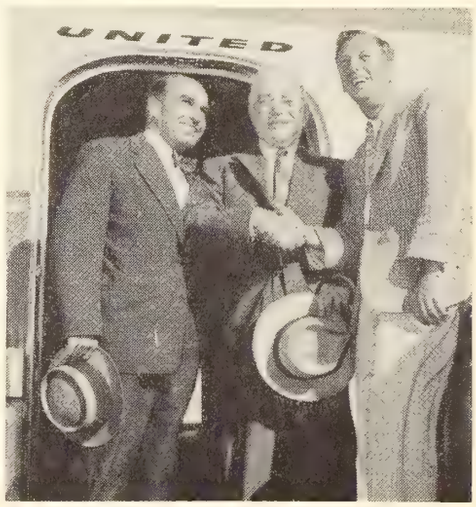
It started at a unique meeting of more than 50 radio-tv station representatives called by one of the liveliest executives in the agency field, Emil Mogul, president of Emil Mogul Co. Mr. Mogul invited the representatives to lunch at the Waldorf-Astoria to deny reports that his agency was "by-passing station representatives" to buy time directly from stations at local rates for national clients.

Open Forum on Rates

The meeting, which developed into an open forum on rates, was precipitated by a report of Station Representatives Assn., accusing the Mogul agency of sending four men on the road to solicit stations for rate cuts while refusing to deal with station representatives. Mr. Mogul said he had called the meeting to emphasize that his firm never suggested "that a representative be cut out." However, he did maintain that "I do plead guilty to the fact that we are trying to buy as cheaply as we can. And plan to continue to do so."

"We owe it to our clients," he said. "Every one of our executives is on the road all the time to contact individual stores and to make individual visits with the radio, tv and newspaper people—to find out if anyone is getting a better buy than we are."

Reiterating his obligation to his clients to make the best available purchases, Mr. Mogul said: "I don't know anything reprehensible in a good buy. So long as stations have a retail rate card, we'll go for it."



RAY BOLGER (r) greets Edward Plaut (c), president of Lehn & Fink Products Corp., sponsor of the new *Ray Bolger Show* on ABC-TV, and Nicholas Keesley, vice president of Lennen & Newell, as they arrive in Hollywood. The corporation's Dorothy Gray cosmetics and Lehn & Fink Division will sponsor the show.

To the SRA accusation that he had been by-passing the station representative in his dealings with stations, Mr. Mogul said flatly: "Wherever a representative has been cut out, it has been at the insistence of the station, not us."

Turning directly to the Rayco Seatcover Co., the particular account at issue in the controversy, Mr. Mogul observed that Rayco stores are individually owned, operating in each town on a franchise from the parent company, thus entitling them, by his reckoning, to retail rates.

In the debate following Mr. Mogul's opening defense of his stand, T. F. Flanagan, managing director of SRA, again charged the agency president with trying "to break the rate card." To this Mr. Mogul replied:

"You couldn't be further from the truth if you stood on your ear. I'll donate $10,000 to your favorite charity if you can testify that our people will break the rate card. Rayco is a retail advertiser and we never got a rate cut from a station that hadn't already cut its rate for someone else."

At that point Edward Petry, head of the Edward Petry Co., joined the controversy to observe that "Rayco is a national account. . . . I will oppose you. You are trying to break the rate card. Ninety-five per cent of our stations have the one rate."

Mr. Mogul replied that "if you can prove that Rayco is a national account we will have no quarter. I will put up $10,000 to your favorite charity."

$10,000—Sure

Mr. Petry retaliated that he would gladly put up $10,000 if Mr. Mogul could prove that he was wrong. He further pointed out that the Mogul agency cleared a schedule starting early in July for Esquire boot polish and then switched accounts, putting Manischewitz wine in the clearances even though some of the stations did not carry wine advertising. "We will insist on charging national rates for Rayco," he concluded.

Mr. Mogul explained that Esquire had dropped the spot schedule at the last minute when it was able to buy part sponsorship of a half-hour nighttime show on ABC-TV *(The Masquerade)* and thus the schedule was given over to the wine company.

Sterling Beeson of the Headley-Reed representation firm suggested that the agency notify the station representative whenever it was in individual negotiations with a station. Mr. Mogul refused outright, saying that this was up to the station and not any concern of his.

Frank Headley, of H-R Representatives, asked Mr. Mogul to explain the distinction between a Buick dealer who pays the national rate and a Rayco dealer.

Mr. Flanagan interrupted with a luncheon invitation for Mr. Mogul to discuss spot rates with SRA members.

Mr. Mogul accepted the invitation "when and if they could get together on a date."

Replying then to Mr. Headley, Mr. Mogul said Rayco had been accepted in 80-odd cities as a retail operator, "and if a station has a rate

differential or will give us a deal, we have the right to take it."

The meeting, which lasted for about two and a half hours, concluded with an agreement to hold a luncheon meeting on July 28 at which newsmen and members of SRA would attempt further to clear the critical rate problem.

Others participating verbally in the debate included Lloyd G. Venard of Venard, Rintoul & McConnell; Reg Rollinson, SRA; John E. Pearson, John Pearson Co.; John Francis, Free & Peters.

At the opening of the meeting Mr. Mogul ran through the history of his agency, which was formed in 1940. He said that from the beginning the agency had been air-minded. Today the billing of the agency is $6 million, 75% of which is in air media—with 50% of that in radio-tv spots.

Rayco currently is spending about $750,000 in television. The agency services the account on a percentage-of-sales basis rather than on the usual commission arrangement.

Evans Elected President Of Pacific National Agency

TREVOR EVANS, vice president of Pacific National Advertising Agency, Seattle, and for almost 10 years its radio-tv director, has been elected president. He succeeds William H. Horsley, who becomes chairman of the board after 20 years as president and with the agency since 1919.



MR. EVANS

Frank Horsley, son of the newly-elected chairman, has been named secretary, filling the vacancy resulting from the retirement July 1 of H. O. Stone [B•T, June 7].

Pacific National's board also elected George Griffis, with the agency's Portland, Ore., office for the past three years, as vice president, and named Martin Boss assistant manager of the Spokane office.

NL&B Appoints Barker, Zeis to Media Posts

APPOINTMENT of William Barker and Andrew Zeis as assistant media directors and the addition of other personnel were announced last week by Needham, Louis & Brorby, Chicago. The additions were made the past few weeks because of increased billings, the agency reported.

New account executives are Charles M. Dering, formerly with Foote, Cone & Belding; John L. Baldwin, Young & Rubicam, and Daniel Welch, Weiss & Geller. Messrs. Barker and Zeis were with McCann-Erickson and Bryan Houston, respectively.

Other additions include Don Dickens, Allan Brown and Olive Lillehei as copy writers. Mr. Dickens was creative director for McCann-Erickson, San Francisco; Mr. Brown a writer on the Pillsbury and Kellogg accounts at Leo Burnett, and Miss Lillehei with McCann-Erickson, Chicago. In other departments are Lee Patton, merchandising; Ralph Allison, research, and Richard Owen, art director.



CIO'S RENEWAL of John W. Vandercook's news commentaries on ABC Radio is attended by (l to r): seated, Charles T. Ayres, vice president in charge of the radio network; Henry Fleisher, CIO's public relations director; Mr. Vandercook; standing, Thomas Velotta, ABC Radio news and special events vice president, and Robert Maurer, vice president, Henry J. Kaufman & Assoc., Washington.

BRA FIRM BUDGETS FOR RADIO AND TV

Exquisite Form plans to spend million plus for network time in fall. Commercials are to be in taste and in line with NARTB Code requirements.

EXQUISITE Form Brassieres Inc., New York, will spend over a million dollars this fall sponsoring a radio and television network show. The half-hour evening show, *Stop The Music*, will start Sept. 7 on 67 ABC-TV stations, alternate Tuesday nights, 10:30-11 p.m. On radio the same show will be heard on CBS Radio, 8-9:30 p.m. Tuesdays, on 125 stations, with Exquisite the sponsor of one quarter-hour segment.

Before going into the television venture, Exquisite Form had to overcome the taboo codified by NARTB against closeup showing of live models wearing bras on the tv screen.

"We believe," said Robert E. Heyn, Exquisite Form's vice president in charge of sales, "that for the first time we have managed to blend good brassiere merchandising displaying and demonstrating the sales features of brassieres in the home, in the presence of the entire family, with good taste."

Adds Merchandising Plan

In addition to the radio-tv deal, the company has undertaken a plan for merchandising the program by placing entry blanks for the telephone quiz in its thousands of retail outlets for the "Mystery Melody." To be eligible for the jackpot prize listeners must fill in these entry blanks.

Grey Adv., New York, which handles the brassiere company account, guided the invasion into television. Arthur C. Fatt, executive vice president of the agency, said: "We feel very confident that the daring approach of Exquisite Form on television will produce the largest retail traffic ever created by the national advertising of a brassiere manufacturer. Heretofore, commercials have been a serious problem for bra manufacturers, and most networks have refused to approve live models wearing bras.

"We were able to prepare a commercial which is at once so charming and delightful, while packing a great sales punch, that we not only overcame the problem but succeeded in getting a sales message of great potency."

5 Firms Buy Segments Of 'Robert Q. Lewis'

GENERAL Mills Inc., through BBDO, N. Y., will sponsor Wednesday and Friday 2:15-2:30 p.m. EDT segment of the *Robert Q. Lewis Show* (CBS-TV, Mon.-Fri., 2-2:30 p.m. EDT), starting Sept. 1. C. A. Swanson & Sons, Omaha, through Tatham-Laird, Chicago, will sponsor Thursday, 2:15-2:30 p.m., portion of same show, effective Aug. 5; S. C. Johnson & Sons Inc., Racine, Wis., through Needham, Louis & Brorby, Chicago, the Thursday, 2-2:15 p.m. EDT, period starting Sept. 9; Helene Curtis Industries Inc., Chicago, through Earle Ludgin, Chicago, the Tuesday, 2:15-2:30 p.m. EDT, portion, starting Sept. 7, and Best Foods Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., for the Wednesday, 2-2:15 p.m. period.

Reynolds Moves Tv Billing To Buchanan, Frank Agencies

REYNOLDS Metals Co., Louisville, effective Oct. 1 will transfer its television billing—about two million dollars—from the Russel M. Seeds Agency, Chicago, to its two other agencies, Buchanan & Co., N. Y. (which has been handling its radio participations since September 1951), and the Clinton E. Frank Agency, Chicago. Both agencies will share in the billing of Reynolds sponsorship of *Mr. Peepers* on NBC-TV and the company's participations in some of NBC-TV's "spectaculars" (see story, page 52).

P&G Elects Morgens Exec. Vice President

PROMOTION of Howard J. Morgens, vice president in charge of advertising for the Procter & Gamble Co., to executive vice president in charge of all operations in the U. S. except the cellulose and oil mill divisions was announced last week by Neil McElroy, P&G president. W Rowell Chase, advertising manager since 1951, has been named general advertising manager in charge of the advertising and promotional responsibilities heretofore directed by Mr. Morgens.



MR. MORGENS

In other personnel changes, Walter L. Lingle Jr. becomes executive vice president in charge of the cellulose division; Renton K. Brodie assumes the post of administrative vice president in charge of finance and other general corporate affairs, and Kelly Y. Siddall becomes vice president and comptroller.

Mr. Morgens and Mr. Lingle, previously vice president in charge of operations, were made vice presidents of the company in 1950. Mr. Brodie has been a vice president since 1942. Mr. Chase has been with P&G since 1931, and was named manager of the brand promotion division in 1936 and advertising manager in 1951. Mr. Siddall joined the company in 1926 and served in various accounting capacities, most recently as comptroller and a member of the administration committee.

Mr. McElroy said the changes in management structure were made because "the growth of the company's business has made apparent the desirability of putting increased management attention upon the diversified and highly competitive business of our company."

$15 Million Ad Campaign Being Drafted by Motorola

MOTOROLA Inc., Chicago, expects to complete radio-tv advertising plans in the next 30 days in connection with a planned $15 million merchandising-market campaign for color and monochrome tv receivers for the next 12 months.

The campaign is designed to promote sale of Motorola's new black-and-white tv models and its new large-screen color tv sets which are pegged for sale at $895 and $995—reportedly the first to be marketed below $1,000 [B•T, July 12].

The manufacturer has dropped its *Motorola Tv Theatre* on ABC-TV for next fall. Agency is Ruthrauff & Ryan, Chicago.

Ludcke to Head C&H Minneapolis Operation

GEORGE O. LUDCKE Jr., account executive, Campbell-Mithun, Minneapolis, has been appointed manager of the new Mineapolis office of Calkins & Holden Inc., to be opened Aug. 2, H. L. McClinton, president of the agency, announced last week.

C & H is one of the nation's oldest advertising agencies. It was founded in 1901 by Earnest Elmo Calkins. Among its clients are the Prudential Insurance Co., with a new north central home office in Minneapolis. Headquarters of C & H are in New York, with branches in Chicago and Los Angeles.

Two other executives have joined the agency. They are George B. Bogatt, formerly with J. R. Pershall Co., who joins the Chicago office Aug. 1 as an account supervisor, and Kenneth Mahler, BBDO, Boston, to the copywriting department of Calkins & Holden in New York.

NETWORK NEW BUSINESS

Mutual of Omaha to sponsor *Greatest Moments in Sports,* Fri., 10:30-11 p.m. on NBC-TV, effective July 30, replacing *Friday Night Fights,* which will return Sept. 3. Agency: Bozell & Jacobs, Omaha.

Monsanto Chemical Co.'s plastic div., Springfield, Mass., to sponsor CBS-TV's *Morning Show* (Mon.-Fri., 7-9 a.m. EDT), effective July 27, for 62 participations this year and others in 1955. This is company's debut in tv. Agency: Gardner Adv., N. Y.

Plymouth cars will sponsor telecast of Detroit Lions-Green Bay Packers football game Nov. 25, Thanksgiving Day, on full DuMont network. Agency: N. W. Ayer & Son, N. Y.

Lemon Products Advisory Board, L. A., has doubled current summer advertising and added singing commercials by Margaret Whiting on *The Falcon, The Hammer Guy, Squad Room, Official Detective* and *Counterspy* on 475 MBS stations, five nights weekly. Campaign supplements original 15-weeks contract for participations on NBC-TV *Saturday Night Revue.* Agency: McCann-Erickson Inc., L. A.

NETWORK RENEWALS

American Tobacco Co., N. Y. (Lucky Strike cigarettes), renews *Jack Benny Show* over CBS Radio (Sun., 7-7:30 p.m. EST), starting Sept. 26. Agency: BBDO, N. Y.

Anheuser-Busch (Budweiser beer) St. Louis, renews *Sports Today With Bill Stern* (ABC Radio, Mon.-Fri. 6:30-45 p.m. EDT), effective Sept. 13. Agency: D'Arcy Adv., St. Louis.

AGENCY APPOINTMENTS

Simpson Optical Co., Chicago (precision photographic lenses), appoints Al Paul Lefton Co., Phila., whose Chicago office will service account.

American Stores Co. (Acme super markets), Philadelphia, appoints Arndt, Preston, Chapin, Lamb & Keen Inc., same city.

Siegler Enamel Range Co., Centralia, Ill., for its subsidiary, Siegler Heater Corp., appoints Marvin Gordon & Assoc., Chicago. Radio-tv will be used for "largest advertising appropriation in the company's history."

Golden Arrow Dairy, San Diego, names Dan Lawrence Co., same city. George O. Reed is account executive.

Reinhardt Advertising Inc., Oakland, Calif., names **William W. Harvey Inc.,** Hollywood, as Southern California representative for San Francisco Brewing Co. (Burgermeister beer) account.

Real Record Co., Pasadena (phonograph record manufacturers) names Taylor-Pearson Inc., L. A.

A & A PEOPLE

Robert S. Congdon, Ward Wheelock Co., N. Y., to Harry B. Cohen Adv., as a vice president and member of the account management group.

George T. Bryant, national sales manager, major appliances, Graybar Electric Co., to Compton Adv., N. Y., as a vice president. He will work with the appliance industry in behalf of Dash, Procter & Gamble's new detergent for automatic washing machines.



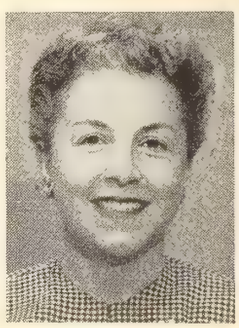
MR. BRYANT

E. A. W. Schulenburg, formerly vice president, Gardner Adv. Co., N. Y., to Ridgway Adv. Co., St. Louis, as vice president and member of executive committee.

Stuart Nicholson, senior Seattle office account executive, West-Marquis Inc., elected vice president of agency and named manager of Seattle office.

John G. Copeland, Grant Adv. Inc., Chicago, appointed vice president and comptroller.

Ann Boniello promoted to administrative assistant to chairman of the board of directors and plans board, Calkins & Holden, N. Y.; **Helen Collins** (Mrs. A. R. Morelli) promoted to new York office manager and will also direct agency's traffic control system in New York, Chicago, Los Angeles and Minneapolis offices.



MISS BONIELLO



MISS COLLINS

Rowe S. Giesen, account executive, and **Roland E. Jacobson,** radio-tv director, William W. Harvey Inc., Los Angeles, named vice presidents handling the agency's eastern clients in tv film production and in charge of the commercial div., respectively.

Paul Lehman appointed production manager Leo Burnett Co., Chicago, succeeding **John Demko,** resigned.

Robert W. Hayes, formerly with Dayton Co. Minneapolis department store, appointed head of tv-radio dept., Kerker-Peterson & Assoc. same city.

George Haight, associate producer on CBS-TV *Four Star Playhouse,* to McCann-Erickson Inc. Hollywood, as production supervisor on upcoming CBS-TV series for Chrysler Corp.

James A. Mahoney is resigning as account executive and director of station relations, Lennen & Newell, N. Y. His future plans will be announced later.

Ken C. Snyder, tv commercial supervisor, San Francisco, to Stockton, West, Burkhart Inc., Cincinnati, as director, tv department.

Cecil K. Carmichael, member of publicity-promotion staff, Benton & Bowles, N. Y., promoted to associate account executive.

John J. H. Phillips, Stockton, West, Burkhart Inc., Cincinnati, to Compton Adv., N. Y., as account executive. **Ed Macon,** Kastor, Farrell, Chesley & Clifford, N. Y., to Compton Adv., as art director.

Richard M. Scanlan named account executive, Hicks & Greist, N. Y.

North Clarey, Kudner Agency, N. Y., to Compton Adv., same city, as account executive.

Norman Anderson and **Currie Brewer** resign from Leo Burnett Co., Chicago, to join John W. Shaw Adv., same city, as account executives.

Mildred Barrick Dudley, formerly timebuyer, Tatham-Laird, Chicago, appointed media director, Grubb & Petersen Adv., Champaign, Ill.

Frank Bibas, in charge of film production, radio-tv dept., McCann-Erickson, N. Y., transfers Aug. 15 to Hollywood office to supervise production of all tv commercials filmed on West Coast.

Joseph A. Vodneck, associate copy chief, Elwood J. Robinson Inc., L. A., to Hicks & Greist, N. Y., as copy writer.

Reginald Roome Jr., account executive, Davis, Parnis & Strohmeier, N. Y., to contact dept., Geyer Adv., N. Y.

Richard W. Burns, sales manager, Cal-Ray Bakeries, L. A., named vice president in charge of sales.

E. C. K. Chivers named eastern district manager and **E. R. Fernau** named midwestern district manager, Diamond Match Co., N. Y. Mr. Fernau succeeds **Kermit M. Ness,** appointed sales manager, book match advertising dept.

Melvin Helitzer, formerly director of public relations, Toy Guidance Council, N. Y., named director of public relations, Ideal Toy Corp., N. Y.

Cyril Solomon, formerly merchandising director, Food Fair stores, appointed merchandising manager, Kitchens of Sara Lee Inc., Chicago (butter coffee cake, butter pound cake, cream cheese cake).

Drucilla Handy appointed public relations and educational director, toiletries div., Helene Curtis Industries Inc., Chicago.

Leo Pistone, art director, Wm. Filene's Sons Co., Boston department store, to Harold Cabot & Co., advertising agency, Boston, in same capacity.

Tom Slater, former vice president in charge of radio and tv, Ruthrauff & Ryan, N. Y., elected president of New York Alumni Assn. of Northwestern U.

James W. Blackburn, 44, vice president and copy group chief, McCann-Erickson, N. Y., died July 13 after an eight-week illness.

Don Copeland, 61, one of Canada's earliest network announcers, died July 5. In recent years he operated his own advertising agency, Broadcast Adv. Sales, Toronto.

Harvester Buys 'Ivy'; TPA Seeks Co-Sponsors

INTERNATIONAL Harvester Co. has signed for *The Halls of Ivy,* produced by Television Programs of America, in top markets starting in October, M. F. Peckels, manager of the consumer relations department of International Harvester Co., announced last week.

The company has authorized Milton Gordon, president of TPA, to negotiate for co-sponsorship in other markets in order to permit the widest possible national coverage of the half-hour show.

Depending on availabilities, the program will either be broadcast on a network or on a wide national spot basis. Details of both markets and coverage will be announced later. The sponsor will advertise the company and its entire line of products, with major emphasis on refrigeration and motor trucks.

The series co-stars Ronald Colman and his wife, Benita Hume. It will be written by Don Quinn, directed by William Cameron Menzies and Norman McLeod. Leo Burnett Co., Chicago, is agency.

Prockter Tv Series To Have Movie Version

PLANS were announced last week by Bernard J. Prockter, president of Prockter Television Enterprises, to produce a full-length motion picture for theatrical distribution based on the company's *Treasury Men in Action* tv filmed series.

Mr. Prockter said he flew to Europe a few weeks ago to inspect locales and studios in England and France for use in making the *Treasury Men* motion picture. He expressed the belief that this is the first time a full-length theatrical film drama will be made following the format of a tv filmed series. Like the tv show, Mr. Prockter added, the motion picture will be produced with the full cooperation of the Treasury Dept. Production is expected to begin early in 1955.

The *Treasury Men in Action* tv filmed series, produced by PTE for the past four years, will be carried over ABC-TV, starting in September. Thirty-nine films currently are in production at the American National Studios in Hollywood.

Webb Again Faces Suit For 'Dragnet' Episode

CARNIVAL operator Lewis E. Smith, who was rebuffed when a Los Angeles Federal court threw out his $100,000 damage suit against Jack Webb, KNBH (TV) Hollywood and others [B•T, July 5], has filed his suit in Los Angeles Superior Court, increasing the claim for damages to $200,000. The U. S. judge had ruled the original complaint contained no cause of action in a Federal court.

Mr. Smith charged NBC Radio's June 8 *Dragnet* broadcast falsely portrayed him as "mentally deficient" and invaded his privacy. Mr. Smith last March reported a black panther loose in the Los Angeles area and later revealed the story was a "publicity stunt."

Screen Gems Production Up

AS AN INDICATION of increased production activity at the New York studios of Screen Gems Inc., Ralph N. Cohn, vice president and general manager, reported last week that current production includes 17 commercials and five *Big Playback* tv filmed programs.



ON HIS RECENT trip to meet the nation's mayors, Thomas Mitchell (c), star of the upcoming *Mayor of the Town* tv film series, is greeted by Aaron Beckwith (l), vice president of United Television Programs Inc., New York, which has regional syndication rights to the series, and Abe I. Stark, New York City Council president.

Seven of the commercials are being made for Quick, a Richard Hudnut preparation. The agency is Kenyon & Eckhardt.

Screen Gems also is producing eight spot announcements for The Wander Co., Chicago, (Ovaltine). The agency is Tatham-Laird, Chicago.

Two announcements are being prepared for Burlington Mill's Cameo stockings. The agency is Donahue & Co., New York.

Biltmore Plans Aug. 9 Opening For Huge Studios in New York

WHAT were said to be New York's largest studios for production of television motion pictures and film commercials will be opened by Biltmore Production Corp. on Aug. 9, with four large studios at 68 East 4th St., Louis L. Klotz, president of Biltmore Productions, announced last week.

Mr. Klotz is head of his own firm, Klotz Productions, which will hereafter be a part of Biltmore Productions.

The 68 East 4th St. building contains four studios: (1) 50 x 120 feet; (2) 50 x 100, and (3) two that are 50 x 60 feet each. All contain sound recording, projection room, and editing facilities, etc. The studios already have two shows in production—78 half-hour musicals and 39 half-hour dramatic shows.

Producers, NBC Show Color Film Processes

FILM PRODUCERS Assn. of New York, in cooperation with NBC, conducted a closed-circuit tv color demonstration last Monday at the Colonial Theatre in New York, utilizing color prints of various processes.

The demonstration featured the first closed circuit telecast of 35mm color made specifically for tv, showing Technicolor and Eastman Color. Presented also were 16mm prints of Technicolor, Kodachrome and Eastman.

In attendance at the session were approximately 300 persons said to represent a cross section of the television industry, including personnel from agencies, networks, sponsors, producers and film laboratories. FPA currently is planning the production of some new tests with opticals and special effects.

Ziv Tv's 'Three Lives' Renewed in 87 Markets

ZIV Television Programs announced last week it has obtained 87 renewals for its *I Led Three Lives* tv filmed series, effective at the expiration of current contracts. The company recently started production on the second year's programming of the series.

Latest renewals were signed by Phillips Petroleum Co., which already had negotiated for the series in 23 markets, for showing also in Tampa-St. Petersburg, Miami, Salt Lake City, and Amarillo, and by WABC-TV New York. Phillips Petroleum agency is Lambert & Feasley, New York. WABC-TV has given first refusal rights to the current New York sponsors of *I Led Three Lives*, U. S. Tobacco Co. and Ronzoni Macaroni Co.

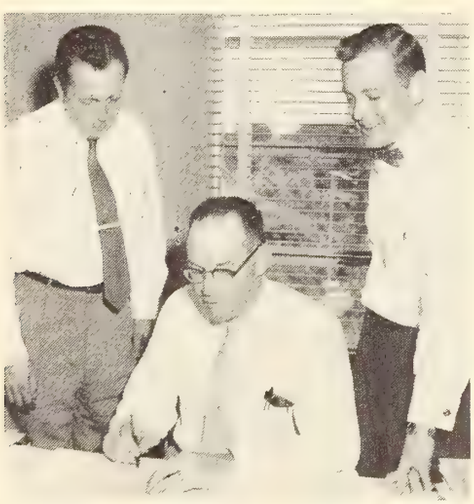
Odlum Negotiates for RKO

NEGOTIATIONS were held last week between Floyd Odlum, president of the Atlas Corp., and Howard Hughes, president of RKO, over the possibility of Mr. Odlum's acquiring the motion picture company. A spokesman for Mr. Odlum in New York could confirm only that the two had been conferring and said no transaction had been completed by Thursday night.

FILM SALES

United Television Programs Inc., Hollywood, announces the following sales: *Waterfront* to WDBO-TV Orlando, Fla. **(First Federal Savings & Loan)** for 52 weeks, WCAU-TV Philadelphia **(Philadelphia Dairies)** for 30 weeks, Detroit market **(Stroh Brewery)** 13 weeks renewal; **Fulton Lewis jr.** to WDBO-TV Orlando for 26 weeks; *Rocky Jones, Space Ranger* to KCOP (TV) Hollywood **(Can-O-Pop),** WBZ-TV Boston for 26 weeks; *Royal Playhouse* to KELO-TV Sioux Falls, S. D., for two years; *Counterpoint* to Johnstown, Pa. market **(Hollywood 400 Rotisserie)** for 13 weeks; both packages to KSTM-TV St. Louis for 52 weeks, WCHS-TV Charleston, W. Va., for 78 weeks, KGMB-TV Honolulu for two years; *Hollywood Offbeat* to Cincinnati, Huntington, Wheeling and Steubenville markets **(Hollywood 400 Rotisserie)** for 13 weeks, KTTV (TV) Hollywood for 52 weeks renewal. WSM-TV Nashville, KSL-TV Salt Lake City for 15 weeks; *Heart of the City* to Saginaw and Bay City, Mich. markets **(Falstaff Brewing Corp.);** *Lone Wolf* to WGR-TV Buffalo **(William Simon Brewery)** for 52 weeks, WABT (TV) Birmingham **(R. L. Ziegler Inc.)** for 52 weeks; WEAR-TV Pensacola, Fla., **(Pure Oil Co.),** KVTV (TV) Sioux City, Iowa, for 52 weeks, KERO-TV Bakersfield, Calif. **(Phillips Jewelry)** for 52 weeks.

WNBK (TV) Cleveland has contracted 52 western feature films from **Louis Weiss & Co.,** L. A., each of which will have one full-length run and two-runs in a newly edited half-hour version. WSM-TV Nashville and WAGA-TV Atlanta have acquired the block of features on two-run basis in their original length. WCAU-TV Philadelphia has taken *Craig Kennedy Criminologist* for two more showings during next 12 months, marking fifth and sixth runs of series by that station.



WMSL-TV Decatur, Ala., signs for seven film series from Official Films Inc. L to r: Bill Guy, station manager; Frank Whisenant, WMSL-TV president and general manager, and Jeff Davis, head of Official Films' Atlanta office. The films are *Music Hall Varieties, Terry and the Pirates, Cartoon Library, My Hero, Secret File U.S.A., Town & Country Time* and *Colonel March of Scotland Yard.*

FILM DISTRIBUTION

Interstate Television Corp., Hollywood has acquired distribution rights to *Adventure Album,* 26 quarter-hour film series featuring **Wallace Taber,** and *Popular Science,* originally released by Paramount Pictures as 35 mm half-hour theatrical subjects. *Popular Science* will be distributed in both quarter-hour and half-hour 16 mm versions. Both series are **Toby Anguish** packages. Sales of *The Little Rascals,* according to Interstate President **G. Ralph Branton,** are running ahead of print availability, necessitating assignment of four film laboratories to process 16 mm footage. **Sterling Films Ltd.,** Toronto, has been appointed Interstate representative for Canadian distribution.

FILM PRODUCTION

Walt Disney Poductions, Burbank, Calif., has started shooting first film for ABC-TV *Disneyland* series, which premieres Oct. 27. "Adventureland" is being filmed in color by **Will Cline,** and appearing in this film with **Mr. Disney,** who will be seen in each of the 26 hour-long features, are its writers, **Winston Hibler** and **James Algar.** Directing "Adventureland" is **Richard Bare.**

Screen Gems Inc., Hollywood, is completing "A Trip Around the Block" for NBC-TV *Ford Theatre,* starring **Jan Sterling** and **Steve Cochran. Leslie Kardos,** writer-director whose career started in Budapest, is making his tv debut as director of script by **Richard Morris.**

RANDOM SHOT

Kling Studios, Hollywood, has opened 12 new fully equipped editing rooms, just completed as part of extensive remodeling and improvement program, on which approximately $265,000 has been spent to date.

William F. Broidy Productions, Hollywood, has leased 21-office building at KTTV (TV) Hollywood studios for firm's entire production and office staffs to facilitate its expanded tv film and motion picture schedule. Filming on *Wild Bill Hickok* and upcoming *Secret Service Agent* series remains centered at Brodco's Sunset Studios and Cedar Lake location site.

National Tulip Society, N. Y., non-profit organization, is making available to tv stations at no cost four-minute film featurette, "Your Garden Next Spring," prepared especially for tv. Film shows how tulips, hyacinths, daffodils and other flowers dress up a home, how flower bulbs are cultivated and instructs in how and where to plant for best results. Address: Films of the Nations Distributors Inc., 62 W. 45th St., New York 36.

Armand Denis, explorer and film maker, is in Africa making a series of tv films on African adventure for BBC. He is seeking a commercial sponsor in U. S. **Warren D. Devine Editorial Services,** Detroit, is assisting Mr. Denis in securing a U. S. sponsor.

Al Knudson, head of radio-tv dept., Allan Christopher Adv., and **Tony Rivers,** Young America Films Inc., N. Y., form production unit and are readying tv comedy film series *Lady Law,* starring **Zazu Pitts.**

FILM PEOPLE

Ben Cohn, head of radio-tv dept., Warner Bros., Burbank, Calif., to McCadden Corp., Hollywood, as publicity director.

John Steadman, former writer-producer, McCann-Erickson Inc., S. F., to sales staff, Hubbard Hunt Productions Inc., Hollywood tv film commercial production firm.

Allan Cullimore, formerly of MacLaren Adv. Ltd., Toronto, named production consultant, tv film production, S. W. Caldwell Ltd., same city, tv film producers and distributors.

Jack Mahoney, star of *Range Rider* tv film series, signed to exclusive seven-year contract by 20th Century-Fox.

Dr. Hans Haber, high-altitude and space-flight authority and associate physicist, UCLA, signed by Walt Disney as technical consultant on space medicine for "Land of Tomorow" segment of upcoming ABC-TV *Disneyland* series.

Barry Kelley, motion picture actor, assigned continuing role of the assistant managing editor in *Big Town* film series by Gross-Krasne Inc., Hollywood.

Billy Chapin, 10-year-old Hollywood motion picture and tv film actor, signed by Rawlins-Grant Inc., that city, to portray continuing role of "Butch" in *Mayor of the Town* series.

Richard Sheppard, film supervisor, S. W. Caldwell Ltd., Toronto, on three-week trip to England to investigate tv film exports and study start of commercial tv in England.

Beverly Wills, daughter of **Joan Davis,** who acted last season with her mother in the NBC-TV *I Married Joan* film series, and Lt. Alan Grossman were married July 11.

Gerald Geraghty, 47, writer on many tv western features, died of a cerebral hemorrhage July 8.

No 'Lucy' After 1956

UPON completion of Desilu Productions' current contract with Philip Morris & Co. in 1956, there will be no more *I Love Lucy* tv films made, according to present plans, star Lucille Ball revealed. She has always wanted to direct, the comedienne declared, adding there is a possibility she might do "an hour-long show in color every three months or so." Miss Ball said the desire to spend more time with her children was the reason behind her decision.

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and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE DRUGSTORE SALES, FOR INSTANCE!

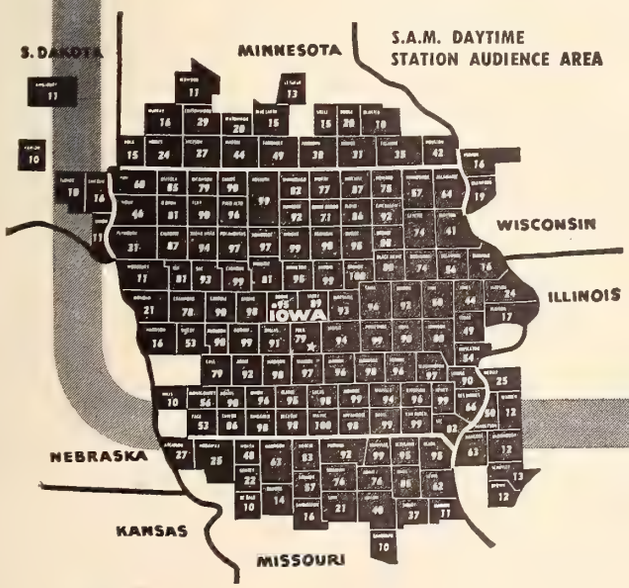
7.1%	CEDAR RAPIDS	
5.1%	TRI-CITIES	
13.4%	DES MOINES	
2.0%	DUBUQUE	
5.8%	SIOUX CITY	
4.6%	WATERLOO	
62.0%	REMAINDER OF STATE	



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1954 Consumer Markets





FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

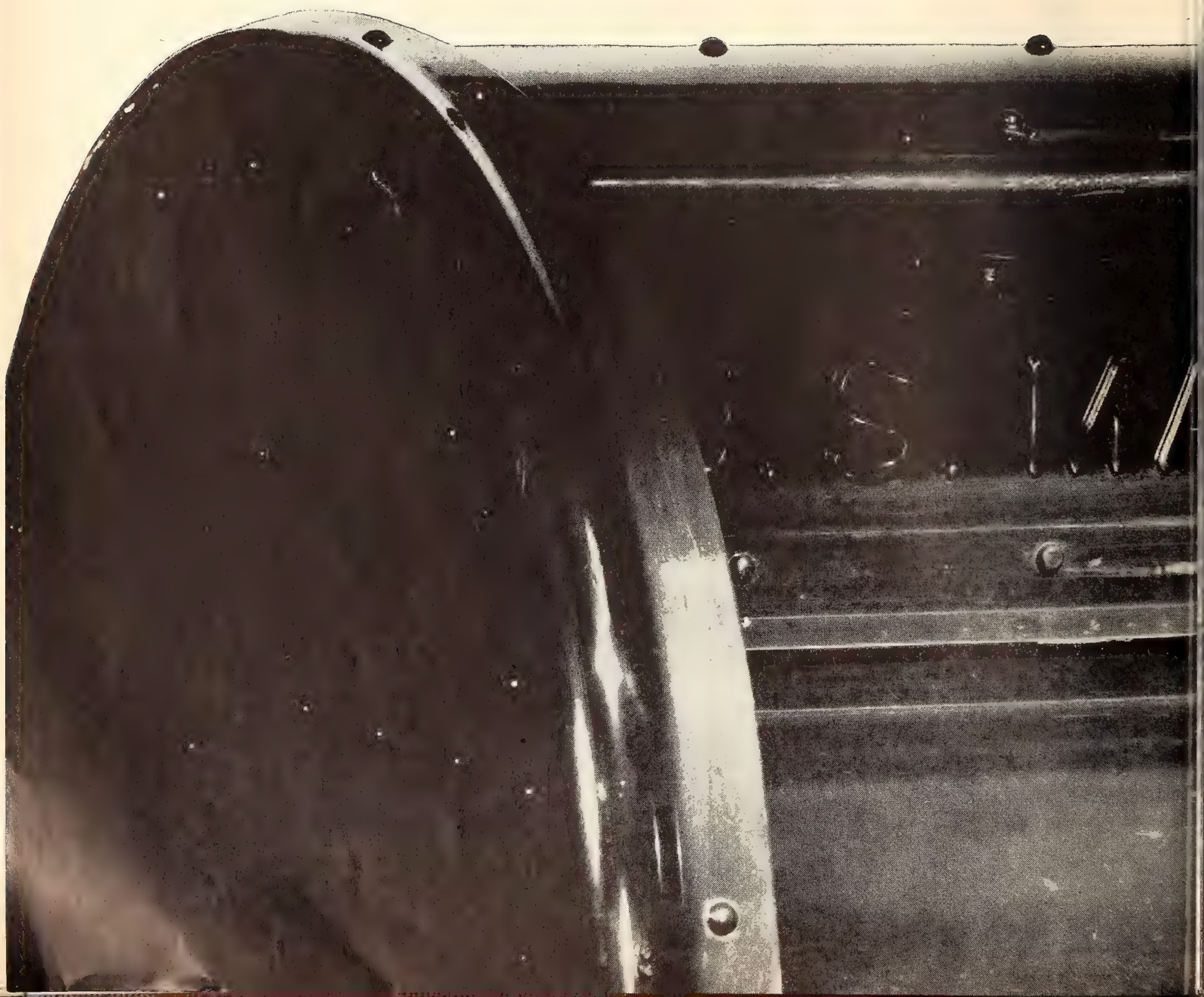
WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

EVERY 27 SECONDS SOME



BODY WRITES TO WBC

In the first five months of 1954 . . .

80,094 people wrote to WBZ-WBZA, including 15,000 who requested a snowfall map offered in just six announcements.

58,830 wrote to WBZ-TV. And last year a *sponsor* got 71,759 responses to *one* of its amateur shows.

62,229 wrote to KYW . . . 2,024 of them for health booklets in just two weeks.

78,122 wrote to WPTZ. And during this time, in addition, *one sponsor* heard from 35,467 listeners to his show.

115,723 wrote to WOWO. One week brought $2,320 in $5 orders for a garden product.

45,749 wrote to KDKA. In six weeks, 8,816 of them from 131 counties, 19 states and Canada sent quarters and boxtops for gladiolus bulb premium offer.

39,610 wrote to KEX. A two-week Valentine Day contest drew 5,511 entrants.

You see. People don't just tune to the WBC stations. They do something about what they hear. That's *Audience Action!* If *you* want to hear more, call your nearest WBC station or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York. Ask about substantial group and frequency discounts on the *Audience Action* stations, too.

WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-WBZA • WBZ-TV, *Boston;* **KYW • WPTZ (TV),** *Philadelphia;* **KDKA,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland, Oregon*

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STATIONS GROSSING UNDER $200,000 NOT UNDER FEDERAL LABOR LAWS–NLRB

About 80% of radio stations and a smaller ratio of tv outlets will no longer be subject to the Wagner and Taft-Hartley Acts under a new NLRB policy. Many questions, however, are left unanswered.

RADIO and tv stations grossing less than $200,000 a year are no longer subject to Federal labor laws (Wagner and Taft-Hartley Acts), under a policy decision issued last week by National Labor Relations Board.

About 80% of radio stations and a much smaller ratio of tv stations will revert to pre-New Deal labor relations, judging by first interpretations of the NLRB decision.

Unanswered, however, are a number of important questions that affect management and may determine whether a station is still subject to federal laws.

Charles H. Tower, manager of the NARTB Employe-Employer Relations Dept., said there no longer are unfair labor practices for employers or for unions in the case of stations grossing less than $200,000. He added that state labor laws will still apply, with some industrial states having statutes containing some of the provisions in the Wagner and Taft-Hartley Acts.



MR. TOWER

Mr. Tower told B•T the decision "is the most important ever handed down by the NLRB since its creation in 1947 when the Taft-Hartley Act was passed."

Unions, as well as management, are affected by the NLRB decision and will have more freedom in their relations with stations. Lawson Wimberly, assistant to the president of IBEW, told B•T he doubted if the board action "would do much to stabilize labor relations."

Mr. Wimberly said the board "has been helpful in finding who represents whom" although he questioned the importance of the board's enforcement of unfair labor practice rulings.

"This may reintroduce the secondary boycott," he suggested. "If there is no way of resolving disputes, we may get back to the law of the jungle. Reasonable regulation served a useful purpose. With no regulation, we revert to what we had before."

In Chicago, the National Assn. of Broadcast Engineers & Technicians (CIO) had no official comment on the NLRB decision with respect to future jurisdictional disputes.

George Maher, executive secretary of the union, told B•T last Thursday the union would poll its executive board before releasing any statement. He said currently NABET has contracts with some 90 radio and 70 tv stations.

There is a feeling in top echelons of the CIO union, however, that the ruling will "create havoc" in the broadcast industry, particularly among non-organized outlets at this time and where labor-management relations have not been especially stable.

As one official put it, the decision could represent a forerunner to an "economic struggle" that conceivably could throw the industry into turmoil. One reason for this belief is, of course, the possibility of jurisdictional disputes with NABET's principal rival, the International Brotherhood of Electrical Workers. Another is the prospect of strikes or picket lines and secondary boycotts.

It was pointed out that while several states have labor laws, only two—New York and Wisconsin— have machinery to process any disputes that might arise.

Here are the practices deemed unfair on the part of employers under Sec. 8A of the Taft-Hartley Act:

1—General interference or coercion of employes (an omnibus clause).

2—Sponsoring or assisting a company union.

3—Discriminating in hire or tenure of employment to discourage union activity.

4—Discrimination because of appearance at an NLRB proceeding.

5—Refusal to bargain in good faith.

The practices deemed unfair on the part of unions under Sec. 8B of the Taft-Hartley Act follow:

1—Restraint or coercion by unions.

2—Refusal to bargain in good faith.

3—Union pressure to force an employer to violate Sec. 8A3.

4—Secondary boycotts and jurisdictional strikes.

5—Unreasonable initiation fees.

6—Featherbedding.

In recent weeks NLRB has been setting new jurisdictional standards covering a number of industries. Its July 15 decision setting a $200,000 minimum for radio-tv stations includes a $500,000 minimum for newspapers. Its announcement includes this language:

"B. The board announced that it would assert jurisdiction over radio and television stations only if their gross revenue amounts to at least $200,000 a year, and newspapers only if their gross revenue amounts to at least $500,000 a year. The former standards placed no limit on jurisdiction of broadcasting stations or newspapers if their operations affected interstate commerce."

Positive Statement

The NLRB announcement then stated the matter positively this way:

"Jurisdiction will be asserted over radio and television stations only if their gross annual revenue amounts to at least $200,000 and over newspapers only if their gross annual income amounts to at least $500,000."

After deciding to get out from under radio-tv labor actions involving small stations, the board left a stack of unsolved problems that may not be worked out for years. This mess involves a definition of "gross annual income," for example. Does gross annual income mean before or after agency and representative commissions?

Mr. Tower said that while the board issued no definition, he tentatively felt that the $200,000 minimum will be computed by NLRB with agency and representative commissions included.

How about newspaper-radio combinations? Mr. Tower said that in general, NLRB has not combined unrelated businesses in assuming jurisdiction. On this basis, the answer depends on the corporate structure and extent to which radio-tv stations and newspaper are integrated.

Multiple ownership, too, involves problems. Mr. Tower told B•T that if several am stations are owned by a single corporation, they may be dealt with separately if all are in the same state. If they are in more than one state, NLRB might decide to use their total revenue. Here, again, he emphasized there are no specific decisions to govern his interpretations.

Asked about multiple ownership of several stations by separate corporations, he said the extent of integration of their operations would be a guiding factor. If ownership is identical in all corporations, the situation appears to be about the same as that in the preceding paragraph.

Then there's the matter of am-tv operations owned by a single corporation in the same market, assuming the station involved grosses less than $200,000 a year. Mr. Tower felt jurisdiction might be asserted if the total revenue of both am and tv outlets exceeded $200,000.

Mr. Tower reiterated that his interpretations are purely tentative. He said since the Wagner Act was enacted in 1935 radio and tv operations have been classed as interstate commerce, with the board holding them subject to federal labor laws. None of the Taft-Hartley provisions now apply to stations grossing under $200,000, he said, because the board is asserting jurisdiction only when a case has a major effect on the nation's business.

NARTB Will Digest

As to state laws, of which there are "all sorts," he made this general statement: "In some industrial states the general labor statute is much closer to the Wagner Act than to the Taft-Hartley Act. In some states the law follows Taft-Hartley provisions but in others there is no general labor law." He added that NARTB will make a digest of state labor laws.

Guy Farmer, NLRB chairman, said Friday the federal law regulating labor relations is designed to maintain free institutions in labor-management relations, safeguarding and strengthening free collective bargaining.

He explained the labor law guarantees to employes the right to join or not to join labor unions and protects them in the exercise of this right against employers and unions. The act, he continued, bans company-dominated unions, discrimination against an employe because he joins a union, closed shops, and also prohibits compulsory union membership under the union shop unless the union is the freely designated representative of a majority of the employes. Secondary strikes and boycotts are forbidden, he said, and machinery is provided for employe elections.

NETWORKS FACE WRITERS STRIKE

STRONG possibility exists that free-lance television script writers affiliated with Television Writers of America will strike this week against NBC-TV, CBS-TV and ABC-TV.

A source close to the independent union said that barring some last-minute conciliatory move by the networks, which was deemed unlikely, TWA was prepared to call a strike this week, perhaps by Wednesday. The union broke off negotiations with the networks on July 9 and has been planning strategy since that date.

Dispute between TWA and the networks centers around wage demands and an insistence on a union shop clause in the contract. The union has proposed a minimum fee of $715 for a half-hour script and $1,200 for a full-hour, while the networks have countered with offers of $425 and $600, respectively. The networks

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BQ-1A Turntable. For "fine groove" 33⅓ or 45 rpm's

New BQ-70F 3-Speed Turntable. For highest quality reproduction 33⅓, 45, or 78 rpm's

RCA offers the most complete line of professional 45 RPM equipment in broadcasting, including: turntables, conversion kits, individual components—everything required to meet the specific plans of your station.

● **For fine-groove 45's and 33⅓'s (exclusively)—up to 12".** Specify RCA's "studio-proved" BQ-1A turntable. Only 28" high, 20" wide, and 16½" deep, this unit is designed specifically for 45's and 33⅓'s—up to 12" diameter. Complete with lightweight tone arm, filter, 1.0 mil pick-up, and a cabinet. Order MI-11808/11806/11874-4. (Without cabinet, order MI-11806/11874-4.) Immediately available from stock.

● **For 33⅓, 45, 78-transcriptions.** Specify RCA's deluxe BQ-70F Turntable—newest edition of RCA's famous 70-series transcription equipment. This high-quality unit includes a lightweight tone arm, a filter, a 1.0 mil pick-up (for fine-grooves), and a 2.5 mil pick-up (for standards). Order MI-11818/11885/4975/11874-4/11874-5. (Without pick-up and filter, order MI-11818.) Available in 30 days.

● **For "45's"—on your present RCA 70C, 70D, or 70E Turntable.** To play "45's" on 70C, 70D, or 70E turntables, you simply install the RCA 45 RPM Conversion Kit that fits your set-up. Check here for the kit you need. Available in 30 days.

(1) Complete 45 RPM Modification Kit, including record adaptor plate, tone arm, 1 mil pick-up, and filter. MI-11883/11886/11885/4975/11874-4.

(2) For 70C, 70D, and 70E turntables already equipped with MI-4975 filter—specify kit MI-11883/11886/11885/11874-4.

(3) For 70C, 70D, and 70E turntables already equipped with MI-4975 filter and MI-11874-4 pick-up—specify kit MI-11883/11886.

RCA professional 45 RPM equipment can be ordered direct through your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

Pioneers in AM Broadcasting for over 25 years

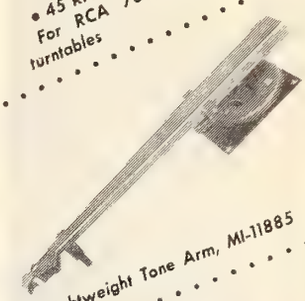
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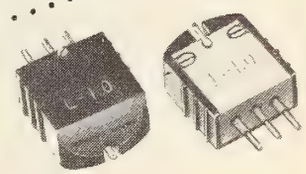
• 45 RPM Conversion Kit MI-11883. For RCA 70C, 70D and 70E turntables



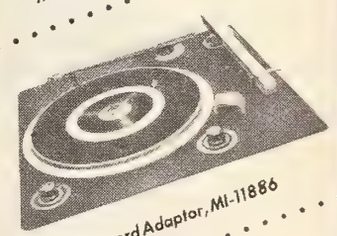
• Lightweight Tone Arm, MI-11885



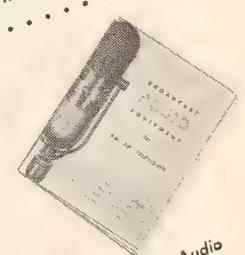
• Reproducer Filter, MI-4975



• Lightweight Pickup Heads, MI-11874-4 MI-11874-5



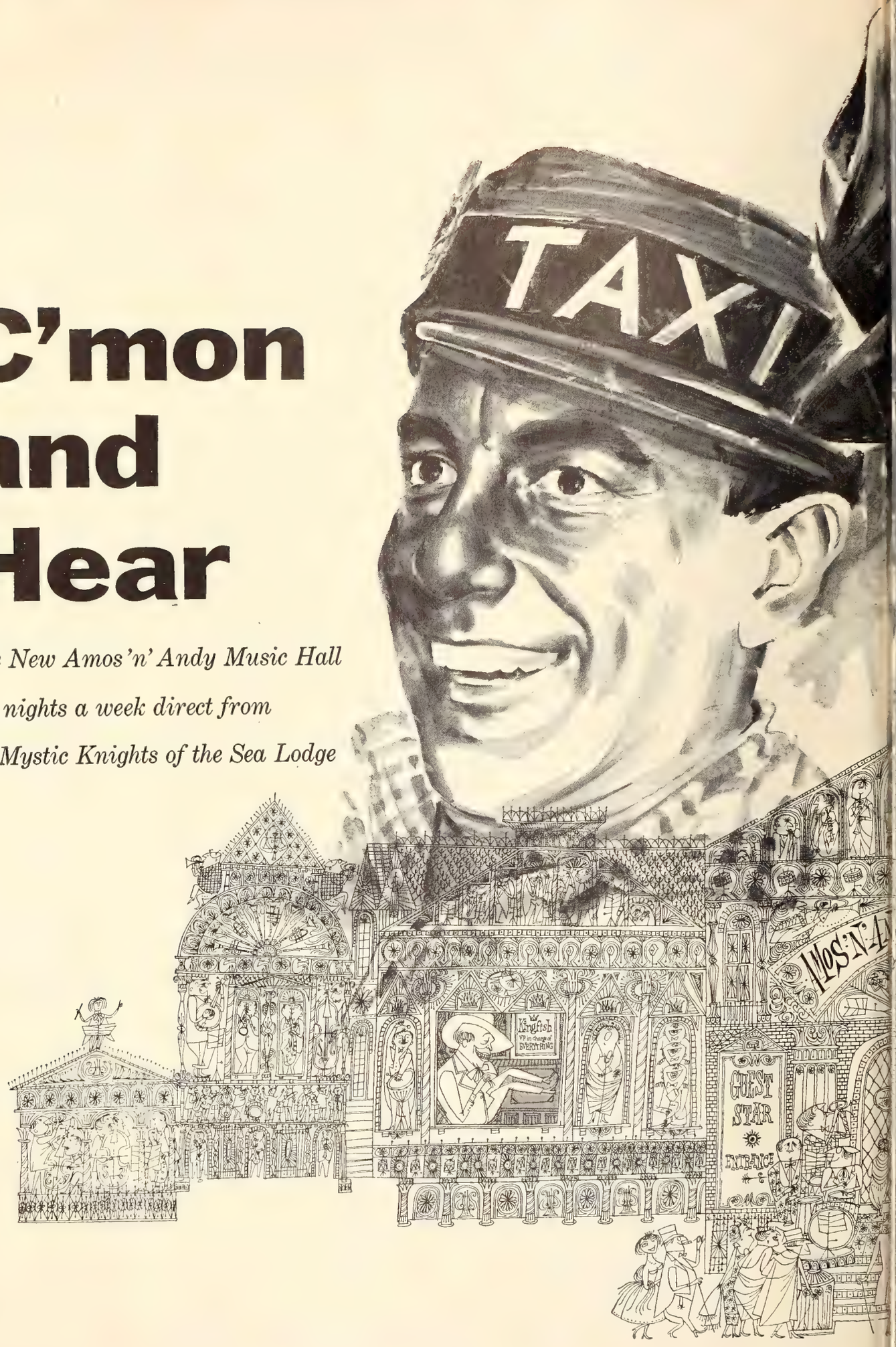
• 45 RPM Record Adaptor, MI-11886



New 146-page Broadcast Audio Equipment Catalog. Free, from your RCA Broadcast Sales Representative

C'mon and Hear

The New Amos 'n' Andy Music Hall
five nights a week direct from
the Mystic Knights of the Sea Lodge





You'd never suspect it from their offhand manner, but they're the most legendary salesmen in the land. One of them is Freeman Gosden (Amos). The other, Charles Correll ('n' Andy). And all four of them put together have had Americans coming back for more, day after day, week after week, for 25 years.

Beginning this fall CBS Radio will present them Monday through Friday evenings in one of the most exciting new formats in all radio: "The Amos 'n' Andy Music Hall."*

Through a special arrangement with The Kingfish—Vice-President in Charge of the Whole Business—the show originates from the Grand Ballroom of the Lodge of the Mystic Knights of the Sea. And next to the bandstand, Amos 'n' Andy will be joined by the kind of guest stars that only two lifetimes like theirs could command. All the great names from radio, the stage, and from every kind of screen you can think of.

What's more, Gosden 'n' Correll will personally tell the commercial stories of America's biggest advertisers—with all the irresistible candor and charm that makes whatever they say the last word.

This great big nightly 'sociable' promises to attract a more loyal following than any other program in radio: the vast number of friends who just wouldn't know Sunday without Amos 'n' Andy. And the millions of new friends they'll gain from CBS Radio's huge weeknight audiences.

Will advertisers who want to make the most of radio's great cumulative audiences also please note: the costs of the Music Hall, section by section, reflect the sort of advertising economy that only radio offers today. And when it comes to Amos 'n' Andy—buy one, get the other one free.

**The regular Sunday night Amos 'n' Andy show will continue on the air.*

CBS Radio Network

have rejected the union shop clause, under which a script writer would have to join TWA 30 days after his script is purchased.

Complicating the negotiations is an inter-union dispute between TWA and the Authors League of America, whose affiliated group, the Television Writers Group, has sought recognition in the past to represent tv script writers. TWA's one-year certification by NLRB is scheduled to be reviewed on Aug. 3, and at the same time the Author's League, since last May, has had an appeal before NLRB, claiming it now has majority support among free-lance tv script writers.

It is estimated that about 400 free-lance writers are members of TWA, and officials claim that many of the comedy shows and dramatic programs would be affected by a walk-out. Network officials expressed the belief that a strike "would not be damaging."

It was reported late Thursday that the U. S. Conciliation Service had been brought into the dispute, but it could not be ascertained whether the networks would agree to a meeting.

The need for drastic and immediate action by the union, according to a source, is underlined by the Aug. 3 deadline for certification. He pointed out that if ALA's petition for consideration of another election is approved, a dragged out situation could emerge under which final settlement of a contract with the networks could be delayed until after Jan. 1. Should this eventuality occur, he noted, the networks will have arranged for script material without the minimum wage demands.

NABET Plans to Sue On All-Star Telecast

NATIONAL Assn. of Broadcast Engineers & Technicians (CIO) last week in Chicago was preparing to file a $6 million suit against NBC and other parties, alleging violations of union contracts in connection with last Tuesday's telecast of the All-Star baseball game in Cleveland.

Threat of such a suit was confirmed by the union's executive secretary, George Maher, in response to reports that NABET has charged a conspiracy to restrain trade. He said Thursday the action would be filed in circuit court, either in New York or Chicago, within the next two or three weeks.

First to NLRB

Initially, a grievance will be issued against NBC with the local NLRB regional office. If arbitration supports the union, the charge will be transformed into a suit. The defendants, according to Mr. Maher, would be the Gillette Safety Razor Co., Maxon Inc. (Detroit), the Cleveland Indians and baseball's Comr. Ford Frick.

NABET charges NBC violated its contract with the union by failing to supply a union crew for the All-Star game telecast. Instead, Mr. Maher said, the game was originated by WXEL (TV) there, which, he claims, employs non-union help. To fulfill terms of its pact, he added, NBC was required to furnish technical help from WTAM and WNBK (TV), the latter an NBC-TV affiliate.

NBC reportedly had no comment on the charge. But it was understood that in a letter to NABET, NBC claimed it did not violate the contract. WXEL officials were not available for comment in Cleveland Thursday.

NEW INSTANTANEOUS RATING SYSTEM, 'DAX', TO BE OFFERED BY THE PULSE

Roslow says DAX will allow continuing count of program audience throughout show. He also emphasizes that ratings are not enough—use of radio should be selective and aimed at real potential customers.

INSTANTANEOUS rating reporting service has been designed and developed and is now ready to be put to work, Dr. Sydney Roslow, director of The Pulse, revealed last week.

DAX (for radio) or DAX-TV, invented by William Horne, formerly of Young & Rubicam's research staff, is unlike other mechanisms in that it has no tapes or moving parts, Dr. Roslow said. The home unit, which can serve one or more sets, will be small and inconspicuous, utilizing transistors and printed circuits. Arrangements have been made with the New York Telephone Co., he said, for both home wire-ups and office demonstration tv sets for actual in-use demonstration to be made after he returns to New York from a western speaking tour.

Describing the device in a talk prepared for delivery Wednesday at the 13th annual business conference at Stanford U., Dr. Roslow said: "This machine is electronic, of course. It measures radio and tv set usage instantaneously. All one needs to do is to read the ratings of each station in the market as they are printed on the record sheet.

"I predict that in using DAX the advertiser will no longer sit in the sponsor's booth in the studio to watch his program. Instead, he will sit in Pulse headquarters, watch his program on a tv set there and read the audience ratings minute by minute during the broadcast. And, furthermore, at the conclusion of the telecast, there will be a flash reporting the program's audience rating, with a by-line credit to Pulse."

Further Data Essential

Dr. Roslow said that Pulse is ready to serve the industry with this new form of reporting any time broadcasters and advertisers are willing to pay for it. But he cautioned that this "is not the end-all for broadcast research. It will simply confirm and supplement the personal interview research we do." Ratings are not enough, he said. People buy the products advertised and "only personal interview research will supply the vital data needed by the advertiser."

The drive to reach bigger and bigger audiences which accompanied the advent of tv, Dr. Roslow said, "is not too realistic an approach for most advertisers. Cost makes it prohibitive for many. Distribution problems make it unwarranted for others. Competition among networks, as well as advertisers, makes it more and more difficult to accomplish.

"What is required," he declared, "is not really huge audiences or mass audiences, but rather selected audiences. The use of radio and television should be selective so that the programs or commercials are pin-pointed to reach audiences which include real potential customers. A Bermuda trip commercial should not reach a poor and unlikely prospect, nor an adult laxative an extremely young child."

Considering only the factors of age and sex of radio and tv audiences, Dr. Roslow noted that a manufacturer of shaving products might feel an early morning spot campaign would prove successful and cited Pulse statistics for New York to show that nearly 10 times as many men over 20 are available by radio as by tv at that time of day. However, he warned, "one cannot overlook the fact that on radio these men are distributed over 10 or more stations, while in tv the men are reached by two stations."

For the manufacturer of "ice cream pops," who wants to reach children in the late afternoon, Dr. Roslow reported that televiewers under 20 at that time greatly outnumber radio listeners of that age group. And a soap advertiser, seeking an early afternoon housewife audience, would find more women between 20 and 45 in the radio audience than the tv audience.

This same type of analysis can be extended to specific programs, he said, or an entire analysis could be made of individual market differences. "Advertisers must know how these audiences are going, market by market," he stated. He showed this table of three cities and four tv programs:

TV RATINGS—JUNE, 1954

	N.Y.	Chicago	L.A.	U. S. Pulse Tv
I Love Lucy	54.5	50.5	41.4	46.3
Jackie Gleason	47.5	39.0	24.8	38.2
Godfrey & His Friends	30.3	31.6	9.2	30.2
Toast of the Town	35.7	26.3	24.8	32.1

"These differences show very clearly that a single national average is not sufficient," Dr. Roslow said. "In a market where the rating is high, everything may be fine. But how about the others? Additional effort is needed in the area where the program rating is low. Thus, national averages hide local and regional differences. This is even more important in tv, where time differences and live or film or 'kine' productions can seriously influence the audience quality and size."

'DRAGNET', 'LUCY' TOP VIDEODEX

NBC-TV's *Dragnet* and CBS-TV's *I Love Lucy* led the Videodex list of top 10 programs in tv ratings for the June 1-7 period, released last week. The list:

	PROGRAM	NO. OF CITIES	% TV HOMES
1.	Dragnet (NBC)	93	40.3
2.	I Love Lucy (CBS)	118	39.1
3.	Groucho Marx (NBC)	115	38.0
4.	Show of Shows (NBC)	66	34.3
5.	Jackie Gleason (CBS)	86	32.5
6.	Bob Hope (NBC)	73	31.7
7.	Toast of The Town (CBS)	109	31.6
8.	Studio One (CBS)	74	28.7
9.	Tv Playhouse (NBC)	91	28.5
	Red Buttons (CBS)	117	28.5
10.	Summer Comedy Hour (NBC)	97	28.4

	PROGRAM	NO. OF CITIES	NO. TV HOMES (000's)
1.	I Love Lucy (CBS)	118	12,034
2.	Dragnet (NBC)	93	11,862
3.	Groucho Marx (NBC)	115	11,256
4.	Toast of the Town (CBS)	109	9,306
5.	Jackie Gleason (CBS)	86	9,166
6.	Show of Shows (NBC)	66	8,945
7.	Red Buttons (CBS)	117	8,531
8.	Your Hit Parade (NBC)	115	8,495
9.	Summer Comedy Hour (NBC)	97	8,370
10.	Bob Hope (NBC)	73	8,327

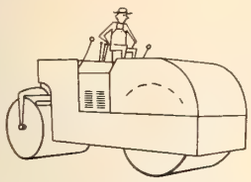
Bonus from Mt. Washington TV

$2,625 VENDÔME BY CONCORD



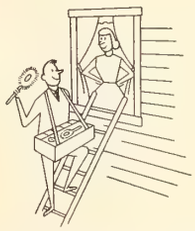
Use America's only "3-state one-station TV network" and save — in just 11 weeks of a half-hour weekly program — the cost of a $2,625 Vendôme by Concord Watch.

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.



ROLLS OVER 3 STATES

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.



REACHES NEW PROSPECTS

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes: 219,461 as of April 30 — RETMA.

CBS-ABC

Mt. Washington TV

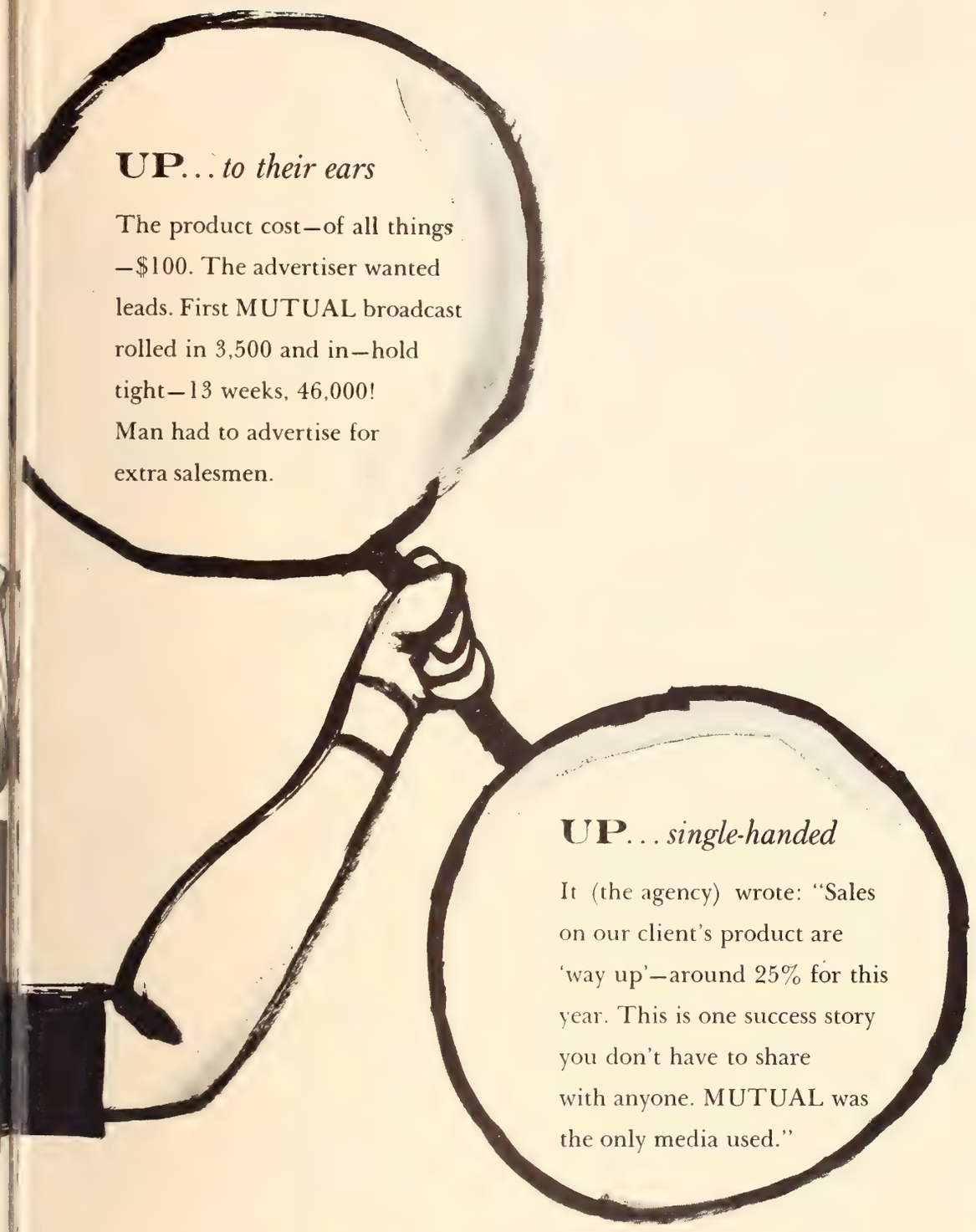
WMTW

Channel 8

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, Inc.


UP... from the floor
Reversing a 10 year sales decline, one drug product showed an 18% increase after 60 days on MUTUAL; 10% for the total year. Greatest sales gains were in the 20 top television markets!
UP... to the listeners
"Do you believe the McCarthy-Army hearings should be continued on the present basis?" asked a MUTUAL commentator. Only one request, no inducement mind you, but in poured 151,000 answers!
LIFT... MISTER?
RM



Sure we've an audience lift (even listening at night is up on Mutual over last year in the latest Nielsen report—M-F 7:30-10 pm.) Sure we've a billing gain (the only network to have one in fact—Jan.-April '54 over Jan.-April '53). Sure we lift our voice in 328 markets other nets and other media miss. *That's* the great strength of Mister Plus. But the lift that counts, we think, is the lift Mister Plus gives clients' sales.

Want a lift, Mister?

Mutual Broadcasting System

A Service of General Teleradio for All-America... PLUS



Motors (and the cars they go in) are making money for everyone in Flint . . . largest General Motors plant city in the world. This home of Buick, Fisher Body, and AC Spark Plug, along with three of Chevrolet's largest plants and a new Ternstedt factory, is setting records day in . . . day out.

That's why the wages of the average Flint factory worker will purchase more today than in any comparable period in history! First quarter weekly earnings averaged $94.98, exceeding record 1951 earnings by a whopping 21%* More important . . . earnings jumped way out in front of living costs. Actual purchasing power of a Flint factory worker's pay is 14% higher today than it was in 1951*.

Tell your sales story in this big (293,400) market . . . where the pay days are even bigger. Katz will tell you the important part WFDF plays in Flint, where annual retail sales are 62% above the national average.†

To sell Flint . . . buy Flint . . . and that means WFDF!

* Flint C of C figures, 1954
† SRDS Consumer Markets, 1954

WFDF FLINT • MICHIGAN

OUR 32nd YEAR OF SERVICE TO FLINT

NBC affiliate • represented by the KATZ agency

Associated with: WFBM & WFBM-TV Indianapolis—WEOA Evansville
WOOD & WOOD-TV Grand Rapids

NAFBRAT ASSAILS FILM UNSUITED FOR CHILDREN

Fourth annual report of association claims such tv offerings have quadrupled since 1951.

UNSUITABLE tv film programs for children have multiplied four times over 1951, the National Assn. for Better Radio and Tv charged in its fourth annual report on children's radio-tv programming, issued last week.

Choosing one May week as a survey period, NAFBRAT found seven Los Angeles tv stations showed approximately 20 different "crime" series, while in 1951 only five such series were on the air.

Also considered was the programming of eight Los Angeles radio stations.

Survey covered programs (1) specifically designated as "children's" by the sponsor, (2) in which advertising is specifically aimed at or has particular appeal to children, (3) in which story-line material traditionally is considered suitable for children, i.e. comic-strip characters, (4) puppet programs and (5) those in which children participate. No program after 9 p.m. was considered, though it might fit some categories.

Bulk of "crime" category programs consisted of westerns, which presented "large amounts of crime and brutality, and also a sordid distortion of historical development of the Old West," the NAFBRAT report charges.

Cites Examples

Typical revue of programs listed as "most objectionable" include that of CBS Radio *Gunsmoke* ("Story of violence that moved west with young America, adult story of extreme violence, out of place in the 'Children's Hour.'") and syndicated tv film *Ramar of the Jungle* series ("A wild and distorted mix-up of jungle sequences poorly integrated into a bizarre story involving crime, deliberately frightening incidents and assorted torture.").

Programs rated "excellent" by the NAFBRAT selection committee totaled 21, the civic group pointed out. Cost of a single "objectionable" tv film segment exceeds the entire total cost of 21 "excellent" rated programs, the NAFBRAT report stated, and blamed poor ratings of such "excellent" programs on what the group termed a "fantastic 20-to-1 production cost ratio."

Standards used by the NAFBRAT committee to evaluate programs were developed from those recommended by U. S. Office of Education and from a booklet by Paul Witty and Harry Bricker, published by Science Research Assn.

Tv Viewers Increase

EVENING tv programs are reaching about 1.25 million more homes on the average than they were a year ago, A. C. Nielsen Co. reports. For the two-week period, May 9-22, the average tv evening show reached 5,398,000 homes, 18.3% of all tv homes in the U. S., compared to 4,140,000 homes, 17.8%, for the same two weeks of 1953. Morning tv viewing shows the same upward trend, with 9.1% of tv homes tuned in during 7 a.m. to noon in April, against 8.7% for April 1953, apparently reflecting increased morning programming.



The Red River Valley's rich black top soil is 16″ deep!

HERE'S a story you ought to know about the Red River Valley—a story that explains why people here are among the Nation's top buyers!

Don't take our word for it. Here's what the Encyclopedia Britannica says:

"This valley (the Red River Valley) was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States."

But the Britannica fails to add that grain accounts for only 30% of the Valley's farm income — and that hogs, lambs, dairy products, beef cattle and other crops account for the other 70%.

Fargo is on the banks of the Red River, the center of the old Valley. Our deep, deep top-soil makes deep, deep pocketbooks. The twenty-six counties in the Fargo Trading Area have a population of 483,700 people. The average per-family sales of these people is $4164, annually, as against $3584 for the rest of the nation.

The average farm in this area produces a gross income of $9518 as compared with the average national farm income of $6687.

You avaricious advertisers grasped the situation a long time ago, and started pouring money into Red River Valley media. And you poured it *right!*

HERE'S a story you ought to know about how and why you advertisers choose WDAY almost unanimously (and now WDAY-TV, too)!

From its very first day, in 1928, WDAY set out to run the goldernedest radio station in America.

Out in the farms and hamlets where the Pierce-Arrows, Cadillacs and Studebakers often got mired down in the winter barnyards, people began at once to listen to WDAY.

Also in the prosperous towns. Also in roaring Fargo itself.

Years later, other stations, and all the networks, came into the area — but WDAY was miles and miles ahead *and still is.* Year in and year out, WDAY racks up some of the most amazing mail-order stories you ever heard of! . . Fan mail pours into WDAY at the rate of 400 letters a day, including Sundays and holidays! . . More than 10,000 families have taken *paid* subscriptions to "Mike Notes", WDAY's monthly newspaper.

Let your Free & Peters Colonels give you the whole WDAY story. It's *really* something!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC.
Exclusive National Representatives

CBS Radio Vote Poll

A TEAM of CBS Radio newsmen has left New York to conduct a coast-to-coast political survey in states considered most crucial in the battle for control of Congress in November. Newsman Edward P. Morgan, Special Events Director Robert Skedgell and reporter Blaine Littell will conduct a ten-week cross-country pre-election survey in Ohio, Indiana, Illinois, Texas, Arkansas, Missouri, Kentucky, Tennessee, Idaho, Oregon, California, Massachusetts, New York, New Jersey, Pennsylvania and Delaware. Their findings will be broadcast on *The World Today* (CBS Radio, 5:30-5:55 p.m. EDT), starting Sept. 12, and before final programs, reporters will be sent back into these areas for last-minute developments in the political picture.

'People Are Funny' Tops Nielsen Radio Ratings

THE National Nielsen Rating of the top 10 radio programs in the evening, once-a-week category scores *People Are Funny* in first place followed by the *Jack Benny Show*, based on a June 6-12 survey. The ratings in five categories:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for All Programs)	(1,120)
1	People Are Funny (CBS)	2,566
2	Jack Benny Show (CBS)	2,519
3	You Bet Your Life (NBC)	2,239
4	Our Miss Brooks (CBS)	2,146
5	Hallmark Radio Hall of Fame (CBS)	2,099
6	Mr. and Mrs. North (CBS)	2,052
7	My Little Margie (CBS)	1,959
8	Dragnet (NBC)	1,912
9	Lux Radio Theatre (CBS)	1,866
10	Arthur Godfrey's Scouts (CBS)	1,726
EVENING, MULTI-WEEKLY		
	(Average for All Programs)	(793)
1	One Man's Family (NBC)	1,446
2	News of the World (NBC)	1,446
3	Dinah Shore (NBC)	1,213
WEEKDAY (Average for All Programs)		(1,493)
1	Stella Dallas (NBC)	2,332
2	Backstage Wife (NBC)	2,332
3	Romance of Helen Trent (American Home) (CBS)	2,286
4	Romance of Helen Trent (Participating) (CBS)	2,239
5	Young Widder Brown (Toni) (NBC)	2,192
6	Young Widder Brown (Sterling) (NBC)	2,192
7	Wendy Warren and the News (CBS)	2,099
8	Guiding Light (CBS)	2,099
9	Right to Happiness (NBC)	2,099
10	Aunt Jenny (CBS)	2,099
DAY, SUNDAY (Average for All Programs)		(653)
1	Shadow, The (MBS)	1,493
2	Cecil Brown Commentary (MBS)	1,259
DAY, SATURDAY (Average for All Programs)		(886)
1	Stars Over Hollywood (CBS)	1,773
2	City Hospital (CBS)	1,726
3	Space Patrol (ABC)	1,679

Copyright 1954 by A. C. Nielsen

Tv Retail Set Sales Show Increase Over 1953 Period

TELEVISION set sales to consumers in the first five months of 1954, totaled 2,453,875 units, an increase over the 2,344,811 sold in the same period last year, according to Radio-Electronics-Television Mfrs. Assn.

Radio retail sales totaled 386,152 sets (auto receivers not included in retail data) in May compared to 427,911 in April and 716,407 in May of last year. Five-month radio sales totaled 1,873,399 sets compared to 2,568,000 in the comparable 1953 period.

May retail sales of tv sets totaled 308,728 units compared to 371,720 in April and 244,191 in May 1953.

ABC SOLD ON MUSIC-NEWS FORMULA AS MEANS OF STRENGTHENING RADIO

Optimism of Vice President Weitman is supported by over $5 million in time sales and program charges for packaged shows which the network signed in a single July week.

ABC is wholeheartedly in back of the music and news formula inaugurated earlier this year and is going to give it every opportunity to prove itself, Robert M. Weitman, vice president in charge of programming and talent, declared in an interview with B•T.

"We know that millions of people are buying new radios every year," he said, "consoles, table sets, portables and auto radios, and they're not buying them just to look at. Our job is to give them something to listen to—something they want to listen to—and we think music and news is it. It's too early to start cheering now, but we're going to give the plan a hell of a whirl and we think it's going to pay off."

Solid support for Mr. Weitman's optimism was provided by the network's sales department, which signed up more than $5 million worth of business for ABC Radio in a single July week. A sizeable part of this sum is attributable to the network's news activities. The weekend package of 22 five-minute newscasts over Saturday and Sunday, begun as a summer-only feature, is now sold for a solid year, John Vandercook and Bill Stern have received 52-week renewals of their five-a-week 15-minute programs of general and sports news.

It's Commercial

Charles T. Ayres, vice president in charge of the ABC Radio network, commented: "We believe our music and news concept will attract listeners to radio and therefore will be commercial. It has not been on long enough to get circulation value; however, as soon as the ratings are established we have high hopes of selling this programming.

"To show the value of news broadcasting, ABC's weekend news package will be sponsored commercially for a solid 52 weeks by Admiral Corp., the Texas Co., Musterole, and others" (see story page 52).

"Network radio was sort of neglected when tv came along," Mr. Weitman said. "Everybody was too busy trying to get this new glamour girl started on her career to spend any time on familiar, faithful radio. Now tv is established, no question about that. But there are many times and places when you can't look at tv, or just don't want to. You can't take tv to the beach with you, nor to bed. Tv is not available when you're shaving, or when you're out in the yard, relaxing in the shade of a tree. But radio is available and radio is being listened to.

"People want music; they want news, and where can they get either as easily or as well as by radio? What we're trying to do is to give them both at their best on ABC."

When ABC started Martin Block on the radio network at the first of the year, its hardest job was to sell its affiliates, Mr. Weitman reported. Each station had its own disc jockey show or shows and had no desire to acquire competition from its network in this field. "Gradually, the stations have learned that Block's showmanship, his salesmanship, his ability to get top recording stars as live guests on his broadcasts, which their local dee-jays can't, make his the kind of program they need. Rating increases for stations which carried the program early in the year proved our point and now 90% of our affiliates are taking some segments of his show."

In the evenings, Mr. Weitman noted, ABC has *Sammy Kaye's Serenade Room*, with another Sammy Kaye show on Sunday afternoons. The network also has Jack Gregson, "A new personality of the type which we think will catch on," backed up by the Bobby Hackett band, for an early evening hour through the week. On Sunday evening *Jimmy Nelson's Highway Frolics* offers musical contrast to the network's heavy news schedule with which it intermingles.

Our emphasis on music helped us get the *Voice of Firestone* after it left NBC and we've already received many letters of appreciation from radio listeners about it," Mr. Weitman said. Preceding the Firestone program, he pointed out, ABC is now broadcasting *American Music Hall*, formerly heard Sundays, and *Music by Camarata* follows *Voice of Firestone* to make up a 70-minute musical block, preceded and followed by newscasts in the ABC music-and-news formula.

"Like our muscial programs, our newscasts are successful because they are planned, not just turned on," Mr. Weitman said.

In both types of programming, he declared that the network's aim is to provide professional programming. We've got old talent, tried and true, and new talent that we think has the stuff to make the grade if we give them the chance, all of them really professional personalities. We're giving them professional presentation; that's important, too."

New and renewal business signed by ABC



FRED WAGENVOORD, general manager of WGTH-TV Hartford, Conn., signs ABC-TV affiliation contract in presence of William A. Wylie (seated, l), manager of network's station relations department; Ernest Lee Jahncke (standing, l), ABC vice president and assistant to the president, and Malcolm Laing, regional manager of ABC's station relations department. WGTH-TV is now on test pattern (see story page 56).

* Gelausedup English

Die qirls ben waven
Mit intent
At der brand-new
Vice-president.
Der biq accounts
He tight qe-nails
Und doubles mit TV
Der sales.

You too so full of joy
Can be
Use
NHC-AM-TV



WNHC AM FM TV
NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

V H F
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

ABC News Series Sold on Novel Split Sponsorship

NOVEL plan, whereby four clients of Erwin, Wasey & Co., New York, will share 52-week sponsorship of a single radio program series—ABC's weekend news package of 11 five-minute newscasts on Saturday and the same number on Sunday—has been worked out by both the agency and the network.

As explained to B•T by Michael Levin, director of radio and tv creative production for Erwin, Wasey, the basic idea is to enable a number of clients to secure the proper broadcast promotion each needs at the time each needs it.

"There are a number of advertisers, both in radio and in television, with smaller budgets than can support the good time and continuity they need," he said. "In such cases, we believe it's up to the agency to get on the ball and come up with a way to clear the special and often unorthodox chunks of time that the individual needs of the clients call for."

The way this plan works out for the ABC weekend news package, Mr. Levin explained, is that Admiral Corp., first sponsor announced for the series, used the program for four weekends in June, then withdrew to make way for a summer campaign for Texas Co. Admiral will resume sponsorship in the early fall; Musterole Co. will take over later in the season; Admiral will return for a pre-Christmas campaign. Come January and Musterole again will be the sponsor, remaining on for the duration of the cold season, and in the spring sponsorship will switch to Zonite Corp. for Larvex.

"That way, everybody's happy," Mr. Levin stated. "We get for our clients the kind of radio support they need and ABC gets what started out as a summer-only program sold firm for 52 weeks."

Radio since July 4th totaling $5,153,000, includes:

Firm contract for 52-week sponsorship of ABC Radio weekend news package by a group of Erwin, Wasey & Co. clients (see story above).

Charles Antell products (Formula 9 & shampoo, hair spray, Touch-Up-Stik) on Sept. 13 starts using three one-minute announcements a week on the Martin Block program in the 3:30-3:45 p.m. segment, Monday, Wednesday, Friday. The following day the same company begins a series of talks by Charles Antell for the same products, Tuesday and Thursday, 2:15-2:30 p.m., and a second series at 5-5:15 p.m. the same days. Agency is Television Advertising Assoc., Baltimore.

Rockwood & Co. (candy), sponsoring Wednesday and Friday, 9-9:15 a.m. segments of *Breakfast Club* for 26 weeks, starting Oct. 6, through Paris & Peart, New York.

Cat's Paw Rubber Co. (rubber heels, soles), sponsoring *Modern Romances,* Monday, 11-11:15 a.m., starting July 26 for 52 weeks, through S. A. Lwvyne Co., Baltimore.

A food advertiser, sponsoring *Modern Romances* Tuesday-Friday, 11-11:15 a.m., for 52 weeks, starting Aug. 31, through McCann-Erickson, New York.

Seeman Brothers (Air-Wick, Nylast), sponsoring *Whispering Streets,* Tuesday and Thursday, 10:25-10:45 a.m., for 52 weeks, starting Sept. 14, through William H. Weintraub, New York.

Anheuser-Busch (beer) has renewed Bill Stern's *Sports Today* program, Monday-Friday, 6:30-6:45 p.m., for 52 weeks, effective Sept. 13, through D'Arcy Adv., St. Louis.

CIO has renewed John Vandercook's newscasts, Monday-Friday, 7-7:15 p.m., for another year, effective Sept. 6, through Henry J. Kaufman & Assoc., Washington.

Radio Bible Class has renewed its half-hour Sunday morning religious talks (8-8:30 a.m.) for 52 weeks, through John M. Camp & Co., Wheaton, Ill.

Program charges for four of the programs which are packaged by ABC—*Breakfast Club, Modern Romances, Weekend News* and *Whispering Streets*—account for $328,000 of the new business figure. Time sales of $4,825,000 make up the rest of the $5,153,000 total.

KWK-TV Connected

KWK-TV St. Louis has been connected to the AT&T nationwide network of tv transmission facilities, the 302d tv station to be equipped to receive live network programs.

NBC-TV Sells Out 'Spectacular' Series

NBC-TV's three series of color "spectaculars" are "completely sold out," it was announced last week by George H. Frey, NBC-TV vice president in charge of sales, who disclosed that the sponsors every fourth Sunday (7:30-9 p.m. EDT) beginning Sept. 12, are Hazel Bishop Inc., the Sunbeam Corp. and the Reynolds Metals Co.

Hazel Bishop, through the Raymond Spector Co., and the Sunbeam Corp., through Perrin-Paus Co., each will sponsor 45 minutes of each of the 10 programs, while Reynolds Metals Co., through Buchanan & Co., New York, and the Clinton E. Frank Agency, Chicago, will sponsor three complete programs. The Sunday night "spectaculars" will be produced by Max Liebman. Betty Hutton has been signed to make her tv debut on the initial show Sept. 12, and plans are underway to present other Broadway, Hollywood and television personalities on each of the succeeding shows.

NBC-TV also will present a series of 13 color "spectaculars" on Saturday night, which also will be produced by Mr. Liebman under the sponsorship of the Oldsmobile Division of General Motors Corp., and still another series on Monday nights, produced by Leland Hayward and sponsored by Ford Motor Co. and RCA.

WTHI-TV Signs With DTN

SIGNING by WTHI-TV Terre Haute, Ind., of an affiliation contract with the DuMont Television Network was announced last week by Elmore B. Lyford, DuMont's director of station relations. Ch 10 WTHI-TV is scheduled to go on the air tomorrow (Tuesday), and is owned and operated by the Wabash Valley Broadcasting Co.

WIKK Erie Joins NBC

AFFILIATION of WIKK Erie, Pa., with NBC Radio, effective Aug. 1, was announced last week by Harry Bannister, NBC vice president in charge of station relations. WIKK, owned by Community Service Broadcasting Co., is on 1330 kc with 5 kw fulltime. Ben McLaughlin is general manager.

NBC-TV Color Plans Announced by Weaver

Aim of network is to provide 12 to 15 hours of live color each week beginning this fall.

EXPANSION of studio facilities in New York and Hollywood will enable NBC-TV, by this fall, to produce 12 to 15 hours of live color programs weekly and to schedule more than 500 hours of color programming throughout the season, it was announced today (Monday) by Sylvester L. Weaver Jr., president of NBC.

Mr. Weaver reported that in New York, the Brooklyn studios acquired from Warner Bros. will be fully equipped for color by September and in Hollywood, a new color studio is being built and equipped at a cost of $3,600,000, for use by Jan. 1, 1955. It was claimed that NBC will have color broadcast facilities surpassing by "at least 300%" those of any other network.

NBC-TV already has scheduled 33 color "spectaculars," which will provide 49½ hours of programming. Additionally, it is planned to produce other live commercial programs in color, either on a regular or intermittent basis, and to present outdoor color film programs produced by the NBC color mobile unit.

The network's color plans for the fall were described by Mr. Weaver as "a major part of the network's master blueprint for the quick development of commercial color television." He summarized NBC-TV's achievements in color broadcasting as follows:

"NBC color programs are being broadcast over 31 affiliated stations, and by October, 64 stations will be transmitting in color, making colorcasts available in areas comprising 78% of the nation's television homes; by September, NBC will have expended $15 million in research funds earmarked for making a commercial broadcast reality of the compatible color system pioneered and developed by NBC's parent company, RCA. (This figure is in addition to the $25 million already spent by RCA in the development of the system, on which present all-industry FCC standards are based); NBC has held commercial clinics in which more than 35 agencies participated and at which more than 200 products were handled in the building of test commercials in color; NBC presented more than 80 color programs during the first six-month period [after FCC approval]."

CBS Inc. Appoints Gould As Information Adviser

JACK GOULD, radio-tv editor of the *New York Times,* has been named information adviser of CBS Inc., Dr. Frank Stanton, CBS president, announced last week.



MR. GOULD

To take the position, Mr. Gould resigned the *Times* radio-television editorship. He currently is on vacation and will join CBS Aug. 2.

Mr. Gould, widely-read columnist, has been with the *Times* for some 18 years and has been radio-tv editor for approximately the last 10. His successor, it was understood, has not been selected.

a spot in the family circle

To the most important member of the household council—the homemaker—WCCO-TV is a trusted advisor. In her important decisions on shopping, buying home appliances and services, even in family relations, the Northwest homemaker has a habit of turning to that other member of the family. . .WCCO-TV. What they see on Channel Four, they *believe.*

Take, for example: "AROUND THE TOWN" with Arle Haeberle, 3-3:30 p.m. weekdays. Top women's show in Northwest TV: June Pulse shows 70% more viewers than nearest competition in three-channel market. Participation, live or film. Ask Free & Peters for availabilities.



WCCO-TV

The other member of the family
Minneapolis-St. Paul

CBS

NETWORK PEOPLE

Richard Schlegel, operations manager, WCAU-TV Philadelphia, named production consultant in station administration, CBS-TV, New York.

William White Parish, supervisor of NBC story div., named supervisor of public service programs, effective today (Monday).

Anne Nelson, associate director of business affairs, network programs, CBS Radio Hollywood, named director. **Sherman J. McQueen,** commercial program supervisor, Don Lee Broadcasting System, Hollywood, to CBS Radio as assistant director of business affairs.

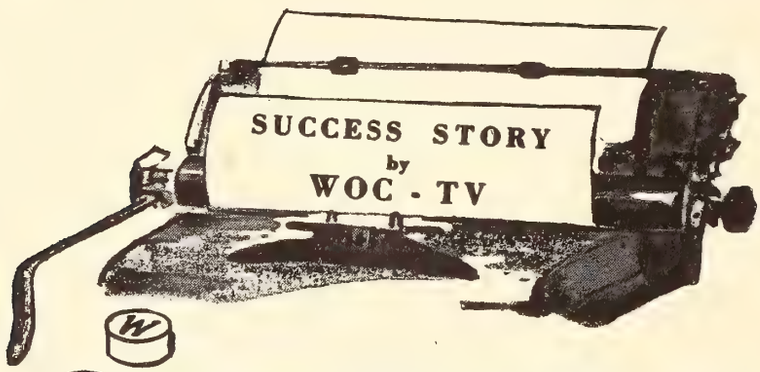
Earl Ebi, director, CBS Radio *Lux Radio Theatre,* switches to NBC-TV *Lux Video Theatre,* rotating with directors **Buzz Kulik** and **Richard Goode. Sandy Barnett,** writer on CBS Radio *Lux Radio Theatre,* and **Richard McDonagh,** tv writer, named the writing team for NBC-TV *Lux Video Theatre.* **Ken Carpenter,** who has been handling commercials on both Lux programs, re-signed to fill the same capacity when they move to NBC-AM-TV this fall.

Kenneth B. Craig, director of business affairs, CBS Radio Hollywood, resigns to return to tv production. Plans will be announced soon.

Robert Hardin, director of publicity, ABC Radio Hollywood, resigned July 2.

Irwin Lewis, assistant program manager, WINS New York, to ABC as advertising copy writer in ABC-TV advertising dept.

Stafford Clark, publicity-promotion dept., KABC-TV Hollywood, to publicity staff, CBS-TV, same city.



WOC-TV

TELEVISION IS UNITED SUPER MARKETS "OYSTER"

2,200 Pints of Oysters, in Fact

February 10, 1954, United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how *responsive* these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 400 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, *United sold 2,200 pints of oysters*—a complete sell out. In addition, *United sold 4,800 chicken pot pies*—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

"Musical Moods" continues to produce success stories for United Super Markets . . . so successful that this big independent grocery chain has purchased an additional ½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in 1½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
100,000 Watts-Video
Channel 6
NBC Basic

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

WITTING SAYS WBC WON'T USE 45 RPM

Westinghouse Broadcasting's stations don't want to be associated with 45 rpm records because of their technical shortcomings, the WBC president advises record firms.

THE 45 RPM phonograph record is unacceptable for broadcast use, according to Chris J. Witting, Westinghouse Broadcasting Co. president. Mr. Witting has notified all record companies that their decision to supply only 45 rpm records to broadcast stations [B•T, June 14] is unacceptable to the Westinghouse group.

Joining other stations in protesting against the joint action by leading record firms, Mr. Witting pointed out that the companies acted without consulting broadcasters.

He wrote, "We are advising all record companies that their plan to supply only 45 rpm records to broadcasting stations is unacceptable to the Westinghouse group of stations." Listed were KDKA Pittsburgh; KEX Portland, Ore.; KYW and WPTZ (TV) Philadelphia; WBZ-WBZA Boston-Springfield and WBZ-TV Boston; WOWO Fort Wayne, Ind.

"The stations are notifying your distributor in their area of this decision," Mr. Witting continued. "We were surprised at the action of the record companies in announcing this plan without prior consultation with the broadcasting industry to which they owe so much.

No Backward Steps

"The Westinghouse stations, since the founding of the broadcasting industry at KDKA in 1920, have always prided themselves on producing the finest technical productions known to the industry and have spent large sums of money developing new and improved services. We are not, at this time, interested in taking a backward step which we are sure will result in the necessity of repeated apologies to our listening audience for what will be obvious failures of technical equipment."

Going into technical details of the 45 rpm record, Mr. Witting said that while it may have advantages in home use, "it has so many disadvantages as to make it impractical to use in a well-run radio station. They are difficult to pick up and handle with ease, speed or efficiency, all of which are necessary for a smoothly-produced program. They are extremely difficult to cue up and, after this difficulty is overcome, repeated use results in damage to the opening grooves and consequent distortion of the music. The microgroove frequently results in the needle skipping in the event of any unusual motion or vibration near the machine. Our experience shows that these difficulties inherent in the 45 rpms make them unacceptable for broadcasting use."

Mr. Witting wrote that broadcast of technically deficient programs "will reflect adversely on the popularity and acceptance of our stations. Furthermore, we believe that it will adversely affect the sale of these records to the public since obviously no one is enthusiastic about purchasing a record which they have just heard improperly played."

In requesting companies to supply 78 rpm records exclusively, Mr. Witting said that in addition to saving unwarranted expense for modification or replacement of equipment, such a policy would be in the interest of the listening public and stations as well as to the record industry itself.

The bigger the better

When you're spreading spot radio for national coverage, you're smart to use the biggest units you can get. You want stations like WJR—which gives you the best possible radio coverage of a market of 15 million people, some 10% of the nation's buying power. That kind of mass means real economy. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: 15,000,000 customers

Robertson Sells Out at KEPO

MILLER C. ROBERTSON last week announced the sale of his 25% interest in KEPO El Paso, Tex., to his associate, W. B. Pratt, Austin, Tex. Mr. Robertson also resigned as president and general manager of KEPO last Thursday, and was succeeded as station manager by R. C. (Bob) Hughes, sales manager.

Mr. Robertson, who was associated with KMBC Kansas City and KSTP St. Paul-Minneapolis before joining the Texas station, will announce his future plans later, he said.

KEPO which began operating in 1948, radiates 10 kw on 600 kc. It is affiliated with ABC.

KDRO-TV, KGEO-TV BEGIN PROGRAMMING

TWO new tv stations, KDRO-TV Sedalia, Mo., and KGEO-TV Enid, Okla., the first tv outlet for each city, began commercial programming last Thursday, increasing total operating stations to 387.

KDRO-TV (ch. 6) is represented by John E. Pearson Co. KGEO-TV (ch. 5) is affiliated with ABC and also is represented by the Pearson firm.

Educational WCET (TV) Cincinnati (ch. 48) is due to begin regular programming today (Monday) and WTHI-TV Terre Haute, Ind. (ch. 10), is scheduled to go commercial tomorrow.

Reports from other stations:

KXJB-TV Valley City, N. D. (ch. 4), started eight-hour daily test patterns last week and plans to begin regular network and local programming Aug. 1. The station, affiliated with CBS, has auxiliary studios in Fargo. Excellent reception reports have been received from points up to 150 miles away, it was reported.

WGR-TV Buffalo, N. Y. (ch. 2), has set target dates of Aug. 1 for test pattern transmission and Aug. 14 for regular programming. George F. Goodyear, president, announced. The station is affiliated with NBC and represented by Headley-Reed Tv Inc. WGR-TV will be Buffalo's third station and the city's second vhf.

WGTH-TV Hartford, Conn. (ch. 18), the first local tv outlet there, started test patterns last week and expects to begin commercial operation Aug. 15. WGTH-TV will operate with 187 kw power from a 951-foot tower atop Avon Mt., five and a half miles from the center of Hartford. Affiliation is ABC-TV.

Two more stations are expected to begin regular programming by July 31: WBOC-TV Salisbury, Md. (ch. 16), and KETC (TV) St. Louis, Mo. (ch. 9), educational. (For details see TELESTATUS, page 103.)

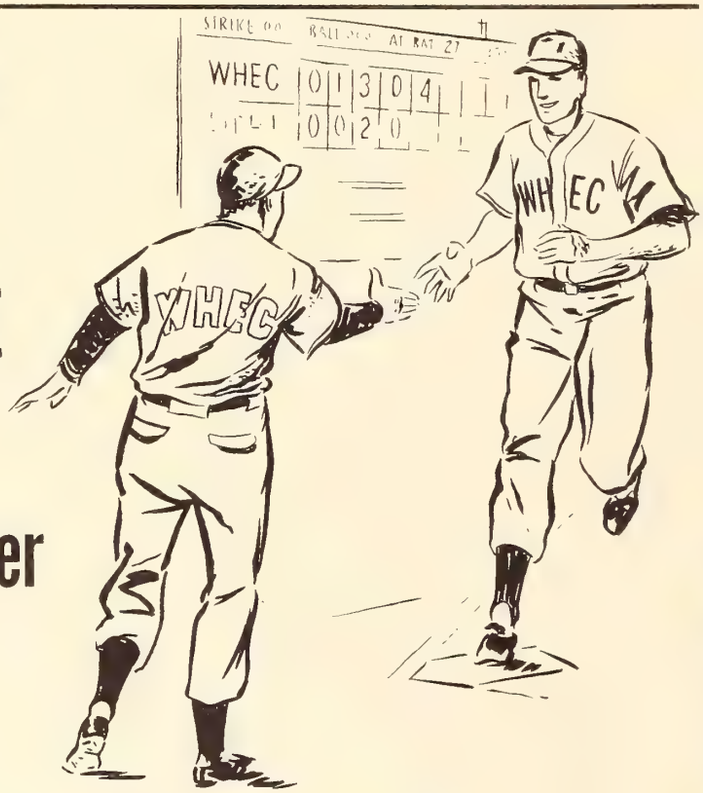
Wynn Quits WABD (TV) Post

RESIGNATION of Lawrence L. Wynn as sales manager of DuMont's WABD (TV) New York was announced last week by Norman Knight, general manager of the station. A successor has not yet been named. Mr. Wynn became associated with DuMont as a salesman in 1950. He was promoted to his present post in 1952.



A SUDDEN windstorm last Monday sent the 435-foot tower of WALA-TV Mobile, Ala., crashing to the ground between two rows of parked cars. Dozens of vehicles were smashed, but no one was hurt, as the structure fell into the parking lot in the rear of the downtown WALA building. Damage is estimated at over $100,000, W. O. Pape, president, said. The station resumed regular operation two days later using a temporary antenna.

KNOW THE SCORE IN Rochester ?



IN ROCHESTER Pulse surveys and rates the 427 weekly quarter-hour periods that WHEC is on the air. Here's the latest score:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	271	136	0	0	0	0
TIES	16	19	2	1	0	0

WHEC carries ALL of the "top ten" daytime shows!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco



Do you know these famous record makers?

Both of these people are famous record makers for Columbia. You'll probably recognize Mindy Carson, but do you know that other famous record maker—tune-spotter Mitch Miller?

"When a hot song comes along," Miller says, "we often cut the master tape out in Hollywood, holding our breath because other companies will try to 'cover' the tune first.

"We rush the master tape to our Eastern factories—always relying on Air Express to get it through *fast!*

"The new disc is on the air and for sale in stores in record-breaking time, thanks to Air Express.

"We turn to Air Express at least three or four times a week to beat out competition.

"And yet, most of our shipments cost less with Air Express than with any other air service."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

WAAM (TV) BEGINS 316 KW OPERATION

WAAM (TV) Baltimore began telecasting last Monday at the maximum 316 kw power, using its new facilities constructed at a cost of more than a half-million dollars, according to the station.

WAAM said its new ch. 13 coverage includes 10,000 square miles or 35 counties in six states and the District of Columbia, and adds about 1.5 million people to its saturation area for a total of about 3 million persons.

The new Television Hill facilities uses more than two miles of electrical wire and more than 20,000 separate parts, and the installation occupies an entire new wing of the WAAM Building, covering an area of more than 2,000 square feet. The old WAAM transmitter, which delivered 50 kw, will be kept for stand-by purposes, the station said.



WAAM (TV) Baltimore executives inspect the station's new half-million-dollar wing and top-power tv transmitter. L to r: Ben Wolfe, engineering director; Norman C. Kal, WAAM Inc. executive vice president; Ben Cohen, WAAM Inc. president, and Ken Carter, WAAM general manager.

Three More Uhf Outlets Give Up the Ghost

(Also see FCC extension for uhf story, page 82)

THREE UHF tv stations suspended operations last week, boosting the total number of tv outlets to leave the air to 28. They are: KBID-TV Fresno, Calif.; WCHA-TV Chambersburg, Pa., and WFTV (TV) Duluth-Superior.

Meanwhile, the deletion last week of ch. 2 KSPR-TV Casper, Wyo., raises the number of post-thaw tv deletions to 89. Of this total, 73 are uhf and 16 vhf.

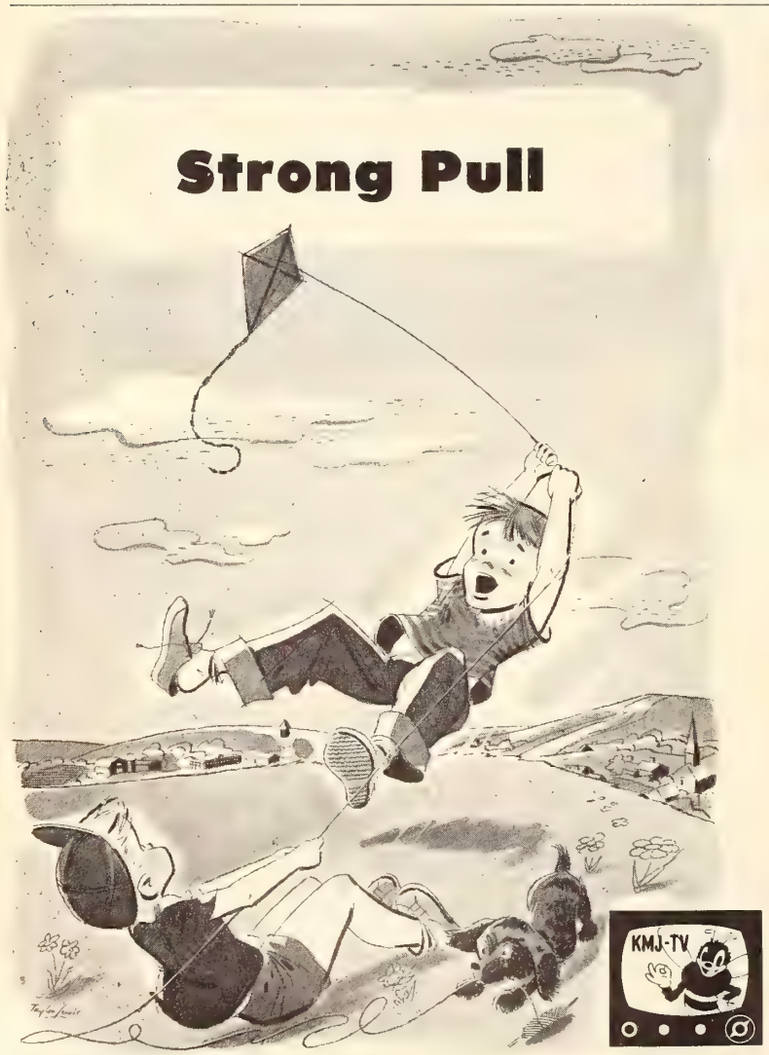
Expected network affiliations did not materialize, John H. Poole, owner of John Poole Broadcasting Co., said last week in announcing he has suspended until further notice the operation of his ch. 53 station, KBID-TV.

Mr. Poole's announcement, made Thursday, said that "all other stations serving the San Joaquin Valley received programs from one or more networks." KBID-TV is one of three uhf outlets in Fresno.

Mr. Poole, asserting that advertising revenue from local sources will not sustain first class television at present, said that only about half of the area homes are equipped with television. When more homes add tv, he said, it may be possible for KBID-TV to resume telecasting.

Ch. 51 WCHA-TV requested FCC permission to suspend operation for 120 days effective no later than midnight July 18. In notifying the Commission, John S. Booth, vice president of grantee Chambersburg Broadcasting Co., said that "during the suspension period the company will determine the advisability of resuming operations in view of continued losses."

At Duluth-Superior, ch. 38, WFTV (TV) requested Commission permission to suspend operation for a period of three months. In a let-



. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

In Youngstown, Ohio—the 32nd U.S. Market*—it's WKBN-TV...



FIRST ...in network and film programs



FIRST ...in local live programs

in a major TV market!

138,218 TV households — almost a half-million viewers — now receiving Channel 27
(Based on the May 15-21, 1954 ARB)

Of the two Youngstown stations, WKBN-TV **network and film programs** are favorites. WKBN-TV has 4 of the first 5 . . . 8 of the first 10 . . . 12 of the first 15 . . . and 20 of the 28 programs rated 19.0 or better!

WKBN-TV **local live programs** capture the first 9 positions . . . and take 9 of the first 10 ratings!

	Program	Station	ARB Rating
1.	Polka Party	WKBN-TV	16.3
2.	Rucker's Rumpus Room	WKBN-TV	12.4
3.	Grizzly Pete	WKBN-TV	10.8
4.	Tip Top Clubhouse	WKBN-TV	9.7
5.	Local Edition News	WKBN-TV	9.1
6.	Rambling Reporter	WKBN-TV	6.7
7.	News, 6:30 p.m.	WKBN-TV	6.6
8.	This Week at Home	WKBN-TV	6.5
9.	Sports-Weather	WKBN-TV	5.6
10.	Kitchen Korner	Station B	4.3

(Source: ARB — May 15-21, 1954)

*Source: 1954 SRDS Consumer Markets

	Program	Station	ARB Rating
1.	I Love Lucy	WKBN-TV	44.3
2.	Jackie Gleason	WKBN-TV	36.1
3.	Hit Parade	Station B	31.6
4.	Godfrey & Friends	WKBN-TV	30.5
5.	Red Buttons	WKBN-TV	27.6
6.	Dragnet	Station B	27.0
7.	Strike It Rich	WKBN-TV	26.5
8.	Racket Squad	WKBN-TV	25.9
9.	Our Miss Brooks	WKBN-TV	25.6
10.	Toast of the Town	WKBN-TV	25.3
11.	I've Got A Secret	WKBN-TV	23.8
12.	This Is Your Life	Station B	23.8
13.	Beat The Clock	WKBN-TV	23.5
14.	Four Star Playhouse	WKBN-TV	22.7
15.	TV Hour	WKBN-TV	22.5
16.	Milton Berle	Station B	22.5
17.	Martha Raye	Station B	21.7
18.	Meet Millie	WKBN-TV	21.6
19.	Comedy Hour	Station B	21.6
20.	TV Playhouse	Station B	21.6
21.	Two For The Money	WKBN-TV	20.5
22.	My Friend Irma	WKBN-TV	20.5
23.	Place The Face	WKBN-TV	20.0
24.	Studio One	WKBN-TV	19.7
25.	Make Room For Daddy	WKBN-TV	19.5
26.	Playhouse of Stars	WKBN-TV	19.5
27.	Big Story	Station B	19.5
28.	Dollar A Second	WKBN-TV	19.0

(Source: ARB — May 15-19, 1954)

Represented Nationally by Paul H. Raymer Co.

CBS • DUMONT • ABC

WKBN-TV Channel 27

YOUNGSTOWN, OHIO

FULLY EQUIPPED FOR NETWORK COLOR-CASTING

ter to the FCC, Herbert Scheftel, president of grantee Great Plains Television Properties of Minn., noted that "in recent months two vhf stations have gone on the air in this market and WFTV has lost the programs of the two major networks. As a result the station's operating losses have substantially increased."

In requesting deletion of ch. 2 KSPR-TV, owner Donald Lewis Hathaway noted that through a microwave facility the four Denver stations are able to transmit tv signals to the Casper community tv system. "In turn the community system sells at a fee of $7.50 per month plus installation and tax fees to local viewers. Since the community system has no program expense and sells their product and in turn takes a considerable portion of any viewers we might hope to have, and we would have to pay for nearly all our programs, the community system makes very difficult competition inevitable for KSPR-TV."



OLD SOUTH theme of the new $1.5 million home planned by WSB-AM-FM-TV Atlanta is shown in this artist's conception. To house latest technical gear, including provisions for local color tv originations, the new structure is expected to be completed by next summer. It will be located on a hill overlooking historic Peachtree St.

WDSU-TV Schedules First Color Tv in New Orleans

WDSU-TV New Orleans was scheduled to broadcast two segments of NBC-TV programs in color last Friday, giving that southern port city its first colorcasts, according to Edgar B. Stern Jr., president.

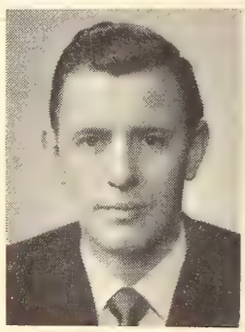
The color segments of NBC-TV's *Today* and *Home* programs were to be telecast to New Orleans viewers in the early morning and mid-morning hours, Mr. Stern said. In order to permit local tv dealers to line up color receivers WDSU-TV planned to telecast a color test pattern from 5 a.m. to 5:50 a.m. Friday morning.

Cook Borrows $2.4 Million

COOK Paint and Varnish Co., which received FCC approval in early June for the purchase of KMBC-AM-TV Kansas City for $1.75 million [B•T, June 14], has completed a $2.4 million loan agreement at 3⅜% with Equitable Life Assurance Society, it was reported last week. Proceeds of the 12-year loan will aid in financing purchase of the KMBC properties as well as expansion of the paint firm's retail chain, it was explained. Cook sold WHB Kansas City to Todd Storz and family for $400,000, also approved by FCC.

Tynan to Head F&P Midwest Tv Sales Unit

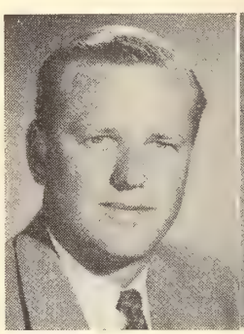
APPOINTMENT of William J. Tynan as midwest tv sales manager and addition of other tv personnel to the Chicago office of Free & Peters, station representatives, were announced last week by Lloyd Griffin, F&P vice president in charge of television. Mr. Tynan has been with the firm for the past six years.



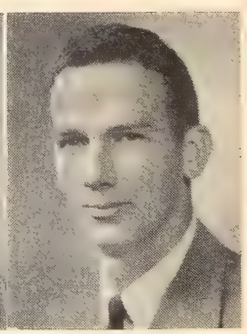
MR. TYNAN

Richard G. Rothlin, television account executive in F&P's San Francisco office, will move to Chicago Aug. 15 in a similar capacity. William G. Pendill, formerly a tv buyer with Leo Burnett Co., joined F&P's Chicago tv staff effective last Thursday as an account executive, following the addition of John B. Sias from Moloney, Regan & Schmitt in a similar capacity June 21.

Samuel L. Eadie, F&P tv account executive in Chicago since last fall, completes the firm's Midwest television group.



MR. ROTHLIN



MR. SIAS

WENS (TV) to Resume

WENS (TV) Pittsburgh will resume local programming Sept. 13, Larry Israel, general manager, has announced. The ch. 16 station stopped studio programming for the summer June 14. Mr. Israel said WENS also will carry some NBC-TV shows on a supplemental basis.



Do You Know This Man?

He is Mr. A. H. Turner, general manager, WBOY, Tarpon Springs, Florida. He says—

"We program SESAC Library discs the entire morning from 5:00 A.M. to 11:00 A.M. They do a job, and of that we are certain. Program-wise things are in the best of hands when SESAC recording stars are heard. SESAC also has the finest Sunday afternoon selections we have ever heard."

The SESAC Library is **lowest in cost** for a complete Program Service

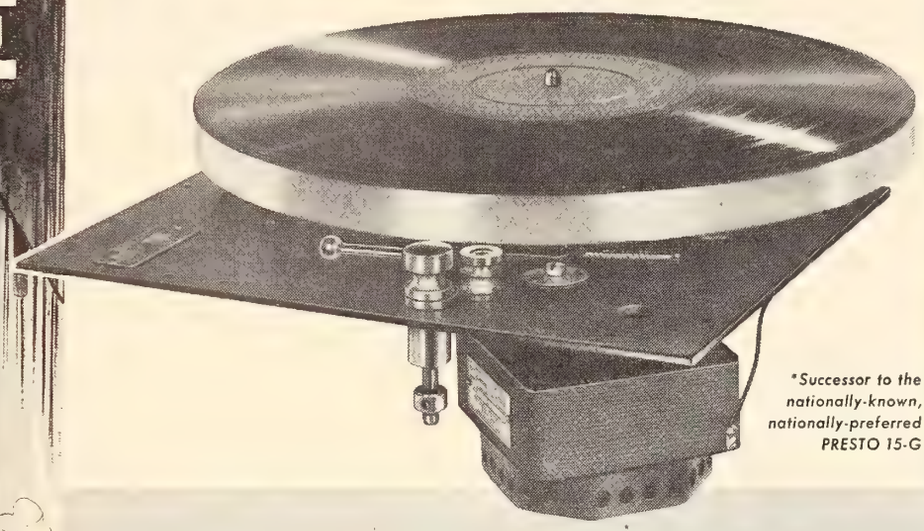
SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue **New York 17, N. Y.**

a new high in Hi-Fi!

the new PRESTO T-15* turntable





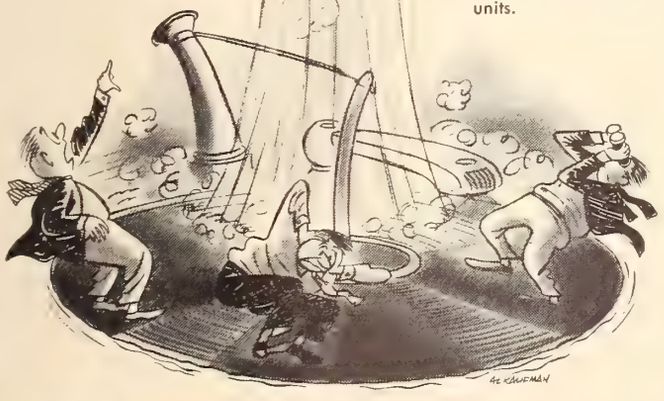
*Successor to the nationally-known, nationally-preferred PRESTO 15-G

HI-FI FANS

The new T-15 replaces your present record changer, giving you a new dimension in record reproduction with rumble-free performance, professional speed, accuracy, lifelong, trouble-free service. Easy to install, easy to operate.

BROADCASTERS, RECORDING STUDIOS

Here is the perfect auxiliary turntable to use in studio or control room for music or sound effects. Professionally designed and constructed with speed accuracy comparable to much higher priced units.



- **Single lever control**
- **Three speeds**
- **Turntable diameter: 12"**
- **Speed accuracy: 0.25%**
- **Noise level: 40 db below program level**

One Control Lever Does Everything . . .

1. Engages or disengages idler wheel

2. Automatically switches motor off or on

3. Selects 3 speeds—33⅓, 45, 78 r.p.m.

PRESTO builds professional equipment—for professionals only! And the new T-15 turntable is an outstanding combination of advanced design and engineering, built with the same precision characteristic of the entire PRESTO line. The rim-driven, constant-speed, heavy-weight T-15 virtually eliminates all turntable woes . . . gives you years of trouble-free service . . . and consistently true reproduction.

Designed by PRESTO to meet top engineering specifications, the *new* PRESTO T-15 is modestly priced at $53.50.

Mail this coupon today!

PRESTO RECORDING CORPORATION, HIGH FIDELITY SALES DIV.
PARAMUS, NEW JERSEY

Please send me illustrative data and specifications on the new, improved Presto T-15 turntable.

NAME_____

ADDRESS_____

CITY_____

ZONE____ STATE_____

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



Forker Named to Head WGAR Cleveland Sales

ROBERT E. FORKER, for the past 12 years a member of the WGAR Cleveland sales staff, has been appointed sales manager, Carl E. George, general manager, said last week.



MR. FORKER

Mr. Forker succeeds John B. Garfield, whom he has assisted the past four years. Mr. Garfield's future plans were not announced.

The new WGAR sales manager served in various sales capacities with the Cleveland *Plain Dealer, News* and the Brush-Moore Newspapers before joining WGAR.

Tannen to Leave WGAY, Will Head WPGH Pittsburgh

ERNIE TANNEN, vice president and sales manager, WGAY Silver Spring, Md., has resigned to become vice president and general manager of WPGH Pittsburgh, Pa., recently purchased by WGAY owner John Kluge and associates [B•T, July 12].

Mr. Tannen joined WGAY when it began broadcasting Dec. 7, 1946. He served as program director until July 1953 when he was promoted to his present position.

Jeff McLendon Dies

JEFF D. McLENDON, 77, father of Barton R. and grandfather of Gordon B. McLendon, broadcast station owners, died July 8 in Dallas, Tex. The late Mr. McLendon was board chairman of Tri-State Theatre chain at his death, and previously had engaged in a law practice in the Southwest. His son and grandson own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and KTLG (TV) Corpus Christi.

STATION PEOPLE

John I. Hyatt, vice president-general sales manager-director, WTVI (TV) (Belleville, Ill.) St. Louis, is resigning effective Aug. 5. Mr. Hyatt has not announced future plans.

William F. Housner named sales manager, WJNO-TV Palm Beach, Fla. **F. Melville Greene** and **John E. Turner** to WJNO-TV's sales staff. **Esther L. Witt,** traffic manager, WKTV (TV) Utica, N. Y., named WJNO-TV operations manager.

Bob Franklin, promotion manager, KGW Portland, Ore., named program director. **Thomas D. Rishworth,** KGW director of education and public affairs, appointed assistant manager.

Will Erkin, manager, WBRM Marion, N. C., to WIFM Elkin, N. C., in same capacity. **Gene Smith,** sales dept., WJBF Augusta, Ga., to WIFM as assistant manager.

Roberta Britt, director of continuity, WAVE-TV Louisville, appointed sales service manager, WJNO-TV Palm Beach, Fla.

David H. Bogard, account executive, Ruder & Finn Assoc., N. Y., named sales promotion assistant, KCBS San Francisco.

Jim Carr, account executive, WSYR-TV Syracuse, to WLWT (TV) Cincinnati, in same c pacity.

William T. Gangle named director of publ relations, educational KETC (TV) St. Louis.

James Chrisenat, radio-tv producer, to WMA Washington, as production director.

Dick Ashby, WMAZ-TV Macon, Ga., perso ality, named production director.

Gordon B. Greb named director of news ar public affairs, KSJO San Jose, Calif.

Carol H. Cline named director of public affair WLWD (TV) Dayton. **Bill Baily** named pr gram manager.

John C. Roesel appointed director of clie service, WLWA (TV) Atlanta.

Richard A. Leader, account executive, KGI San Fernando, Calif., to KCOP (TV) Holl wood, in same capacity.

Richard H. Gehring, Ohio State U. graduat appointed sales representative, WTVN (TV Columbus, Ohio.

Patt McDonald appointed general manage CKNW New Westminster, B. C., and **Bi Hughes** named station manager.

Robert Richer, assistant to program manage WABC New York, appointed assistant mar ager, continuity acceptance dept. **Alan Prow Sloan** promoted to assistant to program directo WABC New York.

Doug Stewart, NBC Hollywood page staf named assistant film manager, KNBH (TV Hollywood, succeeding **Leonard Goldberg,** pr moted to floor manager.

Mary Carter Stone, formerly managing edito Danville (Va.) *Commercial Appeal,* named t assist new editor, WDVA that city.

Albert J. Eicholzer appointed chief enginee WSYR-AM-TV Syracuse.

Jack Nordine, WNAE-WRRN (FM) Warrer Pa., named chief engineer, WADP Kane, Pa **Lois** and **Bob Johnson,** WFRM Coudersport Pa., to WADP as traffic and station manage respectively. **Paul Mitzen** and **John Copell** to WADP news and announcing staff.

Edward B. Bench Jr. named chief enginee KSTM-TV St. Louis.

Joseph Crouse, WHAS-AM-TV Louisville, Ky named day news editor.

George Doetsch, formerly with WNAV An napolis, to sales staff, WBAL Baltimore.

Kenneth E. Patmore, advertising sales represen tative, Curtis Pub. Co. Cleveland office to sale staff, WGAR same city.

Stanley Matas, salesman, WAIT Chicago, t WBKB (TV), same city, in similar capacity.

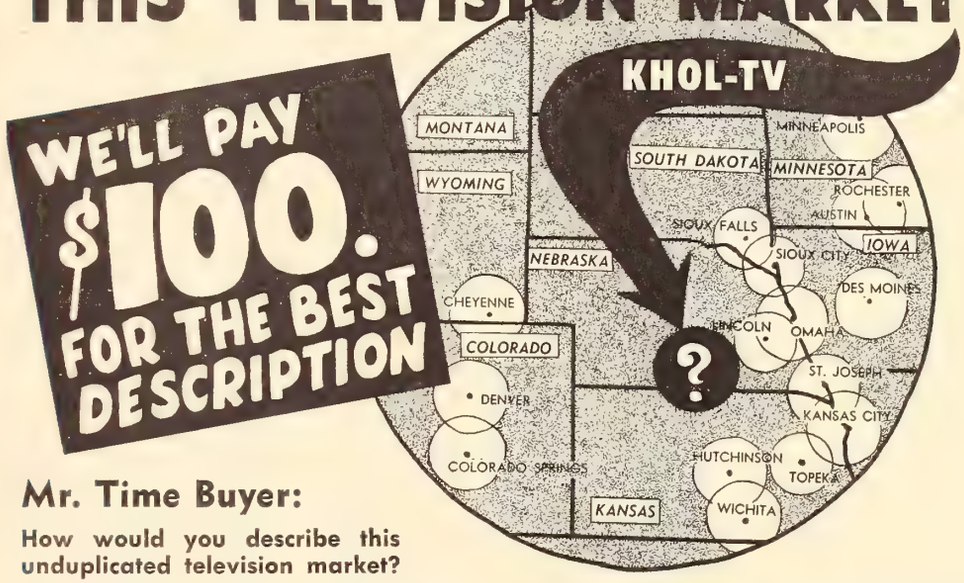
Norman Wain, disc m.c., to WDOK Clevelan for twice-daily music and interview show.

Howard Miller, freelance disc m.c., signed b WBBM-TV Chicago to conduct *Howard Mille Show* Fridays, 11 p.m.-1 a.m. CST, startin Aug. 27.

Elaine Winfield, formerly with sales promotio div., SoundScriber Corp., to advertising, promo tion and publicity dept., WNHC-TV Ne Haven.

Jose I. A. Gallegos named to sales staff, KABQ Albuquerque. Mr. Gallegos will specialize i Spanish language sales.

HOW WOULD U DESCRIBE THIS TELEVISION MARKET?



Mr. Time Buyer:

How would you describe this unduplicated television market?

We'll pay $100.00 for the best description that explains the extraordinary merchandising potential of KHOL-TV.

Why is it difficult to describe this market? Well, it's like this: Our C.P. was granted to Kearney, Nebraska; however, the station is owned and operated by the Bi-States Company of Holdrege, Nebraska.

Our problem would be simple if our location was pin-pointed in only two places, but it goes much further. We're located 2½ miles from Axtell, Nebraska.

The KHOL-TV primary signal provides exclusive coverage over every town in the United States that has any claim to being the geographic center of the nation.

The largest town covered by the station has less than 25,000 population. We are one of the few television stations in the country that has no major metropolitan market; we cover a rural viewing audience that has money and is ready to buy.

So we ask your help—how would you describe this unduplicated television market? Your answer could be worth $100.00 in cash.

DUANE L. WATTS *Station Manager*

RULES OF THE CONTEST

1. Contest is limited to entries from agency time buyers.
2. The prize of $100.00 will be awarded to the entry that best describes the potential of the station with a slogan or description of ten words or less.
3. Entries will be judged for neatness, aptness of thought, and originality; decision of judges is final.
4. There is no limit on the number of entries each person may submit; however, each entry must be on a separate sheet of paper.
5. Each entry must indicate the following: entrant's name, agency affiliation and position, agency address, and entrant's home address.
6. All entries submitted become the property of KHOL-TV and none will be returned.
7. Mail all entries to KHOL-TV, Box 336, Holdrege, Nebraska.
8. All entries must be postmarked by midnight, August 21, 1954.

A complete fact sheet to help you win is yours for the asking. Just write to:

Owned and Operated by
BI-STATES COMPANY
HOLDREGE, NEBRASKA
Duane L. Watts, Station Manager

KHOL TV
CHANNEL 13

Represented Nationally by
MEEKER TV, INC.
New York Philadelphia Chicago
Los Angeles San Francisco

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

Grandfather never had it this good



Most people today work only two-thirds as many hours as their grandfather did. Yet they earn at least three times as much each day.

If, for example, your grandfather had been on Union Oil's payroll in 1890, he'd have put in an average week of at least 60 hours. For which he'd have received about $2.25 a day.

If—for comparison—you had been with us last year, you'd have averaged $2.25 also. But for an *hour's* work, not a *day's!* And you'd have worked only 40 hours a week.

How can Union Oil, or any company, pay more money for less time on the job? *Because new and better tools and engineering have radically increased a man's capacity to produce as they shortened his work week.*

For every worker at Union Oil there is now available an average of $77,000 worth of these improved tools—trucks, pipelines, wells, refineries. This gives each employee 340% more to work with than in 1890.

For the most part *these tools have been purchased with money the shareholder-owners have plowed back into the business out of profits.*

Who profits from profits? Everyone does! That's why you get so much more out of life than your grandfather did.

UNION OIL 76 COMPANY
OF CALIFORNIA

This is one of a series by the people of Union Oil to explain how business functions. Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

features

- How Miller Brewing merchandises baseball on radio. Page 66.
- The musical commercial puts life in the sell. Page 68.
- Sponsored radio is going round-the-world. Page 70.

Radio According to Boggs

THE RADIO Glossary below probably won't ever be incorporated into Webster's Unabridged or any other serious reference work. It was composed by Norman Boggs, vice president in charge of sales for Don Lee Broadcasting System, for the amusement of himself and friends. B•T's editors think it deserves a wider audience.

A Project: Any assignment that can't be completed by one telephone call.

A Prospect: ("Looks good" type)—Any advertiser who didn't throw you out of his office when he learned you weren't selling tv.

Program Director: Department head who instantly senses the terrific possibilities of a show.

Sales Manager: Department head who instantly senses the terrific possibilities of a show—the minute he hears it's sponsored.

Program Expert: Any announcer more than 50 miles from home.

Under Consideration: Never heard of it.

Under Active Consideration: It must be in the files some place, if we could only lay our hands on it.

Reliable Source: The last guy who told you the rumor.

Unimpeachable Source: The guy who started the rumor.

FYI and Advise: You stick your neck out, too!

A Presentation: Any simple story on large cards magnified by expansion, repetition, art work, and delivered standing up. (Not valid if it takes less than an hour and a half.)

Discrepancy Report: Sure, the transmitter broke down but we rebated 67¢, didn't we?

Clearance: Horseback estimate of how many stations will loosen up.

Actual Clearance: Total number of stations minus those carrying local Basket Socials in public interest.

Mail Order: Method of selling unbranded merchandise with no distribution, sight-unseen, at three times normal value for advertiser who says it didn't pan out and then retires for life in some Central American country where there's no extradition treaty.

Representative Firm: Group of experts (see Program Expert, above) representing 87 radio stations who devote full time of entire staff to your property—when you are in town.

Effective Program: Standard description of any show with 1.1 rating or less.

Turkey: Standard description of any show with 1.1 rating or more, on competitive station.

Floating Schedule: Any announcement schedule at 25% off where client agrees to flexibility after getting approval of Account Executive, Sales Manager, Executive V.P., Chairman of the Board and two-thirds majority of the brokers.

Vice President in Charge of Sales: A peddler too old to pound the pavement, too dumb to quit, and too broke to retire.

BASEBALL SELLS BEER

THE BRAVES AND MERCHANDISING ARE MAKING MILLER FAMOUS

THE BRAVES play baseball in Milwaukee. Miller Brewing Co. makes beer there. When it comes to selling that beer, Miller finds that backing the Braves is the best way to do it.

Accordingly, for the past two seasons Miller Brewing has sponsored all home and away games of the Braves on a 48-station regional radio network. At the same time it has carried out one of the most vigorous merchandising campaigns going today. The project represents a whopping good success story in radio, just as the Braves are a success story in professional baseball.

Miller is a comparative newcomer to the brewing hierarchy, having realized its best gains since 1947. The company has shown a phenomenal rise in sales (in barrels) from 1947 to the present, zooming from 11th to 5th position nationally, for a 278% jump in sales volume. This year the firm has expanded its plant to meet this upsurge in demand.

With this steady growth, Miller has spent more and more on advertising, with about a third of its budget (nearly $3 million) in radio and television, and with emphasis on special events and merchandising at the dealer level.

As president and treasurer of the company, Frederick A. Miller knows a good thing when he sees it, whether it's sports, beer, beer commercials or a valuable radio franchise. He also knows Milwaukeeans. His objective has been simple: to promote interest in Wisconsin sports and thereby boost the sale of a beer product that must compete with Schlitz, Blatz, Gettelman, and others.

The result: formation in 1953 (the Braves' maiden year in Milwaukee) of a regional radio network broadcasting all home and road games of the "go get 'em" Braves. In a way Fred Miller has been trying to prove that, if Blatz was the beer that made Milwaukee famous, so, too, would Miller High Life emerge as the drink that made the Braves famous.

Working with its agency, Mathisson & Assoc., Mr. Miller and his rising firm laid their objectives on the line at the outset of the 1954 season: to support the Braves by every means and to sell more Miller beer. Supporting the Braves has meant inspiring the team, enthusing the fans, a desire to set a new attendance mark and building good will for the ball club. Selling more Miller beer was an aim to be accomplished by enthusing distributors, influencing retailers, making consumers more Miller-minded, keeping old customers and building good will for the product.

The complete elimination of television made Miller's task less complicated than it might have been: the Braves' management does not permit telecasting of any games. (Miller has first rights to tv if and when this policy is ever changed.)

Early last spring, Miller invited some 60 broadcasters from 44 radio outlets to a "leadoff" session on its 1954 baseball broadcast plans. What these midwest radio men heard was an intelligently planned, well-coordinated merchandising campaign predicated on a complete belief in the power of radio as an advertising medium.

A Meeting of Minds

Using the 1953 precedent, Miller organized this year's baseball broadcast planning along methodical, step-by-step lines, leaving nothing to chance—a fact for which broadcasters are grateful. Seldom have sponsor, agency and station personnel enjoyed such a meeting of minds. Said broadcaster Richard Nickeson, commercial manager of WISC Madison:

"In a day when radio is constantly being pressed to prove itself, it is refreshing to have a sponsor and agency so well sold on radio as to show the imagination and enthusiasm to create such a complete campaign. . . . In my years in radio, never have I attended such a well-prepared client-media meeting."

The Miller vanguard was spearheaded by likable, able Vernon S. Mullen, its youthful ad chief; energetic Edward Ball, Mathisson's vice president and account executive, who worked out details for the network; Joe Cairns, executive vice president of the Braves, and sportscasters Earl Gillespie of WEMP and Blaine Walsh of WTMJ. Broadcasters were taken, step by step, through promotional and technical procedures and inspected comprehensive promotion packets including suggested announcements, newspaper ads, napkins, dealer letters, point-of-sale "shadow boxes," Braves' schedules, buttons, coasters and billboard sheets—all used by distributors.

Of course, the all-day meeting came off only after Miller and its agency had thought out a myriad of thorny problems, including the types of stations it wanted on the contemplated network and the area it wished to embrace. The brewery finally settled on stations in four states—Wisconsin, Iowa, Michigan and Minnesota.

Miller lined up "good stations" in key cities—both low and high power outlets, in primary and secondary markets. It also made sure that newspaper-owned outlets were well represented for promotional purposes (a substantial number are in this category).

Miller also let it be known that stations could best serve the interests of all by identifying themselves and High Life with the Braves—"the stronger the link, the more benefits which will accrue. . . ." Braves broadcasts, Miller feels, are rich in promotional potentials and sales possibilities. Its executives told station men plainly: "In the minds of all listeners, Miller High Life must be recognized as the beer that's backing the Braves."

There seems little doubt this has happened, judging by station reactions, with the result that Miller should realize the "fair return" it seeks on an investment which admittedly runs into a "tremendous amount of money." How much is not precisely known. (Best estimate: between $300,000 and $400,000, with line charges running into five figures paid by Miller.)

Not all stations carry the Braves home and road contests under full Miller sponsorship; about 50% take them on a participating basis without any fee charged. These outlets may sell spots to local non-competitive advertisers under an agreement with Miller and Mathisson.

When a station agrees to carry the Miller High Life-Milwaukee Braves network broadcasts, it commits itself to an all-out promotion campaign. It is furnished with a complete and up-to-date list of Miller distributors in the coverage areas of Braves broadcasts and urged to contact the one in its locality.

RIN MILWAUKEE

by JOHN OSBON

The company encourages the station to "inform and enthuse" the distributor about the broadcasts, advising of coverage, actual audience, and its promotion; to arrange a tie-in of his name with that promotion, publicizing him on commercials; to work with him in distributing Braves promotion material to dealers; to coordinate its efforts with the distributor, many of whom are merchandising-minded at the outset, and to make use of Miller material which the distributor has—window displays, art work, mailings and other data.

Among materials utilized by stations: posters, ad mats, transcribed radio spots, live announcements, station IDs, promotional letters, newspaper ads, four-color ads.

Broadcasters also receive other support. During April and May, Miller sent out a full-color 24-sheet Miller High Life Kodachrome poster (featuring Earl Gillespie and the slogan, "Go Get 'Em, Braves") to all parts of Wisconsin and other areas where the broadcasts are heard. They directed attention with this copy: "Tune In! Braves Broadcasts." (Station and frequency.)

Promotionwise, suggested live announcement copy was distributed by the Miller Brewing Co. for use as 30-second spots, lending themselves to taglines for the local distributor's name, and short 10-second station breaks designed for on-the-air promotion.

Miller even wrote a form letter for use by stations in contacting beer licensees and cultivating tavern-keepers.

Other outlets have devised their own promotion gimmicks. Typical is WOSA Wausau, Wis., which distributes some 100,000 baseball schedules in a promotion piece.

Leaving no stone unturned, Miller also advised stations to make daily checks with newspapers to assure that correct game starting times and opponents are listed. In many instances, newspapers with radio affiliation have worked out special deals whereby the broadcasts are given special mention in boxes on the sports pages. Others have signed for "highlight" listings.

To insure "smooth, finished production" on the network, Mathisson & Assoc. compiled a pre-season operational brochure carrying a complete schedule of games, listing site, opponent and broadcast time. It traced the mechanics of a typical broadcast, starting five minutes before game time and outlining various cues for station IDs and special announcements. It even listed a number of "emergency" situations which might arise and offered solutions to them.



THESE EIGHT were at the head table when Miller kicked off its 1954 Braves broadcast campaign with this briefing luncheon for members of the 48-station network. At the mike is Bernie Strachota, Miller's Milwaukee sales manager. Others (l to r): Edward G. Ball, Mathisson & Assoc.; Earl Gillespie, Braves sportscaster and WEMP sports director; Joe Cairnes, Braves executive vice president; Vernon S. Mullen Jr., Miller advertising director; Jerry Purtell, assistant to Miller's general sales manager; Blaine Walsh, assistant Braves sportscaster and WTMJ-AM-TV announcer, and Parker Daggett, Miller Wisconsin sales manager.

Miller commercials are delivered at the end of each full inning, with participating stations picking them up after the second, fifth and seventh frames. A standard cue is utilized for commercials, running 45 to 50 seconds in length.

When the Braves aren't playing, Miller carries telegraphic reports of other NL contests, with the same 48 stations participating. WEMP usually sends all stations a schedule of possible substitute games every two weeks, and keeps them apprised of alternate games and all details.

What do listeners think of the Braves broadcasts?

Stations consistently report good audience ratings. Both WEMP and WTMJ (the former originates the network broadcasts) claim substantial audiences, with listenership ranging from 76% to as high as 90% of radio homes. This is not surprising in view of the public acceptance that has greeted the Braves (just about everybody is a ball fan) and the twin-power of two established Milwaukee radio properties.

While actual listener surveys are inconclusive as sales figures at this mid-way mark in the season, a survey made last year by the Economic Research Agency throws some interesting light on the subject.

Economic Research found that (1) three-fourths of Madison families were reached by Braves broadcasts; (2) more than one person in over half of the families listened to the games; (3) about 90% of the audience was classed as regular listeners; (4) 90% could identify Miller as the sponsor.

The Braves may not win the 1954 pennant, or even come close, but Miller, its distributors, agency and the broadcasters along its station network seem sure to profit by one of the most carefully-planned campaigns in radio's history.

MUSIC MAKES MONEY



THE MUSICAL JINGLE PAYS OFF FOR SONG ADS CO. AND CLIENTS

by Leo Kovner

RADIO and television advertisers are steadily realizing that music does more than soothe the savage breast—it also charms the dollar out of the consumer's purse in the guise of the singing commercial.

With a gross exceeding $100,000 in 1953, Song Ads Co., Hollywood, is a leader in the production of the singing jingle. Robert Sande, president and founder of the firm, says: "We're writing music, but the kind that sells a product."

"Most agencies have the idea a jingle is nothing but a commercial set to music," he states. "In reality, it is a carefully conceived and composed musical trademark, with the same form as a popular song."

Before the war, Mr. Sande and fraternity brother Donald Estey, at the U. of California at Santa Barbara, had little idea where their studies in audio-visual education would lead them years later. UCSB is primarily a teachers college, and as undergraduates in speech education, the two engaged in verification checks on audio-visual experiments conducted in Santa Barbara public schools by the Rockefeller Foundation. Today, both feel the principle involved in audio-visual education—impact of sight and sound on pupils in teaching—is applicable to advertising and sales.

Song Ads is an accidental outgrowth of Mr. Sande's advertising experience. A drummer and rhythm section musician for many years after leaving college (with Freddy Martin, Ted Fio Rito and Spade Cooley orchestras, to name a few), he had become an account executive in the former Ted Ball Agency, Hollywood, when American Wine Co. (importers, Cook's Imperial Champagne, now merged into Schenley Distributors) changed agencies early in 1950. The Ball agency was one of several invited to bid for the account. Mr. Ball, knowing Robert Sande's musical background, suggested he "whip up a jingle" for inclusion in the agency presentation. Rival Hixson & Jorgensen Inc., Los Angeles, won the account, but the client liked the Sande jingle and insisted it be a part of the campaign. Hixson & Jorgensen purchased the jingle from Mr. Sande and, impressed by results, gave him assignments for other clients.

Later in 1950 Robert Sande decided that "This was the sort of thing I wanted to do permanently," and Song Ads was formed. He candidly admits the early years were difficult. However, by September 1951 he was able to invite Mr. Estey, whom he had seen intermittently since graduation and who was then general manager of Nationwide Advertising Agency, Los Angeles, to join him as sales manager of Song Ads.

Mr. Estey was definitely interested in what his friend was doing and enthusiastically joined the firm. Today, as vice president and sales manager, he is genuinely modest about his role in the organization. "After all," he says, "all I'm doing is selling the talent of my three associates."

Forming a Partnership

Besides Mr. Sande, these associates are Del Porter, co-composer and lyricist with Mr. Sande, and Larry Greene, musical director of Song Ads. In 1952 the four formed a partnership, the present Song Ads Co.

Del Porter has a long background in musical comedy, song writing and as a radio-recording artist. A featured singer in the original Broadway "Girl Crazy" and "Anything Goes," and for many years writer, composer and performer with the Spike Jones Orchestra, he also wrote such popular tunes as "Pass the Biscuits, Mirandy," and the "Blacksmith Blues." Very useful to Song Ads is his mastery of such odd instruments as the ocarina and the tin whistle.

Larry Greene is equally noted as a conductor, pianist and arranger with such organizations as the Pinky Tomlin, Axel Stordahl and Georgie Stoll orchestras, and as accompanist for vocalists Mel Torme, Martha Raye, Lena Horne, Dean Martin and Jerry Lewis, and Carmen Miranda.

Mr. Sande allows himself to continue one professional music engagement, as percussionist with the Liberace show recordings and national concert tours. However, Song Ads benefits from this engagement as well. It has under production for the various sponsors of the Liberace show a series of musical animated commercials, closely integrated with the program, featuring puppet caricatures of George Liberace and his orchestra.

Song Ads has expanded considerably since 1950. The firm's officers point to an annual 300% increase in gross business every year since formation, up to last year's $100,000. Two factors have been responsible for Song Ad's success, Mr. Sande states: first, "We have faith and a specialized skill in what we're doing," and second, "We're willing to accept responsibility."

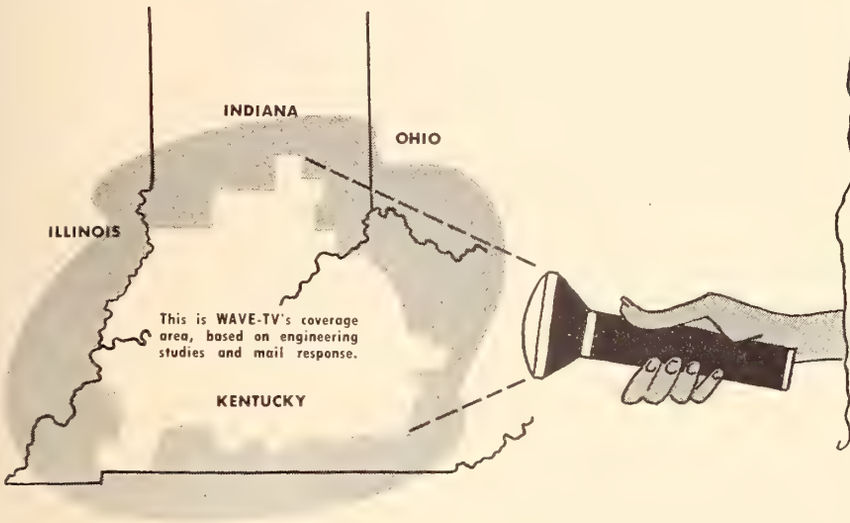
Responsibility is the keynote, beyond talent, of the Song Ads operation. When the firm accepts a retainer from a client, he is guaranteed a minimum of three jingles from which to make a choice. This guarantee is backed by over 400 jingles the firm has done in the past, covering a wide variety of products.

Also guaranteed to the client is relief from all responsibility in copyright litigation and labor negotiations, which play no small part in any matter concerning music these days. Song Ads has an effective arrangement with Broadcast Music Inc. to carefully check every tune and lyric the firm turns out and

PHOTO ABOVE

THE Listerine jingle is recorded in Hollywood by (l to r) Del Porter, co-composer and vocal director, Song Ads Co.; Gerald Blake II, vice president and account executive of Lambert & Feasley Inc., N. Y., agency for the Lambert Pharmacal Co. (Listerine), St. Louis; William W. Harvey, president of his own Los Angeles advertising firm and West Coast representative for Lambert & Feasley; the Ray Linn Quartet, consisting of Ernie Newton, Bill Reeve, Burton Dole and Mr. Linn; and Robert Sande, president and co-composer, Song Ads. In center is singer Tudy Williams.

SEARCHING?





If you're searching for the biggest TV AUDIENCE in Kentucky and Southern Indiana—
ASK YOUR REGIONAL DISTRIBUTORS!

Go ahead!—telephone your distributor in Louisville—
then in Evansville (101 air miles)—
then in Lexington (78 air miles).

Ask each "What TV stations do your neighbors prefer?"
The calls will cost you a few dollars, but may save you many!

WAVE-TV

CHANNEL 3 · LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
NBC SPOT SALES, Exclusive National Representatives

avoid possible suits. Moreover, Lloyds of London has written an unusual policy with Song Ads, insuring up to $100,000 the originality of the firm's jingles.

In labor negotiations, experience gained through many years both as employers and performers has given Hollywood talent and recording unions a strong respect for the firm's grasp of various rules and rates. In fact, Mr. Sande ruefully states, the unions often will refer other prospective employers with similar problems to them because of this knowledge, making Song Ads an unofficial clearing house for such information.

Since Song Ads generally operates on the package fee payment system, "we can't afford to be wrong," Mr. Sande says. "A mistake in a wage scale could be extremely costly." The firm also assumes the responsibility of filing the voluminous union reports often required for a recording session.

A Song Ads commercial starts with retention of the jingle-writing firm by an advertiser or agency and proceeds at a brisk, businesslike pace. With the assignment, Song Ads asks the client for a maximum of five main copy points "to hang our hat on." Sometimes this information is harder to obtain than it would seem. Once, Mr. Sande recalls, he took five pages of notes from an account executive to be emphasized and at the end of the interview the agency man added, "Oh, yes! And keep the commercial down to eight seconds."

Three for Show

After selection of the copy points, in which Song Ads likes to include the product slogan and campaign theme, and to take note of sponsor taboos, the firm's composing team, Messrs. Sande and Porter, then sit down and build three separate sets of lyrics and melody. "And we give each set full effort," Mr. Sande adds.

All jingles are written for a full 16 or 32 bar length, but should the client decide on a shorter length, they can be cut to any time segment he wants. However, "we do better with the longer jingles," Mr. Sande admits. Many clients who originally wanted the shorter jingle agree after hearing the full treatment and buy it, he states.

After the jingles are written, a purposely rough audition record is cut of all three versions and sent to the client for approval. The client has paid $75 as a remittance fee and this money is used to pay out-of-pocket costs for the audition. For two reasons, the audition merely outlines the melodic line and the lyric advertising copy. First, in the past some unscrupulous clients have used the audition disc on the air without further payment, and secondly, "We're just trying to show the client what we're trying to do," Mr. Sande says, "and a little production is worse than no production at all. It merely confuses him."

With the audition record goes a brochure prepared by Song Ads, to arm the agency with all pertinent facts and data and support the presentation to the client. Also included in the brochure are production suggestions and the package fee for production of the jingle. In radio, average fees for a total package are based on intended use: local, $450-$650; regional, $650-$850; limited national, $1,150-$1,500; full national network, $2,500-$5,500. The spread is caused by the varying number of singers and musicians used, Mr. Sande explains.

Having written the audio part of a jingle, Song Ads also is prepared to make tv jingles. "We believe in the audio first," Mr. Sande states. "Then, if video is to be used, we tightly integrate the two. But we believe the audio should be strong enough to stand by itself. We try to create a word picture to which visual pictures can easily be fitted."

Thus, instead of working from a story board to the audio, an accepted practice in tv commercials, Song Ads reverses the procedure and submits a strong jingle from which the story board is derived.

Tv production costs vary widely, according to the amount of animation needed. Mr. Sande believes that most Song Ad tv commercials are most effective if animated, both because Song Ad jingles are designed to create word pictures and because union regulations regarding re-run payments to live performers are prohibitive. However, he explains, the radio jingle price remains the base upon which tv animation, film and printing costs, ranging from $5 to $100 a foot according to complexity, are added. Tv film generally runs 90 feet a minute.

Should the client decide he wants a tv commercial, Song Ads again sets a package price and produces the commercial in exactly the same way most independent motion pictures are made today in Hollywood. That is, while Song Ads handles direction and assumes full responsibility for the result, it sub-contracts the various production steps among specialist firms.

When the radio advertiser chooses a lyric-melody set (or two, or all three, in which case he gets a discount), Song Ads hires the necessary talent and announcer and makes arrangements with unions, copyright lawyers and servicing organizations. The highest number of singers the firm will use on a single commercial is six or seven. "More than that," Mr. Sande says, "and they get in the way of the advertising copy."

After a recording date is set, Song Ads notifies the sponsor and agency so that they can be present if they wish. The actual recording is supervised by Mr. Sande, with

WORLD RADIO HAS GONE COMMERCIAL

AROUND much of the globe—Europe, the Near East and Latin America—businessmen turn on their shortwave radio receivers and tune in *American Business Bulletins,* broadcast at the close of each business day by WRUL, U. S. international station with transmitters at Scituate, Mass. Having heard the late business news and the closing quotations of the New York Stock Exchange, these listeners abroad are ready to radio their brokers in New York to buy or sell at the opening of the next day's market.

This far-flung foreign audience may not bulk very large in comparison to that of any metropolitan domestic station, but its importance may be gauged by the fact that Merrill Lynch, Pierce, Fenner & Beane, which began sponsoring *American Business Bulletins* when they first became available in November 1950, has just renewed its contract for the remainder of 1954. Royal Typewriter Co. is co-sponsor of the program.

Before World War II, WRUL was entirely a non-commercial operation, financed largely as a personal gesture of international goodwill by its founder, Walter S. Lemmon, founder and president of World Wide Broadcasting System, licensee of WRUL, with some additional funds granted by educational foundations to encourage the international exchange of information and culture.

Following the war, Mr. Lemmon and his associates decided that the advertising-supported system of broadcasting that has been so successful at home might do equally well internationally. So, late in 1950, WRUL tentatively made it facilities available to American advertisers interested in selling their products or services abroad. As expressed by Douglas Jones, sales manager:

"This station is spreading the gospel of American private enterprise on an international basis. WRUL is enabling businessmen to speak to the world as they have been speaking domestically. Here is a new opportunity in broadcasting —a new extension of the independent American system of privately owned broadcasting stations.

"WRUL's commercial expansion has proved to sponsors the need of such an international advertising medium through a constantly growing listening audience in 60 nations, through mail response, and the addition of more and more rebroadcasting outlets for the World Wide Broadcasting System's international network."

The network referred to by Mr. Jones is made up of some 40 Latin American stations which already rebroadcast a number of WRUL's sustaining music and news programs, particularly those in Spanish and Portuguese. These supplementary stations also are available to WRUL advertisers willing to add their time costs to those of WRUL ($50 for a one-minute announcement, $150 for a quarter-hour program, $285 for a half-hour program; applicable to all WRUL transmissions, whether to Latin America or to Europe). Station spokesmen say that although quite a few prospective advertisers expressed the desire for such supplementary coverage, none has as yet bought it.

In addition to the sponsors of *American Business Bulletins,* WRUL's advertising roster for the past year includes such top-level names as U. S. Steel, Sylvania, Firestone, Nestle, Hilton Hotels and Fairbanks Morse. Agreeing with business on the advantages of international promotion, several religious groups also are numbered among WRUL sponsors. One of these, the Lutheran Laymen's League, sponsors programs in English, Swedish, Norwegian and Dutch.

music under the direction of Larry Greene and vocalists under Del Porter. Song Ads then supervises the video production (when indicated), pressing of transcriptions (with radio commercials), and packing and shipping of the end-results to the client, accepting full responsibility until the material is in the hands of the advertiser's representative.

Enthusiastic about his work, Mr. Sande has definite ideas about the form of the singing commercial. "Unlike others in the business, we create new melodies. Public domain music is hard to identify with a sponsor," he says.

"Once an advertiser has a good musical trademark, he should keep it, not make the mistake of changing it often," he continues. "A singing commercial is effective only if the advertiser plugs it right, like a popular song."

"If the commercial is not on the air at least 50 times a week, it is not being used correctly," Mr. Sande feels, and points to Sears, Listerine, Paper Mate Pen and Burgermeister Beer campaigns as examples of proper use of the singing jingle. Only 10% of the nation's radio-tv advertisers use the jingle correctly today, Mr. Sande feels, and the rest have no lasting results from the commercials.

Correctly integrated video and audio advertising makes the strongest impact on the consumer, he states, and, dipping into his background in educational psychology, he adds, "All advertising, except the singing commercial, must sell to the conscious mind. The singing commercial creates an unconscious habit pattern and sells that way."

Fantasy Is Best

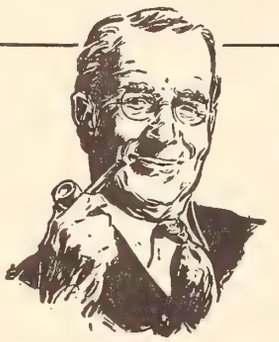
Best video results for most clients, he continues, are obtained by use of fantasy, with animation and puppets carrying the message to the eye as well as the ear, in time with the jingle.

Since much of the firm's business is conducted by correspondence, painstaking attention to client needs leads Mr. Sande to term Song Ads "a custom business by mail." The singing commercial organization has served clients all over the U. S. and in Mexico, Puerto Rico, Australia, Hawaii and Canada. Sponsors include such products as Acme Beer, Arden Dairy products, Ben Hur Coffee, Paper Mate Pens, Richfield Oil Corp., Zenith Television, Ocoma Chicken and Burgermeister Beer. Such agencies as Foote, Cone & Belding; BBDO; Erwin Wasey & Co.; Biow Co.; Hixson & Jorgensen Inc.; Raymond R. Morgan Co.; Hilton & Riggio Inc., and McCann-Erickson Inc. have dealt with Song Ads.

A new project about which Mr. Sande is close-mouthed at present is a form of open-end syndicated singing commercials for small local advertisers. He does say that Song Ads will be able to meet all union regulations in this development, yet emerge with a commercial salable to a low-budget advertiser.

Song Ads recently occupied a new suite of offices at 6000 Sunset Blvd., including a recording studio. However, much of its recording and pressing will continue at the Capitol Records establishment in Hollywood. The firm will maintain its headquarters in Southern California, mainly because the firm's executives believe the trend of business and advertising is to the West Coast.

Advertisement



From where I sit
by Joe Marsh

"Nothing to Sneeze at"

This year our town came out and decided to do something about its hay-fever sufferers. Hap Thomas is our health officer, so he was made ragweed "inspector."

"Can't see why anybody should be bothered by a few weeds," he snorted. "I say it's all in their minds." But Hap went on out to do his job.

Then, yesterday, I met Hap—looking kind of sheepish. His eyes were red and as he took out a big white handkerchief, he sneezed. "Know somebody . . . somebody who isn't allergic, who'd like a job?" asks Hap.

From where I sit, I can sympathize with Hap. It's no joke. But as Hap admitted later, he was dead wrong in scoffing at the idea of hay fever. Making light of other people's ideas and opinions is a familiar trouble with a lot of folks. Whether it's hay fever, football or a choice of, say, buttermilk or beer as a thirst-quencher, I'm just naturally "allergic" to anybody who "knows-it-all"!

Joe Marsh

Copyright, 1954, United States Brewers Foundation

WWVA PORTABLE PROMOTION

WWVA Wheeling, W. Va., is sending to agencies and advertisers a green and white booklet announcing its summer radio promotion campaign, "designed to sell more portable radios and build bigger audiences." The campaign will include on-the-air announcements, a contest for radio listeners and dealers and special programs, stressing the theme "Radio goes whereever you go . . . pack a portable." A special summertime edition of WWVA's merchandising paper will be published and mailed to retailers and wholesalers throughout the tri-state area. Over 100 busses in the Wheeling-Steubenville market and Yellow Cabs in Wheeling will be equipped with signs reminding people "It's summertime and the listening is easy." In addition, WWVA will print pocket-sized program schedules for distribution and posters for display in radio retail stores.

WTPA (TV) BIRTHDAY EVENT

AS PART of the celebration of its first anniversary July 6, WTPA (TV) Harrisburg, Pa., broadcast special programs throughout the day and presented an hour-long show with outstanding performers who have appeared on ch. 71 during the first year of operation, using the theme, "A Year for You." A half-hour news roundup, *A Year in Review,* was shown and the *Harrisburg Hostess* program was turned into a birthday party for all the babies born the day WTPA went on the air. The station reports receiving more than 50 congratulatory telegrams, carnation boutonnieres for the whole staff and a specially baked birthday cake. WTPA followed up the occasion with an open house where visitors saw three live presentations. Special WTPA buttons were distributed to all visitors and service clubs.

CANADIAN DEVELOPMENT TALKS

CANADIAN DEVELOPMENT will feature a series of discussions on Canadian Broadcasting Corp. stations throughout the Dominion every evening from August 7-13, 8 p.m. EDT, from the Couchiching conference at Geneva Park, Orillia, Ont. This will be the third year that the CBC has broadcast discussions at this international conference at which university professors, internationally known economists and editors take part. The conference theme this year is "Canada Grows"; discussions will center around recent Canadian developments.

KTEN (TV) HELICOPTER 'FIRST'

"FIRST" live telecast of a landing helicopter and alighting from that plane was claimed by KTEN (TV) Ada, Okla., when Mrs. Willie Murray, candidate for governor of Oklahoma, recently landed in front of that station's studios for a guest appearance on the *Home Hour.* Making the special appearance to reach voters in KTEN's coverage area, Mrs. Murray later made an address directly from the studios.

SUMMER RADIO PROMOTION

RADIO promotion campaign, aimed at northern Ohio's automobile audience, has been kicked off by WGAR Cleveland with an extensive drive employing car cards, billboards, drive-in theatres and on-the-air spots. Using the theme "Listen while you rest, ride, work, play," the campaign stresses the multiple attention values of radio listening pointed up in the Henry I. Politz study of radio audiences in major tv markets. WGAR personalities appear on drive-in screens to remind viewers that they can enjoy their radios while doing other things. In addition, the station has started *Do It Yourself,* a program designed to instruct in building and improvment projects which can be accomplished while listening to the radio.

HAWAIIAN TV 'FIRST'

THE 'FIRST' morning tv series in the Hawaiian Islands, KGMB-TV Honolulu's *Sunrise* program, got off to a flying start a fortnight ago, according to that station, with the quiz portion, "Shadow Stumpers," resulting in an estimated 60,000 calls per question. Featuring former disc m.c. Carl (Kini Popo) Hebenstreit and "Peaches O'Rourke" — two-year-old chimpanzee — the three-hour program is comprised of news and weather reports, music, interviews, puppets, cartoons, cooking hints and hobby and health information.



A NEW type business card—a Westinghouse portable radio with card enlarged and screened on the back—is presented by Armand Belli, KDKA Pittsburgh salesman, to Jean Mercer, secretary at BBDO's Pittsburgh office. The idea was worked out by D. N. Lewis, station promotion director. It is understood this business card is always tuned to KDKA, a Westinghouse Broadcasting Co. station.

WTTV (TV) HOSTS IGA STORES

WTTV (TV) Bloomington, Ind., was host for the annual merchandising meeting of the IGA supermarkets in central and southern Indiana, and televised a live 30-minute program, which included a speech by Donald Grimes, president of IGA, the world's second largest food chain. Although all 81 of IGA's supermarkets are outside the Indianapolis metropolitan area, the chain has been sponsoring a WTTV program since 1951, and carrying on a merchandising plan with the station since 1952; proof, WTTV asserts, of the "television age" concept the station has been advancing for some time. The Sarkes Tarzian cafeteria, which is to serve as an auxiliary WTTV studio, accommodated the 1,000 in attendance. Thirty booths were occupied by Indianapolis brokers and distributors representing the nation's largest food processors, according to WTTV.

WIBW-TV 'KNOT HOLE' BROCHURE

TO HERALD its planned increase in tower height, WIBW-TV Topeka, Kan., is sending to agencies and advertisers a "knot hole" brochure which employs a fold-over device to keep the reader guessing what the "surprise" will be. The simulated wood grain cover with centered knot hole reads: "it isn't a peep show"; on turning the page, another knot hole announces: "it isn't a ball game"; another page, another knot hole: "it isn't a circus," either. Fully-opened, the brochure reveals that "It's the WIBW-TV tower on its way up to 1,010 feet." The increase in power to 87.1 kw ERP will take place about August 1, it is pointed out, and this "will boost WIBW-TV's influence in rich, growing area."

FARM DIRECTOR'S BROCHURE

NATIONAL Assn. of Television & Radio Farm Directors has distributed a new brochure and directory which it compiled in conjunction with Allis-Chalmers Mfg. Co. and the Grocery Mfrs of America. They were mailed to stations using farm directors, station representatives and advertising agencies under signature of Jack Jackson, KCMO Kansas City, NATRFD president.

OFF-THE-AIR AUDIENCE

WAIT Chicago estimates that about 700,000 people a month listen to that station after it is off the air. Ten drive-in theatres in WAIT's coverage area now carry a preshow program of recorded music provided by the station and emceed by *Clubtime* announcer Lloyd Webb. Each record is followed by a reminder of the daily programs that are offered by WAIT. At intermission a special ten minute tape is delivered with the same promotional idea. Both the theatres and station benefit, according to the station, because the theatres' preshow and intermission entertainment problems are taken care of and WAIT gains new listeners.

KITE REFRIGERATOR GADGET

A REFRIGERATOR thermometer is the "gadget of the month" being sent to agencies and clients by KITE San Antonio, Tex. The thermometer, to be hung on a refrigerator shelf, is designed to show if the refrigerator is cooling properly. The attached copy points out that more American homes have radios than refrigerators, telephones, washing machines or bathtubs. The copy goes on to say that "most homes in San Antonio enjoy Radio KITE . . . 139,000." Some of the reasons for its large audience, the promotion states, are KITE's pioneering in block programming, headlines on the hour, getting local news, high fidelity and fm, adding the reminder, "still no double spotting, still no secret rates."

'COOL' PROGRAMMING

WASHINGTON, D. C., daytime viewers suffering from the heat may get some relief from a 20-second film clip of Washington snow and blizzard scenes, which will be telecast throughout days when the thermometer hits 90° by WTOP-TV there. The "cool clip" will be accompanied by the following announcement: "Look at this. Cooooool. Here on ch. 9 we just thought you'd like to look at something coooooool today (10 second silence). O.K. You're welcome."

MAGNACORD TAPE RECORDERS
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369

Success Recipe

THE "marriage" of Cowles stations WNAX Yankton, N. D., and KVTV (TV) Sioux City, Iowa, for the "WNAX-KVTV Frigidaire Cooking School" last month proved such a success that 8,000 women crowded the Sioux City municipal auditorium to its 5,000 capacity for the first time with 3,000 turned away.

The cooking school, jointly sponsored by D. K. Baxter Co. (Frigidaire dealer) and the two outlets, and promoted only on the Cowles stations, brought an influx of women from South Dakota, Iowa and Nebraska. A leading department store reported a 28% increase in business over any previous Tuesday because of the event.

The women watched Wynn Speece, "Your Neighbor Lady" for 14 years on WNAX, and Jan Voss, KVTV home economist, demonstrate the easy preparation of summer dishes and meals. Between cooking segments, KVTV announcer Bob King helped give away 125 gifts, including a Frigidaire washing machine, Necchi sewing machine and 100 bags of WNAX and KVTV advertised products contributed by sponsors. Talent staffs of both stations entertained the ladies who received free shopping bags, recipes and souvenirs.

A measure of the excitement brought on by the cooking school were police reports that one woman left her auto running in a parking lot and another, with labor pains coming on, refused to leave the auditorium until police dragged her away.

WSPD-TV 'HOSPITAL CORRIDORS'

SIMULATED performances of various operations are telecast over WSPD-TV Toledo, Ohio, on *Hospital Corridors,* a new program which each week gives people a chance to view an operation and listen to easily understood explanations. Peg Howard, former newspaperwoman, sets up the shows, using personnel and materials from 35 hospitals in the area. A recent "operation" was for a gall bladder, using a hospital technician as the "patient." The program was carried out in authentic detail, complete with the showing of an actual gall bladder.

WGH 'FESTIVAL' PROMOTION

OVER 50,000 people flocked to the two-day third annual "Virginia Beach Sand Festival," conducted by that city's Chamber of Commerce, according to WGH Norfolk, which cooperated in what Chamber of Commerce head Leo Hoarty has called the "world's largest beach party." WGH co-sponsored the "Miss Virginia Beach" pageant, which is part of the Miss America eliminations. Five finalists, chosen from 17 visiting and local beauties, were showcased against a background of Tony Pastor's orchestra. The winner was crowned by Mayor Murray and presented on a half-hour coast-to-coast ABC broadcast arranged by the WGH special events department, the station reports.

CBS SPOT SALES INFORMS

THE COMBINATION of WCBS New York local radio personalities, station leadership and

ANOTHER SPACE PROBLEM SOLVED

... with an EMSCO ..

..... self supporting

..... TV tower .....

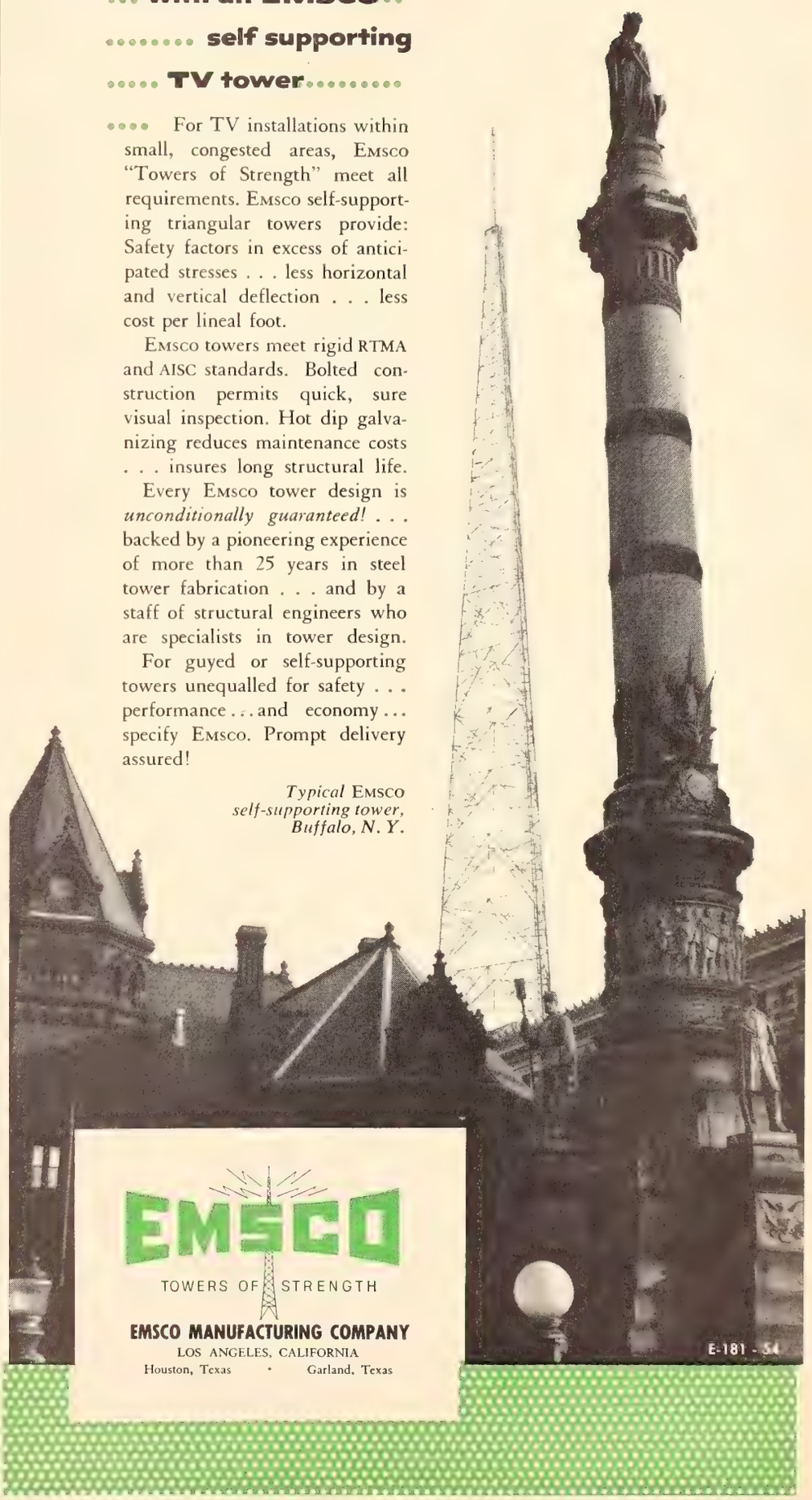
.... For TV installations within small, congested areas, Emsco "Towers of Strength" meet all requirements. Emsco self-supporting triangular towers provide: Safety factors in excess of anticipated stresses . . . less horizontal and vertical deflection . . . less cost per lineal foot.

Emsco towers meet rigid RTMA and AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. Prompt delivery assured!

Typical Emsco *self-supporting tower, Buffalo, N. Y.*



merchandising support in achieving "maximum advertising coverage in the New York market" are described in a new presentation released last week by the sales promotion department of CBS Radio Spot Sales. The presentation cites numerous combinations of ways in which WCBS personalities could be used to accomplish "maximum sales results at a minimum cost," and includes a chart showing suggested programs with ratings, homes reached, listeners, total cost, and cost per thousand. Various merchandising plans offered by the station also are outlined.

REQUESTS SOLD FOR MS

ALTHOUGH he never plays requests on his one-hour show nighttime disc m.c. Larry Brown, WPEN Philadelphia personality, altered that rule for one week during the multiple sclerosis campaign and agreed to play a record request for each 25 cents received for the MS drive. In the one-week period, Mr. Brown collected over $200, which he turned over to Edmund H. Rogers, partner, Gray & Rogers Adv., Philadelphia, who revealed during the air interview (see cut) that his wife was stricken with MS 13 years ago and is not yet fully recovered. Although the broadcast campaign has been discontinued, WPEN reports that contributions are still coming in, with Mr. Brown committed to answer over 600 requests.

WHILE HOME, IT BURNS

TELEVISION has now made it possible for a man to sit in the comfort of his home and watch his building burn, according to reports from Wheeling, W. Va. WTRF-TV there, with an alert crew and a convenient fire (less than one hundred yards away from the studios), managed to televise the rooftop fire from the time the fire trucks arrived until the blaze was under control. WTRF-TV's news director, George Diab, described the goings-on to viewers, one of whom not the least disinterested was the owner of the building.

KCSJ-TV BASEBALL 'FIRST'

THE 'FIRST' professional baseball telecast originating in Colorado is claimed by KCSJ-TV Pueblo, when the Western League game between the Pueblo Dodgers and Denver Bears was telecast from Pueblo's Runyon Field. Although it was an evening game, the picture came in clearly, according to audience reports, and opinions were unanimous that the telecast compared favorably with network telecasts of eastern games, with viewers expressing interest in seeing more Western League games televised.

A TUNE WITH PERFUME

TO PROMOTE the new Decca release of singing star Roger Coleman, "L'Amour, Toujours L'Amour," records have been distributed to disc m.c.'s throughout the country with a gift bottle of L'Amour Toujours perfume. Although the perfume will be passed along to wives and sweethearts, the fragrance will remain with the disc jockeys because the platters are perfume-scented. Record shops and department stores are being encouraged to hold a national "spin and squirt" day to herald Roger Coleman's latest release.

CROSLEY 'SUNBURST' GLASSES

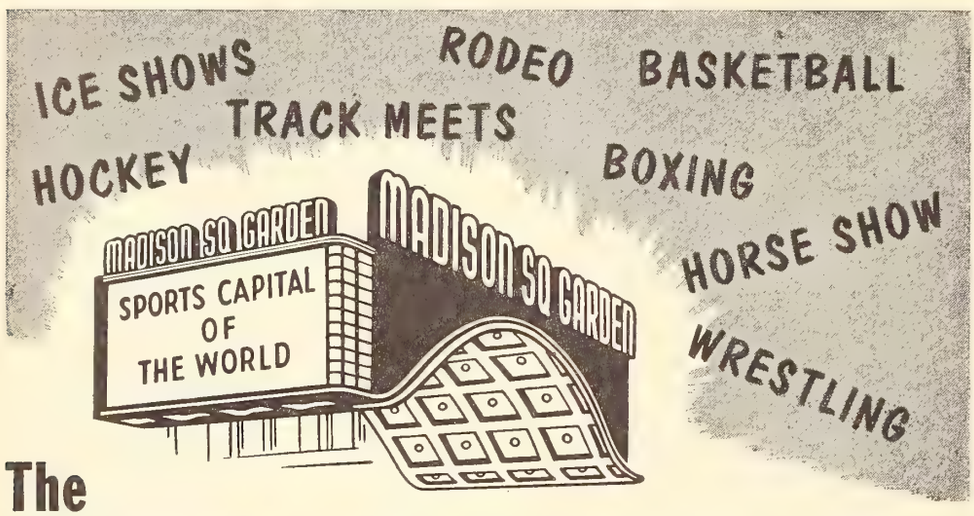
CROSLEY BROADCASTING Corp., Cincinnati, is offering sets of six 15-ounce "Sunburst" Anchor-Hocking glasses to listeners and viewers of its stations as a part of its summer promotion campaign, "Operation Sunburst." The glasses come in five different sets, each for one of the Crosley stations (WLW Cincinnati, WLWT (TV) Cincinnati, WLWA (TV) Atlanta, WLWC (TV) Columbus and WLWD (TV) Dayton), and feature embossed portraits or autographs of 50 personalities in the organization. Viewers may obtain the glasses by sending in one dollar and a box top or label from any product advertised on the stations.

WRFD 'OPERATION BLUE SKIES'

TO GIVE Central Ohio consumers the "buy now fever" on the retail level, WRFD Worthington staged a two-week "Operation Blue Skies" promotion with cooperation of merchants, who benefitted from the campaign by increased sales. People were urged to watch for the "Operation Blue Skies" plane as it circled each of the 12 major shopping areas of Columbus and by saturation spot announcements advised them to visit the shopping center in their neighborhood when the plane made its appearance. This promotion was backed up by newspaper publicity stories and photos. WRFD mobile units provided free souvenirs for children, entertainment and rules for coming contest. "Blue Skies" retailers were provided with window streamers and public address systems providing music and information on the WRFD event. A total of 250 prizes was awarded in a contest which involved guessing the time an alarm clock would ring on the air. Contestants submitted their predictions on the reverse sides of store receipts.

WMIN-TV SWIMMING LESSONS

WMIN-TV St. Paul-Minneapolis, in conjunction with Doughboy Industries, New Richmond, Wis., is conducting a water safety contest for children on the station's *Mid-day Matinee* program. The show is presenting tips on swimming and, at the same time, is asking for letters on "I want to swim because . . ." The winner will receive an 18-foot plastic swimming pool.



The MADISON SQUARE GARDEN *Show*

. . . proved Selling Power!

"The 'MADISON SQUARE GARDEN' show turned up with a 10 to 10:15 rating of 24.5." KMTV — Omaha

". . . in response to a short announcement, we received an unexpected amount of cards and letters requesting that 'MADISON SQUARE GARDEN' be resumed in its present form next season." Fuller & Smith & Ross, Inc. (BURKHARDT BEER, Sponsor)

- Narrated by Marty Glickman & Stan Lomax
- 15-minute & half-hour versions
- Ready for telecast 5 days after shooting
- Now in 5th Big Year
- Priced for low budgets

26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD

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CINCINNATI, Ohio: George Brengel, 3711 Petoskey
DALLAS, Texas: W. B. Butz, 211 So. Pearl Expressway — Sterling 2306
MIAMI, Fla.: W. D. Besselieu, 9536 N.E. Second Ave., — 78-2080
NASHVILLE, Tenn.: Robert B. Davis, 416-A Broad St., — 57480
PORTLAND, Ore.: Merriman Holtz, 611 No. Tillamook St.
RICHMOND, Va.: Martin L. Hogan, 19 West Main St., — 72061
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1954-55 TELECASTING Yearbook and Marketbook will be published in August. The cost is $5.00 per copy. Or you may receive this 500-page volume and 52 weekly issues of BROADCASTING • TELECASTING for only $9.00.

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☐ **1954-55 TELECASTING Yearbook $5.00**

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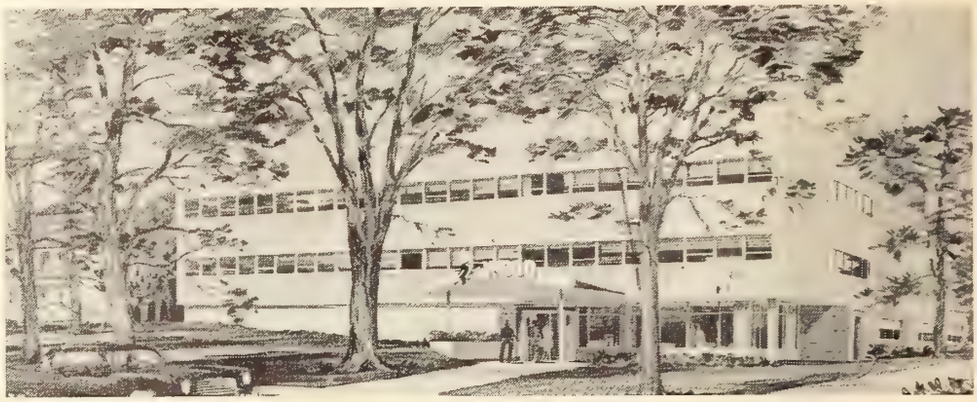
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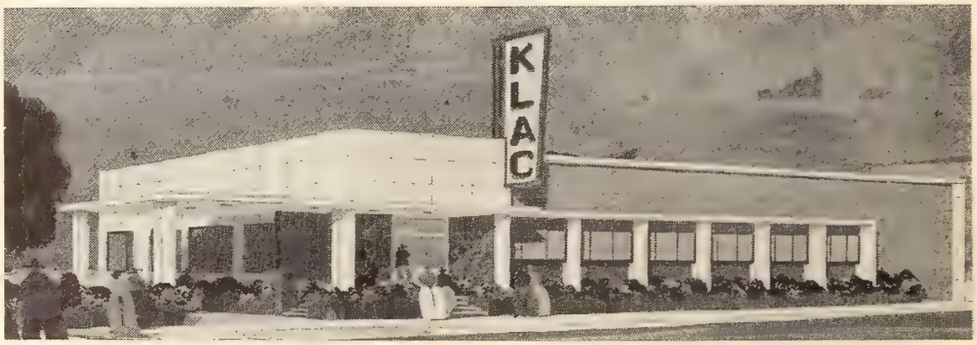
FOCUSING ON NEW CONSTRUCTION AT STATIONS AROUND THE NATION



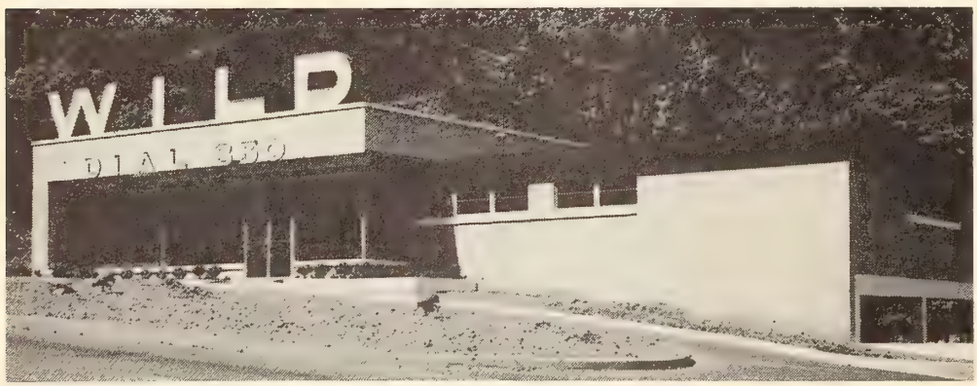
GROUND-BREAKING signals start of construction for an addition to the new WHIO-TV Dayton building, scheduled to be complete in 1955. The addition will house am studios and all WHIO-AM-FM-TV offices. L to r: Jack Hodgkinson, tv operations manager; R. H. Moody, WHIO-AM-FM-TV general manager; Robert E. Taylor, Austin Co., building contractors, and Ernest Adams, am-fm-tv engineering director.



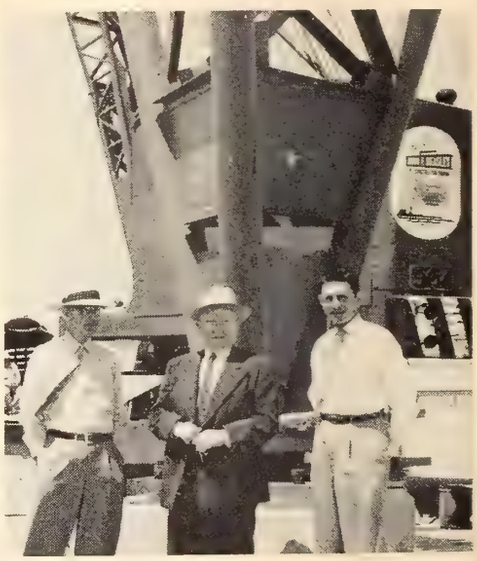
CLEARING GROUND for construction of the new studio and office building of WOOD-AM-TV Grand Rapids, Mich., is underway. The new building, to be opened Dec. 1, is part of WOOD-AM-TV's million dollar expansion program. The ch. 8 station increased its power to the full 316 kw in April.



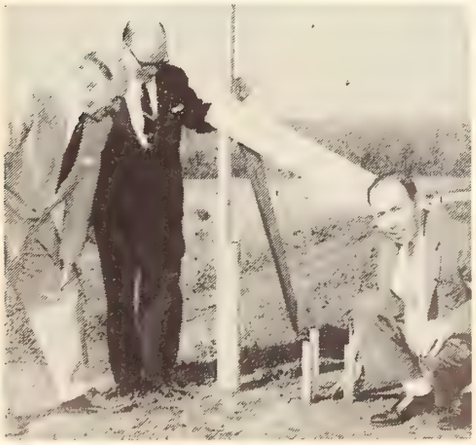
CONSTRUCTION has started on the new studio and office building for KLAC Hollywood at Vine & Waring Sts., with occupancy expected in approximately six months. This is the architect's conception of the new quarters.



NEW STUDIOS of WILD Birmingham, MBS affiliate, were opened to the public in June with several hundred prominent Birmingham citizens present, including Mayor James W. Morgan, Jefferson County Commission President W. D. Kendrick, and General Manager Eddie Glennon of the Birmingham Barons baseball club. E. M. (Pete) Johnson, MBS vice president, headed a Mutual delegation. WILD, on 850 kc with 10 kw, has all new equipment and studios are located on Red Mountain. WILD principals are President George A. Mattison Jr. and Roy Hofheinz. Don Campbell is general manager and William E. Mattison promotion manager.



BASE SECTION of what is to be Texas' tallest tv tower—1,113-ft. above ground—is inspected by WBAP-TV Fort Worth officials (l to r) R. C. Stinson, director of engineering; Harold Hough, vice president of Carter Publications and director of WBAP radio and tv, and Bob Gould, program director. Completion is scheduled Aug. 1.



EXACT center of the site for WIBW-TV Topeka's new 1,000-foot tower is shown by Lewis Dickensheets (r), technical director, to H. S. Blake (l), president of Capper Publications Inc., which owns WIBW-AM-TV, and Ben Ludy, general manager of the stations. Completion is expected Aug. 1. Officials say the new 12-bay superturnstyle antenna will triple WIBW-TV's present coverage.

...and so two contrasting towers provide triple service for WSTV

To gain maximum coverage within the FCC grant for television channel 9, as well as AM and FM radio, WSTV Steubenville, Ohio, required two radically different types of towers. So they came to Blaw-Knox.

The massive 800-foot Blaw-Knox TG type tower serves a dual purpose—as it rigidly supports a twelve bay, 8500-pound TV antenna and an FM radio antenna. Any interference with the AM signal transmitted from a nearby smaller tower is eliminated by base and guy insulators. Of triangular cross-section, 8-foot to a side, this large guyed tower has solid round rods with welded connections, double-laced angle bracing, heavy connecting flanges . . . and weighs 192,000 pounds.

By contrast, the comparatively slender but sturdy 275-foot Blaw-Knox type LT tower is the insulated vertical radiator for AM radio. This 3-foot triangular, guyed tower, double-laced for the full height, has specially formed corner legs for extra strength . . . yet weighs only 11,000 pounds.

Designed and constructed to meet definite operating requirements . . . these towers typify the flexibility of our research, engineering, testing and fabricating services. And demonstrate our ability to provide towers to meet *your* specific conditions.

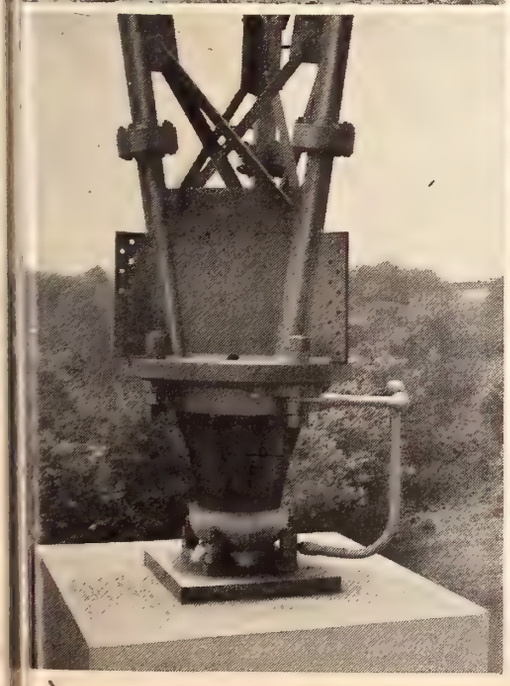
For more information about the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

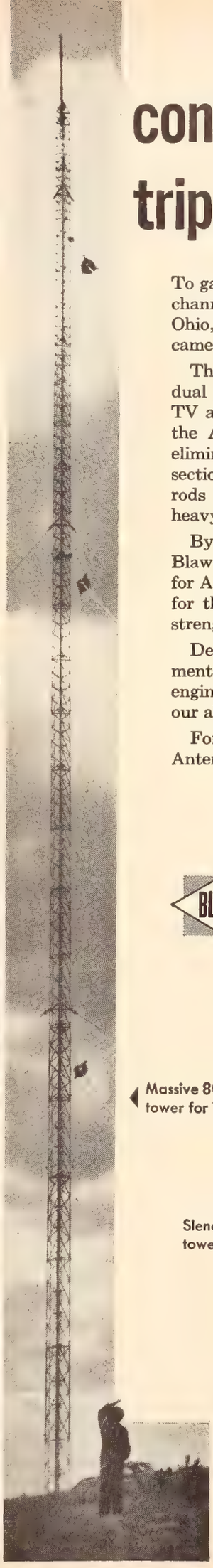
BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

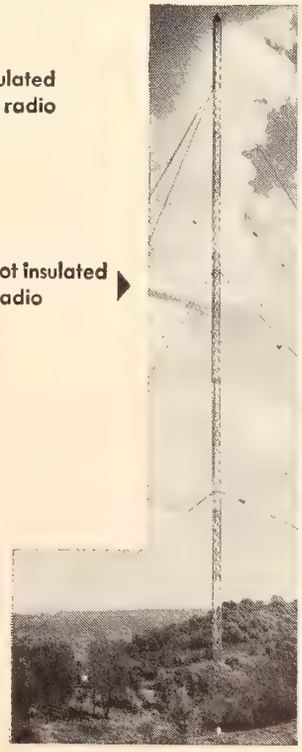






Massive 800-foot insulated tower for TV and FM radio

Slender 275-foot insulated tower for AM radio





Eurovision Considers Closed Circuit Video

BOT's Rosensohn reports on his discussions with television network officials during month-long tour of Europe.

USE of closed-circuit television is under consideration by members of the recently established European Television Network (Eurovision) as a means of strengthening inter-European communications, it was reported last week by William Rosensohn, executive vice president of Box Office Television, following his return to New York from a month's tour of Europe.

EUROPE

Mr. Rosensohn said he had discussed plans to utilize closed-circuit tv in the fields of diplomatic relations, European Defense Community communications and inter-European economic, agricultural and educational projects. Participating in the discussions were officials of BBC, French Broadcasting Co., the Belgian Broadcasting Co. and Radiodiffusion-Television-Francaise.

Mr. Rosensohn said he had explained that closed-circuit telecasts can be produced as privately as telephone conversations and had pointed out that it would be practical for participants in the European Defense Community to use a network to relay televised training sessions, weapons demonstrations and actual practice maneuvers. He added that the U. S. armed services already had made limited use of tv for observation purposes.

Disclosing that he had volunteered his services to the European officials, Mr. Rosensohn said he planned to return to Europe "sometime this fall" to resume discussions of the new plan. He noted that public telecasts in Europe are non-commercial and voiced the belief that "the proposed closed-circuit network might open a new medium to American businessmen."

Mr. Rosensohn contended that language would prove "no greater barrier to inter-European closed-circuit production than it has at the United Nations." Simultaneous translations are made from official languages to more than 60 languages spoken by the UN members, he said, adding that in public telecasts, Eurovision has "successfully surmounted the language differences of Europe . . ."

96.4% Radio Homes Listed for Canada

RADIO HOMES in Canada as of Jan. 1, 1954, totaled 3,748,000, or 96.4% of all households in Canada. These figures have been compiled and released by the Bureau of Broadcast Measurement, Toronto. BBM, a cooperative organization of broadcasters, advertisers and advertising agencies, points out that these figures have been approved "for general use in the industry . . ."

CANADA

By provinces the number of radio homes and percentage of total homes are as follows: Ontario 1,338,000 radio homes (97.1% of all households in the province); Quebec 933,000 radio homes (97.4%); British Columbia 380,000 radio homes (96.7%); Alberta 265,000 radio homes (93.6%); Saskatchewan 233,000 radio homes (96.7%); Manitoba 215,000 radio homes (96.7%); Nova Scotia 167,000 radio homes (97.1%); New Brunswick 123,000 radio homes (95.3%); Newfoundland 72,000 radio homes (87.8%); and Prince Edward Island 22,000 radio homes (91.7%).



GENERAL ELECTRIC's shortwave international radio station at Belmont, Calif., KGEI, broadcasts three and a half hours daily in Spanish and Portuguese to Latin America. In less than a year of operation the station has received approximately 3,000 letters from listeners, and attempts to answer each one. Mrs. Jeanne Porter, KGEI secretary-translator, examines the backlog of letters still to be answered.

200 Kw Station Starts Operations in Norway

THE NORWEGIAN Broadcasting Corp.'s new 200 kw transmitting station, located at Klofta, some 22 miles from Oslo, recently started regular operations after several weeks of field testing. Simultaneously, the 16-year-old 100 kw transmitter at Lambertseter, within Oslo city limits, went out of service.

The Klofta transmitter is the most powerful in Norway and its signal is one of the strongest in Europe. It consists of two units run in parallel—if one breaks down the other will carry on independently. The two transmitter masts each are 750 feet high.

NORWAY

The number of licensed radio listeners in Norway now exceeds 900,000 compared with 476,000 in 1939. In the early part of World War II, the German occupation powers confiscated all but a few radios. Hence, there were only 13,000 licenses left when the liberation came in May 1945. At the present time, Norway has the highest density of radio license holders in Western Europe.

An independent State institution, The Norwegian Broadcasting Corp. has no commercials or sponsored programs. Its chief revenues are the Kr. 20.—($3.00) annual fee, due to be raised next March, paid by license holders, and proceeds from the 10% sales tax on radio sets.

Five Name Weed

FIVE STATIONS operated by Northern Broadcasting Ltd., Toronto, have appointed Weed & Co. as exclusive U. S. representative. These are CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CHEX Peterborough and CKWS Kingston, all in Ontario. Two television affiliates, CKWS-TV Kingston and CHEX-TV Peterborough, also will be represented by Weed & Co., New York.

CANADA

Philippine Tv Station To Be Orient's Biggest

THE MOST POWERFUL television station in the Orient will be constructed in Manila, P. I., within the next six months by Republic Broadcasting System (DZBB Manila), Robert Stewart, president, has announced. DZBB-TV will be the Philippines' second tv station and will have a power of 30 kw, Mr. Stewart said.

At the same time, Stewart Electronics Labs Inc., of which Mr. Stewart also is president, will set up a manufacturing and assembly plant for tv sets and picture tubes. The factory will employ 250 people and turn out 15,600 tv sets and 36,500 picture tubes annually, he said.

PHILIPPINES

DZBB-TV will have a 500-foot tower and expects to cover most of central Luzon and adjacent islands. A booster station in Cebu will give added coverage over most of the central islands, the Visayas, as well as northern Mindanao, Mr. Stewart said. DZBB-TV plans morning, noon and night programming, and its staff will be trained and supervised from abroad, with Filipino technicians to get special training in the U. S., he said.

The set and tube plant will make fullest use of native materials and will sell sets for a fraction of the cost of imported sets. Excess production will go to other Far East countries such as Japan, Thailand and Indonesia, Mr. Stewart said.

'Our Miss Brooks' Tops Radio Network Listening in Canada

UNITED STATES and Canadian programs shared almost equally in national popularity of evening radio network programs during June, according to the national rating report of Elliott-Haynes Ltd., Toronto. *Our Miss Brooks* led with a rating of 18.9, followed by *Radio Theatre* 18.8, *The Tylers* 14.1 (Canadian), *Great Gildersleeve* 14.1, *Suspense* 12.3, *Share the Wealth* 11.1 (Canadian), *Treasure Trail* 11 (Canadian) and *Championship Fights* 9.2.

CANADA

Evening transcribed shows on a national basis were *People Are Funny* 17.5, *Take a Chance* 15.1 (Canadian), *Bing Crosby* 14, *Fun Parade* 12.8 (Canadian), *Ozzie and Harriet* 12.5 and *Queen's Men* 11.2 (Canadian).

Daytime leading five network shows were *Ma Perkins* 12.5, *Pepper Young's Family* 11.8, *Laura Limited* 11, *Life Can Be Beautiful* 10.6 and *Road of Life* 10.5.

Leading French-language evening network shows were *Un Homme et Son Peche* 32.7, *La Famille Plouffe* 24.6, *Metropole* 22.9, *L'Heure du Coke* 18.1 and *Zezette* 15.7. Daytime leading French-language shows were *Jeunesse Doree* 28.5, *Rue Principale* 27.2, *Vies de Femmes* 23.1, *Francine Louvain* 23 and *Quelles Nouvelles* 18.9.

749,101 Tv Sets in Canada

AT END OF MAY there were 749,101 television sets in use in Canada, according to tabulations of All-Canada Television Ltd., Toronto based on figures of the Radio & Television Mfrs. Assn., and of local dealers in various parts of Canada. Of this total 427,600 sets were located in southern Ontario, another 46,000 in eastern Ontario in the vicinity of Ottawa, 213,646 in Quebec province, 39,516 in British Columbia and the balance throughout other sections of Canada.

CANADA

LEAR CHANNEL ISSUES RETHRESHED N ARGUMENTS ON SKYWAVE PROPOSAL

Nearly all oppose FCC plan to increase protection of Class I clear channel outlets. Jones charges holders of such licenses are enjoying economic prosperity because of years of delay in resolving issues.

RONG overtones of the ancient battle be-een clear channels and secondary stations re heard throughout the oral argument on e daytime skywave case last week before the l FCC.

Nearly all parties opposed in one form or other the Commission's proposed report, ich would increase protection to Class I clear annel stations by recognizing and restricting ytime skywave interference from secondary tions at sunrise and sunset hours [B•T, July]. Highlights of the oral argument included:

• Charge by ex-FCC Comr. Robert F. Jones at clear channel stations are "sultans of hat" who have been enjoying economic pros-rity through years of delay in the clear chan-l and daytime skywave proceedings. He ntended they are trying to perpetuate this osperity and change from "pashas to maha-ahs" by "sitting on their frequencies."

Appearing as counsel for Restricted Time dio Station Assn., comprised of North and uth Carolina stations, Mr. Jones attacked ar channel lobbying and held one 50-kw sta-n on a clear channel is "an asinine waste of quencies."

• Call for junking of both the clear channel d daytime skywave cases by Leonard Marks, nsel for a group of limited time stations. king for fresh start and consideration of pulation, area, economic and program con-ditions as of today, he said use of nearly 10-year-old data is like trying to make a "social decision based on a Calvin Coolidge record."

• Pointed questioning of counsel by Comr. Frieda B. Hennock as to the specific effect of FCC's report on people and places, services lost and gained, programs available. She asked for economic and program data, and justification of clear channel stations, suggesting more local stations might better fulfill requirements of Sec. 307(b) of the Communications Act.

• Defense of clear channel operation in order to serve wide areas and rural listeners by Reed T. Rollo, counsel for Clear Channel Broadcasting Service, and by James E. Greeley, NBC attorney. Both called report's proposed protection insufficient. Their presentations opened the argument, hence could only generally answer anticipated attacks.

• Observation by Comr. John C. Doerfer that if the record shows interference to clear channel stations from secondary outlets on their channels, "isn't that enough to decide this case?" Otherwise, he noted, the concept of "clear channel" is changed because it no longer is clear. "We'll have to call it something else," he said.

• Contention that "cold engineering can't be separated from the warmth of programming" by Harry J. Daly, appearing for Daytime Broadcasters Assn. He said the daytime skywave docket is incomplete because it lacks program data, asked why clear channels should be protected to their 100 uv/m contour daytime when there is reason to believe they don't provide usable service at that distance anyway.

Most arguments before the Commission in the day-long session Thursday amounted to summation of positions set forth in written briefs filed a fortnight ago [B•T, July 12].

In essence, FCC's proposal is in two parts, the first dealing with general principles for prospective applications, the second with whether any new changes in the standard broadcast rules should apply to existing stations and if so, to what extent [B•T, March 15 *et seq.*]. The argument last week dealt only with part one. Written comments on part two are due Aug. 2.

Mr. Rollo's opening argument for CCBS recalled that the organization of independently-owned clear channel outlets first suggested skywave study in 1934, then chiefly concerned with nighttime effect.

Reviewing contention of the CCBS brief that

That Clock Is Omnipotent

EVEN a vice president of the U. S. is not immune to the vagaries of a formal dinner. Vice President Richard Nixon was to deliver a speech to be carried over ABC Radio from the conference of state governors meeting at Bolton's Landing, Lake George, N. Y., last Monday, starting at 9 p.m., EDT. The dinner program was reported to have run overtime and ABC Radio was compelled to cancel the radio broadcast by Vice President Nixon.

WMBV-TV

NBC AFFILIATE

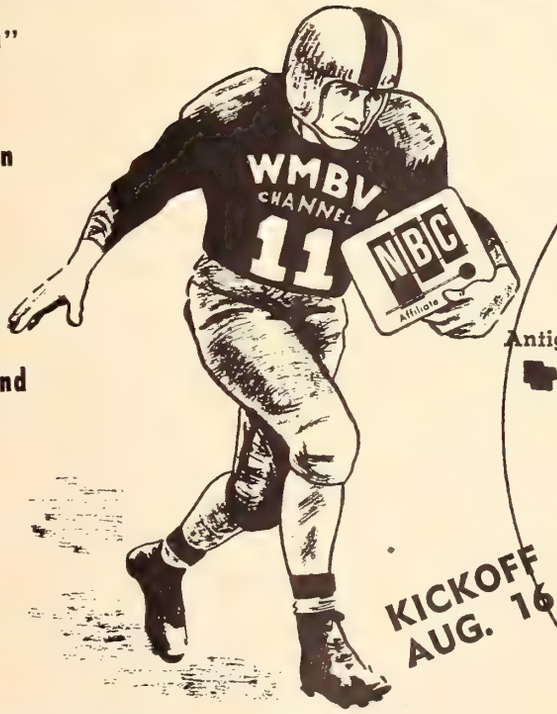
IN GREEN BAY PACKERLAND

T POWERFUL "11"

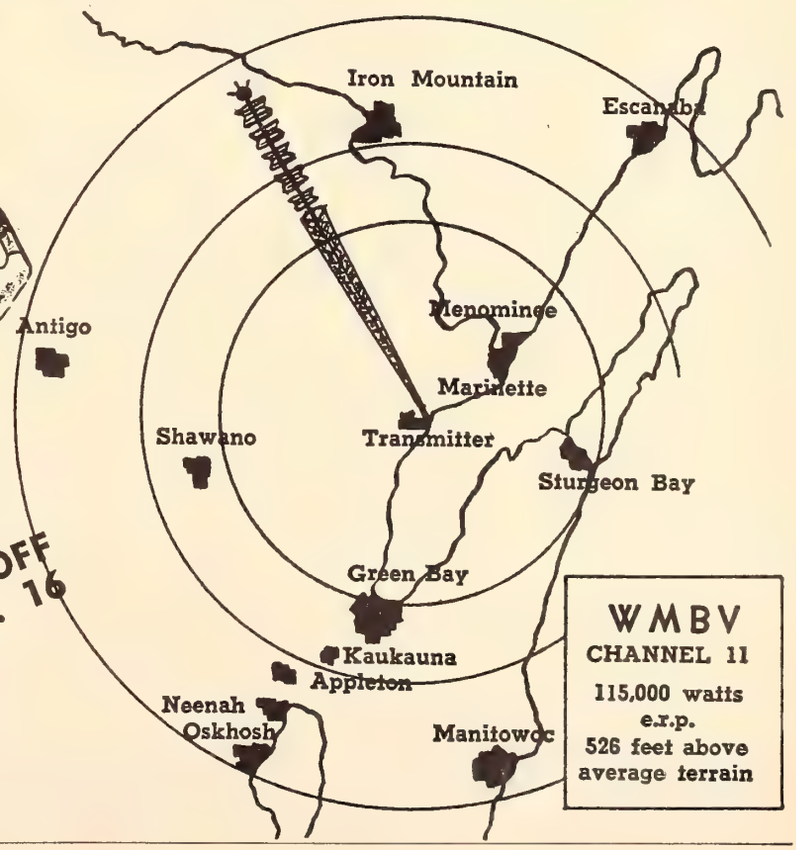
pper Michigan

reen Bay-land

River Valley



KICKOFF AUG. 16



WMBV
CHANNEL 11
115,000 watts e.r.p.
526 feet above average terrain

1 & M BROADCASTING COMPANY
MARINETTE, WISCONSIN
Offices in Green Bay and Milwaukee
NATIONAL REPRESENTATIVES
GEORGE W. CLARK, Inc.
k - Chicago - Minneapolis - Los Angeles - San Francisco

the FCC proposal is based on an inadequate record and does not afford sufficient protection to the Class I outlets, Mr. Rollo suggested "interim rules" could be adopted pending completion of further study. He urged protection to the 100 uv/m groundwave contour based on 750 kw operation so as not to pre-judge the clear channel decision.

Pressed by Comr. Hennock as to "where in the record is there justification for clear channel stations?" Mr. Rollo explained the separate clear channel proceeding contains considerable material on this point and indicated allocation policy is not at issue in the daytime skywave case.

"What do you do for the United States of America to get this special kind of protection?" Miss Hennock continued, going into program services rendered by clear channel outlets and the needs of listeners.

After Mr. Rollo's summary of clear channel service to wide areas and rural America, Comr. Hennock's query was answered by NBC's Mr. Greeley. He noted that before World War II there were only 40 Class II stations on clear channels while in 1947, when a freeze on processing Class II applications was imposed, there were 150 such outlets. He cited measurements of interference caused by secondary station operation at transition hours and the resulting loss of service.

Mr. Marks, appearing for WOI Ames, Iowa, KLIF Dallas, WLIB New York, WHCU Ithaca, WAIT Chicago, KGBT Harlingen, Tex., WGRD Grand Rapids, Mich., WEEU Reading, Pa., and National Assn. of Educational Broadcasters, pointed out FCC's daytime skywave record omits any evidence on adjacent channel interference as well as distortion of the clear channel stations' own signals at extreme distances.

Obligation is upon FCC to get these facts, he said, a burden that should not be put upon future applicants. Daytime skywave can't be decided separate from the clear channel case, he continued, suggesting both cases be scrapped and a fresh start made to consider conditions today. He explained much of the data in those cases is usable, but it must be brought up to date.

Comr. Hennock suggested Mr. Marks could represent NAEB in such a proceeding and request reservation of educational channels for noncommercial radio stations. Mr. Marks said "that could be explored."

Mr. Daly, holding continued protection of clear channels "hinders the progress of the broadcasting industry," asked that the daytime skywave docket not be "thrown away." He suggested it is incomplete on programming and defective in that it is based upon a groundwave conductivity map no longer used by FCC. Apart from DBA, Mr. Daly also represented Kewanee Broadcasting Co., Pekin Broadcasting Co. and Seminole Broadcasting Co.

Andrew G. Haley, appearing for specific members of DBA, said the report is outdated in its philosophy and is defective, not containing sufficient measurements. "We are no longer a country of DXers," he said, pointing out today's need is for groundwave not skywave service. Regardless of power, skywave will fade, he said.

Provide Primary Service

Mr. Haley suggested processing of Class II applications be resumed, citing more primary service would result. He appeared for KGA Spokane, WINS New York, WHNC Henderson, N. C., KING Seattle, KCMO Kansas City, WKLO Louisville, WNAO Raleigh, N. C., WEEB Southern Pines, N. C., and KLOK San Jose, Calif.

Mr. Jones told the Commission that daytime skywave affects other stations besides the clear channel outlets and all should be afforded protection. Calling for review of the case under today's situations and a weighing of the values of all services, Mr. Jones contended adjacent channel interference is as great as daytime skywave but not one complaint has been heard. "There's something wrong here," he said.

Pointing out secondary stations, because of their restricted operations and burden of producing their own shows, are "only half out of the economic well." Mr. Jones argued Class I-A and I-B outlets have been on economic easy street "in a great big hotel like the Waldorf-Astoria."

"So they walk around, so we'll say, Pasha Sarnoff and Pasha Paley, and all the majarajah individuals with the soft carpets—my, they are disturbed about every little sound they hear on the air. They hold and cup their ear and they can hear the phenomenon of daytime skywave interference getting through the soft rugs," he continued. "That is literally true. I am not trying to burlesque this show because let me show you these pashas who want to become majarajahs and to be protected to the 100 microvolt groundwave contour during these transition periods.

"They put up with adjacent channel interference on a one-to-one basis from other Class I stations of a much more serious nature than the kind of protection they want from the little old whispering" Class II outlets.

Charging the "sultans of squat" haven't

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hown by their programming or service that hey are entitled to greater protection, Mr. ones argued the 5 mv/m contour is sufficient rotection for all classes of stations and held he clears would be injured the least. If day- me skywave is so injurious, he said, FCC ould have heard objections from other sta- ons too. He admitted, however, there is need or some clear channel stations and service.

David S. Stevens, appearing for American roadcasting - Paramount Theatres Inc. and OA Denver, held the report is a reasonable ompromise.

Charles Dale, ex-governor of New Hamp- hire and owner of WHEB Portsmouth, N. H., xpressed fear of what the daytime skywave recedent could lead to, even though existing tations generally would not be affected. He rgued for local stations familiar with local eeds, rather than 1,000-mile skywave service.

Paul Dobin, arguing for Federal Communica- ons Bar Assn., skirted merits of the report ut warned procedures involved may be illegal modification of existing station licenses be- omes involved.

Alternative Method Offered

Russell Rowell, appearing for WCKY Cin- innati, offered an alternative method of andling transition interference which would llow the dominant station to provide more rvice. He said FCC's report causes more arm than actual conditions today and offered etails of WCKY areas and populations to lustrate his argument.

Glen A. Wilkinson, appearing for KSL Salt ake City, related need for KSL's Class I-A ear channel service in the inter-mountain area. xplaining KSL "is not one of the so-called at calves' of the industry," he said Mr. Jones' rgument was not realistic.

Mr. Wilkinson said CCBS need not apologize r lobbying, a normal part of governmental rocedure, and noted the *Congressional Record* ows a "great deal of activity" by Senators nd Congressmen from North and South arolina, the Jones stations' areas.

Seymour Kreiger, in separate arguments for OSU Columbus, Ohio, and WDGY Minne- olis, indicated the daytime skywave ruling is emature to a clear channel decision.

Eugene F. Mullin Jr., counsel for WNYC ew York, WVOK Birmingham and WBAM ontgomery, Ala., said Class II stations also t daytime skywave interference and are en- led to protection.

William Thompson, arguing for KLRA Little ock, Ark., backed FCBA's procedural stand d expressed fear of precedent the report may t which could affect KLRA.

Arthur Scharfeld, counsel for WHKK Akron d WCAR Pontiac, Mich., charged the pro- sed report would eliminate limited time sta- ns and included no hint of a grandfather ause to protect those existing now.

He cited eventual show cause orders or re- wal proceedings that would ensue to bring mited timers into line with the new rules d contended such proceedings would have reargue daytime skywave merits or else nstitute illegal modification.

Mr. Scharfeld attacked FCC's use of "bonus urs" as a new term indicating FCC gratuity limited time stations to broadcast after local nset, but he was assured by Chairman Rosel yde such interpretation was not intended by e Commission.

Arguing daytime skywave historically, and w, is a policy matter that cannot be de- mined on the basis of engineering testimony one, Mr. Scharfeld said the case should be -joined with clear channel. He said the

Helping your doctor help you— the partnership between

Meat animals are the source of many important medical products—including all those on the list below.

Every day physicians rely on these products to help save lives, battle disease, relieve pain and restore health for millions of people. Perhaps you, or some member of your family have been helped by one of these vital products—or will be in the future.

To help make them available to your doctor, the meat packing industry has elaborate facilities for saving medically important by-products. To make a single ounce of insulin, for example, pancreas glands from 7,500 pigs or 1,500 cattle must be saved and properly processed.

This list (only a partial one) shows that many great discoveries have come from the research partnership between the meat industry and modern medicine. The search goes on for even greater things.

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Meat and Medicine

Out of the partnership between the meat industry and medicine come these (and many other) medicinal preparations

Insulin—only substance known to medical science which can control diabetes.
ACTH—used in treatment of rheumatic fever, arthritis, acute inflammation of eyes and skin, acute alcoholism, severe asthma, hay fever, and other allergy conditions.
Cortisone—treatment of rheumatic fever, arthritis, various allergies, inflammatory eye diseases, etc.
Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.
Liver Extract—treatment of pernicious anemia.
Fibrin Foam—controls bleeding during surgical operations.
Gastric Mucin—treatment of many stomach afflictions, notably peptic ulcer.
Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).
Diastase—aids in promoting starch digestion.
Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.
Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.
Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.
Rennet—aids in milk digestion.
Estrogenic Hormones—treatment of certain conditions arising out of the menopause.
Progesterone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.
Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.
Suprarenal Cortex Extract—used in the treatment of Addison's Disease.
Benzoinated Lard—widely used as a medicinal ointment base.
Cholesterol—starting material for the preparation of many hormones.
Lipase—aids in promoting fat digestion.
Trypsin—used in surgery to aid in cleaning up wounds.
Bone Marrow Concentrates—treatment of various blood disorders.
Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

Communications Act does not provide a basis for difference in allocation principles and noted am differs from tv. The latter, to provide one service to each community, should be used also for am, he said.

John P. Carr, who was to argue for WJJD Chicago, A. Earl Cullum Jr., Storer Broadcasting Co. and Mid-Continent Broadcasting Co., gave his time to Mr. Scharfeld to extend his presentation.

Maurice R. Barnes, attorney for WKAR East Lansing, Mich., Michigan State College station, opposed a decision separate from clear channel and said the present record does not show whether Class I gains would not be more than offset by Class II service area-population declines.

William J. Dempsey, appearing for WBAL Baltimore, WHDH Boston, KWK St. Louis, KTHS Hot Springs and KWKH Shreveport, La., recited Mr. Cullum's engineering study of the FCC report [B•T, June 14].

Robert M. Booth Jr., appearing for WLAC Nashville, cited severe sunset interference suffered by that outlet, suggesting an ad hoc committee to review the skywave problems.

Petersburg Argument July 30

ORAL argument on the initial decision preferring WSSV Peterburg, Va., for ch. 8 there over competitor Petersburg Television Corp. was scheduled last week for July 30 before the Commission *en banc*. WSSV was preferred initially on grounds of programs and ownership integration [B•T, May 31]. Petersburg Television is under common ownership of WLEE Richmond, WITH-AM-TV Baltimore.

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POTTER, IKE TALK ON UHF PROBLEMS

President is sympathetic to lifting 10% Federal excise tax on uhf tv receivers; Potter conference with Justice Dept. is to be arranged.

THE WHITE HOUSE is sympathetic to the proposal that the Federal excise tax be removed from uhf tv receivers, according to Sen. Charles E. Potter (R-Mich.) who conferred with the President last Thursday.

The excise tax removal proposal came before the Potter group during its recently concluded hearing on uhf.

The Senate Finance Committee still has pending before it an amendment asking for the tax elimination. It is sponsored by Sen. Edwin C. Johnson (D-Colo.).

At the same time, Sen. Potter revealed that the subcommittee would confer with the Justice Dept. in an effort to work out an arrangement whereby a voluntary conference of set makers could be set up.

The aim of such an arrangement would be an eventual voluntary agreement among re-receiver manufacturers to produce only tv sets which could receive uhf as well as vhf.

Subject to Anti-Trust?

Justice would be involved because there is a question of whether such an agreement would be subject to the Government's anti-trust laws.

This recommendation, also made during the Potter uhf hearing, gained an intense interest from the Senators on the subcommittee.

While Senators are receptive to the set maker conference plan, the industry's trade spokesman, Radio-Electronics-Television Mfrs. Assn., opposes the proposal on the grounds it would compromise the tv set manufacturer's relationship to anti-trust laws and that it would bring Government interference in the free market place, possibly restricting an individual firm's ability to compete.

President Eisenhower's interest in the proposal to lift the 10% tax on tv sets at the manufacturing level was mentioned to newsmen by Sen. Potter. The Senator said the President was "not unfavorable" to the recommendation. This White House backing was received in advance of a closed session to be held on uhf by the Potter Subcommittee tomorrow afternoon (Tuesday).

As Sen. Potter emerged from the White House after 6 p.m., newsmen, sniffing an angle on the McCarthy-Army controversy, had their hopes deflated when the Senator said he talked with the Chief Executive strictly as chairman of the Senate Communications Subcommittee.

The conference was for the purpose of bringing the President up-to-date on uhf because of Administration interest.

Sen. Potter said the President expressed great interest in the current uhf study and listened intently to recommendations and suggestions which had been made and which are now to be weighed by the subcommittee.

The Senators on the subcommittee are expected to take their first independent look at uhf tomorrow, now that they have gathered facts and opinion during their detailed open hearing and later in the closed-door session with the FCC a fortnight ago [B•T, July 12].

The subcommittee may be closeted in still further executive sessions, depending on its rate of progress in efforts to find short-range means to help uhf over financial and/or operational humps.

Uhf Extensions

CONTRARY to its earlier "get-tough" policy toward television permittees seeking extension of time in which to complete construction of their facilities, FCC last week awarded six-month extensions to four uhf stations. One extension, for ch. 19 held by New York State Democratic Chairman Richard H. Balch, included replacement of a permit which had expired. Other extensions went to ch. 48 WJOL-TV Joliet, Ill., ch. 52 KCOA (TV) Corona, Calif., and ch. 63 WAZL-TV Hazleton, Pa.

Jackson Documents Criticism of CBS, NBC

AN ARTICLE urging "potential" television advertisers to write Congress and give their viewpoints on what it described as a "monopoly" in television by NBC and CBS and their advertisers, was entered in the *Congressional Record* last week by Rep. Donald L. Jackson (R-Calif.).

The article appeared in an issue of *Spotlight*, a twice-weekly circular published by the Committee for Constitutional Government Inc., 205 E. 42nd St., New York. Bylined by Paul Manning, described in an editor's note as a newspaper writer and columnist with a long background in radio and tv for both commercial clients and public affairs programs, the article referred to a threatened monopoly by NBC and CBS and by advertisers who are able to afford "coveted national time" on the two networks.

Rep. Jackson entered the *Spotlight* editorial in the *Record* with no comment of his own. It asked "less influential manufacturers" and the public to request government action on the uhf-vhf problem, particularly of Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications subcommittee, and Sen. John W. Bricker (R-Ohio), chairman of the parent Senate Commerce Committee (see possible network probe story, page 31).

"It is apparent that under present conditions, television will shortly become the property of two networks and a relatively few powerful very high frequency tv stations," *Spotlight* said, referring to testimony to this effect recently before Sen. Potter's group.

The article blamed what it said was the NBC and CBS monopoly on their hold on radio before television came along and on the FCC's 3½-year freeze on tv, which it said worked to the benefit of NBC and CBS because single stations were given absolute monopolies in 40 markets and 11 more cities had only two stations, with most of these 62 tv stations owned by radio interests affiliated with NBC and CBS. NBC and CBS gained an almost exclusive franchise in 51 of 63 markets and an advantage in 8 of the remaining 12, the article added.

Spotlight questioned whether television will continue to become the exclusive sales medium of only "a handful of manufacturers," because of the competition among manufacturers for the "few hours of prime television time" on the two networks.

If the monopoly trends continue and the two smaller networks (DuMont and ABC) become weaker, the article indicated, American tv will move toward the British type of tv.

"The Potter Senate Subcommittee should take action to effect a fairer division of station time between the four networks," *Spotlight* said.

The article cited instances where it said uhf stations had been squeezed out by vhf in intermixed markets.

FCC's Probe of Lamb Argued Before Court

REQUEST that the U. S. Court of Appeals continue the temporary stay against the FCC's investigation of broadcaster - publisher - industrialist Edward Lamb was argued last week in Washington.

Stay was granted in the U. S. District Court in Washington pending "perfection" of an appeal by Mr. Lamb against that court's ruling denying the issuance of an injunction against the FCC [B•T, June 21]. Attorneys for Mr. Lamb asked that the stay be continued until the higher court rules on the merits of the case.

Mr. Lamb has been charged by the FCC with falsely denying in previous Commission hearings that he was a communist or communist sympathizer. The Commission set July 28 for a hearing on that charge in the license renewal of WICU (TV) Erie, Pa., one of Mr. Lamb's broadcast properties. Mr. Lamb has flatly denied the allegations.

Earlier last month, Mr. Lamb asked the District Court to enjoin the FCC from holding that hearing. Attorneys for Mr. Lamb raised questions regarding the FCC's authority to enquire into the purported communist activities. They also challenged the Commission's right to proceed in a renewal case; they claimed the FCC should have instituted revocation proceedings so that the burden of proof would be on the agency rather than on Mr. Lamb.

This request was denied by Federal Judge Edward A. Tamm on the ground that Mr. Lamb had not exhausted his administrative remedies [B•T, June 14]. However, Judge Tamm issued the temporary stay later.

Argument last week was before Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and John A. Danaher.

Representing Mr. Lamb was Russell Morton Brown, associate of J. Howard McGrath, counsel for Mr. Lamb and executive vice president of Lamb Enterprises. Mr. Brown repeated the arguments against the Commission's action.

These were that the FCC did not have the authority to pursue an investigation of this kind, that the Communications Act forbade the Commission from inquiring into matters previously raised, that the Commission should have proceeded under the provision of Sec. 312 rather than Sec. 309, thus accepting the burden of proof itself rather than placing it on Mr. Lamb.

Gist of Mr. Brown's argument was that the FCC hearing might be intemperate and that he wanted the court to "temperately" consider the questions he raised. This was an obvious reference to Mr. Lamb's charges that the FCC investigation and charges were inspired by FCC Comr. John C. Doerfer for partisan political purposes. Mr. Lamb made he same allegations before the Senate Commerce Committee weighing Mr. Doerfer's qualifications for reappointment to the Commission [B•T, June 28]. These were denied by Mr. Doerfer, who was confirmed by the Senate without opposition.

Richard A. Solomon, FCC assistant general counsel, argued against granting a further temporary stay. Hearing is scheduled to look into the charges, Mr. Solomon said, and he asked the court not to interferere with administrative proceedings.

Four Sales Approved By FCC During Week

FCC last week approved the sales of WHKC Columbus, Ohio; WDAK-TV Columbus, Ga.; WCIO-TV Detroit, Mich., and WLCX La Crosse, Wis.

WHKC was sold to WTVN (TV) there for $258,000. WTVN is a subsidiary of Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV Cincinnati and 30% owner of KBIR Knoxville, Tenn., applicant for a new station on ch. 10 there [B•T, June 21]. Radio Cincinnati is owned by the Taft family, which also publishes the *Cincinnati Times-Star*.

Control of WDAK-TV ch. 28 was transferred from equal partnership of Martin Theatres of Ga. Inc. and Radio Columbus Inc. to Martin Theatres through purchase of 25% interest for $53,000. Martin Theatres now will own a 75% interest.

WCIO-TV (ch. 62) was bought by Woodward Broadcasting Co. for $1 from UAW-CIO Broadcasting Corp. of Michigan. Woodward, headed by Detroit department and drug store operator Max Osnos, has petitioned FCC to allocate ch. 79 to Toledo, where it proposes to build a new station. Woodward's bid for ch. 50 at Detroit was dismissed with prejudice by the FCC last week.

At La Crosse, WLCX was sold by Bermac Radio Inc. to Ottumwa Telecasting Corp. for $30,000. Ottumwa firm is headed by Ray L. Phillippe, vault manufacturer, and his family.



MASSACHUSETTS' industrial and recreational advantages were described by Gov. Christian A. Herter (c) and Allan Jackson (2d l) when the latter aired his CBS Radio *Allan Jackson and the News* from WEEI Boston studios. L to r: Harvey J. Struthers, WEEI general manager; Mr. Jackson; Gov. Herter; George A. Gallagher, president of the Managers Assn. of Metropolitan Life Insurance Co., sponsor of the CBS news show, and Jerry Crowley, Metropolitan advertising promotion manager.

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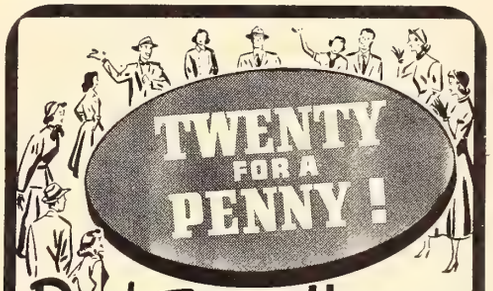


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NEW HEARING PROCEDURE OBVIATES NEED FOR 'POINTS OF RELIANCE,' OTHER DATA

Applicant may submit his case affirmatively in writing, with oral testimony limited to clarification of any doubtful points, plus cross examination and rebuttal under new FCC hearing rules.

A VASTLY simplified hearing procedure was announced by the FCC last week, effective upon publication of the new rules in the *Federal Register*.

The new rules provide for the presentation of an applicant's affirmative case in writing, with oral testimony limited to (a) an "explanation" of any dubious points in the written matter, (b) cross examination, and (c) rebuttal.

Eliminated were the disputed "points of reliance" requirement and the submission of supplementary information required by the McFarland letters.

The Commission also extended the cut-off date for the filing of new applications in hearing cases from 30 days to 60 days. This also was made the time minimum between designation of a case for hearing and the beginning of that hearing.

Overhaul of its hearing methods, long a subject of debate between the Commission and members of the radio-tv bar, came after a series of meetings and studies between the FCC legal staff and the Practices and Procedures Committee of the Federal Communications Bar Assn. [B•T, May 31, 10, 3, April 26, 5 and CLOSED CIRCUIT, Feb. 1].

The original concept, put into practice early in 1953, was designed to shorten hearings, reducing them to essential differences among the applicants, and to hold the record to manageable lengths. This followed the recommendations of the Judicial Conference of the U. S. in 1951 and the President's Conference on Administrative Procedure in 1953.

Wrangles Developed

This procedure called for the Commission to determine the legal, financial and technical qualifications of an applicant, and then to order a hearing on comparative plus other issues if required. First move was to hold a conference among the parties and the examiner, at which time arrangements were made to exchange exhibits. This was followed by each applicant submitting points of reliance to show in detail his superiority over competing applicants. The examiner then issued a course of hearing order and the actual taking of testimony began.

Unhappily, wrangles over the exact details of points of reliance caused long delays and produced so many additional pleadings to the Commission that many hearings ran far beyond the lengths considered normal in pre-expediting days.

The points of reliance situation came to a head in the Miami ch. 7 and the Charlotte, N. C., ch. 9 cases. There, attorneys for applicants submitted what the Broadcast Bureau of the FCC called skeleton points of reliance. These were, however, accepted by the examiners in the cases. The Broadcast Bureau asked the FCC to overrule the examiners and an oral argument before the full Commission was held last May. The Commission ruled then that although the points of reliance under scrutiny did not meet the "specificity" requirements of its rules the hearings should go ahead. It said that it was studying its procedures and that no useful purpose would be served by further delaying the two hearings.

Last week's changes apply immediately to new hearings. Where hearings already have been designated, but hearing conferences have not yet been held or have been held but not completed, the examiner may use the new rules at his discretion.

The Commission pointed out in its announcement last week that hearings still will begin with its review of the legal, financial and technical qualifications of applicants.

In discussing the establishment of a written case, the Commission said:

The Commission is of the view that the hearing process would be materially expedited if each applicant were required to exchange with other parties to the proceeding his entire direct case in writing in the form of exhibits under oath prior to the oral portion of the hearing. Such exhibits may include material in the form of testimony of witnesses pertaining to their background, experience and proposals. We use the term "direct case" in this context to include only the evidence describing the proposal being advanced by applicant . . . such exchange of written material will establish the basic framework of the case in a manner that will avoid the possible competitive disadvantage that might otherwise result to the applicant required to put in his case first in a comparative hearing.

Direct oral testimony will be limited, the Commission said, to "appropriate qualification and explanation" of the written exhibits as may be necessary and to testimony on the affirmative case in the case where the written exhibit is rejected in whole or in part by the examiner on grounds of competence, lack of materiality or relevance.

The pre-hearing conference has been expanded, the Commission said, and will cover such matters as the following in the hopes of shortening the hearing:

(1) Narrowing the issues or the areas of inquiry and proof at the hearing; (2) admissions of fact and of documents which will avoid unnecessary proof; (3) the method of handling reports and letters relating to surveys or contracts; (4) assumptions regarding the availability of equipment; (5) network programming; (6) assumptions regarding the availability of networks proposed; (7) offers of letters in general; (8) the method of handling evidence relating to the past cooperation of existing stations owned and/or operated by the applicants with organizations in the area; (9) proof of contracts, agreements, or understandings reduced to writing; (10) stipulations; (11) need for depositions; (12) the numbering of exhibits; (13) the order of offer of proof with relationship to docket number; (14) such other matters as will be conducive to an expeditious conduct of the hearing.

Oddly enough, there is only one tv case in which a hearing has not yet been designated. This involves four applicants for ch. 10 in Parma-Onandaga, Mich. There are another dozen hearings, already designated, where hearings have not yet commenced or have not terminated, thus giving examiners the opportunity to use the new procedures.

Lamb-Sutton Exchange

EDWARD LAMB, Toledo, Ohio, broadcaster and industrialist, and publisher of the *Erie* (Pa.) *Dispatch* threatened to sue Rep. Pat Sutton (D-Tenn.) last week when Mr. Sutton in a 26½-hour Democratic primary campaign talkathon on six radio and two tv stations in Nashville referred to Mr. Lamb as an "avowed communist." Mr. Lamb said he would file criminal and civil action against Mr. Sutton unless the Tennessee congressman retracted and apologized.

Mr. Sutton made the statement Monday night. He offered a public apology the next night, according to Nashville broadcasting sources. A similar apology and statement that the stations were not responsible for Mr. Sutton's remark were also broadcast by the stations involved the same night.

J. Howard McGrath, former Attorney General of the U. S. and counsel for Mr. Lamb, said Thursday in Washington that until he had heard from Mr. Lamb's attorneys in Nashville, he could not comment on the matter.

State Dept. Meeting To Preview Mexico Talks

INFORMAL meeting to discuss preparation for the Oct. 28 U.S.-Mexico standard broadcast conference in Mexico City will be held at the State Dept. in Washington this Friday, it was announced last week by State Dept. and FCC. Industry representatives and station licensees are invited to participate.

The notice pointed out that all countries in the North American region excepting Mexico and Haiti are signatories to the 1950 North American Regional Broadcasting Agreement. It explained "preliminary negotiations between the U.S. and Mexico, aimed toward reaching a definite understanding between the two countries on the common use of the standard broadcasting band, have now progressed to a point where the government of Mexico has issued an invitation to the government of the U.S. to attend a conference at Mexico City for the purpose of negotiating a bilateral agreement on standard band broadcasting."

Friday's meeting at State Dept. will commence 10 a.m., main conference room, 11th floor of Annex 17, 1778 Pennsylvania Ave., N.W.

'Gazette' Files Application To Buy All of KCRI-AM-TV

APPLICATION for FCC approval of the purchase of full ownership of KCRI-AM-TV Cedar Rapids, Iowa, for $101,500 was filed with the FCC last week by the *Cedar Rapids Gazette*, present 30% owner of the stations.

The newspaper proposed to buy the 70% stockholdings now owned by 11 other principals, including motion picture exhibitor Myron N. Blank and Harrison E. Spangler, former Republican National Committee chairman.

The *Gazette's* present 30% ownership resulted when it and the Cedar Rapids Television Co. merged their applications for Cedar Rapids' ch. 9 last year. Following the tv grant, the newspaper sold its am and fm stations

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(KCRG and KCRK, respectively) to the tv grantee for $100,000.

The Gazette Co. showed total assets of more than $2.5 million for the same date, reported it made in excess of $200,000 after taxes in 1953 and 1952.

KCRI went on the air in December 1947, operates with 5 kw on 1600 kc and is affiliated with MBS. KCRI-TV began Oct. 15, 1953, and is affiliated with ABC and DuMont.

Private Relay Link Is Denied by FCC

WHERE the cost of common carrier network relay links are too expensive for remote area tv stations, FCC should allow private systems on a case by case approach, Comr. John C. Doerfer stated last week in dissent to a majority ruling denying a private link sought by North Dakota Broadcasting Co.

Firm wanted to link its Fargo studios for ch. 4 KXJB-TV Valley City with Minneapolis network source by a nine-station microwave radio relay system at a cost of about $250,000, but the Commission noted American Telephone & Telegraph Co. facilities would be available this fall and questioned the financial capacity of the tv firm to build its own relay. FCC's rules allows private relays only on an interim basis pending availability of AT&T service.

North Dakota Broadcasting also operates ch. 13 KCJB-TV Minot, N. D.

In his dissent, Comr. Doerfer observed:

I would grant the application. Apparently the applicant's proposal is about the only way to develop live television service with network programming in the wide open spaces. The record discloses that the applicable tariffs of a common carrier service are prohibitive under the circumstances. Although these tariffs may be reasonable as an overall schedule, they do not permit the economic development of a complete television service in the sparsely settled parts of this country. The facts and circumstances in the instant application suggests to me either an exception to the rule (Sec. 4.631(c)) or a case by case approach until a feasible solution is found.

Appeals Court Orders KPLN Transfer Stayed

THE FCC erred in denying the protest of Camden Radio Inc. (KAMD Camden, Ark.) against the transfer of daytimer KPLN in the same city from Leo Howard to D. R. James Jr., the U. S. Court of Appeals ruled last week.

It ordered the FCC to give KAMD (250 w on 1450 kc) a hearing on its protest and remanded the case to the Commission. It told the Commission that until the protest hearing is held, its transfer grant of last year "will be automatically stayed." KPLN has been operating under the ownership of Mr. James since mid-May last year. It broadcasts with 1 kw on 1370 kc, daytime only. Just what the FCC will do in this regard was undetermined at week's end.

KAMD's protest against the FCC's approval of the transfer was based on the claim that the Commission knew of misrepresentations on the part of Mr. Howard in securing the 1951 CP and that it should have revoked the grant, not authorized its transfer to a new party.

The court, by Circuit Judge Wilbur K. Miller in which Judges E. Barrett Prettyman and John A. Danaher joined, said the fact that KPLN and KAMD were both competitors in the same market and that KAMD claimed it would suffer economic injury "was sufficient to identify it as a party in interest entitled to be heard in protest."

MORE OPINION ON RADIO–TV COVERAGE

Words of praise heard for media last week as critics sound discordant note.

MIXED opinion on whether radio-tv ought to be present at Congressional investigating committee hearings was expressed last week by witnesses appearing before a Senate Rules subcommittee.

The Senate group is holding weekly hearings on ways and means to overhaul committee procedures, particularly of investigations.

Highlights of lasts week's hearings included opposition to tv by Sens. Leverett Saltonstall (R.-Mass.) and John C. Stennis (D-Miss.); eloquent defense of the medium by two Congressmen and a spokesman for the Veterans of Foreign Wars, and apparent agreement among all that radio recordings are acceptable.

At the same time, it was understood that the subcommittee, headed by Sen. William E. Jenner (R-Ind.), expected to schedule NARTB and other broadcast representatives (including ABC, CBS and NBC) early in August.

Sen. Saltonstall in testifying before the subcommittee said he thought the Jenner group might wish to explore whether a witness compelled to testify before Congressional committees, might also be required to submit without his consent "to any form of recording or reproduction of his testimony."

Although he objected to televised hearings, Sen. Saltonstall said he had no objection to recordings made for radio broadcasts.

Outspokenly in favor of televised congressional hearings were Reps. Harold H. Velde (R-Ill.), chairman of the House Un-American Activities Committee, and Kit Clardy (R-Mich), a member of the Velde Committee. Also advocating television at hearings was Francis J. McNamara, of the VFW.

Rep. Velde said his House Un-American Activities Committee doesn't "force people to be televised in public hearings." "At the present time," he said, "it seems that the television technique has so advanced that it causes less confusion than some of the newsreel cameras, which have to have a great deal of light."

The Illinois Republican has gone on record in the House as praising radio, television and the press in their coverage of his committee's hearings June 14-20 in Seattle and Portland [B•T, July 12].

Will Let People Judge

Said Rep. Clardy: "A demogogue would be a demogogue whether he has a television camera in front of him or whether he is on the stump back in his district or whether he is speaking from the floor. . . ." But the glare of television lights and the camera, he said, let people see him in the best way to judge him.

"I think it would be a step backward," he continued, "to say that our technical progress is to be stopped by a legislative rule or by a law which says that a new medium of communication is to be handicapped and prevented from getting into the race."

The use of tv "has inspired the press to give fuller and more complete reports than they otherwise would do." And in localities where congressional hearings have been televised, he said, more newspapers have been sold.

"The only way we can make the public fully understand the workings of Congress is to let them see it with their own eyes," he said.

Robert L. Kunzig, counsel of the House Un-American Activities Committee, testified on the rules of procedure adopted by that group.

The committee's rule on tv (Rule XIII) restricts cameras to two, requests a minimum of lighting and demands tv production to be on a pooled basis. It also bars use of commercial announcements or intimated sponsorship of the hearings. And upon a witness' request that no telecast be made of him, the chairman is required to uphold the demand.

Commenting on these rules, Mr. Kunzig said that it was obvious that sometime in the future, tv cameras would operate from within "recesses in the walls and without disturbing a witness in the slightest. Even today, television cameras need no more light than that which is regularly present in any courtroom."

Mr. Kunzig claimed that in every instance where the committee's hearing was telecast, the event evoked much mail from the public with most of it favoring the Congressmen who took part.

Mr. McNamara said the VFW believes televised hearings are beneficial, that tv is a legitimate news service and should be admitted wherever the press is admitted.

On the subject of a Congressman "hamming" before the video camera, he said, "Let him do it if he wants. The American people will judge." The overall effect, he said, would be to lift and improve the standards in Congress.

Referring to the present policy of turning the camera away from a person who requests it, he said that any nervousness a witness feels



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soon will disappear, just as it has disappeared before the radio microphone.

Mr. McNamara said he didn't think it was "valid that a television picture or a still picture of a witness testifiying invades his privacy."

Sen. Stennis, while he thought telecasts and motion picture coverage of news events "serve a very fine purpose and that those engaged in this enterprise do very fine work," said he was convinced that "Congress should not permit televising or showing by motion picture camera of its official proceedings, including the proceedings of its committees and subcommittees."

Sen. Stennis said telecasting of hearings "create a condition and an atmosphere which make it impossible for the committee members, the witnesses and the staff members, to function at their best."

The Senator said hearing proceedings are semi-judicial in character. Hearings usually are conducted in a serious vein, he said, "but when television cameras are turned on, the entire atmosphere of the proceedings changes." Witnesses, staff members and committee members are conscious of the millions of viewers—"at times there is competition for the limelight. The director of the camera determines who and what shall be 'featured.' "

As a result of telecasts of committee proceedings, Sen. Stennis said, "the public gets a distorted view and impression." There's a tendency to make the telecast a good show, he said, and "some may be entertained, but the impression as a whole is very bad indeed, and degrades the Congress in the eyes of the people."

Congress, Sen. Stennis said, "is on trial concerning this serious question. We should not delay the matter any longer. We should put our house in order." Otherwise, he said, the Congress "will no longer have the respect and confidence of the people" once hearings fall into disrepute.

The Mississippi Democrat also turned a critical eye on the permission granted by Sen. Karl Mundt (R-S. D.) for broadcast stations to permit sponsorship of the McCarthy-Army hearing. This, he considered to be "a regrettable fact," saying:

"I am sure that this is a very practical problem [cost of coverage] for the broadcasting companies, but at the same time it puts a commercial stamp on an official proceeding, something that should not be permitted under any circumstances, and which is very unfair to the competitiors of the sponsor."

Answering a question from Chairman Jenner, Sen. Stennis said he had no objections to recordings made at hearings for radio broadcasts.

Turner Out, Kerr In

FORMER Oklahoma Gov. Roy J. Turner (minority interest, KWTV [TV] Oklahoma City) dropped out of Oklahoma's Democratic primary run-off for the U. S. Senate nomination last week, giving his reason as lack of campaign funds. His withdrawal from the July 27 run-off primary gave the nomination to Sen. Robert S. Kerr, Democratic incumbent, who had led Mr. Turner by a substantial margin in the initial primary July 6 [B•T, July 12]. Sen. Kerr must run in the general election in the fall, but in Oklahoma the Democratic nomination is tantamount to victory. Sen. Kerr holds stock in WEEK Peoria, Ill., and also in Central Plains Enterprises Inc., Tulsa, tv permittee for ch. 2 there.

WFEA Answers Newspaper's Complaint Before FCC

WFEA Manchester, N. H., which has been cited in a complaint filed with the FCC by the Union Leader Corp., Manchester newspaper firm [B•T, June 21], told FCC Thursday "it will continue to maintain its fearless attitude of reporting the facts concerning public issues."

Answering the newspaper, which asked FCC to probe the record of WFEA and to revoke its license, the station said William Loeb, newspaper publisher, "is merely trying to invoke the weapon of a dictator in closing a radio station that has the temerity of disagreeing with him."

WFEA contended its commentator, George Christie, had offered time to the paper to debate the controversial matters cited, and claimed the cited transcripts bear out the station's policy of presenting both sides of a case.

Piano Course Challenged

A NEW YORK firm's claim among others that its mail course can teach a person to play the piano with both hands in one day was challenged last week by the Federal Trade Commission, which said "false and misleading" advertising had been used in newspapers, periodicals and radio continuities.

The FTC charged Dean Ross Piano Studios Inc. and its president, Leonard Green, with making the claims in sale of a booklet and a device designated as its "Automatic Chord Selector."

Two WCAN-TV Attacks Hit Milwaukee Merger

Uhf outlet appeals denial of its application to switch to ch. 12 and protests grant of the facility to a merger of competitors. It also charges 10 tv stations are linked with the merger group.

TWO-PRONGED attack on the FCC's grar of Milwaukee ch. 12 to the merged Milwauke Area Telecasting Corp. [B•T, June 14]—ir cluding a charge that common ownership of 1 tv stations may be involved—was launched b ch. 25 WCAN-TV Milwaukee last week.

The uhf station filed an appeal with th U. S. Court of Appeals in Washington agains the FCC's return of its application seeking t modify its grant from ch. 25 to ch. 12, an it also filed a protest under Sec. 309 (c) agains the FCC's grant of the Milwaukee ch. 12 fa cility to the merged applicant.

The appeal objected to the Commission's re fusal to accept its application on the groun that no applications may be received 3(days before a hearing starts. There were fou applicants for Milwaukee's ch. 12 at the outset but they merged last May. Under FCC rules the merged application is kept in hearing status WCAN-TV claimed that the hearing given t the merged Milwaukee Area Telecasting Corp was token, and that the 30-day rule shoul not apply. It also alleged that the amende Milwaukee Telecasting application (filed to in dicate the merger agreement) should be con sidered a new application, without benefit o the 30-day "umbrella" clause.

Using the same arguments to justify its righ to protest, WCAN-TV questioned (1) the finan cial ability of Milwaukee Telecasting to con struct the proposed ch. 12 station, (2) whethe Milwaukee Telecasting was the real "party in interest" in the grant, and (3) the propriety o the $30,000 payment promised Kolero Tele casting Co.

Station Interlocking Charged

Grant of Milwaukee ch. 12 to the merged Milwaukee Telecasting applicant results in the direct or indirect interlocking of 10 tv stations WCAN-TV charged.

The stations, in addition to the proposed Milwaukee outlet, are the following, the Mil waukee uhf station claimed: WCCO-TV Minne apolis-St. Paul, WCBS-TV New York, WBBM TV Chicago, KNXT (TV) Los Angeles, WTOP TV Washington, WDSM-TV Duluth, WREX TV Rockford (Ill.) and KULA-TV Honolulu

WCAN-TV outlined the inter-relations ir the following manner: Milwaukee Telecasting will be 30% owned by WEMP Milwaukee WEMP is 24½% owned by the Minnesota Tribune Co. Minnesota Tribune Co. owns 50% of Mid-Continent Radio and Television Inc. which owns 53% of WCCO-TV. CBS owns 47% of WCCO-TV, which brings in CBS other tv station interests (New York, Chicago Los Angeles, Washington). Northwest Publications Inc., which owns the other 50% of Mid-Continent Radio and Television Inc. wholly owns Ridson Inc., permittee of WDSM TV Duluth.

Also, WCAN-TV alleged, Rolondo F. Gran 38.5% stockholder of the original Milwaukee Telecasting application (which will own 30% of the merged group), was until recently 22% owner of WREX-TV Rockford. This was



ransferred to his son, the Milwaukee ch. 25 ation said.

Also, WCAN-TV said, through the business nd family relations of Hope D. Pettey and velyn H. Dolph, stockholders of WFOX which will also be a 30% stockholder in the nerged corporation), WMT-TV Cedar Rapids nd KULA-TV Honolulu are involved.

Possibility of overlap between the proposed Milwaukee ch. 12 station and WBBM-TV Chicago and WREX-TV Rockford also was raised y WCAN-TV.

The merger agreement in the Milwaukee ch. 2 case also provided that Kolero become a 0% owner.

WCAN-TV, which began operating on its hf channel last year, is owned by Lou Poller nd associates. The station also is a particiant in the Whitefish Bay, Wis., ch. 6 case. his came about after the uhf station fought he assignment of the vhf channel to the Milaukee suburb.

31st Educational Tv Granted at Detroit

THE 31st noncommercial educational tv grant was issued by the FCC last week to Detroit Educational Television Foundation for uhf ch. 6 at Detroit.

The new tv station will operate with effective adiated power of 214 kw visual and 115 kw ural. The application disclosed that Detroit Public Schools and the U. of Detroit will proide the building facilities.

Meanwhile, new applications for noncommerial operation on ch. 10 at Onondaga, Mich., nd ch. 10 at Birmingham, Ala., were filed with he Commission last week.

Applicant at Onondaga is the Michigan State Board of Agriculture, governing body of Michigan State College of Agriculture & Applied Science. Michigan State, licensee of noncommercial educational WKAR-AM-FM-TV East Lansing, has petitioned the FCC for ule-making procedure, requesting that ch. 10, ssigned to Parma-Onondaga, be designated as n educational channel [B•T, July 5]. In the vent this petition is denied, Michigan State roposes to operate the commercial ch. 10 acility on a 100% sustaining basis.

Four Seek Ch. 10

Ch. 10 presently is in contest among four ommercial applicants, although formal hearng has not been scheduled. Seeking the facility re Booth Radio & Tv Stations Inc. (WIBM ackson), Tv Corp. of Michigan Inc. (WILS-AM-TV Lansing), Jackson Broadcasting & Tv Corp. (WKHM Jackson) and Triad Tv Corp.

Applicant for the reserved noncommercial ducational ch. 10 facilities at Birmingham is he Alabama Educational Television Commission, permittee of WEDM (TV) Munford, Ala. Alabama Educational Tv plans combined and ntegrated staff personnel and interconnection f the two tv stations for simultaneous proramming and exchange of films, kinescopes, tc. Technical equipment and the physical lant will be furnished by ch. 6 WBRC-TV Birmingham, with the transmitter, tower and uilding donated by WBRC-TV at $1 per year.

Secretary of the Alabama commission is homas D. Russell, secretary-14.4% stockolder of WRLD-AM-FM Lanett, Ala., owner f WRFS-FM-FM Alexander City, Ala., and 6-2/3% stockholder of WCFS Covington, Ga.

PERJURY CHARGE RENEWED IN HARTFORD TV CASE

CHARGE that four out of five directors of WTIC Hartford committed perjury during FCC's competitive hearing for television ch. 3 there was set forth last week in proposed findings submitted in the case by competitor Hartford Telecasting Inc. Companion brief of WTIC denied the allegations.

The alleged perjury should disqualify WTIC, Hartford Telecasting argued, and suggested to the examiner "that the perjury of the witnesses be called to the attention of the chairman of the Commission without delay for submission to the Dept. of Justice for possible prosecution or for such other action as the Commission may see fit to take.

Hartford Telecasting contended Francis W. Cole, J. Doyle DeWitt, Gladden W. Baker and Millard Bartels, WTIC directors and officers of the parent firm, Travelers Insurance Co., testified the only representation the insurance firm had at the state capitol was through salaried members of its staff whereas the record shows it and 24 other insurance firms retained Walter W. Walsh, not a salaried staff member, to represent them on tax legislation.

"The posture of the record at the time of the testimony suggests . . . a conscious, willful undertaking by the four principal officers of Insurance to lie for the purpose of obtaining a material advantage, namely, to forestall Telecasting's attempt to establish its assertion that Insurance achieved economic dominance in Hartford by concert of action with other insurance companies."

Regardless of outcome of its charge, Hartford Telecasting contends it should receive the permit for ch. 3 on the basis of diversification.

On the other hand, WTIC replied, Hartford Telecasting was not presenting the whole picture and said there was no evidence of any concealment of Mr. Walsh's work on special tax matters. WTIC charged opposing counsel with deliberately avoiding inquiry about Mr. Walsh's activities, "although they were very apparently known to counsel for Telecasting during the examination."

WTIC said it is "inconceivable" the witnesses would conspire to conceal information already registered with the insurance commissioners of 48 states and D. C.

WTIC contended Hartford Telecasting "had this information almost from the start of the hearing, and not only failed to develop it but attempted to block lines of examination by counsel for the Broadcast Bureau which might have developed it, and the fact that counsel waited six weeks after the allegedly false testimony was given to attempt to impeach it, indicates a studied plan on the part of Telecasting to conceal its knowledge of Walsh's activities and to use this knowledge to attempt to entrap these witnesses."

WMCT (TV) Protests Against Belknap Grant Denied

PROTEST by WMCT (TV) Memphis against the grant of common carrier facilities to J. E. Belknap & Assoc. to carry signals from Memphis tv stations to community tv systems in two Missouri towns [B•T, May 10] has been denied by the FCC. Comrs. Frieda B. Hennock and Robert T. Bartley dissented.

The Commission said the WMCT claim that Belknap would do it legal injury is "remote, conjectural and speculative," and WMCT, therefore, has no standing as a party in interest.

WMCT claimed Belknap would jeopardize its program property rights [B•T, June 21].

However, the Commission said WMCT, on ch. 5, did not show injury. The FCC said the Memphis *Commercial-Appeal* station (Scripps-Howard) had shown nothing to indicate Belknap would commit an illegal act. It also said that Belknap's tariffs would provide for indemnity against infringement of property rights, a reservation to discontinue service if a broadcaster complains, and a requirement that subscribers furnish written permission from a broadcaster before Belknap would pick up the signals.

The Commission report said the other station in Memphis (WHBQ-TV, ch. 13) had informed the FCC it had no objection to having its signals picked up.

The FCC said it had not passed on program property rights and did not feel it should do so in this case.

USIA 'Cultural' Plans

RADIO, television and other media in the hands of the U. S. Information Agency will be used in a campaign to strengthen cultural ties between Americans and other peoples, Theodore C. Streibert, USIA director, has announced.

In a "major effort" to develop deeper understanding and appreciation abroad of the whole range of U. S. cultural life and attainments, Mr. Streibert announced appointment of Dr. Jacob Canter, now public affairs officer in Havana, Cuba, to the new post of cultural affairs advisor in the Office of Policy and Programs. He also has enlisted the services, as consultant, of Dr. Guy E. Snavely, who is retiring as executive director of the Assn. of American Colleges.

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET



The Evansville, Indiana Tri-State is isolated from the continual influence of any VHF station. WEHT'S realistic rates make sense out of a perfect circular coverage pattern, 40 miles in radius.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

STRICTER REINS SOUGHT ON EX-FEDERAL EMPLOYES

Brownell wants stronger teeth in U. S. Code covering former government officials who later represent private interests.

STRONGER prohibition against allowing former government officials or employes from serving private interests was asked by Attorney General Herbert Brownell Jr. last week.

In a request to the Congress, Mr. Brownell asked that Sec. 284 of Title 18 of the U. S. Code be revised to (1) eliminate the two-year period, (2) spell out in greater detail what is prohibited, and (3) increase the penalty from one year and $10,000 fine to two years and $10,000 fine.

At the present time, the law forbids an ex-government official or employe from acting as a private representative for a person or firm on matters in which he had taken action in behalf of the government during his government service for a period of two years after resigning from government rolls.

A Federal court recently ruled that the prohibition only applied where a claim involving money or property against the United States was made. This was in the case of the Department of Justice's suit against Herbert A. Bergson, former Assistant Attorney General in charge of anti-trust matters.

"It is plainly true," Mr. Brownell wrote, "that the most important governmental proceedings involve no claim for money or property asserted by or against the United States. Almost the whole of the work of regulatory agencies, such as the Federal Trade Commission, the Federal Communications Commission, the Interstate Commerce Commission and the like involve no such claims."

Maintain Public Trust

To maintain public confidence in the integrity of government officials, the exercise of governmental powers must be kept free of any personal interests of the government's agent—and also of any appearance that conflicting interests might be permitted, Mr. Brownell said.

The recommended legislation broadens the disqualification to include advice as well as representation, and includes a wide range of matters, not only involving money or property rights, such as litigation against the U. S.

The proposed revision would still permit a former government official to represent a person or company once involved with a government agency, but only on matters on which he did not pass, make recommendations, advise, or take or approve any action while in government service.

The proposed new provision reads as follows:

§284. Disqualifications of former officers and employees in matters connected with former duties. Whoever, having been an officer or employee of the United States, acts as counsel, adviser, attorney or agent for any person with respect to any proceeding in which the United States is interested and which involves any subject matter on which he advised, recommended, took or approved official action during such tenure or employment, shall be fined not more than $10,000 or imprisoned not more than two years, or both.

The FCC's regulations, spelling out the present law for FCC officials and staffers, reads as follows;

§1.715 Former Employees.—(a) No member, officer, or employee of the Commission shall, within 2 years after his service with the Commission is terminated, appear as attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission.

(b) No member, officer or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission.

As in all other government agencies, countless FCC officials and staff members have resigned to enter private business or practice ever since the founding of the agency in 1934. Among the more prominent former FCC members now in private legal practice are former chairmen James Lawrence Fly, Paul A. Porter and Paul A. Walker. Former Chairman Charles R. Denney is NBC vice president in charge of owned stations and NBC Spot Sales. Former Chairman Wayne Coy is manager and half-owner of KOB-AM-TV Albuquerque, N. M. Former commissioners who are in private practice are T. A. M. Craven, consulting engineer, Clifford J. Durr and Robert F. Jones, lawyers. Former Comr. E. K. Jett is the *Baltimore Sun's* vice president in charge of WMAR-TV Baltimore.

Taxable Giveaways

CONGRESS would put the radio-tv giveaway prize back where it was in the first place—a matter of income for which the award-winner must pay a tax. A provision in the new revenue bill, now under Senate-House joint consideration, specifies that the giveaway prize be included in an individual's income subject to tax. According to the Senate Finance and House Ways & Means Committees the provision, if it becomes law, would eliminate confusion on the subject, created when the courts rendered two decisions which held such receipts are not income under the Internal Revenue Code. The effect of the new provision would be to overrule these decisions, they say.

FCC Declines To Give Views On Proposed Programming

ADVISORY opinions on the legality of proposed program material are given only to licensees, the FCC noted last week in a letter to J. M. Cranor, manager of the Salina (Kan.) Chamber of Commerce.

The FCC letter was in reply to a letter from Mr. Cranor requesting an opinion concerning the legality of a program called *Cash Day* conducted by the Chamber of Commerce. Mr. Cranor had been advised by a local radio station that the program is considered a lottery by the Commission.

The Commission letter noted that its practice is to render advisory opinions on proposed program material at the request of licensees when sufficient information is presented. The Commission said:

Advisory opinions on proposed program material are given only to licensees, in view of the fact that the Commission's rules pertaining to the broadcast of lotteries apply only to licensees and the additional consideration that the basic responsibility for determining the nature and content of program material carried by a station rests with the licensee. While the Commission reviews the overall operation of each station, usually in connection with its applications for renewal of license, to determine whether the station is fulfilling its obligation to operate in the public interest, the Commission cannot determine the particular programs to be carried. Therefore, decisions as to the legality of individual programs must be made by the licensee.

Tulsa Uhfs Challenge Dismissal of Protest

TWO Tulsa, Okla., uhf stations—one already operating—appealed last week to the U. S. Court of Appeals in Washington against the FCC's denial of their protest against the Muskogee ch. 8 grant to Tulsa Broadcasting Co. [B•T, July 12].

The Commission denied the protests of KCEB (TV) on ch. 23 and KSPG (TV), holding a grant for ch. 17, on the ground that the Muskogee grant to Tulsa Broadcasting Co. (KTUL Tulsa) was made after a hearing and that it could not be objected to under Sec. 309 (c) of the Communications Act. This provision allows a protest to be filed with the FCC within 30 days by a "party in interest" against a grant made without a hearing. The Commission two weeks ago also turned down the same stations' requests for a rehearing on the ground that no material facts had been presented to warrant reopening the case.

The protesting stations—which also included KOTV (TV) on ch. 6—claimed that there is overlap of Grade A service between the Muskogee ch. 8 station (KTVX [TV]) and KWTV (TV) Oklahoma City. The Muskogee station is owned by the John T. Griffin interests, which also owns 50% of the Oklahoma City station. The objectors also charged undue concentration of control, claiming that the Griffin family also owns KATV (TV) Pine Bluff, Ark., KOMA Oklahoma City and KFPW Fort Smith, Ark. They also stated that the Muskogee ch. 8 station was being promoted as a Tulsa-Muskogee outlet.

The Muskogee grant came after competing applicants *Muskogee Phoenix* and *Times-Democrat* and Ashley L. Robinson withdrew.

Exposure of Communism USIA's Purpose—Streibert

EXPOSURE of the imperialistic aspirations of communism as "Red Colonialism" is the purpose of the U. S. Information Agency's plans to step up the use of facts in the agency's long-range, world-wide campaign against communism.

Theodore C. Streibert, USIA director, in instructions to the agency's 217 posts in 76 countries, said Communist parties throughout the world are "directly tied to Moscow and Peiping," and that these ties are provable.

Specific directions for carrying out the intensified effort have been sent to the 217 overseas posts of USIA, Mr. Streibert said. He said Soviet Communists, "acting in the guise of domestic political parties, of agrarian and social reformers, or liberal movements, while in fact under orders from Moscow . . . have led country after country into the iron tentacles of Red Colonialism."

MAGNACORD TAPE RECORDERS
GATES-LOSANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6351

Grable, James to Co-Star In World ComET Plan Show

SIGNING of Betty Grable and Harry James to co-star in the lead-off program of World Broadcasting System's ComET plan was announced Friday by Herbert Gordon, World vice president for programming. Entitled the *Grable-James Show,* the transcribed program will be a one-hour, five-day-a-week open-end feature and will be made available to World subscribers requesting the ComET plan at a cost of $1 per day to help defray disc manufacturing costs. The show is budgeted at $250,000 per year, according to Pierre Weis, World general manager, who said 325 stations have signed for the ComET plan.

Philharmonic on Theatre Tv

PLANS were reported in progress last week to telecast the opening night performance of the New York Philharmonic Symphony over a closed-circuit to theatres across the country. Door-Theatre-Television, New York, is arranging the telecast.

Hotel Wired for Tv

A MASTER antenna has been installed by WABF Inc., headed by Ira Hirschman, at the Hotel Weston in New York to provide television programming to 250 guest rooms and suites. A customized antenna system, consisting of separate antennas for each of New York's seven channels, was developed specifically for the installation. CBS-Columbia television receivers are connected to the antenna system.

UP Reports Disc Doings

UNITED PRESS RADIO is offering station clients a new feature for disc m.c.'s, entitled "On the Record," which contains latest news of records, musicians and vocalists as well as weekly ratings of top discs and profiles of leading disc jockeys. The report by Bill Ewald is now issued twice weekly, on Saturday and Sunday.

PROGRAM SERVICES SHORTS

Capitol Records Inc. plans to build a 12-story office building to house all Hollywood operations of company, according to Glenn E. Wallichs, firm president. Capitol is to occupy half of office space, with other half leased to tenants. Building is to be located at Yucca and Vine Sts.

Betts-Anderson Musical Sketches has changed address from 1407 2d Avenue South to 20 N. 15th St., Fort Dodge, Iowa. Firm provides sketches to tv stations for use by local artists as records are spun.

Clubtime Productions Inc., Beverly Hills, reports sale of *Clubtime* syndicated radio program package [B•T, June 5] to Westinghouse Broadcasting Co. stations WOWO Ft. Wayne and KYW Philadelphia, which started July 12, and WBZ Boston and WBZA Springfield, Mass., starting Aug. 1, with negotiations under way for KDKA Pittsburgh and KEX Portland, Ore. Nine Canadian stations, CFRB Toronto, CHLO St. Thomas, CFRA Ottawa, CFCF Montreal, CJOB Winnipeg, CFRN Edmonton, CKRM Regina, CQFC Saskatoon and CFCN Calgary have also signed for newly-marketed *Clubtime* package, bringing total number of user-stations to 25, firm states.

TV Spots Inc., Hollywood animated and live tv commercial production firm, opens New York office at 425 E. 50th St. Telephone is Plaza 5-4807. Dorothy Johnson is in charge of sales in New York, and New England states, Ohio, Pennsylvania, New Jersey, Maryland and Washington, D. C.

Television Snapshots, N. Y., moves to new offices at 54 Park Ave., New York 16. Telephone remains Murray Hill 9-6874.

Sanft-Costa Assoc., N. Y., is new name of former Sanft-Costa Television Features, producers of radio, tv and film packages. New name of firm, with offices at 17 E. 42nd St., New York 17, is said to reflect expanded activities, including public relations and advertising services.

United Press Radio is releasing to radio station clients a weekly, one-hour program titled *United Press Sunday Show,* consisting of general news, news review, and commentary on books, records and on other entertainment and cultural fields. Script is written under direction of James Harper, UPR features editor.

PROGRAM SERVICES PEOPLE

Robert J. Reid, general manager, Stancil-Hoffman Corp., L. A., and **Harry L. Bryant,** vice president in charge of engineering, Radio Recorders Inc., Hollywood, form Picture Recorders Corp., sound recording firm serving tv film producers, with offices at 4922 Santa Monica Blvd., L. A. Telephone is Normandie 3-8256.

David Starr, Hollywood freelance writer, and **Robert C. Hayward,** freelance m.c.-producer, to Christ-Koplan Productions, Hollywood, as writer and assistant producer, respectively.

Don Brodie, actor, signs with World-Wide Tv Productions for *Shoppers' Showcase,* a service program.

Melville Terwilliger, Hollywood research scientist and inventor of Depthdimension system of telecasting and motion picture photography, establishes offices at 1759 N. Orchid Ave. Telephone is Hollywood 4-6191.

Milton L. Levy, manager, KLX-AM-FM Oakland, Calif., named manager, California Service Agency, Berkeley.

George Gruskin, radio-tv executive, William Morris Agency, Beverly Hills, father of girl, Benita, June 30. Mother is **Florence Halop,** who portrays Mrs. Bronson on CBS-AM-TV *Meet Millie.*

Portland Radio-Tv School Places Ads for Graduates

AN advertising campaign designed to help its graduates find jobs has been instituted by Northwest Radio and Television School, Portland, Ore., according to William Sawyer, president.

To acquaint broadcast executives with the abilities of its graduates, the school is running three-color ads on two "occupational diseases" besetting executives today. The ads tell of "green hands," belonging to the neophyte who aspires to tv for the glamour of it, and "red hot flashes," referring to the "experts with a big front" who, in reality, are floaters and can't hold a job.

Pitt Tv Workshop Speakers

THE U. of Pittsburgh's Summer Television Workshop, which began June 28 and ends Aug. 6, is emphasizing educational television. Among those on the list of lecturers are:

Rudy Bretz, New York tv consultant; Warren Dana, director of WDTV (TV) Pittsburgh; Larry Israel, general manager of WENS (TV) Pittsburgh; Edwin Horstman, chief engineer, Edwin Wegener, program director, and William A. Wood, general manager, all of WQED (TV), Pittsburgh educational station; John E. Hill, program director (television) of KDKA Pittsburgh; Ralph Steetle, executive director of JCET; Mimi Cooper and Zane Knauss, both, Wasser, Kay & Phillips Adv.



CONGRATULATIONS are extended by Earl J. Hudson (l), vice president of ABC Western Division, to Alex Quiroga, senior light director, ABC-TV Hollywood, who has been awarded the 1954-55 WAAM (TV) Baltimore Television Fellowship for graduate study at Johns Hopkins U.

THE LATEST WCKY STORY

OPERATION "SELL"

No Fancy Gimmicks

No New Programs

No Blue Sky

JUST LISTENERS ALL YEAR ROUND

WCKY

ELLIOTT TO SCHICK; RCA NAMES SEIDEL

RESIGNATION of Joseph B. Elliott as vice president, consumer products, RCA, and the appointment of Robert A. Seidel to succeed him were announced last week by Frank M. Folsom, president of RCA. Mr. Elliott is leaving to become president of Schick Inc., Stamford, Conn., effective Aug. 1.

Mr. Elliott has been associated with RCA since 1935, except for a period in 1944-45 when he left the company to become vice president of sales and advertising for Schick,



MR. ELLIOTT



MR. SEIDEL

of which he has been a director since 1950. Kenneth C. Gifford continues as board chairman of Schick.

Mr. Seidel joined RCA in October 1949, and most recently has served as vice president of RCA's Sales and Services subsidiaries. Previously he had been vice president and comptroller of the W. T. Grant Co.

WEC Plans 19" Color For September Market

WESTINGHOUSE Electric Corp. plans to be the first set manufacturer on the market with a 19-inch color tube. Company officials voiced this prediction last Monday during a closed-circuit program from New York to 28 cities throughout the country in which the company's fall line of radio and television receivers was unveiled.

Though no definite date was revealed for start of production on 19-inch color receivers, a company official said it could be as early as August, with sets on the market by September. Westinghouse has signed contracts with CBS-Hytron for 19-inch color tubes.

No price was disclosed for the 19-inch set, but officials intimated it would be lower than the $1,100 charged for Westinghouse's present 15-inch color receiver. The company, a spokesman said, has discontinued production on the 15-inch set.

21-Inch Color Tube Displayed by Zenith

ZENITH Radio Corp. last week introduced to distributors a color tv receiver with a 21-inch rectangular tube produced by its subsidiary Rauland Corp.

The sets will not be offered to the general public for sale at this time, Zenith officials stressed at the annual distributors' convention in Chicago's Drake Hotel. J. E. Brown, Zenith's chief engineer, claimed it is the largest three-gun rectangular tube demonstrated thus far by any manufacturer.

The company emphasized, too, that it will continue to withhold mass production of color tv receivers until prices, picture sizes and "less complex color tubes combine to make a product that the public will want to buy." Tubes in particular, engineers pointed out, are still experimental in nature and likely to be superseded by more practical and less costly models.

95% Television Saturation In Three Years—Siragusa

WITHIN THREE YEARS 95% of American families will have access to television and receiver sales will total about 20 million units for the industry exclusive of second-set purchases, Ross D. Siragusa, president of Admiral Corp., predicted last week.

He also forecast that the first color receivers with 21-inch screens will be on the market by Christmas, making obsolete all previous sets. There will be only a "luxury" market for this type set until the price for a large screen set can be reduced to the $500 class, he said.

Mr. Siragusa addressed the Stock Brokers Assn. of Chicago. The Admiral prexy said replacement demand among present set owners will total at least two million units annually for the next three years.

Speaking for his own company, he reported that Admiral will "move directly from the 15-inch set . . . to the new 21-inch size."

3 REASONS WHY KOA's Western Market is the place to intensify your farm and ranch selling right now!

1. Income is at its peak! From now through the fall, harvest season means boom buying!

2. Income is higher through the year! Farm and ranch income in the Western Market is 74.3% higher than the national average!

3. KOA serves the entire Western Market... more people who can't get TV than any radio station in America. This regular coverage includes 3,644,400 listeners in 302 counties of 12 states!

KOA programs for this market, with 18 hours a week devoted to FARM AND RANCH SERVICE!

Write today for complete details... or CALL PETRY!

KOA DENVER
Covers The West... Best!
Dominant NBC Station — 50,000 Watts

GE Helical Antenna To WHEC-TV, WVET-TV

SHIPMENT of the first helical antenna for a vhf television broadcasting station was announced last week by General Electric Co. The antenna will be used by WHEC-TV and WVET-TV, both in Rochester, which will work a split schedule on ch. 10.

It was pointed out that a helical antenna was desired by the stations because of "its simplicity and economy." According to GE, there is only one antenna tower available in Rochester to give the stations their necessary market coverage. It was felt that stacking two batwing antennas on the tower, built by WHAM-TV Rochester was not practical, according to GE engineers who designed the helical antenna for use by WHEC-TV and WVET-TV. It is said to minimize wind loading and allow a new six-bay ch. 5 batwing antenna for WHAM-TV to be mounted on top of it.

The antenna is 36 feet long, with a helix about 38 inches in diameter. GE engineers said it has a gain of 7.2 and obtains "more than three times the gain in the same space as the batwing type antenna."

Sylvania Dedicates Plant; Rise in Tv Set Output Seen

SYLVANIA Electric Products last Thursday dedicated its new 422,000-square-foot television set assembly plant in Batavia, N. Y., where the company's entire commercial line of receivers is being produced.

More than 1,500 persons attended the dedication program. Participating were Don G. Mitchell, Sylvania board chairman; H. Ward Zimmer, president, and Carl F. Oechsle, U. S. Deputy Assistant Secretary of Commerce.

Meanwhile, it was stated that Sylvania will increase its television set production by 50% this coming year but will not offer a color set to the public this fall because the industry and the public "will not be ready for color tv until large-screen sets are available at more moderate prices."

This policy statement was enunciated last Wednesday by Bernard O. Holsinger, general sales manager of Sylvania's Radio and Television Division, at the opening of the division's three-day national sales convention in Buffalo. More than 500 representatives of 85 Sylvania radio and television distributors attended the meeting.

Mr. Holsinger pointed out that with facilities of the new Batavia plant, production could be increased by 50%.

RCA Gets Stay in Dispute With Zenith Radio Corp.

RCA last week filed a petition for writ of mandamus in U. S. Court of Appeals, Chicago, receiving a stay until further notice on its anti-trust dispute with Zenith Radio Corp. and Rauland Corp. on patent issues.

The petition charges that Judge Michael Igoe in Federal District Court, Chicago, erred when he authorized Zenith and Rauland to proceed with a $16 million suit against RCA, General Electric and Westinghouse Electric Corp.

The petition was filed Monday—three days in advance of the deadline for a response by RCA to the judge's action. The appellate court issued a show-cause order asking why such a stay should not be continued beyond Thursday's deadline. RCA reportedly based its appeal

on the outcome of litigation in a Wilmington, Del., District Court.

Last month Judge Igoe overruled RCA, claiming the Chicago trial should not hinge on the outcome of legal action in Delaware [B•T, June 21]. He gave RCA 30 days to file a reply.

RCA filed suit against Zenith in 1948, charging patent infringements. Zenith demanded treble damages ($4,450,000) in an action last January.

In the Delaware case [AT DEADLINE, May 24], Zenith's counter claim was, in effect, dismissed with respect to its 1946 patent suit. As a result, the Wilmington suit has moved a step closer to trial.

Audio Devices Has New Tape

AUDIO Devices Inc., New York, announced last week it has placed on the market a new recording tape, called type EP Audiotape. The new tape is produced on standard cellulose acetate base as well as on the new Mylar (DuPont trademark) polyester film. A company spokesman said it provides "the extra precision essential to dependable magnetic recording of data used in telemetering, electronic computers and other special applications where even microscopic faults would cause improper functioning of the complex equipment."

MANUFACTURING SHORTS

Brush Electronics Co., Cleveland, Ohio, announces two new magnetic record-reproduce heads, designated Model BK-1544-R and Model BK-1544, respectively. Heads were designed to meet specifications of CinemaScope applications and incorporate basic quality features of all Brush multi-channel heads. Detailed description may be obtained from the company's Component Dept., RT-3, 3405 Perkins Ave., Cleveland 14.

Amperex Electronic Corp., N. Y., announces new mercury vapor rectifier tube, type 6508, intended to be used instead of standard tubes which have not been used in many applications because of initial and replacement costs. New rectifier has peak inverse voltage rating of 21KV and voltage drop of 14 volts. Cathode is directly heated, oxide coated. Further information and data may be obtained from the firm at 230 Duffy Ave., Hicksville, L. I., N. Y.

Hewlett-Packard Co., Palo Alto, Calif., announces new vhf signal generator offering residual fm less than 1 kc, drift less than 0.005%, sensitivity measurements to 0.1 microvolt and high stability. Designated as model 608B VHF Signal Generator, instrument covers frequency range 10 to 420 mc. Complete details are available from the company at Dept. P, 395 Page Mill Road.

MANUFACTURING PEOPLE

Arthur E. Hastad, formerly controller, General Foods Corp., Houston, Tex., elected assistant treasurer, Reeves Soundcraft Corp. (manufacturers of recording materials).

Carroll L. Hasler, electronic products sales div., Sylvania Electric Products Inc., named division supervisor of sales administration in New York.

John S. Learoyd, secretary and assistant treasurer, Sylvania Electric Products Inc., N. Y., will retire Aug. 1 after 38 years of service with Sylvania.

David S. Cook promoted from sales promotion manager to advertising manager, Stromberg-Carlson Co., succeeding **S. H. Manson,** named director of public relations.

H. Jeffrey Mapes, Hutchinson Adv., Phila., to radio-tv div., Stromberg-Carlson Co., Rochester, N. Y., as sales promotion manager and assistant to advertising manager.

Ed Straw named national sales and advertising manager for Collaro record changers, turntables, pickups and other Collaro products, Rockbar Corp., N. Y.

Henry A. Pope Jr., formerly electronics industry analyst on credit and marketing, National Credit Office, named credit manager, CBS-Columbia, manufacturing division of CBS.

George A. Jollie, sales representative, cathode-ray tube div., Allen B. DuMont Labs, Clifton, N. J., promoted to West Coast district sales manager of division headquartered in Los Angeles.

William J. B. Kennedy, formerly Motorola Co. New England sales representative, appointed Massachusetts area sales and service representative, mobile communications dept., Allen B. DuMont Labs.

Paul L. Field, formerly writer-producer, Roy Ross Inc., to Sound Masters, N. Y., as director of tv.

Lowen H. Jordan, Los Angeles audio sales engineer, to James B. Lansing Sound Inc., that city (manufacturers of speakers and other audio items), as director of sales.

Leonard Van Vranken, formerly with GE Dallas office, named Southwest district manager, Lewyt Corp., N. Y.

A. J. Rissi named Southern California representative, Pomona Electronics Co., Pomona, Calif.

Transmitting Equipment

Station	Power	Band	Use
Gates Radio Co.			
WSTR Sturgis, Mich.	250 w	am	power increase
KOVC Valley City, N.D.	250 w	am	power increase
KJOE Shreveport, La.	1 kw	am	new station
WWKO Ashland, Ky.	5 kw	am	new station
CKBL Pontcheville, Que.	5 kw	am	new station
General Electric Co.			
WCNY-TV Carthage, N.Y.	5 kw	tv (ch. 7)	new station
WINT (TV) Waterloo, Ind.	12 kw	tv (ch. 15)	new station

GE also reported the shipments of a 12-bay antenna to KPLC-TV Lake Charles, La. (ch. 7), and a four-bay antenna to WMVT (TV) Montpelier, Vt. (ch. 3).



L. W. TROMMLITZ (seated), general manager, KERG Eugene, Ore., contracts for a new Gates BC-5B transmitter that will increase the station's power from 1 kw fulltime to 5 kw day and 1 kw night. Looking on are C. C. (Cal) Applegate (l), chief engineer, and Jan King, Gates Radio Co. West Coast representative.

TRADE ASSNS.

New York TvAB Office Continues Operation

THE New York office of Television Advertising Bureau (TvAB) is still in operation, Station Representatives Assn. told B•T last week. No date has been set nor have any plans been made to shut down the office, it was indicated, despite merger plans of NARTB-TvAB [B•T, July 5]. The joint NARTB-TvAB committee that will draw up a definite operating program for an industry-wide tv sales promotion bureau will meet Aug. 5 in Washington.

The sum of $5,000, advanced by SRA to assist TvAB's organizing committee to meet immediate expenses, was made against such dues as SRA might be expected to pay TvAB, and not from station dues [B•T, July 12], SRA pointed out last week.

BAB Nominates Baudino For Board Chairmanship

JOSEPH E. BAUDINO, vice president and general manager of Westinghouse Broadcasting Co., has been nominated without opposition to become chairman of the board of Broadcast Advertising Bureau [CLOSED CIRCUIT, July 12]. The election will be held in November, with nomination being tantamount to election.

Mr. Baudino, who now is chairman of the BAB executive committee, is to assume office the first of the year. He will succeed Charles C. Caley, WMBD Peoria, Ill., whose term expires in the fall. John F. Patt, WJR Detroit, is chairman of BAB's nominating committee.

Successors are to be named for three directors who have resigned from BAB. They are

Ladies Day



featuring

Kay Russell

Sold out—both national and local. Results, ratings, popularity polls prove it: Ladies Day SELLS.

Participating

Monday through Friday
2 to 3 p.m.

WSYR-TV

Channel 3 - 100 KW

NBC Affiliate

SYRACUSE, N. Y.

John F. Meagher, KYSM Mankato, Minn., who was appointed NARTB radio vice president; Arch L. Madsen, formerly of KOVO Provo, Utah, who became BAB director of member service in May, and Herb Hollister, KCOL Fort Collins, Colo., who resigned from the BAB board because of pressure of other business.

Madsen Sees Record In BAB Membership

A PREDICTION was offered last week by Arch Madsen, BAB director of member service, that BAB will reach "the highest income and membership level in its history within three months."

Mr. Madsen incorporated this prophecy into a talk before the Virginia Assn. of Broadcasters at Natural Bridge, Va. He asserted that "BAB's growth matches the strides which radio has taken in the past three years despite intense, and often unfair competition."

Radio, Mr. Madsen said, has gained "a more responsible and a more solid role" in the plans of national, local and regional advertisers. He cited especially the growth of local and spot radio and claimed that local billings increase as "station operators understand better how to apply BAB sales tools, more than 600 of which were released last year."

Brechner Heads Md.-D. C. Unit

JOSEPH L. BRECHNER, general manager of WGAY Silver Spring, Md., has been named president of the Maryland-D. C. Radio & Tv Broadcasters Assn. He has been vice president of the association and succeeds Charles E. Smith, who resigned from WTBO Cumberland to direct WTMA Charleston, S. C., which he recently acquired. The annual election of Maryland-D. C. officers will be held at the fall meeting. Mr. Brechner also is president of WLOF Orlando, Fla.

NARTB Engineering Manual

REFERENCE manual on new developments in tv and radio engineering and maintenance, including management and production, is being planned by NARTB on the basis of papers and symposium discussion during May's Engineering Conference in Chicago. A. Prose Walker, NARTB engineering manager, said the material will be printed in book form if station and network executives and technical directors indicate interest in the volume.

Topics include all phases of color station engineering and operation, remote control, Conelrad, fm multiplexing and others.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

AAW ANNOUNCES ANNUAL AWARDS

RADIO-TV award winners at Salt Lake City convention of Advertising Assn. of West last month [B•T, July 5] have been announced by trade group, with the perpetual trophy of Vancouver, B. C., Advertising and Sales Bureau for best overall use of radio going to MJB Co., San Francisco (Coffee) for spot announcements created by BBDO, that city, for use in Los Angeles and San Diego markets. The Hollywood Advertising Club sweepstakes trophy for best overall tv entry in all classifications went to W. F. McLaughlin & Co., Chicago (Instant Manor House Coffee), for a creation of Five Star Productions, Hollywood, through Earle Ludgin & Co., Chicago.

Radio entries totalled 57, with Empire Motors Ltd., Vancouver, B. C., taking top honors in classification for cities of over 100,000 population or network use, for *Why Do They Do It?* over CKWX same city; with honorable mentions to Standard Oil Co. of California, for NBC *Building Freedom Abroad,* through BBDO San Francisco; and Roxy Television Sales, Vancouver, B. C. for *This Happened Today* over CKWX.

In cities of less than 100,000 population, a joint compaign of Gem Canning Co., Emmett; Arden Dairy, Boise; Kiem Packing Co., Nampa; and Eagle Flour Mills, Eagle, all Idaho, won first award for *K-Gem Kitchen* on KGEM Boise; with honorable mention to CJVI Victoria, B. C., for *Holiday Highway,* promotion campaign for Vancouver Island, produced by Mrs. Ginnie Beardsley, Victoria.

Radio Spot Awards

Radio spot announcements award in below 100,000 population cities was won by Holsum Bakery, Lewiston, Idaho, for Martin D. Rockey's commercials on KLER that city; with honorable mention going to Old Fashioned Products Inc., Compton, Calif., for Richard M. Fanning's commercials for *Foster Freeze* on KCMJ Palm Springs, Calif.

Also won by the Vancouver trophy winner, MJB Co., of San Francisco, was commercial spot classification in cities of over 100,000 population; with honorable mentions to Sands Hotel, Las Vegas, Nev., on KMPC Hollywood, through Van Wood-Fischer, Beverly Hills; Fletcher Jones (automobile dealer) L. A., on KMPC, through Irwin Co. same city; KMPC station identification jingles; Buchan Baking Co., Seattle, campaign on all Seattle stations, through Wallace Mackay Co., same city; and Bandini Fertilizer Co., L. A., on KLAC Hollywood and KBIG Avalon, through The Mayers Co., L. A.

Tv entries totaled 69, Classification 1 (local advertisers—film commercials, one minute or less) first award went to Smyth Van & Storage Co., Seattle, for a creation of Telepix Corp., Hollywood, through West Pacific Agency Inc., Seattle; with honorable mention to KABC-TV Hollywood for announcements by Tv Spots Inc., same city; and special low budget award to Dwight Edwards Coffee Co., created by Tv Cartoons Productions, through Sidney Garfield & Associates, all San Francisco.

Classification 2 (regional advertisers—film commercials, one minute or less) first award went to Pacific Chemical Manufacturing Co., Seattle (Balance Soap), created by Tv Spots Inc., Hollywood, through Wallace Mackay Co., Seattle; with honorable mention to Chemicals Inc., Oakland (Vano Products), created by Tv Cartoons Production, through Sidney Garfield & Associates, both San Francisco; and Pacific Telephone & Telegraph Co., created by Jack Denove Productions, Hollywood, through BBDO San Francisco.

In classification 3 (national advertisers—film commercials, one minute or less) first award went to Pacific Coast Borax Co., Los Angeles created by Five-Star Productions, through McCann-Erickson Inc., both Hollywood; with honorable mention to W. A. Schaeffer Pen Co. Fort Madison, Iowa, also created by Five-Star Productions, through Russell M. Seeds Co., Chicago; and a special low-budget award to Denver & Rio Grande Railroad, created by Sonochrome Pictures, through Axelson Advertising Agency, all Denver.

In classification 4, general (live or kinescope commercials of any length) first award went to Bauer & Black Div. of Kendall Corp., New York (Curad Bandages), with honorable mentions to MJB Co., San Francisco (Coffee), and KNXT (TV) Hollywood kinescope for Regal Amber Brewing Co.

'McCall's' Plans Awards To Women in Radio-Tv

FOURTH annual *McCall's* awards to women in radio and tv will be made again this year, the magazine has announced. Seven awards will be made: a top award for the outstanding woman in radio or tv for the year; three awards to women who broadcast, based on outstanding public service to a community, to women and to youth, and three similar awards to women station executives.

Nominations for the 1954 awards must be made on official entry blanks, obtained from Frank Hogan, manager of public relations, *McCall's,* 230 Park Ave., New York. They must be entered before midnight, Sept. 1. Five judges, including one representative of *McCall's* and one of American Women in Radio and Television, will judge the entries and make the awards, which will be presented at AWRT's 1955 convention.

IN RECOGNITION

Pegeen and **Ed Fitzgerald,** WABC New York husband and wife breakfast show team, received honorary Doctor of Laws degrees from Seton Hall U. there, for "fostering understanding among people and for their Christian virtues."

WPEN Philadelphia presented certificate of merit from Philadelphia Allied Jewish Appeal for outstanding service to the community.

Bob Emery, WBZ-TV Boston, presented "Award of Merit" from old Reading Chapter, DAR, Reading, Mass.

WBZ-TV Boston presented award from Marine Corps Recruiting Station, same city, for "assistance . . . extended in . . . furthering the . . . activities of the Marine Corps."

WJBK-AM-FM-TV Detroit awarded "March of Dimes Certificate of Appreciation" for "outstanding service . . . in the fight against Infantile Paralysis."

DuMont Tv Network presented a citation from U. S. Dept. of Defense in recognition of its *Stars on Parade* program (Wed., 10:30-11 p.m. EDT) which is designed to help recruiting for U. S. Army and Air Force.

Station Authorizations, Applications
(As Compiled by B • T)

July 8 through July 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through July 14

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,585	2,571	139	162	129
Fm	556	531	42	8	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	248	308	556[1]
Educational	13	18	31

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	259	120	379
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	921	337	713	526	1,240[2]
Educational	54		27	26	54[3]
Total	975	337	740	552	1,294[4]

[1] Eighty-eight CPs (15 vhf, 73 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 587 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Daytona Beach, Fla.—Telrad Inc. (WMFJ) granted vhf ch. 2 (54-60 mc); ERP 1.26 kw visual, .72 kw aural; antenna height above average terrain 317 ft., above ground 349 ft. Estimated construction cost $185,000, first year operating cost $100,000, revenue $100,000. Post office address: 444 N. Beach St., Daytona Beach. Studio and transmitter location: 6th & Center St. Geographic coordinates: 29° 13′ 57″ N. Lat., 81° 02′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Louis Ossinsky Sr., Daytona Beach, and A. L. Stein, Washington. Consulting engineer Lynn Smeby, Washington. Principals include President and Treasurer **W. Wright Esch** (98.5%), Vice President **Louis Ossinsky Sr.** (0.5%), Secretary **A. B. Esch** (1%). Grant was enabled by the dismissal of the competitive bid of WNDB there. Granted July 8.

Detroit, Mich.—Detroit Educational Tv Foundation granted non-commercial educational uhf ch. 56 (722-728 mc); ERP 214 kw visual and 115 kw aural; antenna height above average terrain 520 ft., above ground 519 ft.; estimated construction cost $754,160, first year operating cost $89,000. Post office address 474 W. Warren Ave. Studio and transmitter location 9345 Lawton Ave. Geographic coordinates 42° 22′ 25″ N. Lat., 83° 06′ 50″ W. Long.. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William L. Foss Inc. Detroit Public School and U. of Detroit are providing buildings. Granted July 14.

Tulsa, Okla.—Central Plains Enterprises Inc. granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,217 ft., above ground 1,050 ft. Estimated construction cost $945,810, first year operating cost $462,500, revenue $525,000. Post office address 1510 Nat'l Bank of Tulsa Bldg. Studio location to be determined. Transmitter location 6½ mi. W-NW of downtown Tulsa. Geographic coordinates 36° 11′ 40″ N. Lat., 96° 06′ 00″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington; and Fly, Shuebruk & Blume, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include **Southwestern Sales Corp.** (50%) licensee KVOO Tulsa: Chairman **Dean A. McGee** (7.7%); Vice President **Robert S. Kerr** (13.49%), U. S. Senator; **Grayce B. Kerr** (15.3%); **T. M. Kerr** (7.09%); **F. C. Love** (2.09%) and **C. B. Akers** (1.8%). Senator Robt. S. and Grayce B. Kerr control WEEK-AM-TV Peoria, Ill. Southwestern Sales Corp. and Sen. Kerr have each agreed to donate 4% interest to be distributed equally between Tulsa U. and Oklahoma A. & M. Grant was made possible by the dismissal of the competitive bid of The Oil Capital Tv Corp. Certain Oil Capital stockholders receive option to buy 15% in the new tv venture. Central Plains agrees to reimburse Oil Capital all expenses not exceeding $50,000. Granted July 8.

Existing Tv Stations . . .

ACTIONS BY FCC

WMSL-TV Decatur, Ala.—Tenn. Valley Bcstg. Co. granted mod. of CP for ch. 23 to change ERP to 15.878 kw visual and 8.573 kw aural. Granted July 8; announced July 13.

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. granted mod. of CP for ch. 3 to change ERP to 14.1 kw visual, 7.1 kw aural; antenna height above average terrain 1,653 ft. Granted July 7; announced July 13.

KEDD (TV) Wichita, Kan.—KEDD Inc. granted mod. of CP for ch. 16 to change ERP to 223 kw visual and 120.9 kw aural. Granted July 6; announced July 13.

WEHT (TV) Henderson, Ky.—Ohio Valley Tv Co. granted mod. of CP for ch. 50 to change ERP to 10.99 kw visual and 5.93 kw aural. Granted July 7; announced July 13.

KMBC-TV Kansas City, Mo.—KMBC Bcstg. Co. granted mod. of CP for ch. 9 to change from sharing time with WHB-TV to unlimited operation. Granted July 8; announced July 13.

KWK-TV St. Louis, Mo.—KWK Inc. granted STA to operate commercially on ch. 4 for the period ending Dec. 21. Granted July 6; announced July 13.

WHAM-TV Rochester, N. Y.—Stromberg-Carlson Co. granted authority to commence operation on ch. 5. Station formerly operated on ch. 6. Granted July 8; announced July 13.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. granted STA to operate commercially on ch. 5 for the period ending July 16. Granted July 6; announced July 13.

KTLK (TV) Houston, Tex.—Houston Consolidated Tv Co. granted mod. of CP for ch. 13 to change transmitter location to Blue Ridge Rd., 4 miles SW of Almeda, Tex.; studio location to be determined; ERP to 170 kw visual; antenna height above average terrain 957 ft. Granted July 7; announced July 13.

WHB-TV Kansas City, Mo.—WHB Bcstg. Co. FCC deleted share-time tv station on ch. 9. Deleted July 8; announced July 13.

APPLICATIONS

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co. seeks mod. of CP for vhf ch. 7 to change ERP to 169.5 kw visual, 90 kw aural; antenna height above average terrain 1,015 ft. Filed July 7.

WARM-TV Scranton, Pa.—Union Bcstg. Co. seeks mod. of CP for uhf ch. 16 to change ERP to 190.15 kw visual, 102.47 kw aural; antenna height above average terrain 1,223 ft. Filed July 8.

CALL LETTERS ASSIGNED

KVAR (TV) Mesa, Ariz.—KTAR Bcstg. Co., vhf ch. 12. Changed from KTYL-TV.

New Am Stations . . .

ACTIONS BY FCC

Le Mars, Iowa—B & B Bcstg. Co. granted 1410 kc, 1 kw daytime. Post office address % Charles E. Loving, Box 191, Nevada, Mo. Estimated construction cost $17,306, first year operating cost $30,000, revenue $42,000. Principals include President **Charles E. Loving** (62½%), car dealer, and General Manager **Robert M. McKune** (37½%), news director, WBLN (TV) Bloomington, Ill. Granted July 14.

Towson, Md.—Suburban Time Mart granted 1570 kc, 1 kw daytime. Post office address % Francis J. Matrangola, WCMC Wildwood, N. J. Estimated construction cost $13,900, first year operating cost $41,000, revenue $64,000. Principals in partnership include **Francis J. Matrangola** (60%), owner WCMC Wildwood, N. J., stockholder WOKE Oak Ridge, Tenn., WPTX Lexington Park, Md., and WMLV Millville, N. J., and **Harry J. Daly** (40%), Washington attorney. Granted July 14.

Lumberton, N. C.—Southeastern Bcstg. Corp. granted 1480 kc, 1 kw unlimited, directional. Post office address 320 W. 15th St., Lumberton. Estimated construction cost $30,000, first year operating cost $36,000, revenue $50,000. Principals include President **Hector MacLean** (25%), attorney, banking, real estate; Vice President **David D. King Jr.** (25%), dentist; Treasurer **Donald R. Fuller** (25%), grocer, real estate, and Secretary **John Luther MacLean** (25%), insurance and real estate. Granted July 14.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

Christianburg, Va.—Dr. Vernon H. Baker d/b as Montgomery Bcstg. Co. granted 1260 kc, 1 kw daytime. Post office address Box 99. Blacksburg, Va. Estimated construction cost $17,342, first year operating cost $24,000, revenue $36,000. Principal owner is Dr. Baker, professor at Virginia Polytechnic Institute, Blacksburg, Va. Granted July 14.

Colonial Heights, Va.—Harry A. Epperson Jr. granted 1290 kc, 1 kw daytime. Post office address Ararat, Va. Estimated construction cost $16,242, first year operating cost $37,436, revenue $58,613. Mr. Epperson is engineer at WPAQ Mt. Airy, N. C. Granted July 14.

APPLICATIONS

Prichard, Ala.—Prichard Bcstg. Co., 1270 kc, 1 kw daytime. Post office address % Herbert Johnson, 100 Chidester Ave., Mobile. Estimated construction cost $15,208, first year operating cost $55,660, revenue $103,470. Principals include President **G. V. Dismukes** (12.5%), mayor of Prichard; Vice President **Herbert Johnson** (37.5%), WKAB-AM-TV Mobile sales manager; Secretary **George E. Stone** (12.5%), attorney, and Treasurer **H. Eugene Miller** (10%), WKAB chief engineer. Filed July 2.

Delta, Colo.—Monarch Bcstg. Co., 1400 kc, 250 w unlimited. Post office address % D. E. Towne, 1410 N. 18th St., Grand Junction, Colo. Estimated construction cost $10,517, first year operating cost $36,879, revenue $42,000. Principals include President **D. E. Towne** (62%), KEXO Grand Junction chief engineer; **William Pozun** (14%), manufacturer of redwood specialties, and **C. J. Pozun** (14%), manufacturer of redwood specialties. Filed July 2.

Eustis, Fla.—Bcstrs. Inc., 1240 kc, 250 w unlimited. Post office address % Norman E. Jorgensen, 514 Wyatt Bldg., Washington. Estimated construction cost $28,423, first year operating cost $35,000, revenue $50,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla., general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%). Applicants have purchased, subject to FCC approval, WSSB New Smyrna Beach, Fla. Filed July 6.

Pensacola, Fla.—Ray Herbert Gunckel Jr., 980 kc, 500 w daytime. Post office address 3053 Jolly Rd., Jacksonville. Estimated construction cost $17,215, first year operating cost $42,000, revenue $60,000. Mr. Gunckel is engaged in sales of phonographs and accessories. Filed July 2.

Carson City, Nev.—Edwin L. & Alma F. Bullis, 1400 kc, 250 w unlimited. Post office address 1037 Morse Lee, Evanston, Wyo. Estimated construction cost $11,200, first year operating cost $30,000, revenue $42,000. Mr. Bullis is owner of KLUK Evanston, Wyo. Filed July 12.

Reno, Nev.—Thompson Magowan, Frederick V. Jones & James W. Harford d/b as Magowan, Jones & Harford, 1400 kc, 250 w unlimited. Post office address 211 South 15th St., Las Vegas. Estimated construction cost $13,656, first year operating cost $20,120, revenue $35,000. Principals include **Thompson Magowan** (⅓), manager KBMI Henderson, Nev., and publisher of magazine *Las Vegas & Your Host;* **Frederick V. Jones** (⅓), wholesale electronics parts jobber, and **James W. Harford** (⅓), also wholesale electronics parts jobber. Filed July 9.

Syosset, N. Y.—George V. Spohrer, 540 kc, 250 w daytime. Post office address P. O. Box 359, Hicksville, N. Y. Estimated construction cost $24,000, first year operating cost $45,000, revenue $60,000. Mr. Spohrer is owner of local farmers market. Filed June 23.

Greer, S. C.—Vernon Tennyson Fox and S. Gibson Bruce Jr. d/b as Greer Radiocasting Co., 1300 kc, 1 kw daytime. Post office address P. O. Box 52, Greer. Estimated construction cost $16,235, first year operating cost $21,000, revenue $30,000. Principals include **Vernon Tennyson Fox** (51%), fishing lake owner, and **S. Gibson Bruce Jr.** (40%), used car dealer. Filed July 9.

Moab, Utah—R. L. McAlister, 1450 kc, 250 w unlimited. Post office address 5125 Wichita St., Ft. Worth, Tex. Estimated construction cost $5,250, first year operating cost $18,000, revenue $22,000. Mr. McAlister is chief engineer at KCUL Ft. Worth, Tex. Filed July 8.

APPLICATIONS AMENDED

Manchester, Conn.—John Deme tr/as Manchester Bcstg. Co. amends bid for new am station on 1230 kc 100 w unlimited to change studio and transmitter locations to Middle Turnpike near Broad St., Manchester. Filed July 7.

Marksville, La.—Avoyelles Bcstg. Corp. amends bid for new am station on 1340 kc, 250 w unlimited to specify 1370 kc 1 kw daytime. Filed July 7.

Gulfport, Miss.—John Edward Breland amends bid for new am station on 1390 kc 1 kw daytime to change studio and transmitter location to Broad Ave. and 15th St., Gulfport. Filed July 7.

Wellsboro, Pa.—Farm & Home Bcstg. Co. amends bid for new am station on 1240 kc 250 w unlimited to specify 1490 kc. Filed July 7.

Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service amends bid for new am station on 1220 kc 250 w daytime to specify 1570 kc. Filed July 9.

San Angelo, Tex.—David P. Pinkston tr/as Concho Bcstg. Co. amends bid for new am station 1260 kc 1 kw daytime to specify 1420 kc. Filed July 9.

Existing Am Stations . . .

ACTIONS BY FCC

WMGR Bainbridge, Ga.—Decatur Bcstg. Co. granted CP to change from 1490 kc 250 w unlimited to 930 kc 5 kw daytime. Granted July 14.

WXLW Indianapolis, Ind.—Radio Indianapolis Inc. granted CP to change from 1590 kc 1 kw daytime to 950 kc 5 kw day, directional. Granted July 14.

KLPW Washington, Mo.—Franklin County Bcstg. Co. granted authority to move to Union, Mo. Granted July 14.

APPLICATIONS

WHMA Anniston, Ala.—Anniston Bcstg. Co. seeks CP to change from 1450 kc to 1240 kc. Filed July 7.

WCNU Crestview, Fla.—H. French Brown & Virginia Monroe O'Neal, administratrix of the estate of D. Grady O'Neal, deceased, d/b as Gulf Shore Bcstg. Co. seek CP to change from 1 kw to 5 kw, on 1010 kc. Filed July 9.

WKXY Sarasota, Fla.—Antonio G. Fernandez, Charles J. Fernandez & Gonzalo Fernandez d/b as Sarasota Bcstg. Co. amends bid to change from 1540 kc to 1580 kc 1 kw day, 500 w night, directional to specify 930 kc, directional day and night. Filed July 12.

WALB Albany, Ga.—Herald Pub. Co. seeks mod. of license to change studio location to 0.5 mile north of Albany city limits, near intersection of Greenwood and Stewart Sts., Albany. Filed July 12.

WNIA Indianola, Miss.—W. L. Kent & John M. McLendon d/b as Central Delta Bcstg. Co. seek CP to change from 500 w to 1 kw on 1380 kc. Filed July 12.

KSPR Casper, Wyo.—Donald Lewis Hathaway seeks CP to change daytime power from 1 kw to 5 kw on 1470 kc. Filed July 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WICS-FM Baton Rouge, La.—Air Waves Inc. granted CP to change from 680 w to 2.6 kw; antenna height above average terrain 260 ft. Granted July 14.

WBEN-FM Buffalo, N. Y.—WBEN Inc. granted CP to change ERP to 52 kw; antenna height above average terrain 1,320 ft. Granted July 9; announced July 13.

Ownership Changes . . .

ACTIONS BY FCC

WDAK-TV Columbus, Ga.—Martin Theatres of Georgia Inc. and Radio Columbus Inc. granted transfer of control from Radio Columbus Inc. to Martin Theatres of Ga. through sale of 25% interest for $53,000. Martin Theatres will now own 75% interest. Granted July 14.

WHKC Columbus, Ohio—United Bcstg. Co. granted voluntary assignment of license to Radio Columbus Inc. for $258,000. Radio Columbus is licensee of WKRC-AM-FM-TV Cincinnati, and 30% owner WBIR Knoxville, Tenn., applicant for new tv station on ch. 10 there, and owner of WTVN (TV) Columbus. Principals include President **Hulbert Taft Jr.**; Vice Presidents **Kennet W. Church, David G. Taft**; Secretary **Robert Taft Jr.**, and Treasurer-Asst. Secretary **Dorothy Murphy**. Granted July 14.

WIRO Ironton, Ohio—Iron City Bcstg. Co. granted voluntary acquisition of control by C. A. Baker through purchase of remaining 50% interest of Theodore M. Nelson and William F. Shannon for $17,000. Mr. Baker will now be sole owner. Granted July 14.

WCIO-TV Detroit, Mich. — UAW-CIO Bcstg. Corp. of Mich. granted voluntary assignment of license to Woodward Bcstg. Co. for $100. Woodward Bcstg. dismissed its bid for ch. 50 at Detroit. Principals include President-Treasurer **Max Osnos** (93%), department store, retail drugs; Vice President **Jacob Kellman** (4.5%), department store; **Waldo Abbott** (1.2%) U. of Mich. professor and **George Edwards** (1.2%), Probate Court judge. Granted July 14.

WAZF Yazoo City, Miss.—WAZF Inc. granted voluntary transfer of control to E. O. Roden, W. J. Dove and G. A. Pribbenow through sale of all stock for $40,000. Principals include **E. O. Roden** (50%), owner WBIP Booneville, Miss., 30% owner WTUP Tupelo, Miss., and 62% owner Union News Inc., Jasper, Ala., newspaper; **W. I. Dove** (17%) 40% owner WTUP and 36% owner Union News Inc., and G. A. Pribbenow (33%), loan company. Granted July 14.

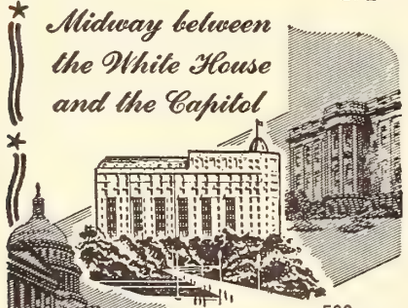
KNET Palestine, Tex.—Palestine Bcstg. Corp. granted voluntary transfer of control to Dr. Milton D. Queen and 8 others through sale of all stock for $32,500. Principals include **Dr. Milton D. Queen** (20½%), optometrist; **H. C. Bennet** (10½%), jewelry; **James T. Turner** (10½%); **Allan E. Vinsen** (10½%), program director KRBA Lufkin and KLTI Longview, Tex., and **C. Ray Cooper** (10½%), optometrist. Granted July 14.

WLCX La Crosse, Wis.—Bermac Radio Inc. granted assignment of license to Ottumwa Telecasting Corp. for $30,000. Principals include President **Roy L. Phillippe** (34%), manufacturer of vaults; Vice President-Treasurer **Gene W. Phillippe** (33%), former ½ owner WKID Urbana Ill., and Secretary **Mildred Swenson Phillippe** (33%). Granted July 14.

KEVA Shamrock, Tex.—Albert Cooper, Clark and Merita Bumpers and Robert J. Beller d/b as Shamrock Texas Bcstg. Co. granted voluntary assignment of license to Albert Cooper and Clark & Merita Bumpers d/b as Shamrock Texas Bcstg Co. through sale by Mr. Beller of his 20% interest to Mr. Cooper for $6,000. Mr. Cooper will now own 60% interest. Granted July 7; announced July 13.

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APPLICATIONS

WSSB New Smyrna Beach, Fla.—Roland Jordan Jr., James D. King Jr. and Walter T. Slattery d/b as Beach Bcstg. Co. seek voluntary assignment of license to Broadcasters Inc. for $30,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla., general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%), Washington attorney. Purchasers have filed for new am station at Eustis, Fla. Filed July 6.

WOPA-AM-FM Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc. and Egmont Sonderling d/b as Village Bcstg. Co. seek voluntary assignment of license to Richard Goodman, Mason Loundy and Egmont Sonderling d/b as Village Bcstg. Co. through sale of 35% interest by Oak Park Arms Hotel to Richard Goodman for $39.952. Mr. Goodman will now own 55%. Filed July 12.

WGUY-AM-FM Bangor, Me.—Murray Carpenter seeks assignment of license to Sherwood Tarlow for $17,000 plus 4-year lease at $375 per month. Mr. Tarlow is owner-general manager WHIL Medford, Mass., and applicant for new am stations at Beverly, Plymouth and Newburyport, Mass.

B•T erroneously listed Mr. Tarlow as ½ owner Mass. Tele-Radio Bcstg. Corp. Mass. Tele-Radio has withdrawn its application for ch. 44 at Boston. Filed June 24.

WSYR-AM-FM-TV Syracuse, N. Y.—Central N. Y. Bcstg. Corp. seeks voluntary relinquishment of control by Samuel I. Newhouse through sale of 44.6% interest to his sons Samuel I. Newhouse Jr. and Donald E. Newhouse for $563,500. Mr. Newhouse will now own 44.1% interest and his sons will each own 26.6% interest. Filed July 6.

KIHN Hugo, Okla.—Little Dixie Bcstg. Co. seeks voluntary transfer of control to A. O. Brewer and W. E. Schooler through purchase of 384 shares of stock for $38,400. Messrs. Brewer and Schooler will now be sole owners. Filed July 6.

WGLV (TV) Easton, Pa.—Easton Pub. Co. seeks assignment of CP for uhf ch. 57 to wholly owned subsidiary WGLV Inc. Filed July 12.

WJJM Lewisburg, Tenn.—Ida Murray and Martha Murray, executrixes of the estate of James J. Murray, deceased, seek voluntary assignment of license to Louis D. Lingner for $15,000. Mr. Lingner is manager of WJJM. Filed July 6.

KNEL Brady, Tex.—G. L. Burns seeks involuntary assignment of license to Geno M. Burns, executor of the estate of G. L. Burns (100%), deceased. Filed July 12.

KGNC-AM-TV Amarillo, Tex.—Plains Radio Bcstg. Co. seeks voluntary transfer of control of Globe-News Pub. Co., majority stockholder of licensee to Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp, voting trustees. Filed July 12.

KFYO-AM-TV Lubbock, Tex.—Plains Radio Bcstg. Co. seeks voluntary transfer of control of Globe-News Pub. Co., majority stockholder of licensee, to Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp, voting trustees. Filed July 12.

KVSP Lubbock, Tex.—R. Briggs Irvin, Rolan C. Simpson, James G. Jarrett and Wayne W. Tibbs Jr. d/b as Hub Bcstg. Co. seek voluntary assignment of license to Grady Franklin Maples and R. B. McAlister d/b as McMa Agency for $80,000. Messrs. Maples and McAlister are co-owners of KGMC Englewood, Colo. Filed July 12.

KVKM Monahans, Tex.—Monahans Bcstrs. Inc. seeks voluntary transfer of control to J. Ross Rucker, Joe Vandiver and G. C. Greenlee through sale of stock for $10,000. Principals include **J. Ross Rucker** (36%), KVKM manager; **Joe Vandiver** (32%), and **G. C. Greenlee** (30%), local food store manager. Filed July 6.

KTAC Tacoma, Wash.—Tacoma Bcstrs. Inc. seek voluntary relinquishment of control by Jerry P. Geehan through sale of 51 additional shares of stock for $100 par value to 5 local businessmen. Filed July 12.

Hearing Cases . . .

INITIAL DECISIONS

WVCH Chester, Pa.—FCC Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of the application of James M. Tisdale to increase power of am station WVCH Chester, Pa., from 250 w to 1 kw, install new transmitter and antenna, operating daytime only on its present frequency of 740 kc; engineering condition. Action July 9.

Chattanooga, Tenn.—New tv, vhf ch. 3. FCC Hearing Examiner J. D. Bond issued initial decision looking toward grant of the application of Mountain City Television Inc. for new tv station on ch. 3 in Chattanooga, Tenn., and denial of competing application of WDOD. Action July 9.

OTHER ACTIONS

Miami, Fla.—Ch. 10 hearing. By order, the Commission denied petition by KWAT Inc., which sought enlargement of the hearing issues with respect to the legal qualifications of Public Service Television Inc., both in competition with L. B. Wilson Inc. and North Dade Video Inc. for new tv station on ch. 10 in Miami, Fla. Action July 8.

Indianapolis, Ind., Rollins Bcstg. Inc.—FCC, by order, denied request for reinstatement of application for new am station on 950 kc 5 kw-D, without prejudice to resubmitting new application specifying another frequency. Action July 14.

Wheaton, Md., Scheewe Assoc.—FCC, by order, dismissed with prejudice application for new am station on 540 kc with 250 w-D; not in proper form and failed to prosecute. Action July 14.

WDON Wheaton, Md., Commercial Radio Equipment Co.; WGMS Washington, D. C., The Good Music Station Inc.; Bethesda, Md., The Good Music Station Inc.—FCC designated for consolidated hearing the following applications: WDON to change frequency from 1540 to 540 kc, with present power of 250 w-D; WGMS to increase power from 1 to 5 kw on its present frequency 570 kc, D, install DA and change transmitter location from Falls Church, Va., to Potomac, Md.; and The Good Music Station to operate on 570 kc with 1 kw, specified hours (nighttime only) at Bethesda, Md.: made WKBN Youngstown, Ohio, party to the proceeding. Action July 14.

Detroit, Mich.—FCC Comr. Frieda B. Hennock granted petition of Woodward Bcstg. Co. insofar as it requests dismissal of its application for ch. 50, and said application was dismissed with prejudice (Docket 10661; BPCT-1418); ordered application of WJLB retained in hearing (Action of 7/7/54). Granted July 8.

Rochester, N. Y.—FCC by memorandum opinion and order denied protest of WSAY directed against Commission action of May 20 granting without hearing the application of WBBF for renewal of its license. Action July 14.

WTRI (TV) Schenectady, N. Y.—FCC granted application of WTRI (TV) permittee, ch. 35, to change principal community to Albany and to maintain main studio outside Albany; engineering conditions. Comr. Hennock dissented and issued the following statement: "I dissent. For my views on this matter see my dissent in Docket 10964—March 17, 1954, FCC 54-365." Action July 8.

Muskogee, Okla.—Ch. 8 protest. By memorandum opinion and order the Commission denied petitions of Elfred Beck, Arthur R. Olson and Wrather-Alvarez Inc., protesting April 9 grant to Tulsa Bcstg. Co. for new tv station on ch. 8 in Muskogee, Okla. Beck operates KCEB (TV), Olson has CP for KSPG (TV) and Wrather-Alvarez transferred KOTV (TV) since filing of petitions, all in Tulsa. Action July 8.

Recapitulation of International Agreements—By order, the Commission revised Appendix A of Part 2 of its rules relating to radio treaty matters so as to recapitulate the listing of laws, treaties, agreements and arrangements relating to radio as of July 1. Action July 14.

Providence, R. I.—FCC, by memorandum opinion and order, denied petition filed April 16 by Cherry and Webb Bcstg. Co. (permittee of WPRO-TV on ch. 12 and licensee of am station WPRO, both in Providence), directed against Commission action of March 17 in dismissing Cherry and Webb protest to WNET (TV) operation on ch. 16. Action July 8.

Price, Utah, Carbon-Emery Bcstg. Co.—FCC designated for hearing application for new am station on 1490 kc, 250 w-U. Action July 14.

Hearing Calendar . . .

July 19

Atlanta, Douglas, Ga.; Hartselle, Ala.—860 kc, hearing conference before Examiner James D. Cunningham—WERD Atlanta, WDMG Douglas, Dorsey Eugene Newman, Hartselle, and WAMI Opp, Ala.

July 20

San Antonio, Tex.—Vhf ch. 12, further hearing before Examiner James D. Cunningham—Mission Telecasting Corp., The Walmac Co.

July 21

Bluefield, W. Va.—Vhf ch. 6, further hearing before Examiner Claire W. Hardy—Southern W. Va. Tv Inc., Daily Telegraph Printing Co.

July 22

Akron, Ohio—1150 kc, before Examiner Elizabeth C. Smith—WCUE.

Rule-Making Petitions . . .

6-6-54—Louisville, Ky. (WKLO-AM-TV), Mid-America Bcstg. Corp.—Petition to amend rules so as to assign ch. 13 in lieu of ch. 21 now assigned (Sec. 3.606).

7-1-54—Raleigh, N. C. (WNAO-TV), Sir Walter Television Co.—Petition to amend rules so as to add ch. 11 and ch. 40 to Durham, N. C., and ch. 5 and ch. 22 to Raleigh, N. C. (Sec. 3.606).

Routine Roundup . . .

July 8 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

KTBS Inc.; International Bcstg. Corp., Shreveport, La.—Granted joint petition for extension of time to and including July 26 in which to file exceptions to initial decision (Dockets 10476-77) (Action of 7/2).

By Hearing Examiner Claire W. Hardy

Southern W. Va. Television Inc.; Daily Telegraph Printing Co., Bluefield, W. Va.—Issued a preliminary order to govern the hearing in re applications for ch. 6 (Dockets 11042-43); introduction of oral testimony to commence Sept. 8.

By Hearing Examiner Annie Neal Huntting

Texas State Network Inc.; Fort Worth Television Co., Fort Worth, Tex.—By Memorandum Opinion and Order, directed Texas State Network Inc. to file on or before Aug. 9, a written statement, in triplicate, signed under oath, setting forth information with respect to past programming of KFJZ etc.; granted in part request of Fort Worth Television Co., that Texas State Network be directed to submit certain additional information under oath, denied request in all other respects (Dockets 10872-74) (Action of 7/8).

By Hearing Examiner Charles J. Frederick

Granted petition of Florida-Georgia Television Co. for postponement of the date for taking oral testimony in re its application for ch. 12 in Jacksonville, Fla. (Dockets 10833 et al.), from July 7 to July 14.

Granted petition of WWSW Inc., Pittsburgh, Pa., for postponement of the date for the taking of testimony in proceeding re ch. 11 in Pittsburgh, Pa. (Dockets 8694 et al.), from August 2 to August 23.

July 8 Applications

ACCEPTED FOR FILING

Modification of CP

KTYL Mesa, Ariz., Harkins Bcstg. Inc.—Mod. of CP (BP-8882) which authorized increase in daytime power and installation of new transmitter, for extension of completion date (BMP-6571).

Renewal of License

WMAL-FM The Evening Star Bcstg. Co., Washington, D. C. (BRH-229); KDKA-FM Westinghouse Bcstg. Co., Pitttsburgh, Pa. (BRH-20); WARL-FM Northern Va. Bcstrs. Inc., Arlington, Va. (BRH-606); WLEE-FM Lee Bcstg. Corp., Richmond, Va. (BRH-608).

July 9 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for acceptance of late filing of comments in re petition filed June 14 by Appalachian Bcstg. Corp. for modification of the Examiner's order controlling hearing in re proceeding for ch. 5 in Bristol, Va.-Tenn. (Dockets 10879-80). (Action of 7/8). Also granted extension of time to and including July 1 within which to file response to above mentioned petition. (Action of 7/7).

Gulf Coast Bcstg. Corp.; Baptist General Convention of Tex., Corpus Christi, Tex.—Granted petition of Baptist for an extension of time to and including July 29 in which to file exceptions to initial decision in proceeding re ch. 6 (Dockets 10559-60). (Action of 7/8).

By Hearing Examiner Isadore A. Honig

By Memorandum Opinion and Order, denied petition of Herald Corp. to enlarge the issues in proceeding re ch. 7 in Omaha, Neb., to include an "adequacy of funds" issue with respect to KFAB (Dockets 9009, 10909). Also gave notice of a further hearing conference to be held July 9 in this proceeding.

By Hearing Examiner Millard F. French

Sangamon Valley Tv Corp.; WMAY-TV Inc., Springfield, Ill.—On motion of WMAY-TV and Sangamon, extended from July 5 to July 14 the time for filing proposed findings in proceeding re ch. 2 (Dockets 10701, 03).

By Hearing Examiner Hugh B. Hutchison

Central City-Greenville Bcstg. Co.; Muhlenberg Bcstg. Co., Central City, Ky.—Issued a Memorandum Opinion and Order which shall control the subsequent course of hearing in proceeding re Dockets 10849, 11028, the taking of testimony to begin July 26.

MAGNACORD TAPE RECORDERS

GATES-QUINCY, ILL. 123 Hampshire St. Tel. 8202

July 12 Applications

ACCEPTED FOR FILING

License for CP

WIBV Belleville Bcstg. Co., Belleville, Ill.—License to cover CP (BP-6480 as amended) which authorized change frequency, increase power and change type transmitter (BL-5357).

WDQN Ava Bcstg. Co., DuQuoin, Ill.—License to cover CP (BP-9325 CP to replace expired CP BML-1519) which authorized change in transmitter and studio locations from Ava., Ill., to DuQuoin, Ill. (BL-5363).

WOIC Frank A. Michalak, Columbia, S. C.—License to cover CP (BP-9031) as mod. which authorized new standard broadcast station (BL-5359).

Modification of CP

KYOK Texas Bcstrs. Inc., Houston, Tex.—Mod. of license to change name of licensee to KYOK Inc. (BML-1591).

WMVO-FM The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio—Mod. of CP (BPH-1877) as mod. which authorized changes in licensed station for extension of completion date (BMPH-4928).

License for CP

KSWO-TV Oklahoma Quality Bcstg. Co., a co-partnership composed of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert P. Scott, Lawton, Okla.—License to cover CP (BPCT-708) as mod. which authorized new tv station (BLCT-210).

Modification of CP

WHAT Independence Bcstg. Co., Philadelphia, Pa.—Mod of CP (BP-9034) which authorized change transmitter and studio locations and side mount fm antenna on am tower for extension of completion date (BMP-6575).

License for CP

WNVA Blanfox Radio Co., Norton, Va.—License to cover CP (BP-9241) which authorized change frequency, change hours of operation, increase power and install new transmitter (BL-5360).

Renewal of License

WPTS Midway Bcstg. Co., Pittston, Pa.—(BR-2868).

Modification of CP

KOPO-TV Old Pueblo Bcstg. Co., Tucson, Ariz.—Mod. of CP (BPCT-1168) as mod. which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2258).

WMIE-TV WMIE-TV Inc., Miami, Fla.—Mod. of CP (BPCT-1390) which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2261).

WROM-TV WROM-TV Inc., Rome, Ga.—Mod. of CP (BPCT-1319) as mod. which authorized new tv station for extension of completion date to 2-9-55 (BMPCT-2268).

WTVP (TV) Prairie Television Co., Decatur, Ill.—Mod. of CP (BPCT-1399) as mod. which authorized new tv station for extension of completion date to 11-12-54 (BMPCT-2269).

WSJV (TV) Truth Pub. Co., Elkhart, Ind.—Mod. of CP (BPCT-1695) as mod. which authorized new tv station for extension of completion date to 12-15-54 (BMPCT-2264).

WKJG-TV Northeastern Indiana Bcstg. Co., Fort Wayne, Ind.—Mod. of CP (BPCT-516) as mod. which authorized new tv station for extension of completion date to 9-15-54 (BMPCT-2253).

WLAP-TV American Bcstg. Corp., Lexington, Ky.—Mod. of CP (BPCT-1140) which authorized new tv station for extension of completion date to 8-3-55 (BMPCT-2267).

WKLO-TV Mid-America Bcstg. Corp., Louisville, Ky.—Mod. of CP (BPCT-552) as mod. which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2257).

WPFA-TV WPFA-TV Inc., Pensacola, Fla.—Mod. of CP (BPCT-1187) as mod. which authorized new tv station for extension of completion date to 2-2-55 (BMPCT-2262).

License for CP

KROC-TV Southern Minnesota Bcstg. Co., Rochester, Minn.—License to cover CP (BPCT-796) as mod. which authorized a new tv station (BLCT-211).

Modification of CP

WTOK-TV Southern Television Corp., Meridian, Miss.—Mod. of CP (BPCT-1183) as mod. which authorized new tv station for extension of completion date to 2-3-55 (BMPCT-2266).

KOOK-TV The Montana Network, Billings, Mont.—Mod. of CP (BPCT-1486) as mod. which authorized new tv station for extension of completion date to 4-1-55 (BMPCT-2265).

WBEN-TV WBEN Inc., Buffalo, N. Y.—Mod. of CP (BPCT-647) as mod. which authorized changes in facilities of existing tv station for extension of completion date from 8-12-54 (BMPCT-2272).

KCJB-TV North Dakota Bcstg. Co., Minot, N. D.—Mod. of CP (BPCT-1333) as mod. which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-2260).

WOTV (TV) Winston-Salem Bcstg., Richmond, Va.—Mod. of CP (BPCT-1623) which authorized new tv station for extension of completion date to 2-2-55 (BMPCT-2263).

WSLS-TV Shenandoah Life Stations Inc., Roanoke, Va.—Mod. of CP (BPCT-855) as mod. which authorized new tv station for extension of completion date to 11-1-54 (BMPCT-2259).

KOMO-TV Fisher's Blend Station Inc., Seattle, Wash.—Mod. of CP (BPCT-407) as mod. which authorized new tv station for extension of completion date to 11-10-54 (BMPCT-2270).

July 13 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 9

Modification of CP

WHOA San Juan, P. R., Continental Bcstg. Corp.—Granted Mod. of CP for extension of completion date to 1-4-55; condition (BMP-6567).

WFLW Hodgenville, Ky., V. R. Anderson—Granted Mod. of CP for extension of completion date to 1-17-55 (BMP-6570).

Actions of July 8

Remote Control

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—Granted authority to operate transmitter by remote control.

Granted License

WWOL-FM Buffalo, N. Y., Greater Erie Bcstg. Co.—Granted license for fm broadcast station; ch. 281 (104.1 mc), 7.7 kw (BLH-971).

Actions of July 7

WGST-FM Atlanta, Ga., Board of Regents, University System of Ga.—Granted authority to change location of remote control point.

KVAL-TV Eugene, Ore., Eugene Television Inc.—Granted Mod. of CP to extend completion date to 1-13-55.

Actions of July 6

Granted License

KMRC Morgan City, La., Tri-City Bcstg. Inc.—Granted license for am station; 1430 kc, 500 w, D (BL-5340).

WLBN Lebanon, Ky., Lebanon-Springfield Bcstg. Co.—Granted license covering increase in daytime power to 1 kw (1590 kc, 1 kw, D) (BL-5335).

KAVE Carlsbad, N. M., Carlsbad Bcstg. Corp.—Granted license covering installation of new transmitter; 1240 kc, 250 w, U (BL-5332).

Modification of License

WAMS Wilmington, Del., Wilmington Tri-State Bcstg. Co. Inc.—Granted mod. of license to change name of licensee to Rollins Bcstg. of Del. Inc. (BML-1589).

KFRM, KMBC-AM-TV Kansas City, Mo., WHB Bcstg. Co.—Granted Mod. of license to change name of licensee to KMBC Bcstg. Co. (BML-1590) (BMLRE-370) (BMPCT-2220).

Granted CP

WEAR-TV Pensacola, Fla., Gulfport Bcstg. Co.—Granted CP to replace expired CP (BPCT-863) as mod. which authorized new tv station; completion date 1-2-55 (BPCT-1876).

Modification of CP

WCBY Cheboygan, Mich., Straits Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6554).

The following were granted Mod. of CP's for extension of completion dates as shown: KTHE (TV) Los Angeles, Calif., to 1-28-55; KFSA-TV Fort Smith, Ark., to 1-31-55; KCMO-TV Kansas City, Mo., to 2-3-55; WBAL-TV Baltimore, Md., to 2-1-55; KCTV (TV) Sioux City, Iowa, to 2-1-55; KIMA-TV Yakima, Wash., to 1-20-55; KLRS Mountain Grove, Mo., to 2-7-55.

Action of July 2

Remote Control

WRBL Columbus, Ga., Columbus Bcstg. Co.—Granted authority to operate transmitter by remote control while using non-directional antenna.

July 14 Decisions

TV AND AM BROADCAST ACTIONS

Extension of Time

The Commission granted six months extension of time for the following tv grantees to construct their stations:

WJOL-TV Joliet, Ill., Joliet Television Inc., ch. 48 (BMPCT-2059); KCOA (TV) Corona, Calif., KOWL Bcstg. Co., ch. 52 (BMPCT-2069); WAZL-TV Hazleton, Pa., Hazleton Television Corp., ch. 63 (BMPCT-1650); also granted application (BPCT-1850) for replacement of expired CP of WFRB-TV Utica N. Y., Richard H. Balch, ch. 19 (BPCT-1281), and extended same for six months.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KDKA Pittsburgh, Pa.; KYW Philadelphia, Pa.; WHP Harrisburg, Pa.; WMRF Lewistown, Pa.; WNAE Warren, Pa.; WNCC Barnesboro, Pa.; WNOW York, Pa.; WORK York, Pa.; WPAZ Pottstown, Pa.; WPEL Montrose, Pa.; WPEN Philadelphia, Pa.; WPIC-AM-FM Sharon, Pa.; WPIT Pittsburgh, Pa.; WPPA-AM-FM Pottsville, Pa.; WRRN (FM) Warren, Pa.; WEJL (FM) Scranton, Pa.; WQAN Scranton, Pa.; WRAK-AM-FM Williamsport, Pa.; WRAW Reading, Pa.; WRTA Altoona, Pa.; WSAJ Grove City, Pa.; WSAN Allentown, Pa.; WSCR Scranton, Pa.; WTEL Philadelphia, Pa.; WTUX Wilmington, Del.; WVPO Stroudsburg, Pa.; WWPA Williamsport, Pa.

July 14 Applications

ACCEPTED FOR FILING

Modification of CP

WJLD Homewood, Ala. Johnston Bcstg. Co. (George Johnston and George Johnston Jr., partners)—Mod. of CP (BP-8656) as mod., which authorized changes in the antenna system by adding tv antenna (increase height) for extension of completion date (BMP-6580).

WCAR Detroit, Mich., WCAR Inc.—Mod. of CP (BP-5971) as mod., which authorized change power and hours of operation, installation of new transmitter and DA for day and night (DA-2) and change transmitter and studio locations for extension of completion date (BMP-6576).

Renewal of License

WGMS Washington, D. C., The Good Music Station Inc.—(BR-1403).

License for CP

WJBF-TV Augusta, Ga., Georgia-Carolina Bcstg. Co.—License to cover CP (BPCT-641) as mod., which authorized a new tv station (BLCT-213).

WXYZ-TV Detroit, Mich., WXYZ Inc.—License to cover CP (BPCT-1847) which authorized an auxiliary antenna at main transmitter site (BLCT-219).

Modification of CP

WBEN-TV Buffalo, N. Y., WBEN Inc.—Mod of CP (BPCT-915) as mod, which authorized installation of auxiliary transmitter at the main transmitter site to extend completion date (BMPCT-2271).

Carolina Network
$50,000.00

The only station in an attractive smaller market. A combined installation makes possible a very economical operation and opportunity for sizable profits. This is an ideal property for two active partners. Liberal financing is available.

Midwest Independent
$125,000.00

The only station in one of the largest single station markets in the midwest. Always profitable under absentee-ownership. Approximately $20,000.00 net quick assets included.

Appraisals • Negotiations • Financing

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Washington Bldg.
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CHICAGO
Tribune Tower
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235 Montgomery St.
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ecutive Offices
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30 Years' Experience in Radio Engineering
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711 14th St., N. W. Sheraton Bldg.
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Consulting
Radio & Television
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1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

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CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
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02 18th St., N. W. Hudson 3-9000
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HIGHLAND PARK VILLAGE
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P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

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Republic 7-6646
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Quarter Century Professional Experience
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These Engineers . . .
ARE AMONG THE
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IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
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SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Mississippi daytime indie wants manager with strong sales experience and managerial ability. No dreamers, drifters, artiste. Begin salary $85.00 week plus override and car expense. Good living conditions. Send resume of experience—personal background—photo. Box 644D, B•T.

Manager experienced in personnel, sales, all phases for small isolated, single market station. $400.00 monthly, plus percentage. Box 911D, B•T.

Sales promotion manager—tv-radio operation in top market looking for aggressive, imaginative, hard-hitting, but well balanced promotion director. Must have tv or radio experience. This is a position with a pioneer tv and radio operation (vhf) and only top personnel will be considered. State complete qualifications, background, salary, references, family status, etc. Box 987D, B•T.

Profitable midwest daytimer wants manager willing to invest at least $5,000 for sizable stock purchase. First qualification is ability to sell. All confidential. Box 1E, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC network. Texas. Box 956D, B•T.

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Time salesman wanted. Combined radio-television operation. Guarantee and commission. Send complete experience resume to Box 4E, B•T. Here is opportunity for permanent connection.

Need top-notch local salesman for aggressive 10,000 watt station. Good opportunity with guaranteed salary plus commission. State age, experience and references. Contact Rex Lathen, KIOA, Des Moines, Iowa.

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

WFAR, Farrell, Pa., target date mid-August, has commercial manager opening.

Salesman. Will pay straight salary and liberal annual bonus to the right family man. Write WFKY, Frankfort, Kentucky.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman-announcer. Good long term opportunity for dependable worker. WSMI, Litchfield, Illinois.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Interested in good live hillbilly disc jockey, one who is ad-lib salesman and has full work knowledge of hillbilly and folk music records. Station in good market for this type of work. Box 920D, B•T.

Experienced announcer. Prefer 1st phone. Montana. Permanent. Good salary. Box 928D, B•T.

Want dependable staff announcer. Send resume. ABC network. Texas. Box 957D, B•T.

Not the most powerful, but certainly one of the best stations in Virginia has a staff announcer opening. Prefer approximately two years experience in southeast radio, as salary is better than average. This is our first opening in four years. Box 976D, B•T.

Help Wanted—(Cont'd)

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Immediate opening for qualified announcer in leading station of fast growing southern city. Send resume, photo, audition and salary requirements to Program Director, WGAC, Augusta, Georgia.

Experienced announcer wanted immediately. Send tape, background and references. WIFM, Elkin, North Carolina.

Combination man . . . announcer and play-by-play sports for football and basketball. No summer play-by-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Staff announcer wanted. Good voice. Permanent . . . no drifters. Send tapes and letters to WJPR, Greenville, Mississippi.

Technical

Engineer with sales or announcing ability. Salary open. Good opportunity for right man to advance with established 1000 watt independent. Virginia. Send photo and tape. Box 998D, B•T.

Experienced video operator for southwest resort area vhf. First phone preferred. Pay commensurate with experience. Box 16E, B•T.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

Engineer, technicians—Must have experience. Please contact E. E. Rety, WBUF, 184 Barton Street, Buffalo, New York.

Engineer-announcer. Must have 1st class license to operate transmitter for non-commercial educational station. Supply snapshot and recording. Mail only. Station WHYY, Architects Building, Philadelphia 3, Pa.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Opportunity male copywriter with announcing experience. Submit samples. Texas. Box 955D, B•T.

Music librarian—Experienced with transcriptions and records. Duties include programming recorded music for radio and television station. Starting salary $300-$350 per month. Give experience. Box 966D, B•T.

Girl with executive ability. Experienced in traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic dept. Starting salary $350-$400 per month. Give experience, include photo. Box 967D, B•T.

Help Wanted—(Cont'd)

Experienced newscaster in big market. Experience in gathering and writing news as well as broadcasting desirable—Local news stressed. Box 14E, B•T.

Good continuity writer, preferably young woman who writes strong brisk sales copy for 5,000 watt radio station in central New York. Good opportunity. Excellent working conditions. Write full details on qualifications to Box 20E, B•T.

Television

Help Wanted

Managerial

Operations director—with a television station that has everything! KCKT goes on the air this fall with channel 2, 100,000 watts, 1000 ft. tower, new modern studios, latest GE equipment, large captive audience. Cost has not been spared to make KCKT a neat, compact operation. Here is a real opportunity for one that likes a challenge and has ideas to go with it. Write Manager, KCKT, Box 182, Great Bend, Kansas.

Tv sales manager. Vhf station in isolated agriculture market with captive audience is looking for man with tv sales background to head up tv sales. While this man will sell tv exclusively small or medium market radio experience will be helpful. If you know how to dig sponsors out from under rocks write in detail to Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Salesmen

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcer

Wanted at once, experienced sportsman for tv sportscast. Am play-by-play. Contact Len Anderson, WKBH-WKBT, LaCrosse, Wisconsin. Live wire deal for the right man.

Production-Programming, Others

Traffic—experienced only. Furnish references and salary expected. Box 19E, B•T.

Situations Wanted

Managerial

Sales manager-general manager am-tv. Having sold my own network 1st 50 market station I'm now satisfactorily employed same capacity; but not happily. You check my productive eighteen year industry record. In return I seek one ownership employment. Confidential. Box 961D, B•T.

Station manager or sales manager, 3 years radio sales, 5 years tv sales. Last 3 years as sales manger of tv. Agency and network contacts. Know how in building and maintaining local sales force. Stable and dependable. Excellent references. Box 977D, B•T.

Manager—13 years in all phases with 5 in management. College graduate. Good, stable record of performance. Age 33, married and hard worker. Midwest. Box 997D, B•T.

Manager highly successful in producing profits seeks location in Florida, Texas, Arizona or California for daughter's health. Will manage, lease or invest in radio or sell tv. Waiting to be sold on your location and will in turn sell you on my ability to produce from the record. If you are answering ads, answer this one if you believe in profits. Box 2E, B•T.

Manager-sales experienced, age 31, family man. $125.00. minimum weekly, presently located, N. C. Have operated both net and indie. Box 18E, B•T.

Situations Wanted (Cont'd)

Sales manager—general manager—former owner. Over 20 years experience all phases. Community and civic leader, family man. Top references from industry leaders. Box 38E, B•T.

Salesmen

Wanted: Selling experience. 15 years in announcing, producing, programming. Sales only preferred. Accept combination. 6½ years present station. Box 27E, B•T.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 770D, B•T.

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

Newswriter, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 899D, B•T.

Four years experience announcing, program director. Married, 25, college grad, NBC school, veteran. Need position offering advancement. Box 925D, B•T.

Sports director—network calibre all sports. Excellent recommendations. Eight years radio-television. News-special events. 1,500,000 market. Station failure. Box 944D, B•T.

Announcer. Five years experience, news, DJ. Capable. Finest references. College graduate. Box 975D, B•T.

Announcer: Midwestern Broadcasting School graduate, strong on news, DJ, commercials. Single, 24. Tape available. Box 979D, B•T.

Announcer and program director—Eight (8) years everyday experience. All types equipment. Prefer south or east. Not a drifter. Presently employed. Television experience. References excellent. Will give personal audition. Married. Sports, color. Excel on personal interviews and disc work. Have degree in music. Box 981D, B•T.

Experienced play-by-play announcer looking for station with lots of work. Married. Two years of television experience, too. Box 982D, B•T.

Announcer-sportscaster—10 years. Presently employed. Last 6 years same employer. Versatile. Staff and play-by-play. Am or tv. College graduate. Box 983D, B•T.

Announcer with English accent seeks position where such is desirable. Reply Box 985D, B•T.

Young man, experienced board operator, DJ work, reading news, wants permanent position. Box 990D, B•T.

Announcer with ten months combo experience, also interested in tv. Single, 23, vet, references. $60-$55. Box 992D, B•T.

Announcer with first phone. Seven years experience. Network caliber. Experienced all phases radio, tv. Desire California, all inquiries considered. Object, permanency. Call Richard Horner, Muskegon, Michigan, 2-8593. Box 995D, B•T.

Staff-sports announcer seeking position with progressive station—6 years diversified experience. Tapes, references available. Box 3E, B•T.

Chief announcer-sports director—6 years commercial experience—2 as sports director. Out of Army Sept. 1—service narrator top Signal Corps films. Prefer joint operation northeast, California. Answer all. Married, top references. Box 12E, B•T.

Pacific N.W. attention. First phone, 2 years am transmitter, control, little announcing, some tv. Age 30, family car. Visting area soon. Box 13E, B•T.

Experienced staff announcer, excellent delivery, news, very good commercials. Knowledge sports, DJ, operate board. Salary secondary to opportunity. Will travel. Box 22E, B•T.

Situations Wanted (Cont'd)

Combo man—3rd class permit, college graduate. Experience light, strong news, sports play-by-play. 250-500 watt station. Car, draft exempt. Box 25E, B•T.

Announcer, light experience, good DJ, news, sports, board, disc tape. Box 29E, B•T.

Announcer-presently employed N.Y.C.—3 years experience-personality DJ, news, console. Box 30E, B•T.

Two combo men, first phone, desire jobs immediately. Prefer coasts of California, Texas, Florida or overseas. Box 34E, B•T.

Top play-by-play man with 1st phone. Employed as chief engineer, sports director, staff announcer. Desire to relocate, southwest, south, midwest. Top references present employers. Sober family man desires permanency with opportunity for advancement. Box 40E, B•T.

Combo-man. First phone, two years experience. Age 29, married. Box 41E, B•T.

Announcer—production engineer. 1st ticket, presently employed, 50 kilowatt, full combo—no maintenance. Seeking change. Unusual, pleasing voice. Lou Anthony. South 1816 Maple Blvd., Spokane, Washington. Riverside 8375.

General staff-hard working, versatile, available now, married, veteran, tape and resume on request. Don Barton, 26 Linden Street, Brooklyn 21, N. Y.

Staff announcer—strongest on rural disc, farm programs. Limited experience. Preferably southeast. Roy Bone, 6435 South Yale, Chicago, Illinois. Phone Englewood 4-2890.

Negro DJ, tape, references. Jimmy Byrd, 107 Princeton, Hempstead, New York.

Announcer, 26. BA degree. 1 year experience. Strong news, commercials and music. $70 minimum. Phone, Ken Mann, Livingston 8-3077, 4734 S. Kimbark, Chicago 15, Illinois.

Here I am again—announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting School. Has car, will travel. Single. Audition disc available. George Pochos, 215 East 153rd Street, Harvey, Illinois.

Experienced announcer. Excellent references. Prefer south. Handicapped. Handle controls. Harvey Streu, 429 Second Avenue, Southeast, Minneapolis, Minnesota.

Permanent Florida location wanted. DJ, news, football, basketball play-by-play. 3rd ticket. Board experience, married. Best reference present employer. Available Florida August 5 for interview. Box 524, Ashland, Kentucky.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Qualified chief engineer-top flight combo announcer 13 years experience, seeking similar assignment California or southwest. Versatile. Precision smooth board operator experience as program director. Experienced complete station installation, unattended remote control, maintenance, directional systems. References. Available two weeks notice. Box 945D, B•T.

First phone engineer, four years experience am-fm. Presently employed combo. Want studio or control job in progressive tv station. Will consider am control in large station. Box 980D, B•T.

Better opportunity-network station. Present chief. Experienced am; all phases tv; xmtr camera, switcher, micro-wave relay. Box 996D, B•T.

Chief engineer western United States. Will manage personnel and technical problems economically. High power am-tv communications experience. References. Age 29. Married. Box 15E, B•T.

First phone long experience radio, television repairs, graduate electronics, two colleges, wants transmitter operator, daytime station. Box 23E, B•T.

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Engineer, 1st phone, recent graduate. Also completed Schillinger System of musical composition and arranging—N.Y.U. Radio background, music composition-Columbia University—4 years. Dance band arranging experience. Desire technical experience where my musical background will be utilized. Ted Andrzewski, 1018 E. 25th Street, Paterson 3, N. J. Lambert 3-7988.

Commercial radio operator would like to break into broadcast or tv. 1st telegraph and 1st phone. Married, 27, veteran. William Berkley, 12 Bryce Ave., Glen Cove, New York.

Situations Wanted (Cont'd)

Production-Programming, Others

Program-sports director: Hypo your profits economically! Salable programming, production, play-by-play sports. 7 years; $100 plus talent. Box 913D, B•T.

Program director-news director. 35, mature, family, college graduate, ex-Army officer. Excellent background station administration and operation. Desire change. Presently employed 1kw in midwest. Resume, tape, photo on request. Available 1, 2 week notice. Box 951D, B•T.

Newsman-announcer seeking opportunity in midwest. Six years experience, radio and tv, authoritative performer, capable writer. Box 6E, B•T.

Exceptionally good newsman-announcer. Impressive record. Proven rating. Box 17E, B•T.

Promotion manager—8 years experience with station, network, newspaper, 4A agency, consultant group. Creates, writes and organizes hard-hitting sales, exploitation, audience building campaigns. Young, single. Will relocate. Box 32E, B•T.

Broadcaster: 8 years experience in production-programming, music, news, sports, sales (promotion), continuity, traffic, engineering (third ticket) and special events. Available immediately. Married, vet, Age 32. Salary open. Box 42E, B•T.

Television

Situations Wanted

Managerial

Sales manager—general manager—A $30,000 a year television station sales executive wants to put his talent, persuasiveness and managerial ability to work in an operation where he can gain partial equity and participate in ownership. Willing to invest. Personal billings average over one million annually past few years. I don't need big money to start with. If the partial ownership proposition is fair and hte earning potential is there, that's sufficient. Now employed by major market vhf station. Strong on sales, programming and promotion. Four years experience exclusively in tv: Over 13 years radio-tv combined. Solid citizen, family man, hard worker. Desire west, northwest, southwest or Florida. Replies strictly confidential. Box 37E, B•T.

Salesmen

Salesman: Eight years selling executives food and publication fields. Fordham evening college graduate. Majoring in English literature and television. Theatre experience backstage at Blackfriars and Sea Cliff Summer Theatre. Desires position combining sales and production. Single, 30, disabled veteran, own car. Will relocate anywhere. $75.00 per week, salary or draw. Available August 15, 1954. Box 916D, B•T.

Technical

Experienced television transmitter engineer wishes to relocate. Family man, presently employed. Good reference. Available August 10, '54. Box 988D, B•T.

(Continued on next page)

STOP . . . LOOK . . . LISTEN . . .

TO THESE RESULTS

A Florida Publisher Writes:

". . . My use of BROADCASTING • TELECASTING Magazine classified ads over a period of five months has sold 422 copies of our new Speakers Dictionary to radio and television stations throughout the U.S.A., Canada, Puerto Rico and the Hawaiian Islands. I know this result was through BROADCASTING • TELECASTING because my appeal to radio and television stations was only advertised in B•T . . . Sales are still coming in.

(signed)
Rod Arkell,
Sebring, Fla.

B•T can do the same for you. When do we start?

Situations Wanted—(Cont'd)

Technical

Experienced 1st phone operator. 10 years all phases am, last 6 as chief. Age 29, married, family, car, completely reliable. Desire switch to tv or large am transmitter. Box 994D. B•T.

Technical director with top background, have built vhf and uhf stations, reasonable salary. Box 5E, B•T.

Versatile thoroughly trained in all tv studio operations desires opportunity in production or technical department. Available now, anywhere. Box 36E, B•T.

Production-Programming, Others

Young journalism graduate desires opportunity in television copy-service. Five years radio writing, sales, commercial managership background. Employed. Prefer temperate climate. Box 917D, B•T.

Photographer—9 years experience newspaper and television, movies, stills, slides, editing. Available thru staff cutback. Resume and recommendations. Box 978D, B•T.

Newsman. Experienced. Excellent on camera delivery. Good reporter, writer, cameraman and film editor. Very best background and references. Can top any competition, keep sponsors happy. Box 984D, B•T.

Actor-director, stage, 33, second phone. Desires assistant director, television position. Box 989D, B•T.

Tv-am news director, presently employed, seeks similar position with progressive news station. Present news work has won national recognition. College graduate, married, age 28. Box 24E, B•T.

Ambitious cameraman, excellent experience with network affiliate; also video, boom, floor manager. Desires new opportunity. Box 28E, B•T.

Television producer-writer, now employed in established tv-radio production organization in New York City, desires position in agency or tv station in same area. Six years experience in television and radio, including four years in present post. Responsible for various live tv series presented on N.Y.C. stations. Young, creative, aggressive. MA, BA degrees. Box 31E, B•T.

Promotion manager—8 years experience with station, network, newspaper, 4A agency, consultant group. Creates, writes and organizes hard-hitting sales, exploitation, audience building campaigns. Young, single. Will relocate. Box 33E, B•T.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. Box 846D, B•T.

Absentee owners wish to sell northwest 250 watt independent. Full price $25,000 with terms. Box 993D, B•T.

1kw daytimer in competitive southern market. Cash "talks", or $15,000 down with convenient term for right party. Box 8E, B•T.

250 watt full-time independent, 50 miles from hub of steel industry. Pressure of other investments makes this profit-making business available. Located 300 miles inland from east coast. Box 35E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

400 feet coaxial cable—3⅛" Andrew high efficiency type 552-1 for vhf, and 4 right angle bends, 3, 45 degree bends for above. In original crates, never used, stored inside, immediate shipment F.O.B. Albany, New York. Make offer. Box 915D, B•T.

For Sale—(Cont'd)

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Van Eps overhead disc-cutting mechanism-continuously variable pitch without changing leadscrews. $150. Also one each, Van Eps disc cutting heads—15 and 500 ohms—$70 each. All brand new. Write for details. Box 11E, B•T.

Rust remote control 1 year old completely rebuilt and made new, shipped direct from factory to you. 375' type 300 Wincharger tower, A-3 Fl. beacon and side lights, on ground in 20' sections; less insulator; includes all guys; fine for tv. New cost $5,700—yours $2,850. WDIA, Memphis, Tenn.

One RCA TG-1A sync. generator and RCA TK-3A flying spot slide projector scanner. Both items new, in storage—never used. Will sell for cash considerably below cost. WSAV, Savannah, Georgia.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Two Blaw-Knox 200' insulated self-supporting radio marine towers. 100 mile radius. Withstood 15 years Florida weather. City Hall, Lake Worth, Florida.

Holmes LT projector. Completely rebuilt with new up-to-date mechanism. New selling price $1,800.00. Will close out this one only at $1,095.00 cash, F.O.B. Quincy, Illinois. Carries full guarantee. Complete with lens, projector lamp and all necessary attachments. A marvelous buy for any tv station needing one more projector. Phone Mr. Whitman — 8202 — Gates Radio Company, Quincy, Illinois.

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Equipment, etc.

Need everything for new 100-250 watt am station. Cash for good used equipment. Box 953D, B•T.

REL-fm tuner. Box 991D, B•T.

STL units in 900 or 7,000mc band. Must be in operating condition and prices right. Box 10E, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

350mm code beacon for tower top mounting, accommodate two 500 watt bulbs. Used but in good complete condition essential. Wire price, availability, collect, Eugene D. Hill. WORZ, Orlando, Florida, immediately.

Good used modern 5 kw transmitter. State price and condition. WRFC, Athens, Ga.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

SALES PROMOTION MANAGER WANTED

The present Promotion Manager of a Major Market network owned radio station is being promoted. If you think you can fill his shoes—and if you have big league experience in all phases of promotion including sales presentations, merchandising, exploitation and a working knowledge of research—Send us your resume, with references and photo. Previous radio station experience desirable.

Box 39E, B•T.

Help Wanted—(Cont'd)

GROWING CALIFORNIA STATION (AM and TV) Needs More Topflight Help

We are growing. Will need more help now and in the future in several departments. We are interested in top flight, exceptional people, only. If you are above average, and can produce, then tell us all about yourself, sending complete resume, references, and photo *first letter.* (Do not telephone).

Accountant-Bookkeeper

Need immediately thoroughly experienced person capable of assuming full charge. At present; one person department. Must handle multitude of details.

ENGINEER

Need immediately tv transmitter engineer capable of operation and maintenance.

ANNOUNCERS

If you are a topflight, versatile air salesman, congenial with fellow employees, send tape cut at 7-½ rpm. Must have first phone license. These are combo jobs.

TRAFFIC-COPY

Girl Friday. Good on detail for traffic department. Some copy writing and air work.

SALES

Need thoroughly experienced radio & tv salesman with proven record of production. Terrific market. If you are creative salesman, you can get the business if you make the calls.

This is a close knit family type organization, with hospitalization and profit sharing plan. The potential is here if you are the capable person who qualifies for one of these jobs. Send all details to:

KSBW-KSBW-TV
P. O. Box 1651, Salinas, Calif.

Television

Help Wanted

TELEVISION PERSONNEL WANTED

For CBS basic in Nashville—channel 5, 100kw. Announcers, tv transmitter operators, tv video operators. Only top-notch, experienced people wanted. Send your story (announcers send audition) with photograph to Program Director, WLAC-TV, Nashville, Tennessee.

Help Wanted—(Cont'd)

Managerial

SALES MANAGER
Good UHF network affiliate in good UHF market needs a good Sales Manager. Opportunity to earn between $10,000 and $12,000. Write full details first letter. Ted Eiland, P.O. Box 1880, Parkersburg, West Virginia.

Salesmen

TV FILM SALES AGENTS
Will represent film producer or distributor in Kansas, Colorado, Nebraska, Missouri, Oklahoma or part thereof. Long association with station personnel, agencies and many accounts. All replies confidential.
Box 7E, B•T.

TELEVISION SALESMAN WANTED

For basic CBS outlet in Nashville—channel 5, 100kw. 6 years proven radio-tv experience necessary. Only top men who are ready to move into sales management wanted. Top potential earnings. Send complete background, references and sales record with photograph. All replies confidential. Write General Manager, WLAC-TV, Nashville, Tennessee.

Production-Programming, Others

TV PROGRAM MANAGER
With experience, imagination and executive ability for growing UHF station in the East. We want a perfectionist who knows and insists on good operation. Replies confidential. Give experience and references.
Box 958D, B•T.

Situations Wanted

Announcers

TV-RADIO ANNOUNCER
Solid, experienced announcer desires new connections. Currently employed by 50kw AM & TV past four years. Performance record, references. Music, production and writing background excellent. Veteran, college degree, married, two children. Minimum base: $100.00.
Box 9E, B•T

Television

Situations Wanted

Managerial

YOUNG MAN WANTS
TV SALES, NATIONAL OR LOCAL
EXCELLENT EXPERIENCE IN
MAJOR MARKETS
OUTSTANDING CONTACTS IN
NATIONAL FIELD
FINEST REFERENCES POSSIBLE
DESIRE OPPORTUNITY FOR
ADVANCEMENT AND FUTURE
INVESTMENT
AVAILABLE FOR PERSONAL
INTERVIEW
Box 21E B•T

TOP RADIO EXECUTIVE
Energetic, well known, West Coast Broadcast Executive desires to make change. Top sales producer for years. Has regularly maintained Los Angeles, San Francisco, Dallas, Chicago, New York agency contacts. Presently General Manager of a leading radio station. Expertly qualified, due to past experience, for:

Radio or Television Station Management

Television Film Syndication Sales

Network Sales Executive

Chances are you know this man. If you need a BUSINESS MAN who knows his BUSINESS—Write, NOW, to

Box 43 E, B•T

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

CAMERAS AND CREWS
Rent professional TV camera chains and crews . . . for remote or studio use or special event coverage. Trained crews available for service anywhere. Reasonable rates. Contact nearest office for details, Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass. ALgonquin 4-9090; 8000 Grand River, Detroit 4, Mich. TYler 6-9500.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Advertisement

Harold Storm Resigns KMBC-KFRM-KMBC-TV

Harold Storm, veteran radio and television department head, has resigned his position as Director of Promotion, KMBC-KFRM-KMBC-TV of Kansas City. Storm is seeking a new connection.

In addition to a background of 14 years of radio and 8 years of television, Storm has had excellent business experience. Prior to entering radio full-time in 1940, he was director of radio and assistant advertising manager for a chain of grocery stores. He has had experience also as an assistant traffic manager and as credit manager for both wholesale and retail credits.

Station experience includes WNAX Yankton, S. D., KSO-KRNT, Des Moines, WOW and WOW-TV Omaha, KFAB Omaha and KMBC-KFRM-KMBC-TV, Kansas City. Well versed in all radio and television sales, promotion, program, and managerial problems. Storm is seeking a position that will fully utilize his talents and experience. He is 43 years old. He is steady and moderate in all things. He and Mrs. Storm have a son and a daughter—both in college. Mr. Storm is an expert at sales presentation, publicity and advertising. He has produced several industrial and documentary films.

Among 1953 accomplishments were ten national awards for KMBC. Mr. Storm is also experienced in publication work and was recently named "Editor of the Year" by the Kansas City Industrial Editors.

Mr. Storm can be reached at 5635 Locust, Kansas City 10, Mo. Jackson 1243.

Advertisement

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

This is a story about a Texas Cancellation

G. F. Roberts of KGFL, San Angelo writes:
"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

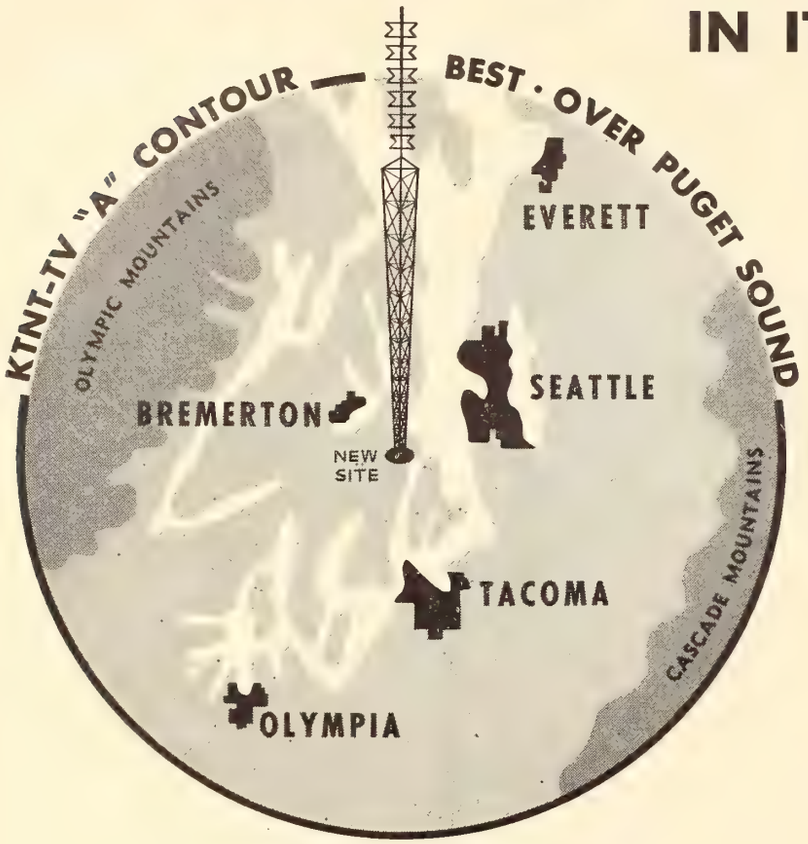
We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

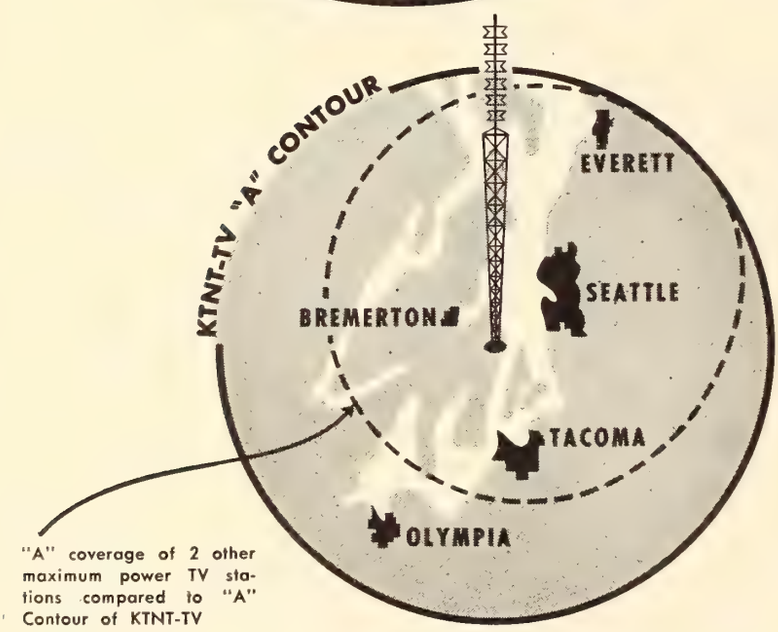
If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

only KTNT-TV covers ALL FIVE

IN ITS "A" CONTOUR

OVER PUGET SOUND





"A" coverage of 2 other maximum power TV stations compared to "A" Contour of KTNT-TV

SEATTLE: Now the 17th city in the United States and is the largest city in Washington State. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one-third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.

KTNT-TV

CHANNEL 11

NOW 316,000 WATTS

Antenna Height, 1000 ft. above sea level

CONTACT WEED TELEVISION

CBS

For the SEATTLE — TACOMA — PUGET SOUND AREA

"A" Contour Population Over 1,200,000

DUMONT TELEVISION NETWORK

TELESTATUS

July 19, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 219,454
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
Ala-Fla-Ga Tv Inc. (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 94,250
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 93,300
►KPHO-TV (5) CBS, DuM; Katz; 94,250
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (6) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 65,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,985
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
►KBID-TV (53) Meeker; 123,354
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to have started regular programming:

WMSL-TV Decatur, Ala. (ch. 23), July 4.

KWK-TV St. Louis, Mo. (ch. 4), July 8.

►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 220,778
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27). 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 220,843
WILM-TV (33), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 624,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown



KGLO TV CHANNEL 3
MASON CITY, IOWA

Now Serving...



Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Dominate this great urban and farm market with KGLO-TV.

Represented by Weed Television

LEE STATIONS

National Sales Offices

WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM

KHQA-TV, WTAD-AM-FM — Quincy, Ill.

FOR THE RECORD

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 62,500
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 59,919
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 249,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 545,535

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 482,000
► WISH-TV (8) CBS; Bolling

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 110,015

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/20/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161

Lexington†—
*WLAP-TV (27) 12/3/53-*See footnote (c)
WLEX-TV (18) 4/13/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54
Portland—
► WCSH-TV (6) NBC; Weed; 116,527
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
► WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 52,750

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,407
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,140,000
*Detroit Educational Tv Foundation (*56) 7/14/54-Unknown*
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922
Lansing—
► WILS-TV (54) Venard; 45,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
► KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel; 56,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) CBS; Free & Peters; 467,300
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown
Rochester—
► KROC-TV (10) NBC; Meeker; 70,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 467,300
► WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
► WCOC-TV (30) 32,500
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 115,998
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 399,555
► KMBC-TV (9) CBS; Free & Peters; 399,555
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 399,555
Kirksville†—
KTVO (3) 12/16/53-8/16/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 104,944
St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
► KWK-TV (4) CBS; Katz
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/15/54 (granted STA July 1)
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080



MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 7,000
Missoula†—
► KGVO-TV (13) CBS; Gill-Perna

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
Southwestern Publishing Co. (2) Pearson; 7/2/54-Dec. '54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown



Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 287,725
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 407,023. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/1/54
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Kingston—
► WKNY-TV (66) CBS, NBC, DuM; Meeker; 8,650
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) ABC, NBC; Hollingbery; 230,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000
► WTRI (35) CBS; Headley-Reed; 90,038
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,855
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 143,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 27,950
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/1/54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 231,184
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 213,267
► WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-7/18/54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
*WCET (*48) 12/2/53-7/19/54*
► WCPO-TV (9) ABC, DuM; Branham; 525,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,035,503
► WNBK (3) NBC; NBC Spot Sls.; 883,980
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,393
Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-7/15/54 (granted STA June 25)
Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 48,185
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 113,208
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*
Tulsa—
► KCEB (23) ABC, NBC, DuM; Bolling; 90,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) 7/8/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,600
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
Bethlehem—
► WLEV-TV (51) NBC; Meeker, 76,492
Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 20,000
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 21,182
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 151,200
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,780,046
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 154,000
► WGBI-TV (22) CBS; Blair; 160,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 160,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,925
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 46,700
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 55,750
► WIS-TV (10) NBC; Free & Peters; 105,258
► WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 77,468

TENNESSEE

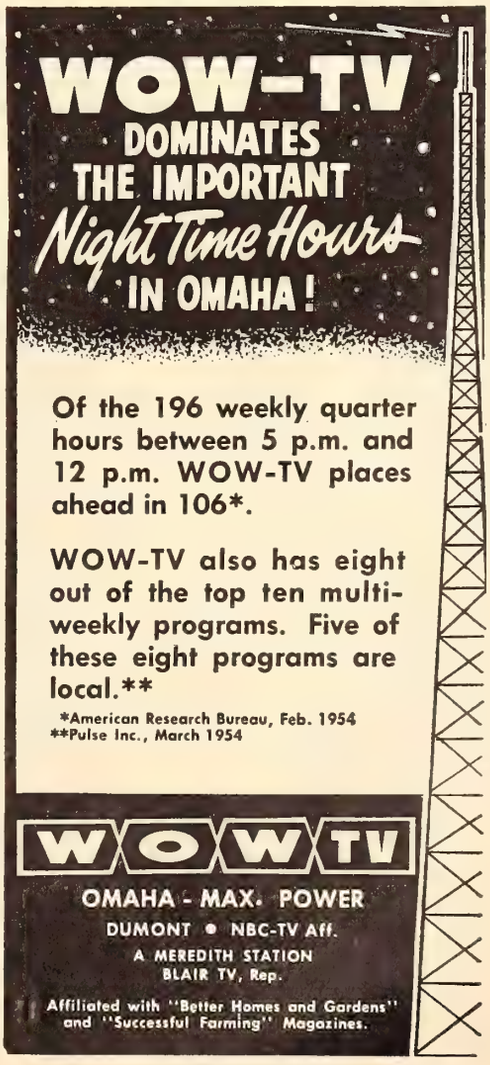
Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 81,296
► WTSK (26) CBS, DuM; Pearson; 74,700
Memphis—
► WHBQ-TV (13) CBS; Blair; 283,350
► WMCT (5) ABC, NBC, DuM; Branham; 283,350
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 191,810
► WSM-TV (4) NBC, DuM; Petry; 191,810
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54 (granted STA July 6)

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 33,217
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 51,309
► KGNC-TV (4) NBC, DuM; Katz; 51,309
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 72,161
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53
Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54
Corpus Christi†—
► KVDO-TV (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 388,771
► WFAA-TV (8) ABC, NBC, DuM; Petry; 390,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,300
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 35,327
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 23,084
Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 56,026
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,000
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 198,371
► WOAI-TV (4) NBC; Petry; 198,371
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 39,770
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 34,727
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KTVT (4) NBC; Blair; 163,200
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54



VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,500
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 322,759
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
► KING-TV (5) ABC; Blair; 354,800
► KOMO-TV (4) NBC; Hollingbery; 354,800
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,514
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 354,800
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 25,056

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,000
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 51,500
► WMTV (33) ABC, NBC, DuM; Meeker; 54,000
Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-8/1/54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 322,981
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 679,256
WTVW (12) 6/11/54-Unknown
Neenah†—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC; NBC Spot Sls.; 58,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)
Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000
London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,326
7,326
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS
Windsor—(Detroit, Mich.)
► CKLW-TV (9) Young
Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 385; total cities with stations on air: 257. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,229,652.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; WFTV (TV) Duluth, Minn.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees



UPCOMING

JULY

July 23: Government-industry meeting preliminary to U. S.-Mexico am broadcasting conference, Washington, D. C.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS

BAB Clinics

July 19: Tampa, Fla.

July 20: Charlotte, N. C.

July 20: Detroit, Mich.

July 22: Richmond, Va.

July 23: Washington, D. C.

July 26: Philadelphia, Pa.

July 27: Pittsburgh, Pa.

July 29: Cleveland, Ohio.

Aug. 9: Milwaukee, Wis.

Aug. 10: Chicago, Ill.

Aug. 12: Los Angeles, Calif.

Aug. 13: San Francisco, Calif.

Aug. 16: Portland, Ore.

Aug. 17: Seattle, Wash.

Aug. 19: Montana

Aug. 20: Boise, Idaho.

Aug. 23: Salt Lake City, Utah

Aug. 24: Denver, Colo.

Aug. 26: Albuquerque, N. M.

Aug. 27: Wichita, Kan.

Aug. 30: St. Louis, Mo.

Aug. 31: Indianapolis, Ind.

BMI Clinics

Aug. 2-3: Hotel Biltmore, New York.

Aug. 5-6: Hotel Sheraton, Chicago.

Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Tv Cultur-ama

IN HONOR of a delegation from the Advertising Federation of America, conventioning last month in Boston, the Boston Pops Orchestra performed "Teeveeana," a medley of familiar tv themes, including those for such products as Ajax, Chesterfield, Gillette, Muriel, Lucky Strike, Oldsmobile, and others.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

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HIT AND RUN AFFAIR
RECORDED BY
PERRY COMO ..... Victor
PUBLISHED BY
DUCHESS MUSIC CORP.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Why Not Take All of Tv?

THE objections which the Station Representatives Assn. has raised to the formation of an all-industry promotional organization are quite understandable. The representatives and, no doubt, some of their station clients fear that networks would dominate the proposed bureau and dilute the effort to sell spot television. It is their view that their ends would be better served by an organization like the Television Advertising Bureau which they originally sponsored.

Probably they are right, if the organization is considered as one designed primarily to advance the cause of spot to the exclusion of network and local sales development. But what they have in mind is not a real television advertising bureau but an enlarged version of their own association, with expanded budget and promotional facilities, a sort of super-SRA which would be wholly preoccupied with the project of creating more spot tv advertising.

Such an organization might well prove to be extremely valuable. It could carry on and intensify the work which already has been commendably started by SRA, which, despite a limited budget, has been undeniably effective in promoting spot advertising in both radio and television.

But we believe that in addition to a specialized promotional unit of that kind, television needs an all-television advertising bureau which would sell television of all kinds, as a medium. An all-television bureau, autonomous and composed of all elements in tv, is bound to have a bigger budget than one whose sources of income are more confined. In the years ahead, a big budget for all-television promotion is going to be a necessity. The reason is that the battle for the advertiser's dollar is destined to be more furious than it has ever been in the past.

The arrival of color televison is bound to precipitate tougher selling competition between television and newspapers and between television and magazines. Color will give tv a distinct advantage over newspapers in soliciting both national and local accounts, both as to cost and technical quality.

Newspaper color costs about 25% more than black-and-white. Tv color, based on best available information, will run about 10% extra. Newspapers may be expected to respond vigorously to the new challenge. Inevitably their Bureau of Advertising, which already spends around 1.6 million a year to promote newspapers *as a medium,* will be supplied with even more funds. Television should be ready with its counterpart of the newspapers' Bureau of Advertising when the bare-knuckle stages of the fight begin.

Is That Meeting Necessary?

OPEN meeting season in broadcasting is upon us. A quick check shows that just about 100 formal meetings, most of a regional or state nature, to be sure, will be held between now and the end of 1954.

Between July 12 and Aug. 1, the Broadcast Advertising Bureau will have held 26 meetings. NARTB has scheduled 17 district meetings between Sept. 9 and Nov. 10. There are 44 state associations, and most of them will hold meetings before the year ends. In addition, Broadcast Music Inc. held 40 clinics in the U. S. between March 8 and June 25, not to mention six in Canada and one in Honolulu.

These do not include the various educational institutes, engineering sessions, women broadcasters conclaves, engineering seminars, and meetings to organize meetings.

We're not condemning anything. People learn by being exposed to the ideas of experts. Most of these sessions are well-attended. Hence they must serve useful purposes.

But we have the question of an excess of meetings repeatedly thrown at us. Should there be combined meetings, regional meetings, area meetings, all-purpose meetings? Are there too many meetings of too many groups at different places and at different times? Should more broadcasters attend sessions of their customers, like the American Assn. of Advertising Agencies, Assn. of National Advertisers and the specialized marketing groups and their regional subdivisions, rather than sessions where broadcaster meets broadcaster?



Drawn for BROADCASTING • TELECASTING by F. C. Tabor

"Only way I can figure it out—vhf means very high financing and uhf means ultra high financing."

Those are the questions we get.

We do not profess to know the answers.

We think it timely to suggest, however, that broadcasters (and their agency and advertiser guests) take inventory this year. Let them inquire of their staff people who attend these meetings (and of themselves) whether each session was worthwhile; whether the money spent and the man-hours contributed, plus the physical wear and tear, were offset by the new knowledge each acquired.

And, come the year's end, we may be asking about the result.

Color—Fall, 1954

AS PROMISED at its outset, 1954 is destined to go down in broadcasting history as the year that color television really got started. By fall, CBS and NBC will be producing a minimum of three to four hours of color programs each week and affiliates in some 70 markets will be equipped to distribute them.

By fall, too, manufacturers will be producing color sets with screen sizes comparable to those to which owners of black-and-white sets have become accustomed and at prices which, though high, will not be out of range of families in upper and upper-middle income brackets.

Certainly, the color programs already scheduled by NBC and CBS will be enough to tempt any tv fan to mortgage his home if that's the only way he can equip it for color reception. The NBC "spectaculars" and the CBS *Best of Broadway* alone would provide almost irresistible incentive, and they'll be far from alone on the fall-winter colorcasting agenda.

The onset of color can confer a special advantage on a group of telecasters who undeniably have taken some rough bumps in the post-freeze period—the uhf operators. For if set manufacturers make good their word, color sets destined for uhf-only or intermixed uhf-vhf markets will be all-wave receivers. If all-wave receivers are produced in quantity, the new conversion problem will be one for uhf and vhf operators alike. The problem will not be the conversion of vhf sets to receive uhf but the complete replacement of the present 30-odd million black-and-white sets with color receivers.

In time, the conversion to color could eliminate one of the major difficulties now confronting uhf, the scarcity of high-quality uhf receivers. That would go a long way toward narrowing the discrepancies between the vhf and uhf services.

GOOD AS 4,561 TONS OF GOLD!

Anybody with that much wealth could buy all kinds of things. And, as a matter of fact, it just happens that the people who *do* have it *do* buy prodigiously. Their golden hoard is represented by its equivalent in green U. S. dollars —nearly *four billion* of them—which is the buying potential you'll find concentrated in an 116-county mint served by WSAZ-TV.

The particular brand of alchemy practiced by nearly a million busy families who live in WSAZ-TV's area is called *industry*. Many of America's largest, best-known manufacturers keep our Ohio Valley communities humming with productivity. Heavy industrial production makes good profits...good profits make bigger payrolls ...and bigger payrolls make people more buying-minded. As an advertiser with something to sell, you can take it from there.

But you can take it faster (and in greater amounts) with the unique help of WSAZ-TV. Across this industrial heart of the nation...in over 400,000 TV homes...WSAZ-TV is the *only single medium* able to reach so much of this golden potential (and with a persuasive power that is paying off handsomely for dozens of happy advertisers). If this prosperous prospect intrigues you, the nearest Katz office can stake out all the facts.



(TV interviewing at Nickel Company's giant works at Huntington, W. Va., are typical of the busy industrial activities found throughout WSAZ-TV's 116-county area. There, as in dollar outputs finds ready demand all around the free world.

WSAZ

TELEVISION

Huntington-Charleston, West Virginia

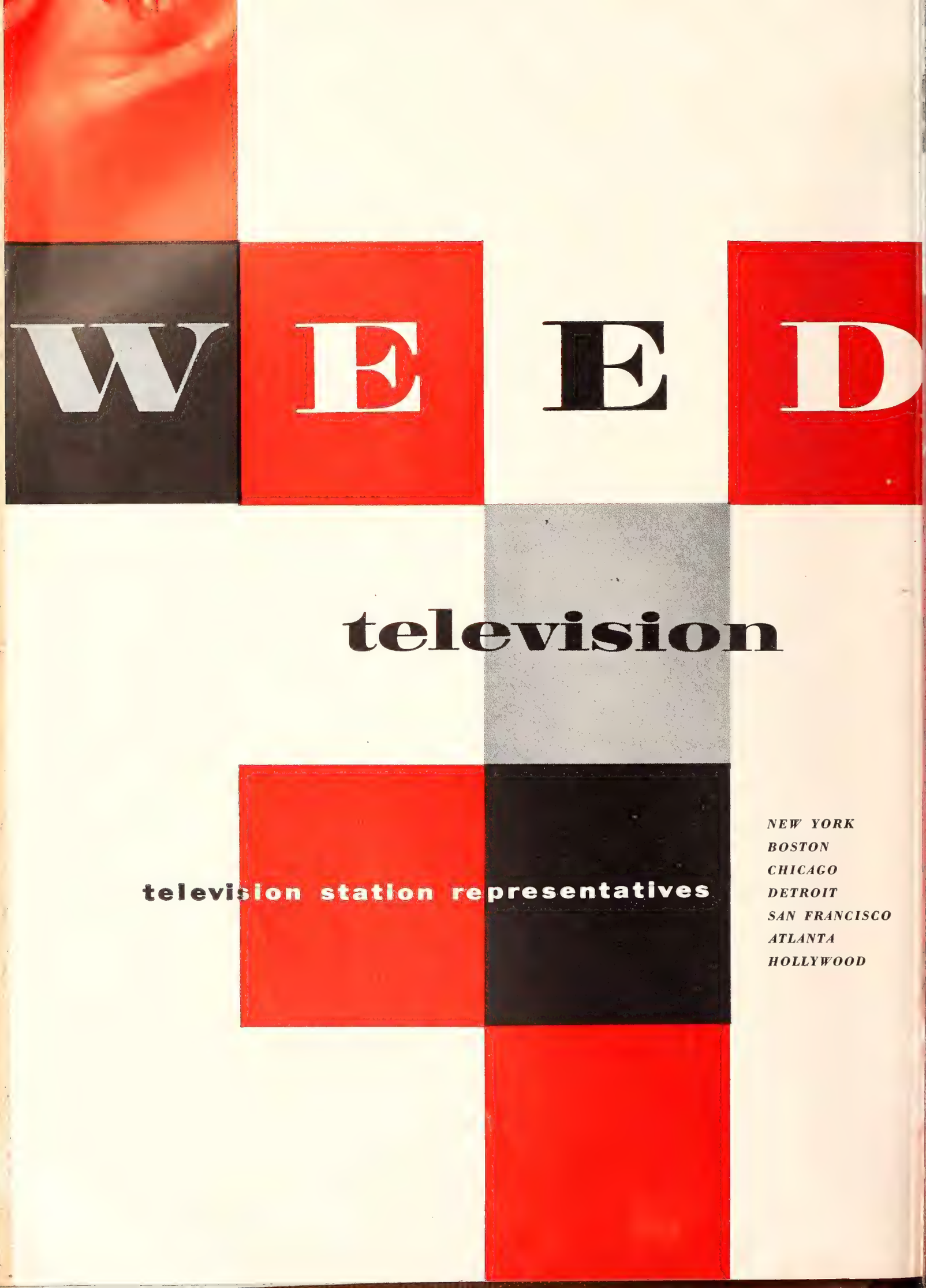
Channel 3—100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and Du Mont

Also affiliated with Radio Stations WSAZ, Huntington, and WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency


WEED
television
television station representatives
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

LY 26, 1954

35c PER COPY

BROADCASTING TELECASTING

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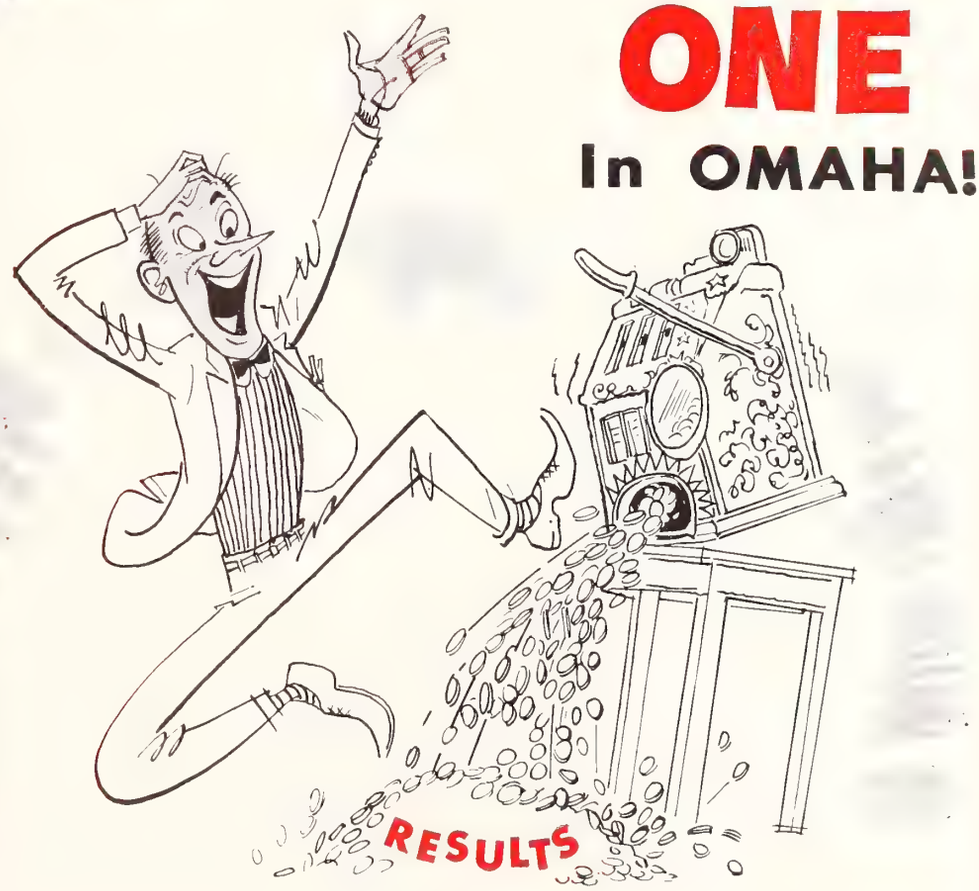
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23 RD year

E NEWSWEEKLY RADIO AND TV

Kowh is giving FIVE FOR ONE In OMAHA!



It's phenomenal but true! It takes a spot on *each of the other five Omaha, Council Bluffs stations to get your radio message the audience an averege spot delivers on KOWH!*

With an over-all daytime Hooper (May-June) of 46.2%, KOWH is the buy you've dreamed of . . . where *one dollar does the work of nine* in covering a plush market!

Want the facts? Talk to H-R Inc., our reps—they're the boys with the hottest story in radio—or call KOWH Manager Virg Sharpe. Get FIVE for ONE on a "sure thing"—KOWH!

MID-CONTINENT BROADCASTING CO.
General Manager; Todd Storz

KOWH
Represented by
H-R Inc.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.



Stop Kidding Yourself

. . . there's no pot of gold under the rainbow . . .

but look what's in ERIE, PA.

- $1,409,148,000 EFFECTIVE BUYING POWER
- 218,500 SETS IN MARKET—274,600 HOMES

79% COVERAGE

- 67,640 SETS IN ERIE COUNTY—68,600 HOMES

98.6% COVERAGE

PROOF POSITIVE: Average Quarter Hour Television Sets-in-use for the week surveyed—Entire Week 35.6, NOON TO MIDNITE—46.7, 6 P.M. TO MIDNITE 19.9, SIGN ON TO 6 P.M.—Pulse, Inc., 2-1-54

WICU TV

WICU-TV Ch. 12—ONLY V.H.F. in entire area
NBC—ABC—DUMONT



* RADIO
* TV
* NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
Edward Petry & Co., Inc.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

W J I M

T V



JACKSON

LANSING

GRAND RAPIDS

CHANNEL 6

FLINT

BATTLE CREEK

SAGINAW

BAY CITY

Coverage that Counts!

7 major Michigan markets
for NBC, CBS, and ABC

Now 100,000 watts!

H. R. Representatives

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

NEW

SUPER POWER

WGAL-TV

NBC
CBS
DUMONT

Lancaster, Pennsylvania

316,000 WATTS



STEINMAN STATION
Clair McCollough, *President*

Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Sunbury	Shamokin
Chambersburg	Lewistown	Coatesville
Frederick	Carlisle	Lock Haven
Hagerstown	Lewisburg	Huntingdon
Westminster	Shippensburg	Waynesboro

Representatives

MEEKER TV, Inc.

New York Los Angeles Chicago San Francisco

closed circuit.

CIGARETTE cancer scare is booming hard candy sales as well as cigars and pipe tobaccos. Life Savers (controlled by Edward J. Noble, finance committee chairman of American Broadcasting-Paramount Theatres) enjoyed 35% jump in first two weeks of July and sales were up 16% for first six months, with no additional advertising promotion.

★ ★ ★

REVERBERATIONS of Potter Senate Subcommittee hearings on uhf have changed FCC viewpoints on several fronts. One thing now appears to be certain: FCC will be liberal in granting booster and satellite transmitters for uhf stations in order to broaden coverage to compete more effectively with vhf outlets using maximum power.

★ ★ ★

PAINT AND VARNISH industry, now practically unclassified in business volume in tv network billings, may leapfrog into front position with advent of color. Plans reportedly already in works by top entities in field to take full advantage of medium that is obviously natural for them.

★ ★ ★

WHO WILL HEAD American delegation to Mexico City conference on North American Regional Broadcast Agreement set for Oct. 28? Best bet is FCC Comr. Robert E. Lee, who has been attending preparatory sessions at State Dept. with FCC Chairman Rosel H. Hyde. Mr. Hyde, who headed last NARBA sessions four years ago, isn't disposed to take on new foreign assignments in these times.

SHORTLY to be announced will be departure of Clarke A. (Fritz) Snyder as CBS-TV station relations director. While no reason given, it's understood he is severing his connection, which began June 1951, by mutual understanding with Herbert V. Akerberg, CBS-TV station relations vice president. Mr. Snyder hasn't announced plans, but expects to be in tv station management.

★ ★ ★

PREVIEW of new format for all-industry tv advertising bureau will be given four-man advance guard representing NARTB and TvAB, meeting day ahead of Aug. 5 merger session in Washington. Quartet will get first look at project that blends results of TvAB's swift two-month career and findings of two-year NARTB study. TvAB merger group will have results of questionnaire being sent its supporting stations, asking views on bureau composition and functions (story page 42). Should plan be approved, it still faces NARTB Tv action (probably last week in August) plus TvAB Executive Committee vote, with hope that bureau can be staffed and operating in October.

★ ★ ★

ABC-TV's National Collegiate Athletic Assn. football television schedule for this fall is slated for announcement this week. But as yet coverage hasn't been sold to national sponsor, and present prospects are that package will be offered on piecemeal, co-op basis.

★ ★ ★

IN OFFING is new management at WMAL-AM-FM-TV Washington. Kenneth H. Berkeley, veteran head of stations, reportedly is close to making deal for am property in South, which would fulfill desire to get into his own business. Evening Star Newspaper Co. reportedly has interviewed several prospects in anticipation of Mr. Berkeley's departure and new appointment might coincide with overall reorganization stemming from recent Booz, Allen & Hamilton survey.

★ ★ ★

THERE ARE new negotiations looking toward release of reasonably current Hollywood films for tv feature film use. Producers, with film in their vaults, are impressed with rapid development of tv-processed syndicated film and are becoming restive less their properties depreciate in value beyond prospect of reasonable return.

★ ★ ★

FINAL radio and television revenue statistics for 1953 to be completed by FCC economists in September. Advance summary of tv data was issued in May by Chairman Hyde before Potter uhf subcommittee. Am report will be first for '53 since FCC economy move cut out preliminary report.

★ ★ ★

FCC is in another intramural stew, and once again Comr. Frieda B. Hennock concocted it. She wanted to use most of Broadcast Bureau staff in developing report on history of each drop-out and grant case involving vhf mergers, for benefit of Senate Potter Communications Subcommittee. Commission majority felt this would throw sand in gears of Broadcast Bureau and bring it to virtual standstill on regular functions. Comr. Hennock is doing job with as much help as she can recruit.

the week in brief

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KTHS *covers* ARKANSAS!

—AND SO DOES MARVIN VINES

OUR FARM-SERVICE DIRECTOR!



Some farm-service radio directors try to run a farm department, sitting at their desks.

Not so at KTHS. Marvin Vines, our Farm-Service Director, is out, *covering the State,* almost as much as he's in the studio!

In the last twelve months, for example, Marvin Vines has:

Traveled over 30,000 "business miles", all within Arkansas.

Attended 168 meetings, with a total attendance of 19,000 persons.

Conducted personal interviews on 127 farms.

Appeared as a speaker, panelist or moderator on 97 different farm programs.

Discussed farm problems with 1429 persons on his daily and weekly broadcasts.

ALL THIS, plus broadcasting 16 farm programs per week, on KTHS!

Like Marvin Vines, many of our KTHS department heads, entertainers, and other "names" get out and cover the State, regularly. The result—greater *listening* to KTHS—greater *values* for you advertisers.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

Hyde Anticipates Mexico's Upcoming Broadcast Demands

DEMANDS expected to be made by Mexico at forthcoming Oct. 28 U. S.-Mexican meeting in Mexico City on proposed bi-lateral agreement on standard broadcasting were outlined Friday morning by FCC Chairman Rosel H. Hyde at informal government-industry conference in Washington at State Dept. [B•T, July 19].

Pact would be outside 1950 North American Regional Broadcasting Agreement, to which Mexico is not signatory, but Chairman Hyde indicated U. S. would hold to 1950 NARBA principles as basis for talks.

Accompanied by Comr. Robert E. Lee and other FCC officials, Chairman Hyde said Mexico probably will ask for following: (1) two more clear channels (590 and 660 kc have been mentioned), (2) elimination of 650-mile rule governing Mexican station locations from U. S. border, (3) elimination of power limitations under present agreement for Mexican regional and local stations (clears have no international power limit), (4) oppose Class I-B status accorded U. S. stations on 1560 kc (Cuban clear), (5) recognize Mexican Class 1-A priority on 540 kc (Canadian clear), (6) continuance of interim "gentlemen's agreement" extending old NARBA, (7) elimination of 25 mv/m overlap rule (would allow more border stations), (8) elimination of RSS rule (method of determining interference), (9) case by case handling of certain international station allocations.

Chairman Hyde indicated U. S. would prefer new agreement to continue without termination date so as to halt problems of continual renegotiation. He was introduced to meeting of industry attorneys and engineers by John S. Cross, assistant chief, State Dept. Telecommunications Policy Staff. Written comments by industry were invited to be sent to Mr. Cross.

AFM, AFTRA Dispute Hearing To Resume in New York Aug. 4

HEARINGS on jurisdictional dispute between American Federation of Musicians and American Federation of Television and Radio Artists involving representation for musicians and other performers and on motion by ABC and other parties for clarification of bargaining units to be resumed in New York Aug. 4, it was reported Friday. Chicago session Friday brought out for first time testimony that AFM had prohibited performer at ABC o&o WBKB (TV) Chicago from joining AFTRA, although allegation was denied.

Sterling C. (Red) Quinlan, ABC vice president in charge of WBKB, told B•T Friday there is "no question in my mind but that NLRB will find AFTRA's position untenable."

Radio vs. Mature Tv

EFFECTIVENESS of radio in 64 "mature" television areas, which had tv service before FCC-imposed freeze, is underlined in latest BAB presentation. Report states that in these markets, radio has penetration of 99% and tv only 81%. Additionally, it is pointed out, number of radio sets sold in these markets in 1953 totaled 6,786,000, compared with 2,803,000 tv sets sold, described as "142% superiority for radio."

MINUTE MERGER

CBS-TV and NBC-TV will merge, for few minutes at least, in Washington, D. C., today (Mon.) when they stage joint reception for Ann Sothern, featured in *Private Secretary*. Program is telecast on NBC-TV in summer and CBS-TV in winter. Miss Sothern is appearing at Casino Royale, Washington night club.

NARTB Asks Record Firms For Meeting on 45 RPM

IN LINE with growing industry criticism of 45 rpm policy of record manufacturers (see story page 44), John F. Meagher, NARTB radio vice president, has asked major record firms for meeting to reconsider action.

Mr. Meagher told manufacturers NARTB has "an obligation to a substantial segment of our membership to place before you the expressions of their strong feeling on the subject and to explore with you the feasibility of modifying your present policy in line with their suggestions."

NARTB letter voiced hope manufacturers would agree meeting might clear up misunderstandings, pointing out that stations have done much "to stimulate the popularity of records over the years."

37.5 Million Color Sets By 1964—GE Prediction

JOHN T. THOMPSON, manager of distribution sales for tube department of General Electric Co., predicted Saturday there will be 7.5 million color sets on market in 1957 and 37.5 million sets by 1964.

Mr. Thompson said mass-market color set will be one with larger screen and lower price than sets introduced earlier this year. His predictions stemmed from market research by tube department, which he said indicated that in 1964 consumers will pay $4.5 billion dollars yearly for parts and service for home radios, monochrome tv sets and color tv receivers.

Ziv Tv Invades Europe

IN GENERAL EXPANSION of overseas operations, Ziv Television Programs announced Friday it will open offices and agencies in Rome, Paris, Frankfurt, London, and other European cities. Announcement from Edward Stern, president of international division of Ziv, stated that Europe is "fast developing a well-knit network of television stations." Mr. Stern left Friday on survey of European markets.

Foley Forms Gothic Films

FORMATION of Gothic Films Inc., N. Y., for the production of industrial films, television commercials and slide presentations was announced Friday by George F. Foley, president of George F. Foley Inc., New York tv film production company, and the new firm. Headquarters for Gothic will be located at 157 E. 69th St., with John di Sponsio as studio manager and Frank Jewell as sales chief.

• BUSINESS BRIEFLY

JOY TO BURNETT • Procter & Gamble, Cincinnati, appoints Leo Burnett Co., Chicago, to handle advertising for Joy (liquid detergent) effective Oct. 1.

SHOEMAKER TO HOB&M • Melville Shoe Corp. (Thom McAn shoes), N. Y., which has been handled by Anderson & Cairns, N. Y., is expected to name Hewitt, Ogilvy, Benson & Mather, N. Y., as agency.

MAGAZINE CAMPAIGN • *Sports Illustrated*, sports magazine, N. Y. (Time Inc.), using five-day radio-tv campaign in New York, Chicago, Boston, Los Angeles and Philadelphia through Young & Rubicam, N. Y., effective Aug. 7.

JELLO BUYS SPOTS • General Foods, N. Y. (instant jello), placing radio-tv two-week spot announcement campaign to start in August. Young & Rubicam, N. Y., is agency.

NEW AGENCY • Sidney W. Turbin & Assoc. announces opening as new advertising agency with offices at 162 N. Clinton St., Chicago.

SHELL TAKES TO RADIO • Shell Oil Co., N. Y., through J. Walter Thompson Co., N. Y., is contemplating eight-week spot announcement campaign to start July 28 in 12 radio markets.

BIRDSEYE BUYING • Birdseye Food Co., through Young & Rubicam, N. Y., buying radio spot announcements for four weeks, starting Aug. 2 in limited number of major markets.

HEINZ GOES FOR TV • H. J. Heinz Co., N. Y., buying tv spot announcements in 30 markets starting week of Sept. 12 to run for 52 weeks. Maxon Inc., N. Y., is agency.

IN THE FAMILY • RCA, through Kenyon & Eckhardt, has arranged series of participations and one-minute announcements, starting Aug. 2, on WNBC-WNBT (TV) New York, WRC-WNBW (TV) Washington, WTAM-WNBK (TV) Cleveland, WMAQ-WNBQ (TV) Chicago, KNBC San Francisco and KNBH (TV) Los Angeles, all NBC o&o stations. Campaign is on behalf of RCA's products and services.

ABC-TV Adds Two

ADDITION of two stations as affiliates of ABC-TV is being announced today (Mon.) by Alfred R. Beckman, director of ABC's stations relations departments. ABC-TV affiliates now total 201.

New affiliates are KHSL-TV Chico, Calif. (ch. 12), which is owned by Golden Empire Broadcasting Co. with M. F. Woodling as general manager, effective June 21; KDAL-TV Duluth (ch. 4), which is owned by Red River Broadcasting Co. with Odin S. Ramsland as general manager, effective July 19.

GF Sales Curve Rises

GENERAL FOODS Corp., White Plains, N. Y., reported Friday that net sales in April-June quarter of year were $194,725,782 as compared with $173,169,014 for corresponding period of 1953.



1954
-1921
33 years

We're proud of the results 33 years experience enables us to give to you, our sponsors—and we're proud of the 92% consistent listenership within WSPD's 16 county, billion dollar market.

Let us show you what outstanding results you can get by taking advantage of WSPD's experience and WSPD's loyal listenership. Call your nearest Katz representative or ADams 3175 in Toledo.

A STORER STATION

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

WCAN-TV Due to File For Stay of Rival Ch. 12

REQUEST for stay against Milwaukee ch. 12 grant was to be filed Saturday by WCAN-TV Milwaukee. Uhf station, which appealed FCC grant to merged Milwaukee Area Telecasting Corp. [B•T, July 19], will ask court to order holdup on ch. 12 construction until appeal is decided. Appeal is from FCC's refusal to accept WCAN-TV application to change from present ch. 25 to ch. 12 [B•T, June 14].

In answer to protest concurrently filed by WCAN-TV against Milwaukee ch. 12 grant, Milwaukee Area termed action "part and parcel of calculated campaign to prevent the establishment of any additional television service in Milwaukee." Milwaukee Area opposition went on: "Such tactics are obviously intended for delay and delay only. . . . [WCAN-TV] action since that time [when it received ch. 25 grant] has been one dilatory move after another. . . . it obviously intends to utilize every dilatory device possible to achieve the same result [protection from competition]." It also called attention to fact WCAN-TV is intervenor in Whitefish Bay (Milwaukee) ch. 6 hearing.

When Milwaukee ch. 12 merger is consummated, station will be 30% owned by Milwaukee Area, WFOX and WEMP, and 10% by Kolero Telecasting Corp.

KBST Tv Grant Final

GRANT of ch. 4 to KBST Big Spring, Tex., recommended in initial decision of hearing examiner in mid-June [B•T, June 21], made final by FCC Friday. Texas Telecasting Inc. earlier dropped competitive bid to devote attention to another interest, ch. 13 KDUB-TV Lubbock.

Jesuit Control in Question

EFFORT of WNOE in New Orleans ch. 4 tv contest to require Loyola U.'s WWL to produce data on world-wide scope of Society of Jesus, including educational and commercial interests, met with partial success as FCC Examiner Elizabeth C. Smith approved portion of WNOE motion Friday [B•T, July 12]. Ch. 4 hearing, in recess until Sept. 7, also includes WTPS there.

Examiner denied most data asked by WNOE, said to pertain to WWL's points of reliance, but ordered Loyola U. to furnish WNOE counsel by Aug. 31 "statement by Father W. Patrick Donnelly, president of Loyola U., setting forth the extent of control, if any, which has been, is now or would be exercised by the Society of Jesus or by the Roman Catholic Archdiocese of New Orleans over Loyola U., its officers or directors, insofar as such control relates in any manner whatsoever to the construction and operation of the proposed television station contemplated by the applications of Loyola U. involved in this proceeding."

Examiner further ordered that on same date "a statement be furnished to the same counsel, listing all radio broadcast (am, fm and tv) stations and other media of mass communication under common control, directly or indirectly, with Loyola U., its officers or directors; or, in the alternative, a sworn statement that there is no such broadcast station or other media of mass communication under common control to any degree whatsoever, either directly or indirectly, with Loyola U., its officers or directors."

KTVE (TV) Asks Channel Change

KTVE (TV) Longview, Tex., operating on ch. 32, petitioned FCC to substitute uhf channel for ch. 7 at Tyler, Tex., granted earlier to KLTV (TV) Tyler, due on air in fall. On air at Tyler is ch. 19 KETX (TV).

CAPITOL PICKUP

FIRST live tv pickup from new $35,000 radio-tv studios of Senate Radio & Television Gallery [B•T, Jan. 4] took place Friday when NBC's John Cameron Swayze (*Camel News Caravan*) and CBS's Doug Edwards (*Doug Edwards and the News*) originated regular newscasts from Capitol.

WHTN Bid Retained

BID of WHTN Huntington, W. Va., for ch. 13 was retained in hearing status by FCC Friday in action which also dismissed competitive application of WPLH Huntington at latter's request. WPLH is reimbursed about $25,000 for expenses.

Killeen Am Granted

NEW AM station grant at Killeen, Tex., for 250 w day on 1050 kc, proposed earlier in initial decision, reported by FCC Friday as now final and effective. Permittee is W. A. Lee, A. W. Stewart and Franklin T. Wilson d/b as Highlite Broadcasting Co. [B•T, June 21].

Beck Sells KCOG

KCOG Centerville, Iowa, sold by Robert K. Beck and associates for $65,000 to Hiawatha Broadcasting Co. and bid for FCC approval filed Friday. Hiawatha is controlled by Dale G. and S. A. Chesley, latter account executive with MPTV Inc., New York.

WBAM, WORZ Boosts Licensed

WBAM Montgomery, Ala., and WORZ Orlando, Fla., both on 740 kc, granted licenses by FCC Friday to cover permits for power boosts. In memorandum opinion, Commission turned down WORZ protest of daytime skywave interference from WBAM on ground it is outside rules and policy issue is before FCC in daytime skywave case (story page 46). WBAM license covers boost from 250 w to 50 kw, daytime. WORZ license covers boost in daytime power from 1 kw to 5 kw, operating 1 kw at night.

Block Dies; Services Today

FUNERAL SERVICES for Rudolph Block, 59, Washington, D. C., radio news correspondent for four western stations, are scheduled at St. Matthews Cathedral, Washington, today (Monday). Interment will be in Arlington Cemetery. Mr. Block died of Hodgkins disease Thursday at Mt. Alto Hospital, Washington, after an illness of several weeks. He represented KOMO Seattle; KGEZ Kalispell, Mont.; KWHP Cushing, Okla., and KPOA Honolulu.

Tv Out of Michigan Courts

MICHIGAN Supreme Court Friday banned tv cameras from court proceedings. It adopted revised canon of ethics urged by state bar association which recommended state courts prohibit taking of photographs or broadcasts of court sessions. Tv cameras included in ban. Only exception is televising of naturalization ceremonies. State bar also is considering proposal for newspaper code covering reporting of investigations, arrests and trials.

UPCOMING

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

For other Upcomings see page 109.

PEOPLE

JOHN M. WILLEM, Chicago account representative, and **GEORGE F. BAIER,** administrative head and art department director, elected vice presidents at J. Walter Thompson Co., Chicago.

WILLIAM McILVAIN, manager of agency's New York office, **GEORGE STEGE** and **EDWARD THIELE,** Chicago account supervisors, elected vice presidents at Leo Burnett Co.

JOHN G. RAGSDALE, Chicago Div. sales manager, appointed manager of advertising and sales promotion at General Tire & Rubber Co., Akron, parent company of General Teleradio, owner of Mutual-Don Lee networks.

REP. LOUIS B. HELLER (D-N. Y.), member of House Interstate & Foreign Commerce Committee, resigned from Congress to be sworn in as New York Special Sessions judge.

EDGAR J. SCHERICK named associate media director, Dancer-Fitzgerald-Sample, N. Y., effective today (Mon.). He has been assistant account executive on Falstaff Beer account.

WILLIAM B. FABER, vice president of Headley-Reed Co., advertising representative, resigned effective last Friday. His future plans will be announced.

BRENDAN McINERNEY, former assistant counsel in Navy's Bureau of Ships office of general counsel, Friday was named assistant to FCC General Counsel Warren Baker.

DANIEL M. LISSANCE, assistant director of research of Emil Mogul Co., N. Y., named manager of sales development and research for NBC Spot Sales.

GENE KING, European radio officer for U. S. Information Service, Paris, named program manager of Voice of America in New York. He succeeds **JOHN M. VEBBER,** who becomes Public Affairs Officer in Brazil. Mr. King entered radio with WEVD New York in 1935, joined WOR there in 1940, was later with WCOP Boston.

NARTB Taking Mail Ballot On Convention Resolution

NARTB membership will vote by mail ballot on resolution opposing use of spectrum for commercial broadcasting by government or tax-supported institutions. Text of resolution was mailed Friday to membership, returnable Aug. 10. Resolution points out that American system of free enterprise has created world's highest living standard and is fundamentally opposed to direct competition with private enterprise by government or tax-supported institutions.

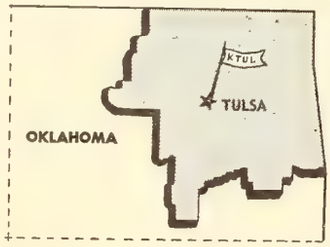
Resolution was laid aside for mail vote at closing business session of NARTB convention last May. With only about 30 delegates present, Edgar Kobak, WTWA Thomson, Ga., stopped action on resolution on ground it deserved consideration by entire membership.

Wiley Seeks Copyright Action

DRIVE now underway in Senate led by Chairman Alexander Wiley (R-Wis.) of Senate Foreign Relations Committee to enact legislation which would implement Senate ratification of the Universal Copyright Convention. U. S., in order to be party to convention, must have passage of enabling bill (S 2559). Object of convention is to give authors of published works greater copyright protection internationally. Chief benefit to radio-tv industry would accrue to program producers.



COMPLETE COVERAGE WITHOUT WASTE!



THE KTUL MARKET

$158 Million for Food

Bigger Than These States...

- Delaware
- Idaho
- Nevada
- No. Dakota
- South Dakota
- Vermont
- Wyoming

Bigger Than All of . . .

- Alaska
- Puerto Rico

For the complete, graphic presentation kit, write to: George Ketcham, Promotion Director, KTUL.

MEASURED FOR THE MARKET

The "HAPPY MEDIUM" Station

KTUL

CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
Wm. Swanson, Sales Mgr.

Avery-Knodel, Inc.
National Representative

Affiliated with
KFPW — Fort Smith, Ark.
KOMA — Oklahoma City

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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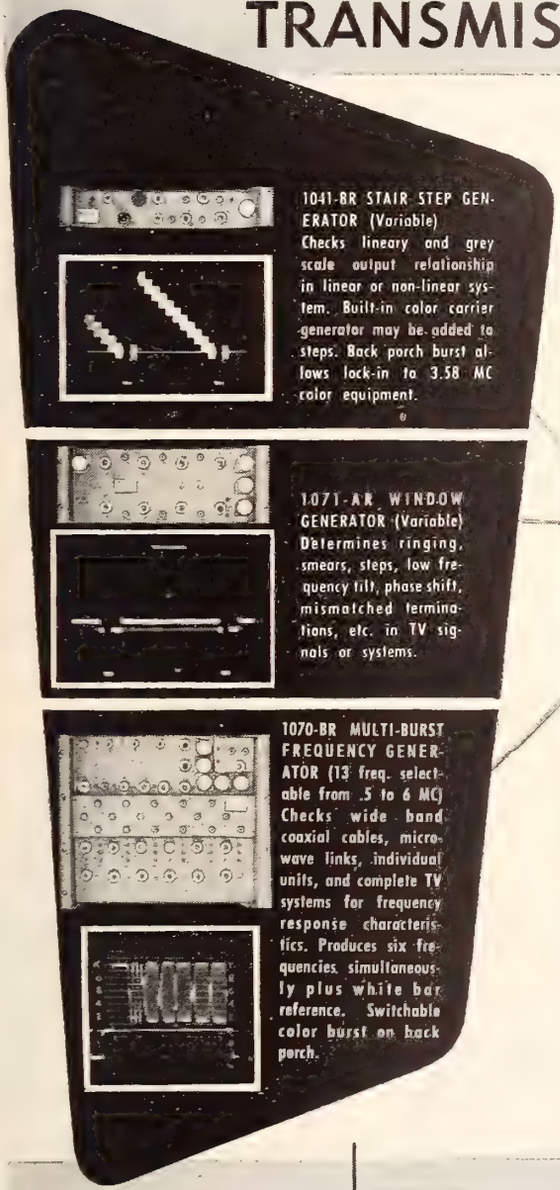
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NEW

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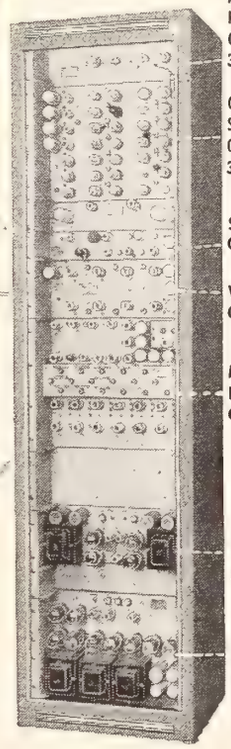
VIDEO
TRANSMISSION TEST EQUIPMENT



1041-BR STAIR STEP GENERATOR (Variable)
Checks lineary and grey scale output relationship in linear or non-linear system. Built-in color carrier generator may be added to steps. Back porch burst allows lock-in to 3.58 MC color equipment.

1071-AR WINDOW GENERATOR (Variable)
Determines ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.

1070-BR MULTI-BURST FREQUENCY GENERATOR (13 freq. selectable from .5 to 6 MC)
Checks wide band coaxial cables, microwave links, individual units, and complete TV systems for frequency response characteristics. Produces six frequencies simultaneously plus white bar reference. Switchable color burst on back porch.



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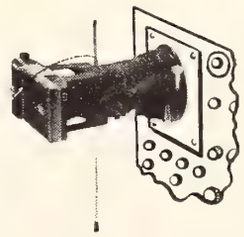
MULTI-BURST FREQUENCY GENERATOR

REGULATED POWER SUPPLY 512AR

REGULATED POWER SUPPLY 613BR

New Telechrome equipment designed to provide test signals for precise checking of video facilities.

This equipment is now in use by major networks, TV stations, and the Bell Telephone System. This type of equipment was recently described by H. Gronberg of NBC before the NARTB Engineering Conference in Chicago. These units are available individually or as an integrated system with 75 ohm or 110 ohm balanced output.

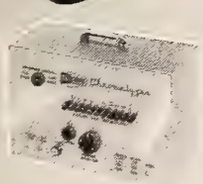


OSCILLOSCOPE CAMERA
MODEL 1521-A (Polaroid Land Type)

for instantaneous 1-to-1 ratio photo-recording of these or other test signals.

MODEL 608-A HI-LO CROSS FILTER

MODEL 524-D OSCILLOSCOPE



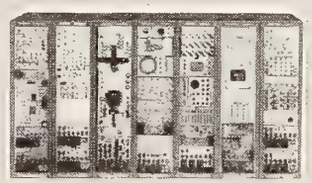
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Full facilities
Transmits, receives, monitors, analyzes composite color pictures

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NOW high

. . . "ON-AIR" at WBRE-TV

New RCA 12.5-kw UHF Amplifier—

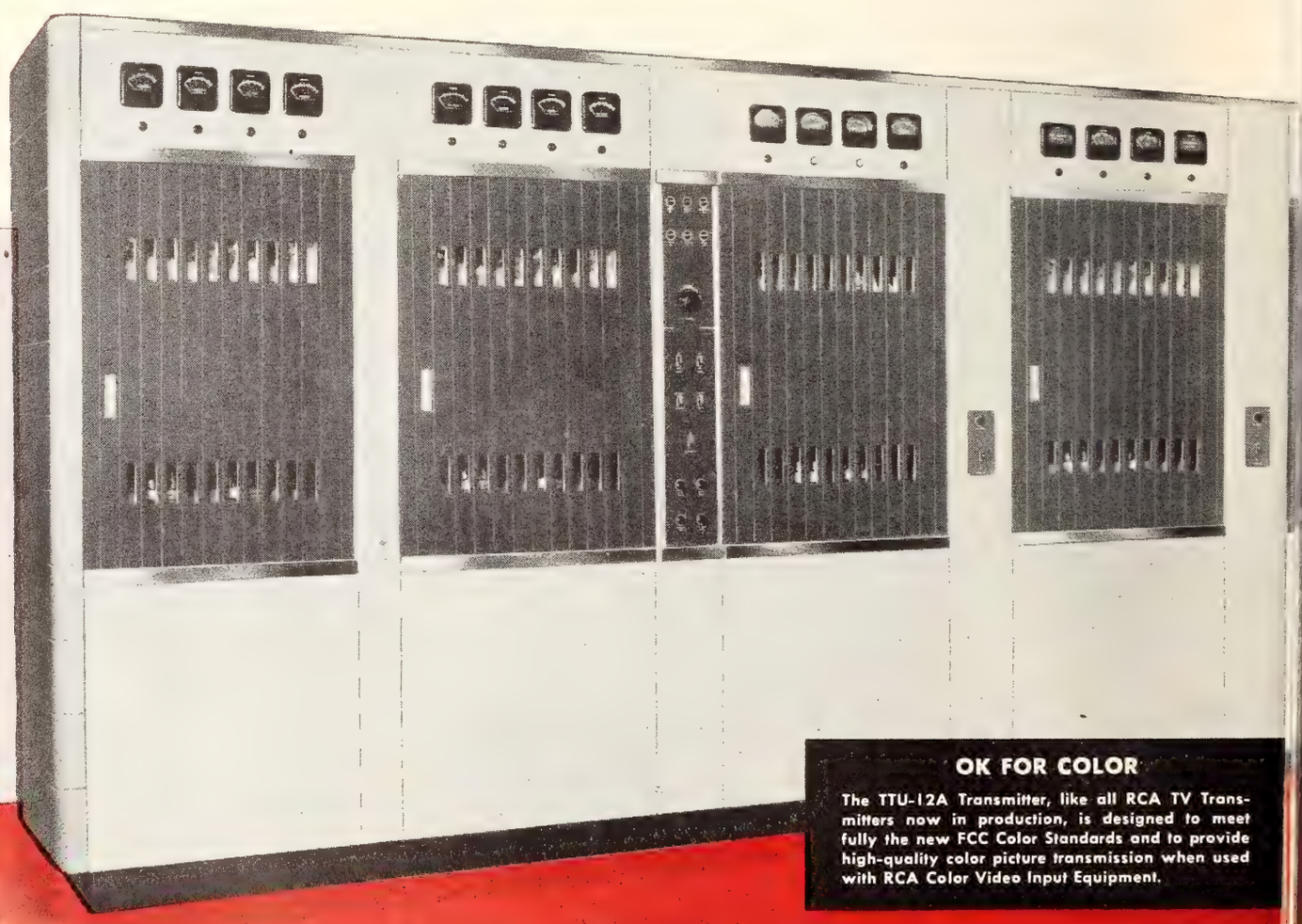
added to RCA's "1 KW UHF"—provides a complete RCA 12.5-kw UHF transmitter for WBRE-TV

Without discarding a single unit of its original RCA UHF equipment, WBRE-TV has boosted power to 224 kw ERP—in just one step. When WBRE-TV installs an RCA High-Gain UHF Antenna, ERP will go up again—to 500 KW.

WBRE-TV's achievement in power boost is another example of the way RCA "Matched Equipment Design" pays off for UHF stations now operating with an RCA "1 KW". It assures peak operational performance throughout the system *—and at any power level.* It enables you to use your existing RCA equipment as you step up power from 1 kw to 12.5. It protects your investment.

Are YOU one of the many UHF stations now operating an RCA "1 KW"? If you are, you have chosen your basic transmitter wisely. You can add an RCA 12.5-kw amplifier and continue to use your 1 KW as the driver—intact and without modification. Moreover, you can go to color—*without spending a dime to convert your transmitter.*

Play it safe. Plan your UHF power

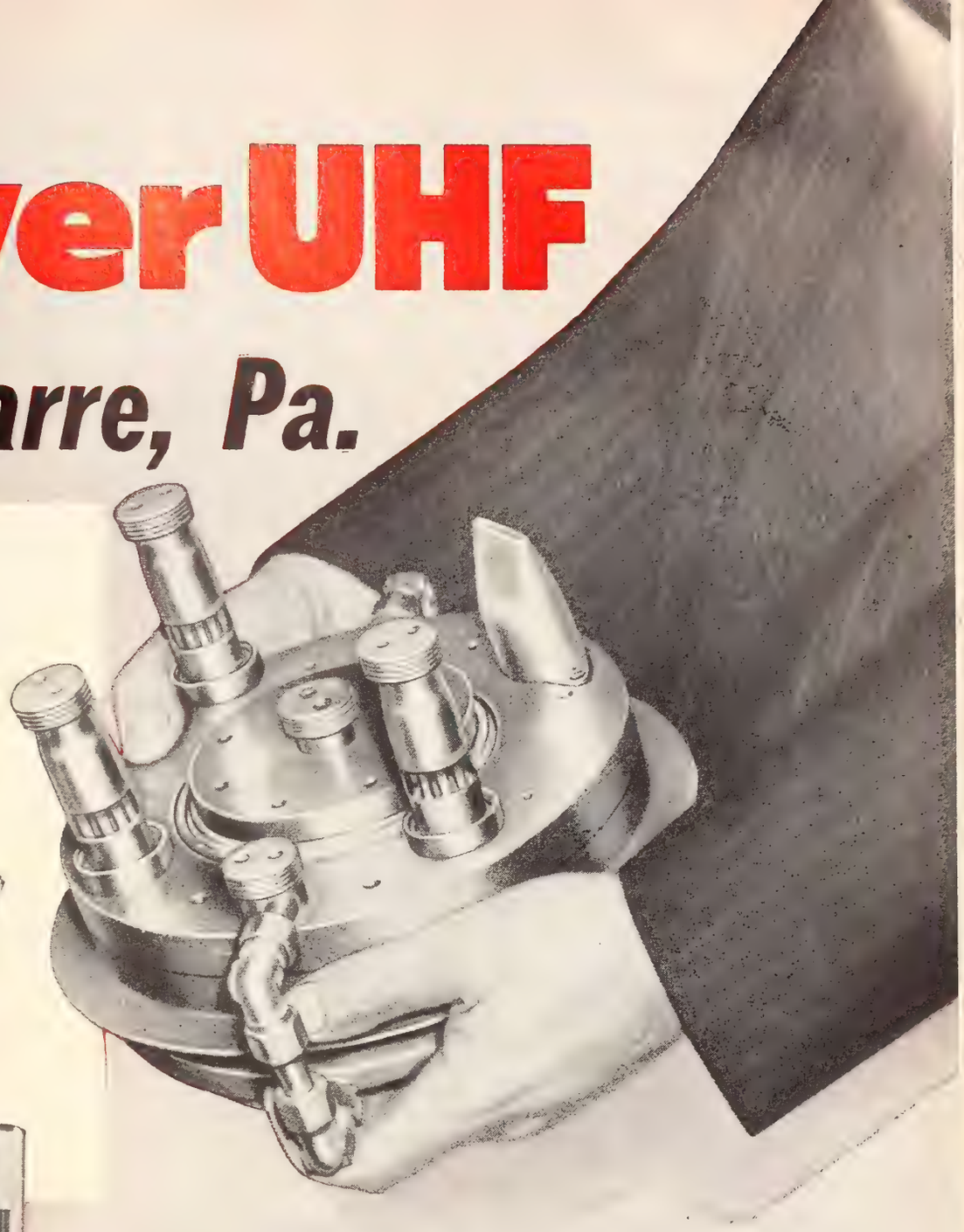


OK FOR COLOR

The TTU-12A Transmitter, like all RCA TV Transmitters now in production, is designed to meet fully the new FCC Color Standards and to provide high-quality color picture transmission when used with RCA Color Video Input Equipment.

power UHF

Wilkes-Barre, Pa.

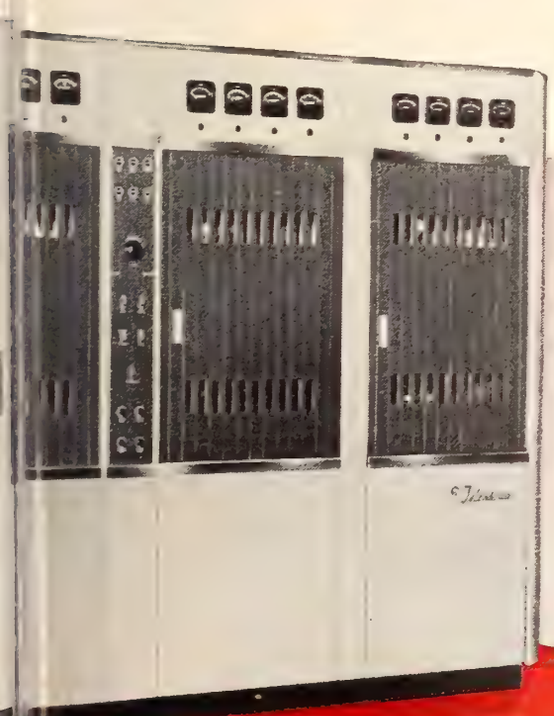


increase with an RCA *completely matched UHF system all the way—from the 1 KW transmitter to the tower light.*

For help, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

ASK FOR BULLETIN . . . For complete information on the RCA 12.5-kw UHF Transmitter—call your RCA Broadcast Representative. Ask for the fully illustrated, 12-page brochure describing RCA's Hi-power UHF transmitter.





Conventional, small-size,
RCA 6448 Tetrode used in the RCA 12.5-kw UHF Transmitter.



RCA-6448 Power Tetrode—heart of the TTU-12A, 12.5-kw UHF Transmitter.



It is used in the kind of circuits every station man knows how to tune.



It saves power and tube costs (up to $34,000 over a ten-year period).



It's small, fits into easy-to-handle cavity assembly.



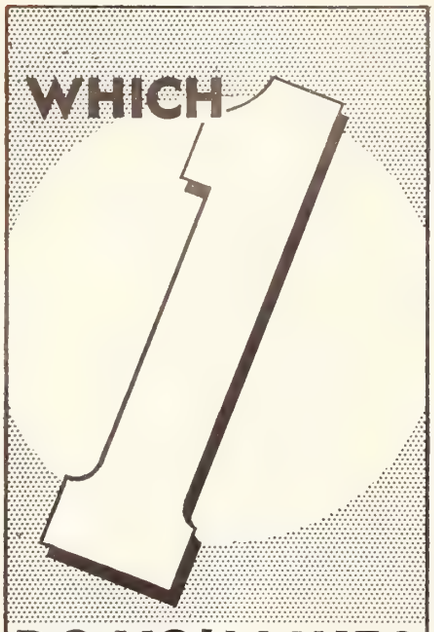
It's a standard type—can be obtained from your local RCA Tube Distributor.



One type covers the entire UHF band, 14-83.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**



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We've Got 'em All!

CBS NBC ABC
DUMONT

Yes, for over a year, WAFB-TV has furnished the only TV programing to the rich BATON ROUGE TRADE AREA. This rich petro-chemical market responds to your sales messages over WAFB-TV because the viewers are among the highest paid workers in the country, with ample free time to spend their money as you tell them to! To cover almost a half million potential customers, buy the only TV station in the capital of Louisiana . . .

WAFB-TV
Channel 28
Baton Rouge, La.
TOM E. GIBBENS
Vice President & General Manager.
Represented nationally by
ADAM J. YOUNG, Jr.

JACK PAAR, a comedian with extensive experience along that line, has described the sustaining program as the WPA of television. The description applies to a disturbing number of summer shows, sponsored or sustaining, as well. Like the WPA, the summer show makes work for people who might otherwise face the bread line or an even meaner fate, like a nine-to-five job. In making work, these programs seldom make history. Here are a few examples, ranging from promising to inexcusable, now available on the summer air.

* * *

JACK PAAR SHOW

CBS-TV, Saturdays, 9:30-10 p.m.
Sponsor: Prom
Agency: Leo Burnett
Writers: Jack Paar, Larry Markes, Jack Douglas
Producer: Al Span
Director: Peter Birch
Cast: Jack Paar, Pupi Campo, Jose Melis, Betty Clooney Johnny Desmond.
Production cost: $13,500 a week.

CBS-TV's answer to NBC-TV's Dave Garroway may turn out to be Jack Paar, a young man of casual airs and incipient wit who presided over an unnoticed daytime program before being put on display for the general public at 9:30 Saturday nights.

Mr. Paar's new half-hour nighttime show consists of about the same ingredients as are in Mr. Garroway's productions. (The reference here is to the nighttime Garroway as distinguished from the daytime Garroway who plays straight man to a chimpanzee on *Today*.) In Mr. Paar's show there are singers and such, all of pleasant mien and professional competence, and there is Mr. Paar, sucking on an unlit pipe, making small jokes and, on his opening appearance, occupying entirely too much time.

Mr. Paar is not a particularly gifted monologist. He has a flair for quick witticisms but not for sustained story-telling. Verdict: Mr. Paar's show has promise, if he will quit hogging the camera too long at a time.

* * *

SUMMER IN THE PARK

DuMont, Wednesdays, 9-10 p.m.
Producer: Roger Gerry
Director: Frank Bunetta
Mistress of ceremonies: Virginia Graham
Production cost: $2,434 per program

PALISADES Amusement Park, New Jersey, is a squalid, inland version of Coney Island, an attraction for only the most unresourceful seekers of divertissement. Thanks to the miracle of television, viewers along the DuMont network may now waste an hour at Palisades without stirring from their sofas.

The mistress of ceremonies on this weekly visit to the Palisades is a massive blond named Virginia Graham, who speaks with the authority of years on the midway. She describes the delights of the Palisades with the fervor of a barker beguiling the innocent into the muscle-dancers' tent.

In the intervals between Miss Graham's vigorous commentary, an inferior orchestra plays, sweating customers dance, contestants engage in a watermelon eating match, a handwriting analyst examines a perspiring palm, a line of rumpled beauty queens parade along a runway. Miss Graham insists it is wonderful fun. A more objective appraisal: programming by default.

GAMBLE ON LOVE

DuMont, Fridays, 10:30-11 p.m.
Producer: Robert K. Adams
Director: Harry Coyle
Star: Denise Darcel
Production cost: $4,674 per program

WITH Denise Darcel, the French actress, as a passably decorative but hopelessly unintelligible interrogator, DuMont has introduced a quiz show, *Gamble on Love*. To qualify for participation, contestants must be couples who are in love or at least claim to be. Miss Darcel's qualifications for her role are more obscure. She lacks the English to engage in spontaneous give-and-take with contestants and is totally at sea in her assignment.

Contestants are asked such questions as this, from the opening show July 16: "In an early American love story one person was named Priscilla and another John Alden. What was the name of the third?" For answering that stumper correctly a couple won several articles of merchandise which were described with admiration and repeated brand identification. The products mentioned on the show were almost full commercials, to the number of a dozen or more.

Love, it is said, conquers all, and indeed it seems to have conquered DuMont's better judgment.

STAGE SHOW

CBS-TV, Saturdays, 8-9 p.m.
Sponsors: Schick shavers, Nestle Co., Nash Motors, Sheaffer pens
Executive Producer: Jack Philbin
Producer: Stanley Poss
Director: Frank Sapenstein
Stars: Tommy and Jimmy Dorsey
Production cost: $25,000 a week

IN THE emergency of filling the hour which has been vacated for the summer by Jackie Gleason, CBS-TV has enlisted what should be the valuable services of the durable Dorsey brothers, Tommy and Jimmy.

Both are fine musicians, and they have assembled an orchestra which, although not up to the brilliance of the former Tommy Dorsey band, is a cut above most of those in the business today. Unfortunately, the orchestra has been given no more taxing an assignment than playing background music to acrobats.

Instead of emphasizing the high-quality instrumentalism of which this organization is capable, the program features the brothers Dorsey as masters-of-ceremonies, introducing acts which must be rejects from old Ed Sullivan shows. The July 17 Dorsey program featured three gymnasts, comedian Jack Leonard (who keeps getting fatter but no more amusing), singer Tony Bennett and Lynn Roberts, a blond vocalist of remarkable physique and acceptable voice. Of this company only Mr. Bennett and Miss Roberts belong on the show.

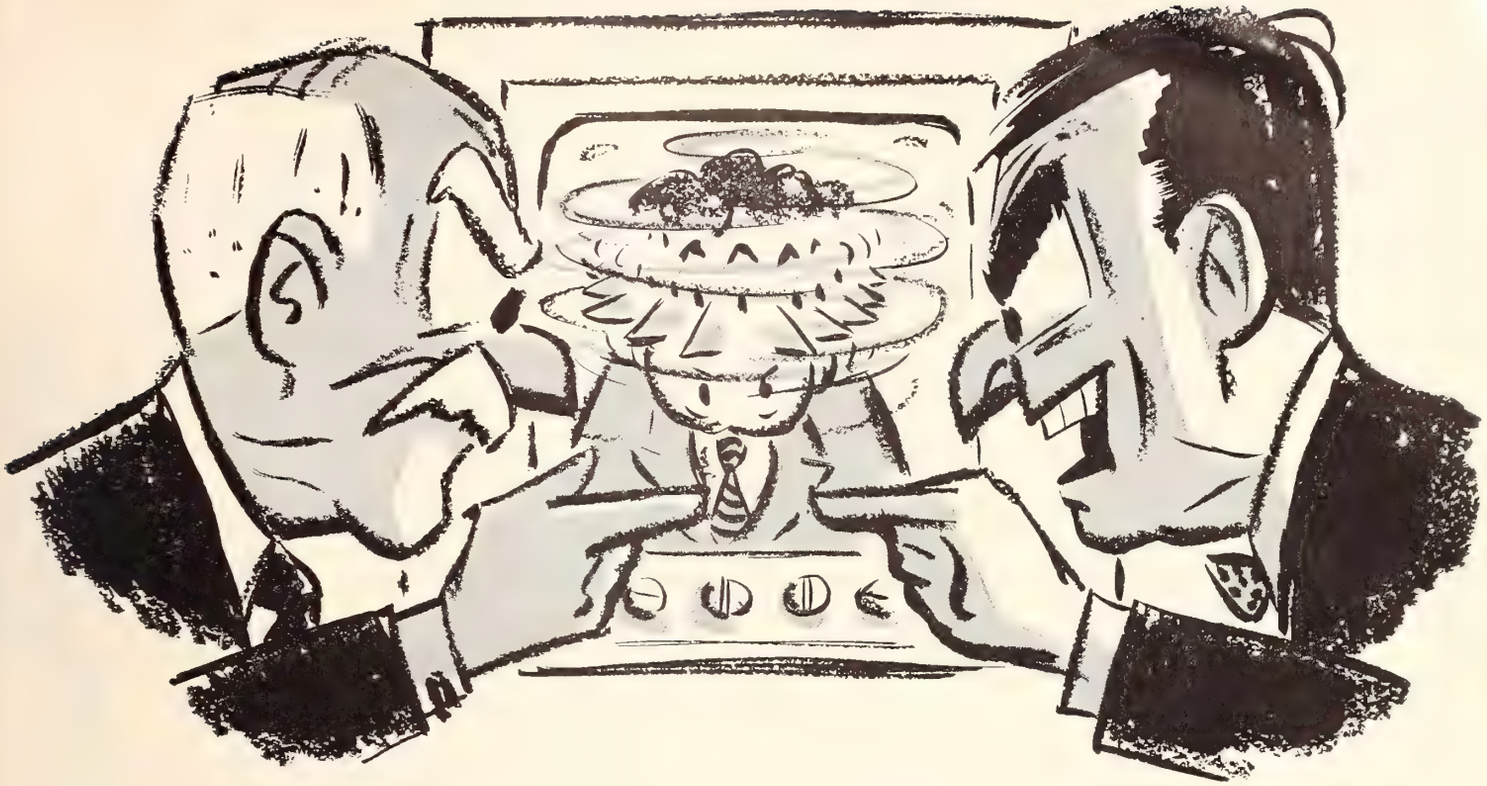
It is a heedless waste of talent to hire the Dorseys for a job that could be performed by any pit orchestra at union scale.

* * *

BOOKS

BRITISH BROADCASTING. A bibliography, 1954. Published by the British Broadcasting Corp., Broadcasting House, 35 Marylebone High Street, London, W. 1. Printed by Broadwater Press Ltd., Welwyn Garden City, Hertfordshire. One Shilling (19 cents U. S.). 38 pp.

AN INVALUABLE guide for the student of the radio-tv field, particularly for those studying the British system of broadcasting.



To a new TV station that's caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telescription Library, you have the country's leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

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REDISCOVER THE WEST!

Westward bound? Team up with the Columbia Pacific Radio Network. You'll discover CPRN carries the most weight throughout today's $20-billion Pacific Coast market. And there are four sound reasons why:

RADIO IS EVEN MORE POPULAR ON THE COAST than it is nationally. Westerners spend an average of 17.3% more time with radio than the national average.

CPRN MATCHES POWER TO POPULATION. Only CPRN has the Balanced Coverage to match the Coast's spread-and-cluster pattern... maximum-power stations where population is spread out (example: the Los Angeles market covers an area the size of Connecticut) and moderate-power stations in areas where population is concentrated in smaller clusters. As a result of this Balanced Coverage, day and night more families listen to CPRN, in total, than listen to any other West Coast network.

CPRN HAS THE LARGEST SHARE of the radio audience in the West year after year. And CPRN's audiences are more than 6% larger today than in 1948, before television.

ADVERTISERS ARE AWARE OF THESE FACTS. As a result, CPRN carries more business than any other West Coast network!

Give you a lift to the Coast? Call CBS Radio Spot Sales or... ***THE COLUMBIA PACIFIC RADIO NETWORK***



All sources on request.


CPR



If your product is used by housewives, this fellow is YOUR BOY. He whispers things in ladies' ears that makes them go buy something.

His mid-afternoon show bursts with features including "pop" music, celebrity interviews, contests, listener phone calls and minute spots from shrewd advertisers.

You, too, can get up to twice the Milwaukee audience per dollar of any network station by using WEMP* Call Headley-Reed!

** Based on latest available Pulse rating and SRDS rates.*

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MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

OPEN MIKE

Insurance

EDITOR:

Your article on page 83 of the July 19 issue on Metropolitan's *Allan Jackson and the News* was of such interest to us that I would appreciate receiving 10 copies for distribution throughout our organization.

Jerry Crowley,
Adv. Prom. Mgr.,
Metropolitan Life Insurance Co.,
New York.

Name and Place

EDITOR:

Your story on page 64, July 12 issue, relative to the proposed and recommended sale of WTAC-AM-TV Flint, has given me pause for reflection. Obviously, for a guy who owns and operates an advertising and public relations agency, I am not properly herding the goats in my own back yard.

The story, as you printed it, was minutely correct in every respect but one. . . . The name officially bestowed, recorded, registered, and now thoroughly shopworn, is "Jack"—not "John." The Parker Advertising Agency is located in Saginaw, Mich., not in Flint. . . .

Jack B. Parker
Parker Advertising Agency
Saginaw, Mich.

Who's Not Who

EDITOR:

Bet you this isn't H. J. M.

Frank Stanton
President, CBS
New York



MR. BROPHY MR. MORGENS

[EDITOR'S NOTE: Dr. Stanton refers to a picture run in B•T, July 19, with a story reporting that Howard J. Morgens had been elected executive vice president of Procter & Gamble. By error a picture of Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, was identified as that of Mr. Morgens.]

Thomas v. Lasky

EDITOR:

I should not ask space for this letter merely to prolong a personal controversy with Victor Lasky [OPEN MIKE, July 5]. But there is a matter of principle involved and this in turn depends on a proper statement of facts concerning my position which Mr. Lasky misrepresents.

I should very much object to letting certain actors and others, who were pro-communist, run a forum on NBC or any other network. That responsibility belongs to NBC. This is different from standing up for the right of actors to appear on special programs where they can be judged by the performance. I'd welcome an appearance by oil millionaire Hunt on one or more forums.

I should very much object to the Ford Foundation's seeking a near monopoly of discussion programs on the air as Facts Forum has been doing. Actually, the *Omnibus* program, subsidized, I understand, by the Ford Foundation, on CBS wasn't a program devoted to discussion of public issues. Moreover, no such charges have been brought against the Ford Foundation as were brought by the *Providence Journal-Bulletin* against Hunt's Facts Forum. And those charges haven't been satisfactorily refuted.

Norman Thomas
New York

Outdated

EDITOR:

RE KMO-TV SALE PAGE 9 JULY 12 ISSUE. KOMO-TV SEATTLE IS EXCLUSIVE NBC AFFILIATE FOR WESTERN WASHINGTON. NO NBC SHOWS RUN ON KMO-TV TACOMA SINCE DECEMBER OF LAST YEAR WHEN KOMO-TV WENT ON AIR. PLEASE CHANGE YOUR FILES ACCORDINGLY.

RAY BAKER, COM. MGR.
KOMO-TV SEATTLE, WASH.

Reliable Source

EDITOR:

. . . In my daily "Tv First Nighter" pieces, syndicated by Classic Features, for the second time within a week I have had occasion to credit, and to thank, B•T as a source of information on tv that I think is of importance not only to the industry but to the general public.

Your editorials, too, are succinct and informative. . . .

Burton Rascoe
New York

Round and Round (Cont.)

EDITOR:

Radio Station WDOK is opposed to the proposed plan of the record manufacturers to supply 45 rpm discs for broadcast.

We do not relish the possible jeopardy to future programming by having to substitute the use of records which are almost impossible to cue, difficult to change rapidly and likely to lose tract or throw the head during broadcasts.

If this is an "economy move," then let the record companies cease and desist in mailing hundreds of recordings which never get on-the-air. The growing influx of pop, polka, hillbilly and race is too much for any station to keep up with. At the same time, duplicate mailings are made to individual DJ's which only serve to waterlog a station library.

WDOK recommends fewer records—more selective mailings and definitely 78 rpm for radio broadcast in the pop field. . . .

Willard L. Dougherty, V. P.
WDOK Cleveland

EDITOR:

I have a legitimate gripe . . . on 45 rpm microgroove recordings. It's time the broadcasting industry stood up for itself. In the first place only about 25% of the am stations in the country are equipped to play 45 long plays. In the second place a 45 microgroove recording has about one fifth the life of a 78. The 45 rpm recording has to be handled more delicately. It all adds up to this: radio stations all over the country are going to be forced into increasing the budget

WE PRODUCE RESULTS!



WILK-TV has consistently taken top honors as the "PRODUCIN'EST" television station in Northeastern Pennsylvania—the nation's 24th market. Here are just a few sales-packed success stories that PROVE our superiority . . .



LIBBY BRENNAN, of WILK-TV, is the **ONLY** local television personality with a **national** sponsor. Her community interest program, "LIBBY AT LARGE," is sponsored by the STUDEBAKER CORPORATION. It is the **best** STUDEBAKER salesman in this entire area. The local dealer reported that following the **tenth** show, there were **346** walk-ins and **28 actual sales** of new STUDEBAKERS as a direct result of "LIBBY AT LARGE."

This type of quality programming and smart salesmanship is **synonymous** with WILK-TV.

On the twenty-second day of the recent running of "THE ROBE," the PARAMOUNT THEATRE of Wilkes-Barre ran a saturation program **exclusively** on WILK-TV. The excellent presentation of this program resulted in the theatre's **largest gross** except its opening in 1938.

Kresge's local store uses WILK-TV's "Buckskin Jim Show" exclusively. The proven kid appeal of this program has been put to use in displaying their toy line. The store reports astounding sales results. Customers from as far as Mt. Carmel and Carbondale have come in . . . and bought . . . as a result of the show.



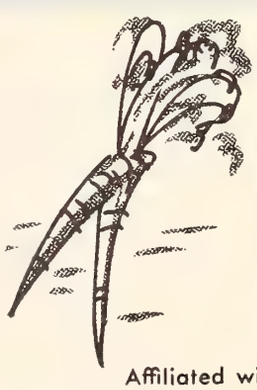
These are only a FEW of the success stories that prove WILK-TV **TOPS** in coverage, audience and quality salesmanship.
Our tremendous sales power is ready to serve **YOU.**

1ST IN POWER AND COVERAGE!

Call or write

AVERY-KNODEL, Inc.

● New York ● Chicago ● Los Angeles
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WILK-TV

WILKES-BARRE SCRANTON

Affiliated with both **ABC and DUMONT NETWORKS**



like shooting fish in a barrel

"How can you miss?" With coverage that reaches 429,000 families and a phenomenal share of audience, established VHF WTAR-TV not only blankets America's 25th market, but the eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Selling in America's Miracle Market gets to be more of "a snap" everyday.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

for their music library whether they like it or not. . . .

It's time the various recording companies realized the fact that radio is the medium that sells their recordings. I have long had the belief that there's nothing wrong with radio but the people in it, and if this bit of piracy is pushed through and the broadcasting industry takes it sitting down that belief will be justified.

R. B. McGregor, Coml. Mgr., KBNZ
LaJunta, Colo.

EDITOR:

We received a shipment of records on 45 rpm. We can play 45's OK but the record that got my goat was "Be Sharp—Feel Sharp" a single practically plugging Gillette. It is a beautiful rendition by the Boston Pops orchestra but it will not be played on this station. Too bad, since the other side is a fine semi-heavy also by the Boston Pops orchestra.

Another Muriel deal—Why? . . .

E. D. Scandrett, Gen. Mgr.
WKEI Kewanee, Ill.

Long Hops

EDITOR:

In reference to your comment on freak tv signal reception, I submit the following. With a ch. 2 ten-element Yagi antenna, I receive such as KMID ch. 2 in Midland, Tex. (1,150 miles), KFEL ch. 2 in Denver (895 miles), KOOK ch. 2 in Billings, Mont. (873 miles), nine days out of ten from here in Lafayette, Calif. This sort of reception as you know is quite common during this time of year. The reception from these stations is not always as good as locals, but on several occasions, it has surpassed the signal strength of them. Of course this reception is often supplemented by more distant stations. . . .

I am the president of an organization called the American Ionospheric Propagation Assn. which deals with the subject of long distance tv reception. We publish a monthly bulletin that discusses current topics, and I would be glad to pass along a copy of it to any long distance tv enthusiast.

Robert E. Cooper II, Pres.,
American Ionospheric Propagation Assn.,
Lafayette, Calif.

Progress Report

EDITOR:

July 16 KCMS-FM [was to] be one year old. Normally this would be of little interest to you, we suppose. However, for an independent fm station to have some degree of success in an am and tv market might be significant.

Our programming is over 60% classical music, eight hours per day. We limit our commercials to the hour and the half-hour, and the music comes first. The classical music is programmed for content rather than time.

At the end of one year we find advertising agencies both in Colorado Springs and Denver placing business with us. . . . The interest in Hi-Fi has also helped a great deal. . . .

You can walk into any appliance store in Colorado Springs now and find am-fm radios in stock; further the salesman will tell you about "the Manitou music station." . . .

In our opinion there is a place for fm in markets as small as Colorado Springs if it is directed to a class audience.

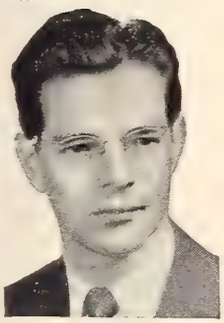
C. M. Edmonds
KCMS-FM Manitou Springs, Colo.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

COLOR CAPSULE EDITION

2nd LEVEL OF G-E PYRAMID PLAN FEATURES ALL-NEW 16mm PROJECTOR



WALT HOFFMAN

● Walt Hoffman, of General Electric's broadcast engineering section provided the background for this unveiling of new color TV film room equipment. His assignment during recent months was exclusively on the development of G-E's color projector. An electrical engineer, Walt also holds a B.A. degree in Production Management from The University of Minnesota.

The Editor, G-E Telequipment News, Section X274-26, Electronics Park, Syracuse, New York

Continuous Motion Unit Perfected For Color Rated Far Above Monochrome Re-designed Projectors

Once again, General Electric Company demonstrates a unique ability to gear its production facilities to the earliest possible broadcaster need. Here, you see color film equipment ready for the nation's first color order and perfected to deliver picture quality that attracts commercial revenue. Engineers at every TV station will want the technical background given in this article for an intelligent recommendation to his station management.

G-E's 16mm Film Scanner is a continuous motion projector with flying spot scanner for light source and a photo-multiplier assembly for conversion of light to electronic signal suitable for broadcast transmission.

THE PROJECTOR

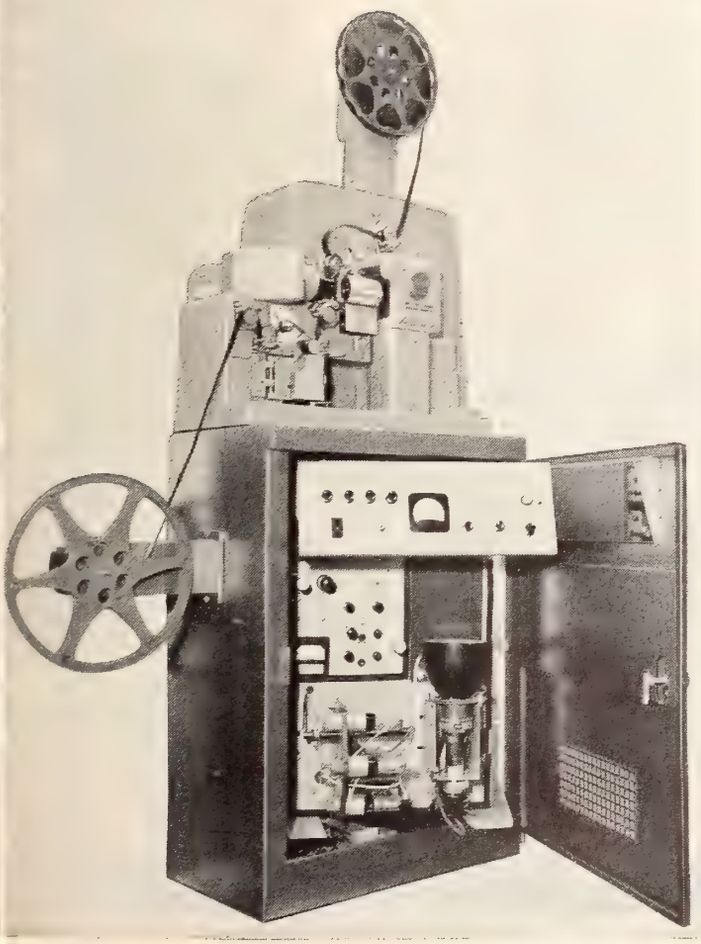
The Projector system was designed by Otto Whittel and produced by Eastman Kodak Co. for General Electric. It has been simplified to a point where jitter and weave are absent. Correct guide and gate design plus precise gearing of the film drive to the compensating mirror drive accomplish this feature. Flicker is reduced to insignificance by the dual mirror position relationship where more than enough light is reflected during any lap. Special masking between the mirrors compensates for this.

Automatic control of film shrinkage is accomplished by utilization of space between sprocket holes to mechanically locate the frame in the gate and to maintain correct focal distance from lens to film. G-E uses an F1.6 projection lens and front surfaced compensating mirrors to assure efficient light transmission. Note, this light is three times the amount in other known systems. *There are no other limiting apertures.*

THE SCANNER

The Scanner light source is a blank raster swept on the face of a five-inch kinescope. It is rich in all wavelengths of the visible spectrum. The phosphor has extremely short decay time to maintain small spot size with maximum brightness. Actually, a level of less than 2% linear sweep distortion based on vertical height is maintained.

During the development of this projector we were guided by two main objectives. One, devise a near-perfect system for top color quality. Two, make it simple to operate . . . easy to maintain. All of this has been done.

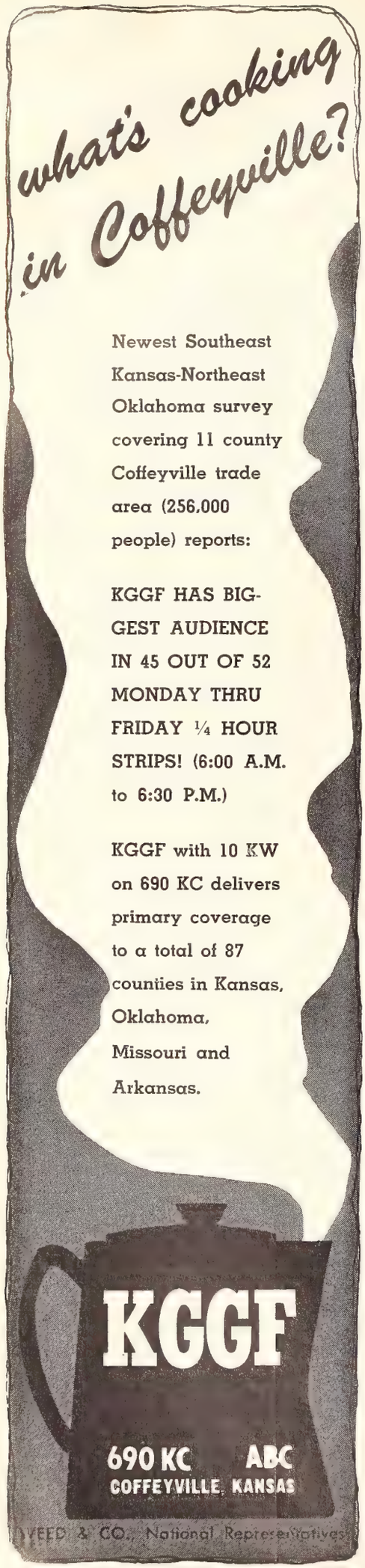


Add one or two of these units to the 2" x 2" Slide Scanner and Scanner Pickup for complete film facilities.

MAJOR FEATURES

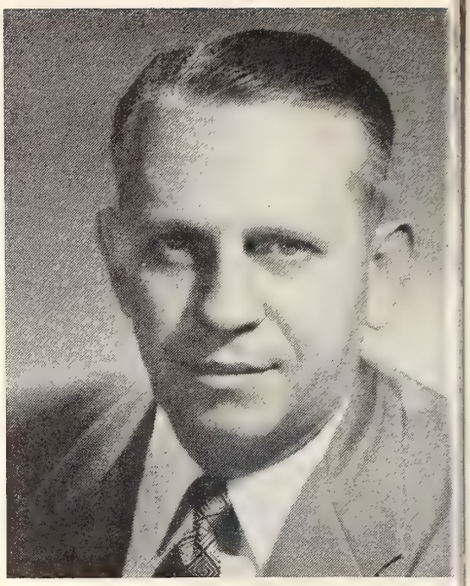
- High efficiency light transmission system. Two revolving mirrors in a simple system eliminate need for prisms.
- Televised picture free of "jitter," "flicker," and "weave."
- Low maintenance. Two revolving mirrors require a minimum number of moving parts.
- Quiet mechanical operation. No high-speed eccentric or reciprocating parts to become noisy through wear.
- Continuous motion of film reduces sprocket hole and film damage. No fast pull-down claws or intermittent sprockets.
- Optimum picture and audio reproduction from either optical or contact printed films.
- No frame bars—system inherently eliminates frame bars; start or stop on any frame.
- Block-built equipment. Fits the Slide Scanner and Scanner Channel accurately, with maximum efficiency in light transmission.
- Has own scanner tube, reducing lost air time in event of tube failure.
- One and a half hour film capacity; accepts 3,000 ft. reel.
- Even film tension regardless of film load or reel diameter.
- Electronic framing of picture.
- No registration problems.
- Handles prints with track and picture emulsion on either front or back of film. Optimum picture reproduction with shrunken film.

GENERAL ELECTRIC



our respects

to ROBERT EVART SHELBY



THE TERM television pioneer, somewhat loosely tossed around in these days of superlatives, can be applied with utmost honesty to Robert Evart Shelby, who just a few weeks ago was named vice president and chief engineer of the National Broadcasting Co. to cap a 25-year career with the organization.

For how many persons, even veterans in the industry, can claim that as far back as 1931 they were announcing the call letters of a television station?

Actually, that was just one of the many duties of Bob Shelby back in that year when NBC first established its television development laboratory in the Empire State Building and placed him in charge. As he recalls:

"It was the middle of the Depression and frequently our staff was so small that it became a one-man operation. I'd have to announce the call letters (W2XF for sight; W2XK for sound), operate the film scanner and transmitter, and in my spare time keep the station logs and maintain equipment."

While at the Empire State Building, his group was successful in the first test of inter-city relay equipment for television, sending a relayed signal from New York to Camden, N. J.

From 1935 to 1937 he assisted in the organization of RCA-NBC field tests of all-electronic television and in the design of equipment and facilities for those tests.

From 1937 to 1940 he was supervisor of all NBC experimental operations and development, and in addition made two trips to Europe to study television systems there.

During World War II Mr. Shelby directed NBC's wartime research and development activities for the armed forces, including the development of an air-borne television reconnaissance system for the Navy. He also served during this period as technical consultant to the National Defense Research Committee.

Since the war he has been successively and successfully NBC's director of technical development, in which he specialized in the development of system and facilities for commercial television broadcasting; director of television technical operations, in which he was in charge of all technical phases of NBC-TV operations; and director of color tv systems development.

In addition to his many assignments at NBC, Mr. Shelby has devoted much of his time for a number of years to the television standardization work—both in black-and-white and color—of various industry committees, including the National Television System Committee, the Radio Technical Planning Board and the Radio-Electronics-Television Mfrs. Assn.

It is no accident that Bob Shelby went into broadcasting. Born in Austin, Tex., on July 20, 1906, he was one of the earliest amate radio operators in that part of the country aft World War I, and continued his "ham" oper tions until 1924, when, as a student at the of Texas, he found his radio activities took t much time from his studies.

"It was a tough decision to make—wheth to give up school or quit my ham operations he remembers. "Influenced no little by a b of parental prodding, I finally gave up my rad work to concentrate on school work."

In reality, Mr. Shelby did not give up all h radio work, continuing his position as the censed operator of the university radio statio Pitching into his studies with renewed vigor, h also won top scholastic honors while earni three degrees.

Soon after graduation he was interviewed b a recruiting team from the Radio Corp. America looking for outstanding prospects fro the college campus. He soon was in New Yo as a student engineer for NBC.

That was July 1, 1929. On June 4, 1954— just four weeks shy of 25 years later—M Shelby was named to his present position NBC vice president and chief engineer. his words, "I didn't quite finish my 25-ye apprenticeship before making V.P."

Mr. Shelby is a fellow of the Institute Radio Engineers, chairman of the Institute Television System Committee and a memb of its Standards Committee. He is a fello of the American Institute of Electrical E gineers and a member of the Society of Motic Picture & Television Engineers. He also is member of Tau Beta Pi, Phi Beta Kappa, E Kappa Nu and Sigma Xi.

Licensed as a professional engineer by t State of New York, he holds several paten in the fields of television and frequency mod lation. He is a member of the Board of Ed tors of the RCA Review, the Board of Technic Advisers of the RCA-Institutes, and the RC NBC Liaison Committee.

Mr. Shelby is married to the former Mari Eikel, who, as an assistant in the Spanish d partment at the U. of Texas, helped him cra two years of that language into one year intensive study while he was working for h master's degree. The Shelbys live in Teanec N. J., and have two daughters, Barbara, 22, wh recently was graduated from her father's alm mater, and Jane, 13.

A man completely absorbed in his wor Bob Shelby has little time for hobbies. Whe he does find the time, he enjoys repairing t house and dabbling in carpentry. Howeve he says he probably gets his main relaxatio from driving his automobile. Whenever po sible, he and Mrs. Shelby make his busine trips together in the family car.

WHDH

50,000 WATTS · BOSTON · 850 KC



SURVEY 2

THE SURVEY WITH
THE FRINGE
INCLUDED

PLUS NEW AUDIENCE
COMPOSITION FIGURES

PLUS NEW CUMULATIVE
(UNDUPLICATED) WEEKLY RATINGS

WHDH announces the completion of its Second Area Survey.

Conducted by Pulse, Inc. just 12 months after the first survey, this report brings to 16,400 the number of personal interviews made during the months of January 1953 and 1954.

Survey Number 1 completed a year ago created industry-wide interest and over 11,000 copies were distributed. Survey Number 2, covering 25 counties of this New England market and embracing 1,440,080 radio families, brings additional qualitative information in the form of "cumulative audiences" and audience composition.

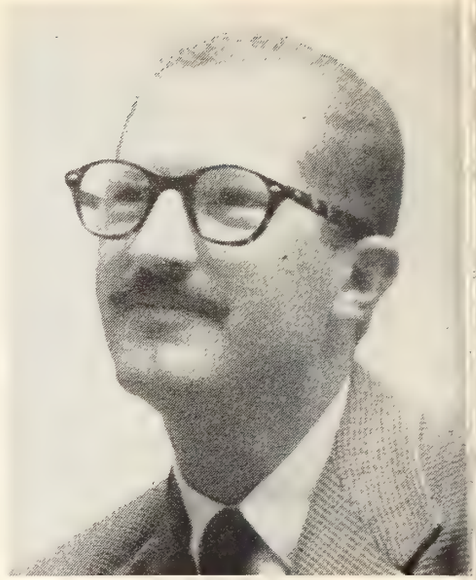
Substantial sampling is a basic requirement of sound research. Too much of today's information on radio and TV is derived from an inadequate base, and upon these questionable data, decisions are made accounting for millions of dollars in advertising revenue.

Survey Number 2 measures the *total* listening of 8,200 families at home and away from home — and develops new facts on audience turnover and composition.

You may have your personal copy now by calling your John Blair man, or sending your request to Radio Station WHDH, 6 St. James Avenue, Boston 16, Massachusetts.

WHDH

FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.



HAROLD DREYFUS

on all accounts

PROVOCATIVE are the ideas of Harold Dreyfus, vice president of Noel, Lent & Assoc., Hollywood (formerly Time & Space Advertising), who supervises radio-tv advertising of such clients as Anatole Robbins cosmetics; Tippa Typewriter Co. (imported from West Germany); Superior Mortgage Co. and Smoky Joe Foods (canned baked beans), all southern California firms.

Example: his ideas about movies on tv:

The poorer the movie, the more effective the tv advertising message, he explains. "It's hard to overestimate the tenacity of an audience watching a bad picture. If they're going to watch at all, they pay close attention," he elaborates. Though a smaller audience, results have proved greater, especially in direct response advertising, Mr. Dreyfus contends.

Given to quiet, though barbed, comments on current radio-tv practices, he observes, "It's impossible to insult a tv audience, though great attempts have been made."

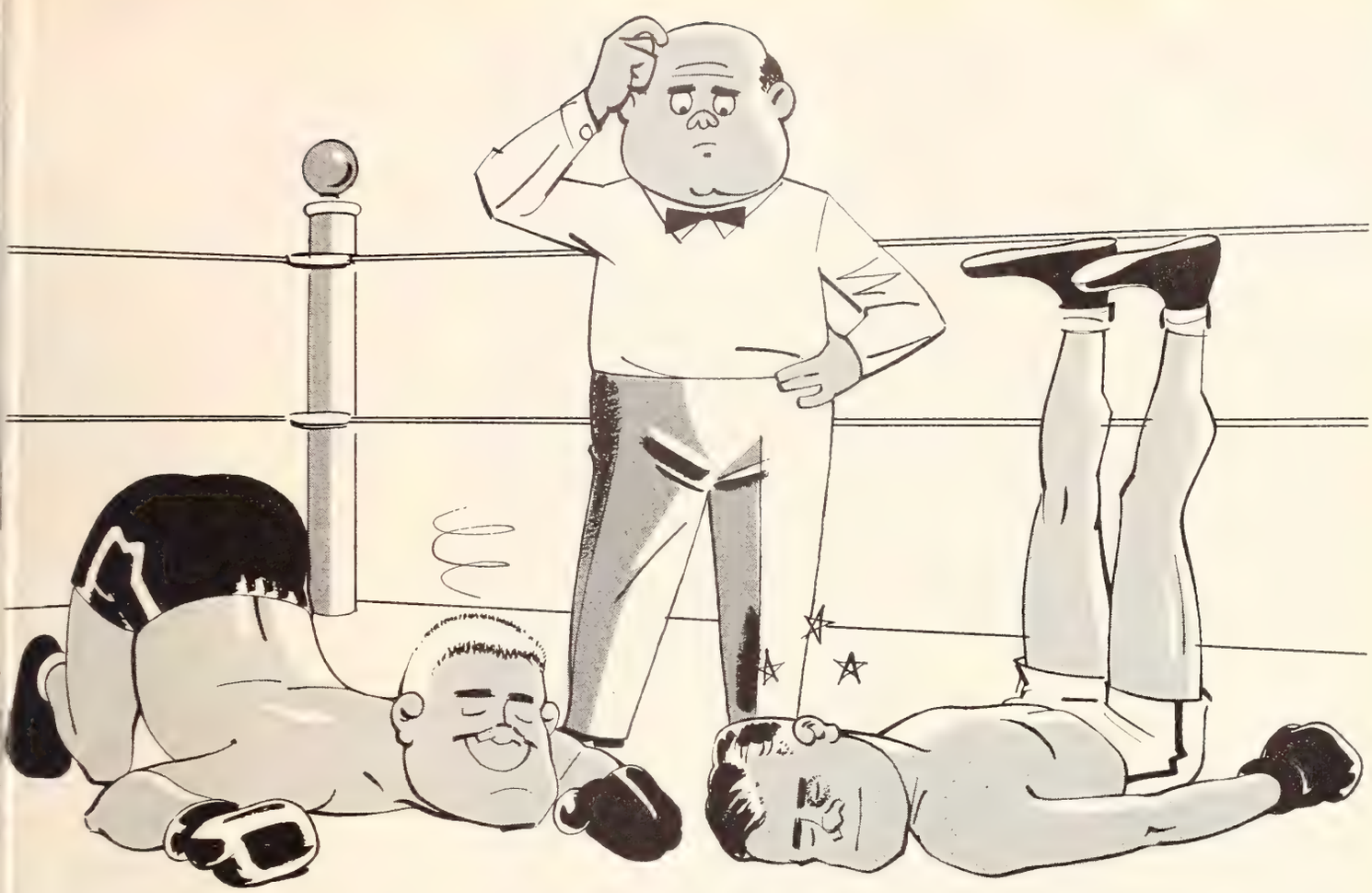
Mr. Dreyfus was born in New York City, and moved with his family to Los Angeles in 1934 when he was 14. A product of the U. of Chicago liberal arts course, he graduated with an AB in English in 1938. His post-graduation European trip was interrupted by the war, so he returned to the U. S. in 1939 to write plays on a Fallbrook, Calif., ranch.

Following a variety of occupations, including being publisher-editor of a vocational guidance magazine, *Los Angeles Times* advertising salesman, and simultaneously operating a commercial photography studio and a Beverly Hills couturier shop, Mr. Dreyfus entered the agency field as account executive for Carmona & Allen, Hollywood, in 1951.

He later was an account executive with Walter McCreery & Assoc., Beverly Hills, and account executive and vice president, Smith & Ganz Inc., Hollywood. He joined Noel, Lent & Assoc. in his present position last year.

NARTB and the American watchmakers should cooperate in creating a 63-minute hour to accommodate present double- and triple-spotting practices, Mr. Dreyfus observes dryly, ". . . which is what the industry is selling. If all stations adhered to the NARTB code, they would be selling only a 61-minute hour."

Mr. Dreyfus recently married the former Jean Waterman. They journey regularly to nearby Tijuana, Mexico, to watch the bullfights, of which he is very fond. Mr. Dreyfus lists other out-of-office pleasures as reading and "switching channels."



It's No Draw...in Omaha

KMTV is the **only** television station in the Omaha area that packs the knockout wallop you need for bigger sales in the booming Omaha market.

According to the June Rand McNally Business Trend Bulletin, Omaha is one of the country's "10 best cities," with business activity 7 per cent above last year (considered to be the Nation's biggest business year). There's no recession talk in this two-billion-dollar market, no shut-down plants, no reluctance to buy.

Businessmen report "sales better than ever." Chamber of Commerce figures show this for the first five months of 1954: building permits up 26.4%, natural gas use up 23.9%, grain receipts up 16.9%. And department store sales, according to FBR, are up 3% for the first four months.

And here's why KMTV can give you the "one-two" sales punch in the booming Omaha market. Hooper, ARB, and Pulse* all show that KMTV has Omaha's biggest audience—with 11 of the top 15 weekly shows . . . the most popular locally-produced and multi-weekly shows . . . and a commanding popularity lead in total quarter hours.

This popularity is spread **throughout** the Missouri Valley market, because of KMTV's low channel 3, maximum power, the flat Nebraska-Iowa terrain.

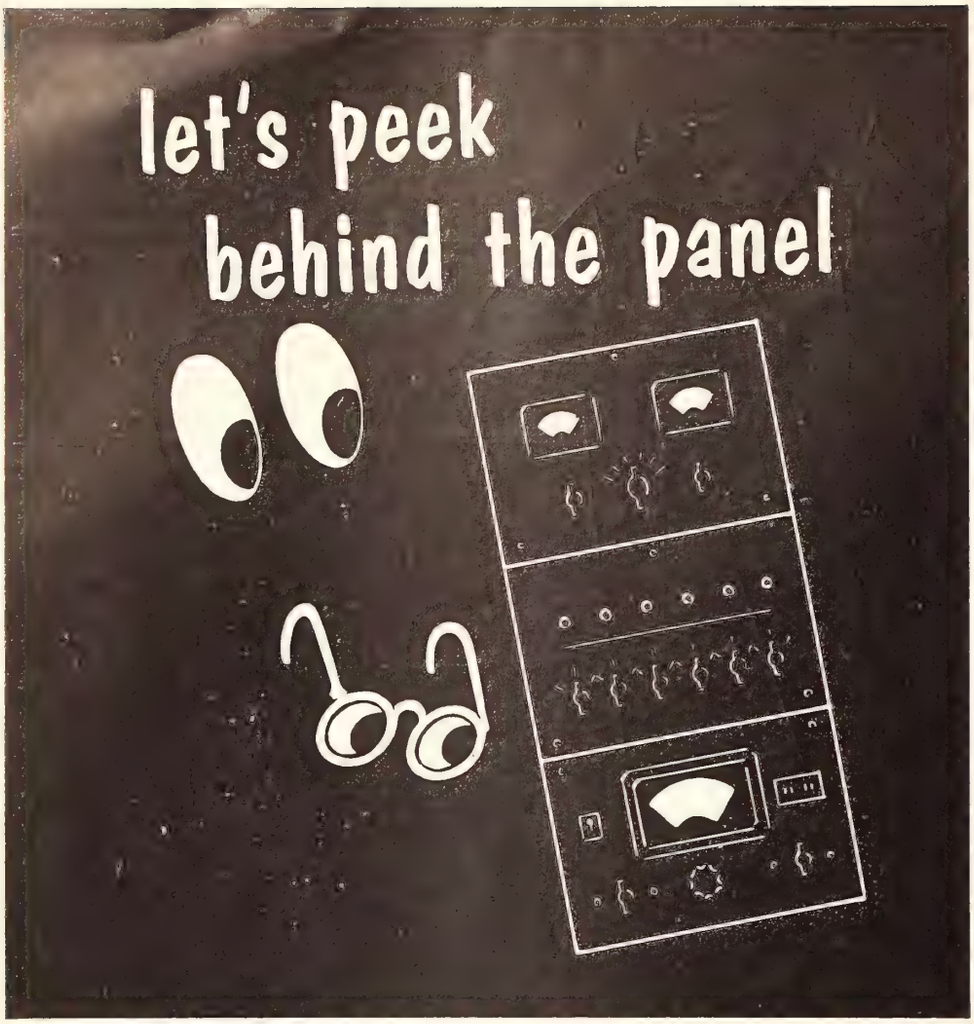
Like KMTV's 300-some satisfied national and local advertisers (more than any other tv station in the area) you, too, can benefit from KMTV's outstanding popularity in the booming Omaha market. Contact KMTV or Petry today.

* Pulse—May 15-21, Hooper—June 1-7, ARB—June 12-18, '54

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.



. . . and see why the Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

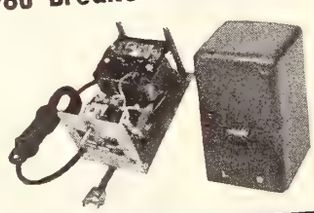
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust offers you Breaker Resetting

The RI-108-11A Linear Actuator, used for resetting manually operated overload breakers, permits linear movement of any mechanism to which it is coupled. In many cases it is possible to reset *several* Heinemann overload breakers simultaneously with one unit. Send for Brochure showing what you get when you buy the Rust system.



the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

IN PUBLIC INTEREST

Hemingway Promotes Communities

OPPORTUNITY to advertise their communities as vacation areas is available free to Don Lee and Intermountain-Mutual network station managers during current promotion on the *Frank Hemingway and the News* program. Publicity Director Rodney (Bud) Coulson invited managers to write in 200 words or less "why you think people in the West should plan their vacations in or around your community." Mr. Hemingway started inserting resultant spot announcements in his twice-daily, six-day weekly quarter-hour programs alternately sponsored by Folger's coffee and White King soap at a rate of one spot a program, starting July 19. Network executives expect at least 80 responses.

$2,000 for Cerebral Palsy

WDOK Cleveland has presented a check for $2,000 to the Variety Club of Cleveland for cerebral palsy. The donated money came through WDOK's Jimmie Fiddler program and the National Kids Day Foundation, of which Mr. Fiddler is president. The funds will be used for the Cerebral Palsy Foundation School of Cleveland.

Religious Leaders Back Drive

LEADING Protestant, Catholic and Jewish civic leaders are recording series of 25 one-minute spot announcements for use in the 1954 Community Chest fall campaign at KFWB Hollywood studios, with facilities donated by Harry Maizlich, station president.

'How to Swim' on Tv

SWIMMING instruction for tots has been offered on WNBQ (TV) Chicago's *Bob and Kay* program as part of a Red Cross campaign co-sponsored by the Chicago Park District and *Chicago American*. Some 30,000 youngsters over six years old have taken lessons in 125 pools throughout the city.

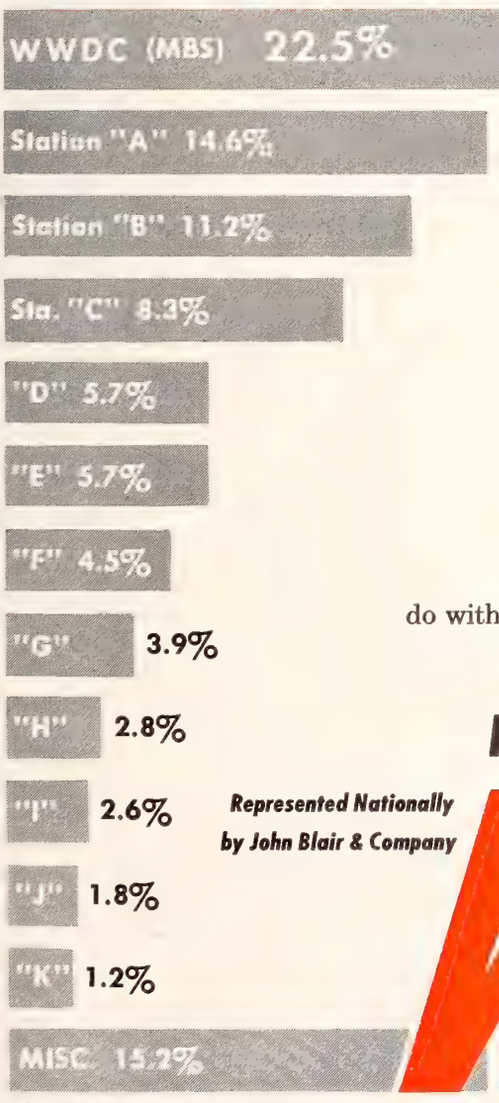
Aid to Flood Victims

THE results of appeals on KGKB and KTBB Tyler, Tex., for aid to Rio Grande flood victims by the Tyler Junior Chamber of Commerce were cited in an article placed in the *Congressional Record* July 16 by Sen. Lyndon B. Johnson (D-Tex.). The story, reprinted from the *Tyler Morning Telegraph*, said 60 boxes of flood relief supplies were collected by Tyler Jaycees after appeals on the two stations.

Helps Sclerosis Victim

FUNDS enabling a multiple sclerosis victim to undergo treatment were raised recently through the help of WCSS Amsterdam, N. Y. When Garry Dillion of that station learned a man had not been able to walk for 18 months, he launched a "Let's give Frank Karp a chance to walk again" drive. Hour by hour pleas and reports were aired by the station. At the end of a week over $5,000 had been raised, more than enough to send Mr. Karp to the St. Joseph's Multiple Sclerosis Clinic, Tacoma, Wash., where recently developed treatments hold new hope for victims.

FIRST! and not maybe!



The Pulse, Inc. Report: Winter, 1954.

In Out-of-Home Audience

This is a survey—not just an opinion. PULSE made it—February, 1954—of the huge out-of-home radio audience in Washington, D. C. WWDC has this big extra bonus audience locked up tight. About one-quarter of this entire listening audience sets its dial to WWDC—and stays there, day and night. WWDC is dominant 77% of the time. What are *your* plans for *selling* the *always-rich* Washington market? You can hardly do without WWDC. Get the whole story about this *sales-producing* station from your John Blair man.

Represented Nationally by John Blair & Company

In Washington, D.C. it's WWDC radio

Announcing the curtain-raiser in

NO TALENT COSTS . . . N

The Revolutionary New World

COMET PLAN



STAR-BA

MUSIC-E

1st Time Together on the Air...

America's No. 1 pin-up and America's No. 1 music-maker

Your Golden Opportunity

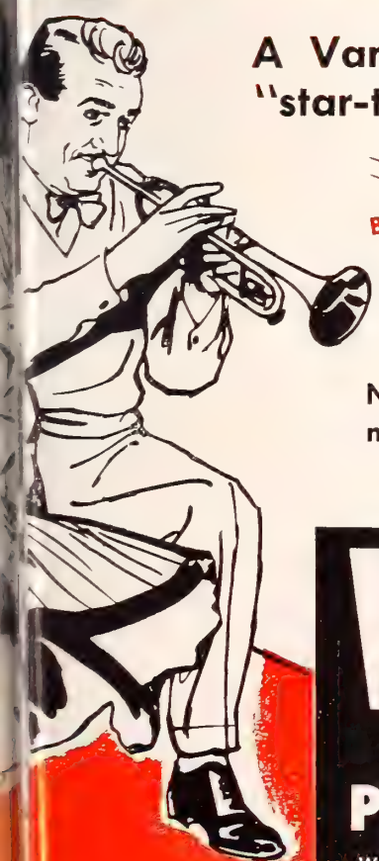
to put this profitable pair to work for you EXCLUSIVELY in your market!

PROGRAM COSTS FOR WORLD-AFFILIATES!

A FULL HOUR SHOW
(ON COMPLETE OPEN-END TRANSCRIPTION)

FIVE DAYS A WEEK
A NEW SHOW EVERY DAY, 52 WEEKS A YEAR

THE BETTY GRABLE HARRY JAMES SHOW



A Variety-Filled musical treat sparkling with "star-talk" of music, movies and show people.

SALES-BRIGHT!

BIG-NAME BANDS!

ENCHANTING MUSIC!

STAR VOCALISTS!

FASCINATING DIALOGUE!

Already more than **325 Stations** have become WORLD COMET STATIONS

Never in the history of library service has anyone dared to make an offer like this. Mail Coupon below for full details.

WORLD
SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

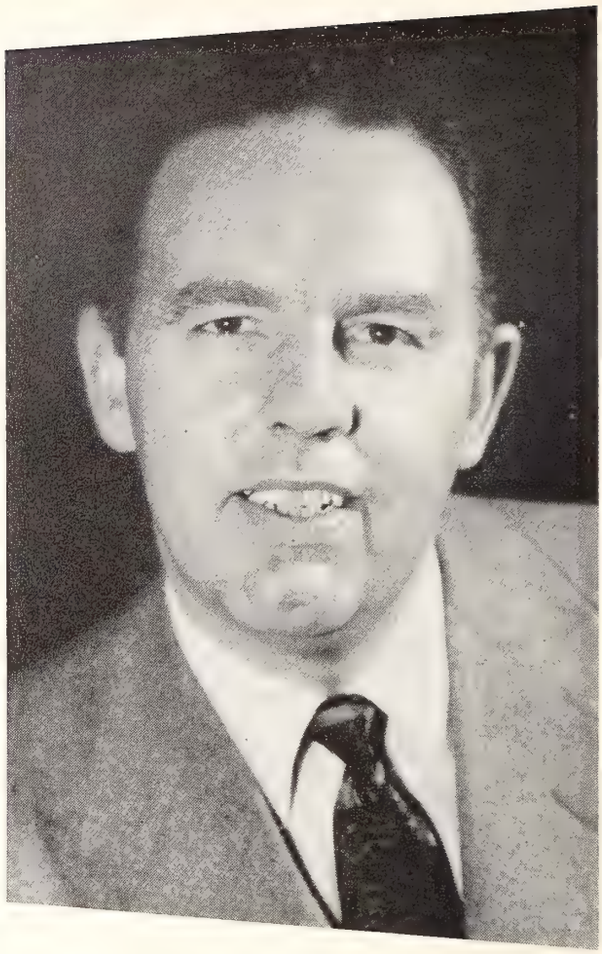
CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WORLD BROADCASTING SYSTEM, INC.
488 Madison Ave.
New York 22, N.Y.
Rush money-making details of your NEW COMET PLAN.

(YOUR NAME AND TITLE)

(COMPANY NAME)

(COMPANY ADDRESS)



Another Reason Why WPTF is North Carolina's Number One Salesman

Mr. Sportscaster....JIM REID

North Carolinians are the most rabid sport fans in America. Jim Reid is their dish. He's called the shots on the year-round B. C. Sports Review since 1941 and for ten years voiced the play-by-play on the Atlantic Sports Network in the Carolinas and Virginia. His 7:30 a.m. weather summary also rates top flight in those leagues. Jim Reid helps supply the proven punch which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

July 26, 1954 Vol. 47, No. 4

AUTUMN CENSUS WILL COUNT TELEVISION SETS ON FARMS

Extent of visual medium's growth in Rural America will be shown in mid-decade Census of Agriculture, giving advertisers and agencies an accurate count of farms equipped with tv receiving sets. Radio is not included because govenment feels state of saturation does not justify expense and results would be of no material value. Only 2.7% of farm homes had tv sets when 1950 census was taken.

TELEVISION's impact on the nation's farm economy and rural culture will be shown this autumn when the U. S. Census Bureau conducts its mid-decade Census of Agriculture.

For the first time since the new visual medium attained national stature, its spread into homes will be measured. The electronic media, radio and tv, are the only media whose circulation is measured and authenticated by the Federal government.

The count of farms having tv receivers will provide the first actual data showing advertisers and agencies, and the business world in general, how rural America has adopted the new sight-sound medium.

Radio sets will not be counted because the Census Bureau feels complete radio saturation has been reached on farms. The bureau says few farm homes lack radio sets and no material gain would come out of a tabulation inasmuch as the farm radio saturation 4½ years ago had reached 92% and now is much greater.

In April 1950 the Census Bureau counted the number of tv sets on farms in connection with its decennial census, but at that time fewer than five million sets had been produced or less than one-sixth the number now in service.

$16 Million from Congress

Backed by an appropriation of $16 million provided by Congress, the farm census plans specify that an enumerator call at each farm to collect a questionnaire that will be mailed in advance. A force of 31,000 enumerators led by 2,200 crew leaders will be required for the project, historically conducted every five years.

The usual business census, taken every five years, authorized by Congress and long regarded as a basic instrument in the American economy, faces a doubtful future because funds have not been granted for its execution (see story page 46).

The Census of Agriculture will yield a vast fund of information about farms including size, mechanical equipment, use of materials, crops produced, inventories, debts and conservation practices. The last farm census was taken in conjunction with the 1950 decennial census, with the crop and inventory data based on 1949 conditions.

In asking the tv question, the Census Bureau questionnaire puts this simple query in its section on facilities and equipment: "Do you have on this place: . . . (d) television set (yes or no)."

In line with its normal practice, the questions on facilities such as tv sets will be asked on roughly one-fifth of all the 5.4 million farm questionnaires. The tv question will be asked on all large farms, with the 20% sample formula used on other types, totaling about 1.1 million farms.

A 20% nationwide sample is considered accurate by the Census Bureau. A similar sample was used in the 1950 housing study, conducted as part of the decennial enumeration. The radio and tv home figures that came out of the 1950 study were based on this formula.

Tv and the Census

"THE TV broadcasting industry has an important stake in the collection of all the farm information in the Census of Agriculture, aside from its particular interest in the tv set ownership information it will provide," B•T was told by Robert W. Burgess, Director of the Census Bureau.



MR. BURGESS

"Television stations regularly devote program time to advancement of public understanding of matters that are presented in the public interest," he said. "The Census Bureau is leaning heavily on them for assistance in conveying to the farmers of the country the urgency of their fullest cooperation. The Bureau is grateful to BROADCASTING • TELECASTING for this opportunity to make an appeal to all tv stations for their assistance in carrying our message to the farmers.

"Accurate and prompt reporting is essential to (1) holding down the cost of the field work required for collecting the information from farmers, (2) insuring greater accuracy in the returns, and (3) expediting the tabulation and publication of the facts about American agriculture."

Assuming around 30% to 40% of farms have television sets, the Census Bureau figures that totals for the nation and the states will not be affected noticeably by the fact that a 20% sample will be used. The variability "is so small as to be of no importance," one census official said.

As to individual county tv ownership figures, the bureau said that accuracy will be within 5% in the case of isolated counties where few sets are owned. Around television centers the possible variation "will be of no serious proportions," it was explained.

The 1950 census showed that with fewer than 5 million tv sets in existence, 2.7% or 154,090 of the nation's farms were equipped with tv. The figure revealed that only one out of each 37 farm dwelling units had a tv set, or one out of each 40 farms. At that time there were 5,625,100 dwellings on 5,382,000 farms.

Stations Quadruple

Since 1950 the number of stations has about quadrupled and many of them are operating with increased power as well as higher antennas. Furthermore, the sensitivity of receivers has improved. All these factors, including improved and specialized programming, have stimulated purchase of tv sets by farmers along with an extensive increase in the number of farms wired for electricity.

The farm census will show the number of farms with tv sets rather than the number of farm dwellings. Since there are roughly 250,000 more farm dwellings than farms, the saturation percentage will not be directly comparable with the 1950 saturation figure of 2.7%. That figure, however, will have limited value for comparative purposes.

With new tv saturation data available as of late 1954, or mid-decade, bench-marks will be established. These figures will be widely used in government and industry, and they can be revised from year to year with considerable accuracy on the basis of samples and estimates.

Radio saturation on farms was first measured by the Census Bureau in 1925. At that time 4.5% of farms were radio equipped. The 1930 decennial census showed 20.8% of farm homes with radio. The next count was made in 1940 when 60.2% of farm dwellings had radio and by 1945 this figure had increased to 72.8% farm radio saturation despite the lack of factory radio set production after early 1942.

The five postwar years saw a spectacular increase in purchase of radios by farmers. An increase of about 27% occurred between 1945 and 1950, when 92% of farm homes were found to have radio. The total U. S. radio saturation was 95.6%.

Since early 1950 about 37 million home radio receivers have been manufactured. Assuming farmers have bought their share of these (there is one farm to about every nine homes), the farm saturation figure conceivably has passed the 95% point and perhaps is even higher.

At that point government and industry statisticians lose interest in a nationwide enumera-

tion, taking the position that the findings from a comparison of 1950 and 1954 radio figures would be of no practical value. Recommendations against a radio count in the farm census were made by the Census Bureau's government and industry advisory committees.

On the other hand, advisory committees endorsed a count of tv sets on farms, contending television is a dynamic and growing medium calling for accurate circulation and trend data. The figures were deemed necessary in this inventory and analysis of the nation's agriculture.

Copies of the farm census questionnaire will be mailed to farm operators starting in the late summer, with the actual enumeration starting Oct. 1 and continuing into December. About 120 temporary field offices will be opened. An enumerator will visit each farm to collect the completed questionnaire and aid the farmer in filling out the form.

Date Advanced

Sixteenth in a series of national farm counts begun in 1840, the census has been taken every five years since 1920. Earlier mid-decade censuses were as of Jan. 1, covering the previous crop year. This time the bureau is taking advantage of better weather conditions and is reaching farmers at the site of their operations for the 1954 crop year. Advancing of the date was directed by Congress.

The farm census is "the foundation for the entire statistical system covering the nation's agriculture," and provides detailed information available from no other source about farm operations in the 3,000 U. S. counties, according to the Census Bureau.

The bureau listed some of the uses made of farm census data. In the case of advertising, it said that "advertisers of products and services used by farmers and farm families study agricultural statistics for counties and other areas in laying out campaigns designed to reach potential customers."

How Its Used

Other listed uses include: evaluation of factors governing bankers' decisions on credit programs; review of data by marketers to find volume of farm products as basis for decisions on distribution and inventories; measurement of raw material resources by manufacturers, as well as meeting farmers' needs for machinery and supplies. Government uses of the data are extensive and farmers themselves apply census data to their situations. Farm broadcasters use the material in radio and tv programs, and other media employ the data extensively.

Specific questions in the 1954 farm census will provide information about the age and race of farm operators, number and size of farms, tenure, acreage of lands in various uses, crops, livestock, expenditures for selected items (labor hire, machine hire, feed, fertilizers and lime, gasoline and other petroleum fuels and oil), inventory of selected facilities and equipment (television, food freezer, piped running water, tractor, harvesting machines, automobile, truck, etc.) irrigation, conservation practices, farm value, mortgage debt, and cash rent. Variations of the questionnaire will be used so that inquiries about crops, for instance, will be limited in each area to the crops common in that area. On an average, each farmer will be asked about 100 questions, many of which can be answered by checking "yes" or "no" boxes.

EQUITABLE BUYS SPOT CAMPAIGN

Insurance company plans about $150,000 in radio spots as part of overall drive to introduce new type of low-cost life insurance.

EQUITABLE Life Assurance Society of the United States, New York, will launch a million-dollar advertising campaign during a three-month period to introduce a new kind of low-cost life insurance policy, Ray Murphy, president of Equitable, and Anderson F. Hewitt, vice president and account executive, Kenyon & Eckhardt, New York, announced last Wednesday at a news conference.

The campaign will use radio spot announcements, daily newspapers, and national magazines.

The radio schedule will be a two-week saturation type of spot announcement campaign with approximately $150,000 of the budget going into the medium. Aug. 9 is the starting date for the spots, which will be placed in the morning and during daytime.

The new "living insurance" is low cost in protection which guarantees the insured the right—in later years—to change his policy to limited payment or endowment policy.

New Policy Plan

Mr. Murphy said the society's new adjustable whole life policy is designed for millions of Americans who want more and should have more life insurance on a flexible plan. "Living insurance" is an economy size package available in amounts of $10,000 or more. Because the insured buys this much protection, Equitable passes on important savings in the form of low premiums.

Col. Leslie Shope, advertising manager for Equitable, said "the use of extensive placements in radio, newspapers, farm journals, business magazines and national magazines over a four-month period is part of Equitable's plan to achieve maximum impact for the new insurance outlook."

Among the Equitable executives present at the news conference at Kenyon & Eckhardt, aside from Mr. Murphy and Col. Shope were: Charles W. Dow, senior vice president and director; Alvin B. Dalager, senior vice president in charge of agency affairs; Walter Klem, senior vice president and actuary; Charles R. Corcoran, second vice president and Robert L. Hogg, senior vice president and advisory counsel.



SATURATION TV campaign on WMAL-TV, 105 announcements weekly for Wilkins coffee, is signed by Helen Ver Standig, vice president and timebuyer of M. Belmont Ver Standig Inc. Watching: Ted McDowell (l), WMAL-TV account executive, and Neal Edwards, sales manager.

Fla. Citrus Group Puts $1.6 Million in Radio-Tv

RADIO and television will get $1,682,500 of the media expenditures planned for the 1954-55 season by Florida Citrus Commission, which has adopted a record budget of $5,580,000 to promote sale of citrus products.

Through J. Walter Thompson Co., the Commission will spend $800,000 in radio, mainly on the *Tom Moore Show* (MBS). The tv budget totals $882,500, including *Twenty Questions* (ABC-TV) and participation on NBC-TV *Today*.

Other media budgets include $770,000 for newspapers and $773,200 for magazines plus $53,000 for trade papers, $6,000 for outdoor and $1,494,450 for promotions and publicity.

The commission's budget is in final form but it is kept on an elastic basis because funds are raised from a levy of three cents for each box of oranges marketed, six cents for grapefruit and five cents for tangerines. The expected tax collections are based on an anticipated 91 million boxes of oranges, 37 million boxes of grapefruit and 4.5 million boxes of tangerines.

Final media program differs from the preliminary plan in restoration of *Today* for 13 weeks this summer and early autumn at a cost of $120,000. Some of the commission members and committees had felt *Today* was not getting results, though the agency is understood to have recommended the series. The majority members, however, voted to reinstate Garroway "because he has proved to be a strong selling force and the other shows haven't yet had time to build their audiences."

The Garroway program was adopted as the commission faced a possible carryover of 2 million cases of grapefruit juice. The *Twenty Questions* series started last July 6 and it was felt it will not reach full effectiveness for some weeks.

The 1954-55 crop is expected to be about the same as last year. If volume is affected by a hurricane, freeze or other weather conditions, drastic changes might be made in the advertising budget in view of its per-box tax basis. The shipping season begins in late September and runs through June.

American Meat Institute Shopping for New Agency

THE American Meat Institute, which spent about $500,000 in overall media advertising the past fiscal year, is now actively shopping for a new advertising agency to handle its account in the wake of the resignation of Leo Burnett Co., Chicago, last month [B•T, June 7].

The institute, it was learned, has opened bids for presentations by other local agencies wishing to obtain the account. AMI's new fiscal year starts Oct. 1. It utilized no network radio or tv last year, while spending $400,000 in consumer advertising.

AMI has been re-evaluating its whole advertising program. Among the agencies reportedly interested are Simmonds & Simmonds and Christiansen Adv. Agency.

BRIOSCHI AD BUDGET BOOSTED TO $350,000

Drug manufacturer is planning to send Italian-American major league ball players to Italy for a six-week exhibition tour. Extensive radio-tv campaign is planned to support project.

A. BRIOSCHI CO., Fairlawn, N. J., in connection with its 50th anniversary will increase its advertising budget from $175,000 to $350,000 and will sponsor a major league baseball trip to Italy headed by Joe Dimaggio, Mark Brizzolara, vice president of Brioschi (antiacid used for the relief of stomach disorders) announced last week.

Brioschi currently is spending the bulk of its advertising expenditures in a heavy radio spot campaign in 29 cities and in newspapers.

James Ceribelli, sales promotion manager of the company, said that in addition to the $150,000 that will be spent on the baseball trip, an ambitious campaign employing radio, television and newspapers as well as national magazines will be used. "More than $350,000 will be earmarked for this increased campaign to make Brioschi a household word. At the present time Brioschi is spending about $175,000," he said.

A team of major league baseball stars headed by Joe Dimaggio—a squad of some 25 ball players of Italian-American descent—will be taken to Italy, and games between the two American teams will be played in Rome, Turin, Milan, Venice, Genoa, and Naples. Mr. Dimaggio has indicated that such stars as Phil Rizutto, Yogi Berra, Sal Maglie and others will make the six-week trip. The trip is being made with the full sanction of the U. S. State Dept.

Agency for the Brioschi Co., which has been advertising in radio for the past six years, is Pitinella & Sons, N. Y.

Standard to Sponsor Bears

STANDARD OIL Co. (of Indiana) has signed a contract to sponsor broadcasts of all Chicago Bears National Professional League football games for the second straight year on WGN Chicago and the ninth consecutive season on radio. Jack Brickhouse will describe 12 home and road games, plus two exhibition contests, all on Sundays starting Sept. 12 and ending Dec. 12. The Bears-Standard association on pro broadcasts goes back to 1931.

NETWORK NEW BUSINESS

Anson Inc. (men's jewelry), Providence, R. I., and **Jacoby-Bender Inc.** (J-B watch attachments), N. Y., to co-sponsor on alternate weeks *Stop the Music* on 67 ABC-TV stations and 125 CBS Radio stations, effective with return of program in fall.

NETWORK RENEWALS

Anheuser-Busch Inc., St. Louis (Budweiser beer), effective Sept. 13, renews *Sports Today with Bill Stern* on ABC Radio (Mon.-Fri., 5:30-5:45 p.m. CDT). Agency: D'Arcy Adv., same city.

Allis-Chalmers Mfg. Co., Milwaukee, will begin its tenth year of sponsorship of the *National Farm and Home Hour* (NBC, Sat., 1-2 p.m., EDT) on a 52-week basis, starting Sept. 4. Agency: Bert L. Gittins Adv., Milwaukee.



WAGA Atlanta signs Delta-C&S Air Lines to sponsor the 15-minute CBS *World News Roundup* (6 days a week, 52 weeks). Finalizing the agreement are (l to r): seated, Ethel Liebscher, media director, Burke, Dowling & Adams agency; S. Olive Young, WAGA account executive; standing, George E. Bounds, director of advertising, Delta-C&S, and Claude Frazier, WAGA station manager. The airlines is reported to have diverted a large portion of its tv and newspaper budget to secure this sponsorship.

American Dairy Assn., Chicago, renews *The Bob Hope Show*, with program moving from Friday to Thursday, 8:30-9 p.m., EST, over full NBC Radio network, starting Oct. 28. Agency: Campbell-Mithun, Minneapolis.

AGENCY APPOINTMENTS

Cameo Curtains, N. Y., names Friend-Reiss-McCone, N. Y., to handle its radio-tv advertising. Company will run at least six participations on *Home* on NBC-TV effective in September.

Procter & Gamble, Cincinnati, names Leo Burnett Co., Chicago, to handle its advertisting for Joy, liquid detergent, effective Oct. 1. Joy is a spot radio and television advertiser, and has been handled by the Biow Co., N. Y.

Good Humor Co. of Calif., L. A., appoints Warwick & Legler Inc., that city. Radio and tv are planned. Hugh McTernan is account executive.

E. & J. Gallo Winery, Modesto, Calif., names Frederick E. Baker & Assoc., Seattle, Wash., for Washington, Oregon and Idaho and effective Sept. 1, Utah and Montana. Frederick E. Baker and Robert A. Baker are account executives.

AGENCY SHORTS

Tatham-Laird Inc., Chicago, opens Hollywood, Calif., radio-tv office in Taft Bldg., 1680 Vine St., Hollywood 38. William N. Burch is manager.

Burton Browne Adv., Chicago, opens branch office in New York at 562 Fifth Ave. Telephone is Judson 2-1110. A. D. Adams, who previously headed his own advertising agency, will be in charge, it was reported.

McCann-Erickson Inc., N. Y., appoints the Ettinger Co., N. Y. and Hollywood, to handle public relations, publicity and promotion on Chrysler Corp. tv show, starting Sept. 30 on CBS-TV.

Warner & Assoc., St. Louis, has changed its name to Warner & Todd Inc.

James Lovick & Co. Ltd., Montreal, has acquired Canadian offices of Anderson & Cairns Inc., New York, which has been in Canada for some time as Anderson, Smith & Cairns Ltd. Personnel of the Montreal office of the U. S. agency have joined James Lovick & Co.

David J. Mahoney Inc., N. Y., advertising firm, opens Hollywood offices at 650 N. Bronson St. Telephone is Hollywood 2-2684. Marvin Young is in charge.

A&A PEOPLE

George J. Abrams elected vice president, Block Drug Co., Jersey City. Mr. Abrams this year was voted "Outstanding Young Advertising Man of the Year" by Assn. of Advertising Men and Women.

Dwight D. Thomas, formerly executive vice president, Gulf Brewing Co., Houston, to Maier Brewing Co., L. A., as vice president in charge of sales.

Carl B. Stetzelberg, marketing specialist, Standard Oil Co. (N. J.), named executive vice president, Plough Export Inc., Memphis, Tenn.

Walter Metts, vice president in charge of manufacturing, Personal Products Corp., Milltown, N. J. (Modess, Meds, Coets, Johnny Mop, and Yes tissue), appointed senior vice president of corporation.

John A. Ulrich, director, market research dept., Beech-Nut Packing Co., Canajoharie, N. Y., named advertising manager.

Stephen J. Schmidt, assistant advertising and sales promotion manager, Piel Brothers, brewery, Brooklyn, promoted to merchandising manager; **Harold W. Masterson** succeeds Mr. Schmidt.

Lawrence W. Jones, manager, sales administration, Bendix Aviation Corp., N. Y., named automotive products manager, radio communications division.

Allan Herrick, advertising and publicity director, Security-First National Bank of Los Angeles,

Oil in All

AS PART of its efforts to underline the contributions of oil in a woman's world, the Oil Industry Information Committee of the American Petroleum Institute has arranged to have its "Magic Suitcase" demonstration placed on various television programs throughout the country. The demonstration consists of showing 35 products from a small suitcase—made directly or indirectly from oil—including fabrics, sun glasses, perfumes, lipsticks and nylons, among others.

Several appearances on radio and television already have been made by Connie Moon, women's program supervisor of OIIC, on KOA-TV and KLZ-TV Denver, and other stations. Miss Moon added that considerable interest has been generated among radio and television stations around the country for "Magic Suitcase" demonstrations on their women's shows.

named California consultant to Treasury Dept. Advisory Committee for U. S. Savings Bonds.

Harry W. Chesley Jr., vice president in charge of coordination, advertising, selling and merchandising, Philip Morris & Co., N. Y., appointed national chairman, radio-television-films committee for United Community Campaigns of America, succeeding **Joseph M. Allen,** radio-tv director, Assn. of National Advertisers.

Carl F. Toll, general manager of advertising and publicity, Sherwin-Williams Co. (paints), Cleveland, elected president, Cleveland Advertising Club.

James C. Sarayiotes, formerly advertising manager, JFD Mfg. Co., Brooklyn, elected president, Delphi Adv. agency, same city. **Bernard Nussbaum** joins Delphi creative staff.

Max Tendrich, director of media, radio and tv, Weiss & Geller Adv., N. Y., elected a vice president of the agency.



MR. TENDRICH

Byron A. Bonnheim, vice president, Weiss & Geller, Chicago, to W. B. Doner & Co., same city, as vice president and creative director.

Lewis K. Woodward, account executive, Hixon & Jorgensen Inc., L. A., elected vice president. Vice President **Crofton Jones** named to head business and industrial plans dept. with Vice President **Tyler MacDonald** to supervise consumer divisions, Voit Rubber Co., L. A., and General Controls Co., Glendale, accounts. **Paul Keyes** and **Robert Cody,** copywriter, named assistant account executives.

Jack Waterman, account executive, Dudley L. Logan Adv., L. A., elected vice president.

Joseph H. Smith, executive vice president, Anderson & Cairns, N. Y., to Bryan Houston Inc., N. Y., as account supervisor.

Frank Warren, vice president, Irwin-Los Angeles Adv., L. A., to Anderson-McConnell Adv., that city, as account executive.

Tom Shea named account executive, Stromberger, LaVene, McKenzie, L. A.

Irvin A. Eubanks, sales manager, WKST-AM-TV New Castle, Pa., resigns to devote full time to his advertising agency.

Ralph Starkweather, assistant timebuyer, Erwin, Wasey & Co., L. A., named assistant account executive.

Robert R. Denny named public relations director, Henry J. Kaufman & Assoc., Washington, D. C.

Frank Helton, manager of copy, Lewis & Gilman Inc., Phila., named creative director. **Randolph Gilman** named associate media director and **William J. Kane** named assistant account executive, same agency.

Stephen W. Olesiuk, manager, Oklahoma City office, White Adv., promoted to manager, Hollywood office.

Sandra Marks named traffic manager, Tilds & Cantz Adv., Hollywood.

Sam Schultz, writer, Christ-Koplan Productions, Hollywood, to Raymond R. Morgan Co., same city, in similar capacity.

FILM PAYMENT PLAN DRAWS OPPOSITION

TPA's Sillerman labels Clipp proposal as 'fallacious and superficial.' Philadelphia broadcaster earlier had suggested a plan based on rate cards to stabilize film buying.

TV FILM charges should be based on a percentage of each station's card rate, in the opinion of Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, but his idea brought quick opposition from the film industry.

In offering the plan last week, Mr. Clipp said the rate structure "would provide an essential industrywide standard that would have a far-reaching effect in stabilizing methods of film buying on the part of the tv stations." He predicted it would keep "fly-by-nights" from taking over and would lead to better service for viewers.

Michael M. Sillerman, executive vice president of Television Programs of America, called Mr. Clipp's proposal "fallacious and superficial" and pointed out that the producer would charge the same price for an ordinary program as for a lavish high-cost film.

Under present conditions, Mr. Clipp said, tv films are offered stations at prices that range from 50% below to 300% above card rates for the time period in which they are played, with a station paying as much as $1,500 for a film series to be presented in Class B time costing $600, or 250% of the time cost. The card scale would bring production costs in line with other advertising media, he said, citing a 6.9% of space rate average for newspapers, 11.5% for magazines and 14.4% for outdoor. The tv average film cost is 86.2% of time costs and there is no sign that a ceiling has been reached, he added.

Mr. Clipp listed other stations services in connection with films. These including lining up of clients, making salesmen "not only peddlers of time but also peddlers for the peddlers of film." Referring to rate discrepancies in various cities, he said sliding scales often involve haggling. Program directors often must bypass films because of high price tags, turning to other sources.

"Most stations are now working on rate card No. 8 or 10," Mr. Sillerman said. "Sliding rates for tv films to conform to each station's constant changes would hardly bring about the stability Mr. Clipp wants."

He charged that Mr. Clipp tries to compare advertising space in a publication to an entire television program. Mr. Clipp should either add the editorial costs of the magazine to the advertising space, Mr. Sillerman said, or he should compare the printed cost with the commercial part of the program.

"Finally," Mr. Sillerman stated, "the successful film syndication companies make about 80% of their sales directly to the advertiser or his agency. With all due respect to Roger Clipp, his plan would create terrible confusion and the fly-by-night companies he wants to eliminate would multiply like rabbits."

Ziv 'Three Lives' Sales Brisk With 91% Renewals

AT LEAST 158 stations will present Ziv Television Program *I Led Three Lives* starting in the fall, M. J. Rifkin, vice president in charge of sales for Ziv Tv, announced last week.

Mr. Rifkin noted that in 125 (91%) of the current markets in which the series currently is being shown, 52-week renewals at the expiration of present contracts already have been signed for the second year's programming. New contracts in 33 markets, Mr. Rifkin said, raise to 158 the number of stations that will carry the series in the fall. Listed among the new markets are Duluth, Knoxville, Youngstown-Akron, Lima, Ohio, and Nashville.

It was pointed out by the Ziv Tv spokesman that since the series went on the air last September, sales of the *"I Led Three Lives"* book by Herbert Philbrick have been extremely



SIX SALESMEN new to the Television Programs of America sales expansion program are briefed by Executive Vice President Michael M. Sillerman (l) before going to their new territories. They are (l to r): standing, William Veneman, northern California, headquarters in San Francisco; Gerard Slattery, Boston, Schenectady, northern states; Ed Lewis, Deep South, headquarters: New Orleans; Vincent Melzac, Virginia, Baltimore and Washington; seated, Edward Chandler, Washington and Oregon, headquarters: Seattle; Robert Carroll, Pennsylvania and Buffalo, headquarters: Pittsburgh.

CBS-TV Film Negotiations

POSSIBILITY that CBS-TV will actively enter tv filming was seen in a joint announcement by attorney Dean Johnson, representing the network, and Screen Actors Guild in Hollywood last week that a collective bargaining agreement covering actors in tv motion pictures is being negotiated between CBS and the union. Discussions are nearly complete, the announcement said, and "have had to do with minor clarifications of the Guild's basic tv motion picture contract," necessitated by the fact that a network operation is involved.

brisk. Starting last November, he said, the book reappeared among the 20 top books listed by the *"Saturday Review of Literature"* as being in "greatest demand" by patrons of large city libraries. He said the book has continued on the list up to the present, and added that reports from Grosset & Dunlap show that book sales have increased more than 320% since its adaptation to television.

NBC Film Division Arranges For INS-Telenews Service

NBC Film Division announced last week it is discontinuing the syndication of its 15-minute Daily News Report to local television stations and has completed arrangements with INS to make the INS-Telenews Daily News Film Service available to clients.

The agreement between NBC Film Division and INS was announced jointly by Carl Stanton, NBC vice president in charge of the division, and Seymour Berkson, general manager of INS. Clients of the Daily News Report numbered about 25, but it was not revealed how many clients would subscribe to INS' service.

In explaining the move, Mr. Stanton said the division's Daily News Report had been produced by the network's news and special events department, and the material had its first use on network news shows. He pointed out that "this tends to make it incompatible with the requirements of many local tv shows." It was reported that the service did not constitute "a money-making operation," though Mr. Stanton did not touch upon this aspect.

MPTV's Fox Tells Court Of UA-Eagle Lion Negotiations

LOS ANGELES Superior Court suit, involving charges by six independent motion picture companies of premature release of their feature films to tv against five distribution firms, resumed last Monday long enough to hear testimony by Matthew Fox, president and board chairman of Motion Pictures for Television, a defendant. Called by Adele Springer, plaintiff's attorney, Mr. Fox revealed that he engineered the deal whereby United Artists took over Eagle Lion Classics, April 11, 1951, in order to get the former firm out of the red. Mr. Fox testified that tv rights were not mentioned in the negotiations with Pathe Industries (now Chesapeake Industries), but that later he, as MPTV president, was asked if MPTV wanted the 11 feature films, subject of the $2.5 million suit. Because MPTV owns 700 features outright, Mr. Fox declared the tv rights to the 11 features proved a headache and that (MPTV's offer) to return them was not accepted by Chesapeake.

Recess until Sept. 7 has been declared, at which time plaintiff Jack Schwartz is expected to take the stand.

FILM SALES

George Bagnall & Assoc., Beverly Hills, announces following recent sales: 26 feature films, WTAR-TV Norfolk, KFEL-TV Denver; *Hollywood Half Hour,* KOOL-TV Phoenix, WHAM-TV Rochester, WGBI-TV Scranton; *Front Page Detective,* XETV (TV) Tijuana, Mex., and *Public Prosecutor,* WGBI-TV Scranton, Pa.

TeeVee Co., Beverly Hills, announces that *Tales of Tomorrow,* kinescopes of the original live ABC-TV series, are in distribution. KNXT (TV) Hollywood, KOOL-TV Phoenix, KBTV (TV) Denver and WJNO-TV West Palm Beach, Fla., are set to televise the 26-program series. Claiming a new record in TeeVee's sales history, General Manager **Marc Frederic** revealed a total of 96 audition prints have been sent to agency and station executives upon request.

Tom J. Corradine & Assoc., Hollywood, has concluded contracts with KVVG (TV) Tulare, Calif., and KMPT (TV) Oklahoma City, each of which includes 247 feature films, 114 western features, 72 cartoons, 65 *Willie Wonderful* quarter-hour puppet films and seven half-hour packages, *The Big Game Hunt, Buster Crabbe Show, Buster Keaton Show, My Hero, Terry and the Pirates, Col. March of Scotland Yard* and *Town and Country Time.*

Additional sales include: *Buster Crabbe Show, My Hero, Terry and the Pirates, Col. March, Town and Country Time, Secret File, U.S.A.,* KGEO-TV Enid, Okla.; *My Hero,* KPTV (TV) Portland, Ore.; KFDX Wichita Falls, Tex.; KSWS-TV Roswell, New Mex., *Town and Country Time* and 72 features, KVAL-TV Eugene, Ore.; 128 features and 144 westerns, KLIX-TV Twin Falls, Idaho; 26 features, XETV (TV) Tijuana, Mex.; 68 features, KOAT-TV Albuquerque; 29 features, KING-TV Seattle; 44 features, KTTV (TV) Hollywood.

FILM DISTRIBUTION

Standard Television, Beverly Hills, has arranged with **National Basketball Assn.** to film and syndicate a weekly game of the week, starting Nov. 1. Contract, signed by **Bob Berger,** Standard vice president and general sales manager, and **Maurice Podoloff,** NBA president, differs from the recent NBC-TV contract [B•T, July 12], in that Standard has exclusive film rights and to a different game of the week.

FILM PRODUCTION

Alexander Film Co., Colorado Springs, Colorado, announces recent tv commercial productions for following organizations: **Frigidaire,** Dayton, Ohio, six 50-second films and seven 20-second films, through Foote, Cone & Belding; **Socony Vacuum Oil Co.,** N. Y., sixteen 20-second films;

Flexteel Furniture, Waxahachie, Tex., one 46-second film, four 13-second films and one 10-second film, through Waxahachie Adv. Agency; **Wyler Watch Company,** N. Y., three 46-second films and one 20-second film, through The Zlowe Company; **H Bar C Ranchwear,** N. Y., five 46-second films and six 13-second films,



ATTENDING a recent party that introduced Ella Raines, star of *Janet Dean, Registered Nurse,* to the Baltimore press were D. L. (Tony) Provost (l) vice president and general manager, The Hearst Corp., licensee of WBAL-TV there, and F. H. McAdoo Jr., executive vice president of Emerson Drug Co., sponsor of the tv series that appears on WBAL-TV every Saturday evening.

through the Irwin S. Richland Company; **Nash Motors,** Detroit, Mich., six 50-second films, through the Geyer Adv. Agency; **Merchants Biscuit Company,** Omaha, Neb., five 20-second films and four 8-second films, through Allen & Reynolds; **Dottie Lee Bread and Rolls,** Amarillo, Tex., two 60-second films and four 20-second films, through The Hughes Co.

Hardy Burt, producer-moderator, ABC-TV's *Answers for Americans,* is now in process of filming the program for about 125 tv stations. To date, four 30-minute shows have been completed with Alfred Kohlberg, Victor Lasky, Leon Volkov and Vivien Kellems as guests. The first of these films, which are being made at the **Vernon Lewis** studios, N. Y., will be released July 30-Aug. 2.

Volcano Productions, Hollywood, is shooting NBC-TV *I Married Joan* series for **Joan Davis Enterprises,** with 39 films scheduled for next season. **Ezra Stone** has been set as director.

Kling Studios, Chicago, has announced production of a second series of film tv commercials designed for institutional use by banks. New spots consist of five 60- and 20-second announcements each, according to **Fred A. Niles,** vice president in charge of firm's motion picture and tv enterprises. Spots will be used on syndicated basis, along same line as others aimed at beers, bread, milk, ice creams and potato chips.

RANDOM SHOTS

John Guedel Poductions, Hollywood, leases Filmart Theatre, same city, for 5-year period, renaming it Art Linkletter Theatre. Formerly used by Filmcraft Productions in filming NBC-TV *Groucho Marx Show,* house will be used in shooting forthcoming CBS-TV *People are Funny* programs.

Syndicate, headed by **Matthew Rapf,** producer of the first 26 NBC-TV *Loretta Young Show* films, has negotiated a seven-year contract with



CONTRACT calling for Maier Brewing Co., Los Angeles, to sponsor *Foreign Intrigue* on KNBH (TV) Hollywood for 39 weeks from July 9 is signed by (l to r) Edward R. McNeilly, president, Enterprise Adv. Agency Inc., Los Angeles; R. J. Westcott, station account executive, and Thomas C. McCray, KNBH general manager.

Fawcett Publications to produce a series of half-hour films based on stories published in *True Magazine*. Contract includes rights to articles published in the past and those to be published in the future.

Screen Gems Inc., Hollywood, has purchased the first story by writer **I. A. R. Wylie** ever sold to tv. Negotiations were concluded by producer **Michel Kraike** via telephone with the authoress who is currently in Salonica, Greece. Titled "—And Son," the script will be shot in color for NBC-TV *Ford Theatre*.

FILM PEOPLE

Louis Huot, formerly independent producer of public relations films, Glendale, Calif., to Five Star Productions, Hollywood, as vice president in charge of client relations. He will also supervise production of tv commercial and industrial films.

Ira Uhr, former New York tv producer and talent scout for Columbia Pictures, to Screen Gems Inc., Hollywood, as casting director.

Harve Foster succeeds **Carroll Case** as co-producer on CBS-TV *Public Defender* series filmed by Hal Roach Jr. Productions, Culver City.

Al Silverforbe, formerly with RKO Radio Pictures, Hollywood, to accounting dept., California Studios, that city.

'Laine' Pre-sold

ALTHOUGH complete films of the new *Frankie Laine Show* will not be available for viewing until Aug. 1, Guild Films Co. reported last week it already has completed a transaction on the series, embracing 10 markets on the West Coast, with billings estimated at more than $200,000. The contract, according to a Guild Films spokesman, is on a firm 52-week basis with an unidentified brewery sponsor. Cities included in the sale are Los Angeles, San Francisco, San Diego, Bakersfield, Sacramento, Santa Barbara, Fresno, Seattle, Spokane, and Portland.

RECORDINGS ADDED TO INS FACSIMILE

Taped descriptions of news events will be interspersed with photo coverage on the 'Sound on Fax' network.

LONG-STANDING request by tv stations for tape recordings of spot news events promises to become a reality early this fall when INS plans to introduce its "Sound on Fax," which will provide regular transmission of tape recordings on INS' facsimile photo circuit.

An announcement from INS last week, announcing the start of operations, noted that the use of facsimile lines for audio transmissions between picture transmissions was demonstrated by the news service at the last convention of the Radio-Television News Directors Assn.

It was explained by an INS spokesman that when a tape recording is being sent, each station switches off its facsimile receiver and plugs its tape recorder into the line to receive the transmission for use in later newscasts. Installation of switching facilities has now been completed at all INS facsimile client stations, he said.

"In the newscast," the spokesman said, "the tape recording is used while facsimile pictures of the subject are shown on the air. Thus, when an important Washington official holds a news conference or makes a speech, both pictures and sound will be transmitted on the INS facsimile circuit within a few minutes and recorded at all client stations."

At the same time, INS announced that a facsimile transmitter will be placed in operation in Washington, D. C., to "improve the speed and quality of pictures" from that news center.

Speakers List Set Up For BMI Tv Clinics

LIST of speakers for the three BMI tv clinics is virtually complete, Glenn Dolberg, vice president in charge of station relations for BMI, said last week. Carl Haverlin, BMI president, will speak at all three meetings—Aug. 2-3 at New York's Hotel Biltmore, Aug. 5-6 at the Hotel Sheraton in Chicago and Aug. 9-10 at the Hotel Statler in Los Angeles. Robert J. Burton, BMI vice president, in charge of publisher relations, and Mr. Dolberg also will address all the clinics, which will be conducted by local chairmen. Clinic schedules, with speeches and subjects, follow:

NEW YORK CLINIC

Clair R. McCollough, WGAL-TV Lancaster, Pa., "The Broader Aspects of Television"; Kenyon Brown, KWFT-TV Wichita Falls, Tex., "Things To Do and Not To Do in Small Market Tv Operation"; Ben Greer, WGVL-TV Greenville, S. C., "Idea Programming and Imaginative Tv Presentation"; Victor F. Campbell, WBAL-TV Baltimore, Md., "Low Cost Music and Specialty Programming"; Charles Vanda, WCAU-TV Philadelphia, "Tv Production on a Shoestring"; Robert Burton, BMI, "Music Recorded on Television Film—A Discussion of Some of the General Problems Including That of Copyright Clearance"; Norman Gittleson, WJAR-TV Providence, R. I., "Low Cost Local Programming"; George R. Torge, WBEN-TV Buffalo, "Tv in Public Service and the Job of Integrating Station With Community."

CLINIC CHAIRMEN: Aug. 2 (morning), Craig Lawrence, WCBS-TV New York; Aug. 2 (afternoon), Hamilton Shea, WNBT (TV) New York; Aug. 3 (morning), John Mitchell, WABC-TV New York; Aug. 3 (afternoon), Norman Knight, WABD (TV), New York.

CHICAGO CLINIC

Barbara Haddox, WBNS-TV Columbus, Ohio, "Tv Promotion and Public Relations"; Bert Mitchell, KPRC-TV Houston, Tex., "Making the Most of Daytime Tv Programming"; Robert Petranoff, WTTV (TV) Bloomington, Ind., "Low Cost Local Programming"; John T. Murphy, WLWT (TV) Cincinnati, "Things We Are Still Learning About Television"; Robert Tincher, KELO-TV Sioux Falls, S. D., "The Job of Integrating Tv With Community"; Fred C. Mueller, WEEK-TV Peoria, Ill., "Advantageous Film Buying and Film Programming"; G. Pearson Ward KTTS-TV Springfield, Mo., "Local Tv News and Special Events"; Ken Kennedy, WDAY-TV Fargo, N. D., "Inventive Twists in Tv Production"; Robert Burton, BMI, "Music Recorded on Television Film—A Discussion of Some of the General Problems Including That of Copyright Clearance"; Frank Sisson, WOOD-TV Grand Rapids, Mich., "Seventy-Five Local Tv Programs a Week From One Studio."

CLINIC CHAIRMEN: Aug. 5 (morning), Sterling C. Quinlan, WBKB (TV) Chicago; Aug. 5 (afternoon), Gayle V. Grubb, WJBK-TV Detroit; Aug. 6 (morning), Sherman K. Headley, WCCO-TV St. Paul, Minn.; Aug. 6 (afternoon), George Heinemann, WNBQ (TV) Chicago.

LOS ANGELES CLINIC

Harold See, KRON-TV San Francisco, "The Obvious and Concealed Problems of Film Programming"; George Mathiesen, KPIX-TV San Francisco, "High Grade Production on a Low Grade Budget"; Len Higgins, KTNT-TV Tacoma, Wash., "The Unseen Picture of TV"; Harry Ackerman, CBS-TV, "A Look at the Future of Color Tv"; Jean Paul King, KLAS-TV Las Vegas, Nev., "The Small Market Tv Success Story"; George Putnam, KTTV (TV) Los Angeles, "Effective Presentation of Tv News and Special Events"; William Dempsey, KPIX (TV) San Francisco, "Educational Programs and Commercial Tv"; Robert Burton, BMI, "Music Recorded on Television Film—A Discussion of Some of the General Problems Including That of Copyright Clearance"; Joseph Drilling, KJEO-TV Fresno, Calif., "Local Tv That's Live"; also George Whitney, KFMB-TV San Diego, Calif., subject to be announced.

CLINIC CHAIRMAN: John Reynolds, KHJ-TV Los Angeles; James T. Aubrey Jr., KNXT (TV) Los Angeles; John K. West, NBC; Donn B. Tatum, ABC.

O'Brien Joins Goldswan

FRANCES O'BRIEN, public relations and sales promotion director, Phil Davis Musical Enterprises Inc., New York, has resigned to join Goldswan Productions Inc. there as public relations director and account executive in line with the firm's expansion. Miss O'Brien will handle all out-of-New York accounts.



MISS O'BRIEN

Goldswan Productions originates and produces musical commercials on radio and tv for many clients, among them Bab-O, Borden's instant coffee, Coca-Cola, Dreft, General Tires, Mercury, Piel's beer, RCA Victor and Wesson Oil. The firm has produced musical commercials for Ajax, Chase & Sanborn coffee, Chrysler Corp., Halo shampoo, Nescafe, Pepsi-Cola, Rinso and Westinghouse.

Radio Plans for 'Mr. D.A.'

FREDERIC W. ZIV Co. announced last week that *Mr. District Attorney* will return to radio in the fall as a half-hour, once-a-week show. Ziv has started production in Hollywood on series, starring David Brian, under the supervision of Henry Hayward.

How to relieve traffic and tax headaches at the same time





These two photographs illustrate the cause—and point a way to the cure—of a good many tax and traffic headaches.

The one shows freight on its way to market by rail. The other shows freight moving by highway.

When freight goes to market by rail, the rate charged includes the full cost of the transportation—including the roadway, signaling and safety devices, and taxes paid to the local, state and federal governments. In other words, the *user* pays his full and just share of all costs involved.

When freight goes to market by truck, the rate charged does not always defray the full share of the cost of the facilities used for private profit. A major portion of the cost of building the highway, maintaining it, installing and maintaining traffic controls and patrolling the road is paid by the private motorist and the general taxpayer.

Naturally, this hidden subsidy makes it possible for the long-haul trucker to charge a lower rate. This, in turn, induces more freight to move by highway—which causes the cost of highway maintenance to be still further increased and traffic lanes to become even more congested.

The railroads serving the busy East feel that if the big long-haul trucks paid their full share of the costs of the nation's highways, competition between train and truck would soon be on a more equitable basis—to the benefit of taxpayers, private motorists and small truck operators.

In fact, it has been the history of American business that free and equal competition works to the best interests of all involved, providing the highest degree of service at the lowest possible cost . . . Eastern Railroad Presidents Conference, 143 Liberty St., New York 6, N. Y.

Introducing...



1. MANAGEMENT: Capable management creates community confidence. Sound operating policies, consistently applied, insure listener respect for the station *and* its advertisers.

2. FACILITIES: Assigned power and frequency, implemented by first-rate technical equipment and personnel, determine the station's geographical area of influence.

3. PROGRAMMING: Imaginative local programming, adapted to the interests and tastes of the area, and skillfully blended with network programming, builds large and responsive audiences.

4. PUBLIC SERVICE: Energetic devotion to the public welfare . . . in education, in health and safety, in economic development . . . creates station stature in its community.

5. MARKET: The importance of a station as a marketing entity is determined by the *total* area it serves, in terms of number of people, their needs and buying power.

the Measure of a GREAT RADIO STATION

Radio's immense strength is employed most effectively when there is a clear distinction between a *great* station and just a good station. Great stations invariably give the advertiser far more for his money, not only in size of audience but in prestige and believability.

We represent only 12 stations of the more than 2,500 in operation. But these 12 are great stations. Each one is unquestionably the leader in its area of influence. In aggregate, these 12 stations serve nearly one-fourth of the nation's buying power.

To designate the kind of radio stations we are privileged to represent, we introduce on the opposite page a mark of distinction that states the five elements which make a station great.

To use radio better, may we suggest you ask one of our representatives to give you a run-down on these 12 stations, to tell you how they exemplify these five points that measure greatness. You'll discover facts about today's influence of radio which you may never have guessed . . . facts which give each of these stations its distinguished personality.

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

REPRESENTING

WBAL	Baltimore	(NBC)	*The Hearst Corp.*
WBEN	Buffalo	(CBS)	*Buffalo Evening News*
WGAR	Cleveland	(CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit	(CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford	(NBC)	*Travelers B'dcasting Serv. Corp.*
WDAF	Kansas City	(NBC)	*Kansas City Star*
KFI	Los Angeles	(NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville	(CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee	(NBC)	*Milwaukee Journal*
WGY	Schenectady	(NBC)	*General Electric Company*
WSYR	Syracuse	(NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester	(CBS)	*Worcester Telegram-Gazette*

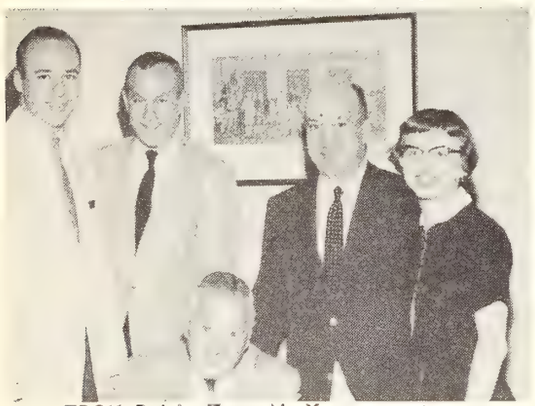


TV NEWSREEL

THE Indianapolis Morris Plan contracts for sponsorship of the 15-minute, 5 days-a-week *Fox-Movietone News* over WISH-TV there, with commentary by local newscaster Vince Leonard. L to r: seated, C. Bruce McConnell, WISH-TV pres.; William L. Schloss, IMP pres.; standing, Robert D. Hammer, IMP v.p.; Robert F. Ohleyer, WISH-TV sls. mgr.; Robert B. McConnell, WISH-TV v.p.-gen. mgr.; Tevie Jacobs, Tevie Jacobs Adv. pres.



MARQUETTE National Bank of Minneapolis signs to be the first sponsor on KEYD-TV Minneapolis, Minn., expected to begin programming by Jan. 1. L to r: Lee Whiting, KEYD-AM-TV v.p.-gen. mgr.; Russell L. Stotesbery, bank pres.; Carl R. Pohlad, bank v.p.



TROY Buick, Troy, N. Y., agrees to sponsorship of WTRI (TV) Schenectady weekly golf series, produced with the cooperation of the local PGA. L to r: Steve Davis, WTRI sports dir.; Bill Carpenter, WTRI acct. exec.; Al Morris, Troy pres.; Ray Brown Jr., WTRI sls. mgr.; Jean Boyd, Al Kellert Adv. Agency rep.

WTVH-TV Peoria, Ill., will carry Standard Oil Co.'s *Standard News Roundup* three nights a week. L to r: seated, John Leslie, WTVH-TV sls. mgr.; C. H. Coughlin, Standard Peoria field mgr.; standing, John Smith, local Standard adv. rep.; Jerry Dunphy, WTVH-TV news-special events dir.



NIELSEN, PULSE STILL AGREE: IT'S 'LUCY'

The Pulse beat strongest for 'Lucy' during June.

'Lucy' lead is substantial, according to latest Nielsen.

CBS-TV's *I Love Lucy* topped the list of regularly-scheduled once a week tv shows during June, according to the Pulse. The listing:

	Once a Week Shows	Rating June	Rating May
1.	I Love Lucy (CBS)	46.3	48.0
2.	Dragnet (NBC)	43.3	45.0
3.	You Bet Your Life (NBC)	38.6	40.3
4.	Jackie Gleason (CBS)	38.2	37.4
5.	Ford Theatre (NBC)	32.4	33.1
6.	Toast of the Town (CBS)	32.1	...
7.	Bob Hope (NBC)	31.8	...
8.	Our Miss Brooks (CBS)	31.2	31.8
9.	Godfrey and His Friends (CBS)	30.2	30.7
10.	Godfrey's Talent Scouts (CBS)	30.0	34.4
11.	Your Show of Shows (NBC)	29.4	30.9
12.	This Is Your Life (NBC)	29.2	30.0
13.	Tv Playhouse (NBC)	28.9	30.2
14.	What's My Line (CBS)	28.4	...
15.	Burns & Allen (CBS)	28.2	...
	Fireside Theatre (NBC)	28.2	...

	Multi-Weekly Shows	Rating June	Rating May
1.	Howdy Doody (NBC)	15.4	15.8
2.	Perry Como (CBS)	14.8	14.6
3.	Came! News (NBC)	14.2	13.9
4.	Eddie Fisher (NBC)	13.4	14.8
5.	Dinah Shore (NBC)	13.1	13.5
6.	Arthur Godfrey (CBS)	12.9	13.3
7.	Search for Tomorrow (CBS)	12.0	11.7
8.	Guiding Light (CBS)	11.3	11.4
	Strike It Rich (CBS)	11.3	11.2
10.	Love of Life (CBS)	11.1	...

NATIONAL Nielsen Ratings for the two weeks ending June 26 listed the top ten programs as follows:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,486
2	Dragnet (NBC)	10,812
3	This Is Your Life (NBC)	10,749
4	Pabst Blue Ribbon Bouts (CBS)	9,872
5	Ford Theatre (NBC)	9,395
6	Toast of the Town (CBS)	8,783
7	Red Buttons (CBS)	8,758
8	Jackie Gleason Show (CBS)	8,742
9	Gillette Cavalcade (NBC)	8,553
10	Arthur Godfrey (Pillsbury) (CBS)	8,467

Per Cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes (%)
1	I Love Lucy (CBS)	45.7
2	This Is Your Life (NBC)	39.3
3	Dragnet (NBC)	37.4
4	Ford Theatre (NBC)	34.2
5	Pabst Blue Ribbon Bouts (CBS)	33.9
6	Jackie Gleason Show (CBS)	31.8
7	Toast of the Town (CBS)	31.3
8	Red Buttons (CBS)	31.3
9	Gillette Cavalcade (NBC)	30.6
10	Arthur Godfrey's Scouts (CBS)	29.9

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Entertainment Jobs Steady, Hollywood C of C Reports

WHILE Southern California's entertainment industry—of which film production employs half—has not kept pace with other local industrial employment, neither has it fallen off during the past five years, a preliminary survey report by the business development committee of the Hollywood Chamber of Commerce has reported.

The stable employment picture was credited to steady growth of both broadcasting and legitimate theatre workers by Ernest L. Loen, report chairman. Radio-tv broadcasting employes have risen from 3,201 in 1949 to 4,780 last year, the report stated, countering a corresponding drop in motion picture theatre and vaudeville employment.

Another report, also issued by the California Dept. of Industrial Relations for May, revealed average weekly earnings in motion picture studios reached an "all-time" peak of $124.33, rising from $117.54 in April and $107 in May 1953. Greater activity in both tv and theatrical filming was the reason for earnings increase, the report indicated.

'54 Tv Set Shipments Stand at 2.3 Million

SHIPMENTS of television receivers to dealers totaled 2,370,098 in the first five months of 1954 compared to 2,695,856 in the same 1953 period, according to Radio-Electronics-Tv Mfrs. Assn. The May shipments totaled 304,227 compared to 410,032 in April and 243,348 in May 1953. Set shipments to dealers by states during the first five months of 1954 follow:

State	Total	State	Total
Ala.	37,734	N. J.	64,673
Ariz.	10,312	N. M.	8,692
Ark.	36,360	N. Y.	219,165
Calif.	165,544	N. C.	62,207
Colo.	19,196	N. D.	8,993
Conn.	32,963	Ohio	111,999
Del.	4,833	Okla.	34,304
D. C.	15,321	Ore.	27,640
Fla.	65,339	Pa.	147,991
Ga.	60,930	R. I.	7,777
Idaho	17,233	S. C.	31,024
Ill.	145,641	S. D.	7,599
Ind.	70,961	Tenn.	51,996
Iowa	52,778	Tex.	133,550
Kan.	37,034	Utah	9,093
Ky.	27,021	Vt.	6,806
La.	51,695	Va.	39,618
Me.	38,959	Wash.	39,524
Md.	28,211	W. Va.	27,981
Mass.	65,578	Wis.	60,512
Mich.	95,487	Wyo.	3,327
Minn.	42,288		
Miss.	22,219	U. S. TOTAL	2,364,042
Mo.	68,144	Alaska	1,467
Mont.	9,808	Hawaii	4,589
Neb.	23,598		
Nev.	2,422	GRAND TOTAL	2,370,098
N. H.	11,962		

Uhf Sets Now Top 2.5 Million

BETWEEN 2.5 and 3 million U.S. tv sets are now equipped to receive one or more uhf channels, according to projections of a nationwide American Research Bureau survey, B•T learned last week.

Last April ARB conducted a diary study among tv set owners in some 5,000 homes, chosen in a sample drawn from all U.S. counties. At that time, 8.3% of the diaries reported reception on one or more uhf channels.

Assuming 30 million to be a rough estimate of total receivers last April, the total then capable of getting uhf signals was about 2.5 million.

James W. Seiler, director of ARB, told B•T that the April diary study was "representative of the entire country."



HERE!

Management at WBAL

rich in experience in good broadcasting and offering continuous service to the public, operates "One of America's Great Radio Stations."

Facilities at WBAL

are, in every regard, unexcelled in the radio industry and surpassed by none.

Programming at WBAL

combines the best from NBC with the best of local talent and services presented with skill and imagination to fully serve the huge audience.

Public Service at WBAL

is one of the station's major interests because of the certain knowledge that this is the way to the heart of our communities. This is attested by the numerous national and local awards received by WBAL.

Market at WBAL

sixth largest in America, rich, stable, responsive, includes 4,225,500 people.

By all five measures—and more—WBAL stands proudly with the other stations represented by the Christal Company as "One of America's Great Radio Stations."

NBC affiliate • 50,000 watts **WBAL** *radio Baltimore*

Nationally Represented by The Henry I. Christal Co., Inc.

VIEWS OF TvAB SUPPORTERS SOUGHT AS PRELUDE TO AUG. 5 PROMOTION MEET

Questionnaire submitted to proponents of TvAB which joins NARTB next month in planning industry promotion.

TELEVISION Advertising Bureau (TvAB) delegates to the Aug. 5 Washington meeting, at which plans will be drawn for an all-industry sales promotion bureau, will enter the planning session armed with the collective views of its members and supporters.

Five TvAB delegates and a similar group from NARTB will pool their ideas for an all-industry bureau at the Aug. 5 meeting. They will confer under terms of a merger pact entered into June 30 [B•T, July 5]. The two groups had been developing separate bureau programs, with TvAB excluding networks as such and NARTB including networks in its project.

Moore Sends Questionnaires

Over the weekend Richard A. Moore, KTTV (TV) Los Angeles, who has spearheaded the TvAB movement, sent out questionnaires to about 120 station members and supporters. In these questionnaires he submitted a long list of questions designed to provide a consensus on ways a tv advertising bureau should operate as well as the goals it should set.

Mr. Moore told B•T he had first drawn up a tentative questionnaire which he had submitted to the five TvAB merger committeemen and several other key telecasters. He said he might make several minor changes in wording, following suggestions from those who reviewed the questions.

Station Representatives Assn., active in formation of TvAB, has contended since the June 30 merger discussions that the new project has drawn criticism within TvAB ranks [B•T, July 12] (See story at right).

"The questionnaire is designed to get a good cross-section of the ideas of TvAB's members," Mr. Moore said. "I believe our committee should know their views before the Aug. 5 meeting. Large numbers of stations have paid dues and showed their support of TvAB.

"These stations joined one type of bureau—a bureau based on promotion of national spot and local television advertising. Now they have a chance to decide if they want to join a new bureau with an all-industry goal and to tell exactly what sort of a bureau they want.

"After Aug. 5 we may contact our members again. We may want to ask their views on whatever program is drawn up by the joint committee, and on the disposition to be made of dues that have been collected by TvAB."

Mr. Moore said that member station reaction to the June 30 merger agreement had been "generally favorable." He suggested more meetings may be necessary in August before a specific set of plans can be submitted by TvAB to its officers and stations, and by NARTB to its Tv Board.

"We promised the industry democratic action at the Chicago organization meeting in May," Mr. Moore said. "Now we're carrying out that promise."

Members of the joint committee who will meet Aug. 5 are: TvAB—Mr. Moore; Roger W. Clipp, WFIL-TV Philadelphia; L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co.; Henry W. Slavick, WMCT (TV) Memphis. NARTB—Clair B. McCollough, Steinman Stations; Kenneth Carter, WAAM (TV) Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Merle S. Jones, CBS.

The eight-page TvAB questionnaire is designed "for the guidance of TvAB representatives engaged in the formation of an all-industry advertising bureau," the heading notes. It asks first if the respondent agrees with the decision favoring one advertising bureau.

Citing the "all-industry" aspect of the new project, the questionnaire lists seven types of industry organizations. While it provides for "should be in" and "should not be in" answers, the question is phrased this way, "Will you please indicate any of the following types of organizations which you feel should NOT be eligible for membership in the new bureau?" The seven types of organizations listed are tv stations, tv networks, tv station sales representatives (including spot sales divisions of networks), tv set manufacturers, tv film distributors, tv film producers and advertising agencies.

Third question covers seven pages and deals with types of functions and the manner in which a sales bureau should be operated. An explanation recalls that TvAB was conceived "as a station-only organization which would engage in aggressive sales promotion on behalf of stations only, namely in the area of national spot and local sales.

"In that connection, it was contemplated it would function in a manner similar to the Newspaper Bureau of Advertising. It was contemplated that this sales effort would be affirmative and not 'anti' network, 'anti' radio or 'anti' any other media. However, the objective of the new bureau will be to promote the sale of television program time and programs to network advertisers, national spot and local advertisers.

"The manner in which this objective can best be carried out for the benefit of all members and with a maximum result in terms of sales. will naturally be the principal subject of the discussions of the joint committee. You can readily see that the decisions reached on this point will be of basic importance and will, in the final analysis, determine what kind of a bureau we will have and how effective it will be."

Getting down to specifics, the questionnaire asks if a "generalized approach" is preferred, promoting tv as a medium, or "a bureau which will engage in specific promotion of specific types of television such as network, national spot and local?"

Choice Offered

The questionnaire asks if the bureau can promote specific types of tv "without arriving at a situation where it must take a negative or 'anti' approach in favor of one type as against another." Choice is offered between a bureau with three divisions—promoting network, national spot and local—as against a vertical structure run by a managing director.

Choice is asked on a should or should-not basis in regard to institutional advertising in newspapers, magazines, trade publications and other media on behalf of tv as a medium; separate advertisements in such media promoting specific types of tv; case histories for presentation to individual companies on behalf of tv in general; case histories of network, national spot or local success for presentation to specific advertisers and agencies; direct presentation and solicitation of agencies on behalf of tv as a medium; direct presentation on behalf of specific

Keep Networks Out, SRA's Flanagan Insists

JUST as "it has never occurred to magazines and newspaper publishers that they should have an 'all-print' bureau to sell against broadcasting, it is equally ridiculous to suppose that an 'all-industry' tv bureau could sell against print media," T. F. Flanagan, managing director, Station Representatives Assn., stated in a letter sent to B•T Thursday.

Replying to an editorial [B•T, July 19] which urged the establishment of "an all-television advertising bureau which would sell television of all kinds, as a medium," Mr. Flanagan said bluntly: "SRA does not think it is feasible to establish an 'all-industry' bureau which can efficiently sell all facets of the tv industry against competitive media."

Major points of Mr. Flanagan's argument, condensed from his seven-page letter, were:

"To begin with, national spot is just as competitive to network as newspapers are to magazines.

"Income from advertisers, retained by the networks, finances the network sales, sales promotion, research and publicity operations, all for the purpose of securing network business. The network affiliate stations, from whom this income is withheld, are therefore already contributing that amount toward the sale of network facilities.

"Although the networks now have adequate income and facilities for the promotion of network business, there is no industry organization for the promotion and sale of national spot business, nor of local.

"It has long been known that it is impossible to sell radio and television with the same sales force. It therefore logically follows that network and spot cannot be sold with the same sales force, which even the networks admit by their spot sales organizations.

"There is no problem about the need for and the method of organizing and providing service to stations in return for their dues, for help to them in developing more local retail television volume.

"There is an overwhelming difficulty in managing an 'all-industry' bureau where you would send out salesmen and promotion material to advertisers and agencies. If you tell them you are promoting only television, their immediate question is: which should I use, national spot or network? Is it then left to the individual bureau sales representative to promote his bias or experience? Or is it left to the managing director to make a decision on every advertising problem? How could a managing director possibly manage under such circumstances? There is an enormous difference between sending a man out to sell just television and sending him out to sell either network or national spot."

Taking B•T to task for its editorial reference to an organization "designed primarily to advance the cause of spot to the exclusion of network and local sales development," Mr. Flanagan stated: "the development of local sales, along with the development of national spot sales, has always been considered a primary function of TvAB since the outset." He attached to his letter a copy of SRA's presentation at the initial Apirl meeting of tv station executives to discuss a promotion bureau to show that local promotion was given equal importance to national spot promotion even then.



the symbol is NEW

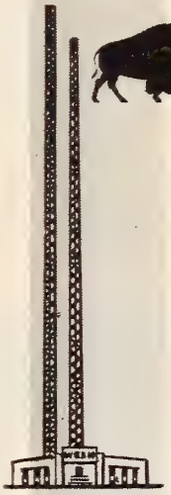
the theme is old to WBEN clients

This five-pointed star insignia is a graphic new way to symbolize the measure of a station's greatness — but WBEN has made these points dramatically known to sponsors during 24 years of quality radio service throughout Western New York and along the great Niagara Frontier!

Yet — these familiar points of performance and service are very worthwhile repeating:



MANAGEMENT: Up-to-date policies based on the 74-year-old tradition of The Buffalo Evening News and implemented by 24 years of experience in radio have won audience and sponsor respect, loyalty and confidence.



FACILITIES: Modern, highly efficient 5000-watt transmitter for unlimited day-and-night operation. 930 Kilocycles — in the middle of the dial — and completely-equipped studios in Buffalo's Hotel Statler. News services include: The Buffalo Evening News, the United Press, Associated Press and International News Service.



PROGRAMMING: CBS Basic Network programs combined with the best locally-produced shows and locally popular personalities . . . WBEN news, farm and home information, sports and music fill every radio listening need and desire.





PUBLIC SERVICE: WBEN aids in community betterment through sponsorship of educational programs like the University of Buffalo Round Table and the High School Forum, and encourages development of outstanding talent through the Voices of Tomorrow Contest.





MARKET: 400,000 families — a trading area of 1,400,000 people, employed in diversified industry and in agricultural production. The WBEN market is America's 12th largest . . . and WBEN has been the leading station in this market for almost a quarter century. (*WBEN is preferred by most listeners most of the time.*)

CBS BASIC

WBEN

RADIO

Represented Nationally by

The HENRY I. CHRISTAL CO., INC. • NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

use of network, national spot or local tv; soliciting of an advertiser planning a budget increase, with general or specific recommendations; solicitation for national spot where an advertiser and agency have been solicited by a network seeking to have a film program switched to the network; solicitation of an advertiser who has lost his network facility on behalf of spot.

Recommendations are asked on proposed dues structure and on the industry segments from which a director of the bureau might be drawn.

Finally, a question is submitted on future course if TvAB members prefer a national spot-local promotion policy and if NARTB refuses to go along. This offers eventualities that include: Continuation of TvAB-NARTB joint effort to set up a single all-industry bureau; TvAB withdrawal and resumption of the original TvAB plan regardless of NARTB; dissolution of TvAB; secret ballot asking all licensed stations for their preference of an all-industry or station-only bureau.

Industry Improvements Cited by Miller at SCBA

THE GROWTH of a "professional character" among broadcasters, defined as a "recognition of professional obligations," has been lauded by Judge Justin Miller. The former NARTB board chairman who currently is counselor for the Los Angeles law firm of McClean, Salisbury, Petty & McClean, spoke a fortnight ago at a Hollywood meeting of the Southern California Broadcasting Assn.

Change in the FCC's attitude that all advertising is bad, and program improvement through a response to listener demand rather than to pressure groups are further signs of the industry's growth, he told the SCBA.

Also in his nine years at NARTB Judge Miller noted the change in the attitude of Congress and the press; an improvement in public relations, with broadcasters participating more in community affairs, and better labor relations, especially in lessening of extreme positions such as that taken by American Federation of Musicians President James C. Petrillo.

Judge Miller said that when he took office with the NARTB, he refused to accept the concept that broadcasting was primarily an entertainment medium, like motion pictures. Equally, he refused the concept of broadcasting, though in the public interest, as a public utility subject to stringent government regulation. Both views have been borne out by events, Judge Miller observed, with movies currently fighting censorship moves and the FCC adopting a less restrictive policy toward radio-tv.

Looking at the industry's future, Judge Miller admitted some fatalities among broadcasters are inevitable in the intense competition for sales; he said the strongest would survive.

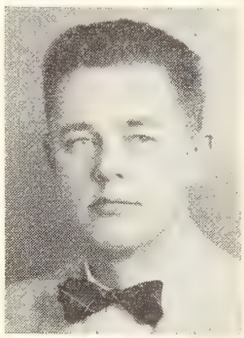
By equal attention to improved news and editorial comment, as suggested by William Paley, CBS board chairman, at the 1954 NARTB convention, and to local wants and needs, the broadcasting industry can look forward to continuing growth, Judge Miller concluded.

Richards Back to Duty

ROBERT K. RICHARDS, NARTB administrative vice president, returns to his office this week following an abdominal operation performed July 6. He has been recuperating at his Washington home and last week handled office correspondence. His resignation from NARTB becomes effective Oct. 1 when he opens a Washington public relations office, continuing to serve NARTB on a consulting basis.

New England Film Directors Organize at Boston Meeting

INFORMAL organizational meeting of tv film directors in the New England area was held July 13 in Boston with William D. Cooper, film director of WJAR-TV Providence, named acting chairman of the new group. Name has not been selected, according to Mr. Cooper, who spearheaded the idea with the ultimate intention of forming a national association of tv film directors to include film room supervisors and film buyers.



MR. COOPER

Next meeting of the New England film group is scheduled for Sept. 28 at the Hotel Statler, Boston. Interested parties are advised to contact Mr. Cooper.

Aims of the organization are (1) betterment of the industry; (2) establishment of standard film room and inter-station operating procedures; (3) closer relationship between station and film distributing agencies, and (4) creation of a central clearing house for exchange of ideas relating to film.

N. J. Broadcasters Protest Switchover to 45 Rpm Discs

RECORD companies should continue to provide 78 rpm records to broadcast stations, in the opinion of New Jersey Broadcasters Assn. In a protest sent last Wednesday, the association said the shift to 45 rpm records [B•T, June 14] for broadcast use has "resulted in confusion and resentment" and has created "very serious mechanical problems."

Everett Rudloff, WJLK Asbury Park, president of the New Jersey group, said conversion of present turntables "in cases where practicable is complicated and expensive." His letter on behalf of the association pointed out that some conversions "are utterly useless" and involve dismounting and reassembling of equipment.

Some members have found poor quality in the 45s, Mr. Rudloff continued. He added that the association does not "oppose the use of 45s if and when the equipment manufacturers have devised conversions and gear that will work and the stations have had a reasonable opportunity to plan for their use." He said deep resentment has developed in the state, and regretted that stations were not consulted in advance.

Sweeney Notes Chain Stores Increased Use of Radio

TREND toward increased use of radio for advertising by chain stores and more leeway to local managers on how they use the medium was reported by Kevin Sweeney, BAB president, in a talk last Monday to Virginia and West Virginia member stations in Richmond.

"For many years," Mr. Sweeney said, "major chains had a virtual 'no radio' policy. But in the past two years, chain after chain, heeding strong pressure from their managers, have permitted extensive use of radio by local managers."

He recounted BAB's efforts to impress chain stores on the use of radio over the past two years, which included copy clinics for store copy writers and "lessons in buying time" for one chain. He recommended that station managers pay increased attention to local-level management of chains and particular attention to the regional manager.

The Richmond meeting of BAB stations was the 19th in a series of 38 sales clinics.

Public Relations Clinic Set

REGIONAL clinic for public relations, including radio and tv, will be held Sept. 24 at the Hotel Statler, according to Ludwig Caminita Jr., president of the Washington Chapter, Public Relations Society of America. Guests are invited from District of Columbia, Virginia, North Carolina, West Virginia, Maryland, Delaware and Pennsylvania. General chairman of the conference will be Richard R. Bennett, vice president of the Washington chapter and Washington public relations director of the National Assn. of Manufacturers.



NEW BOARD and officers of the Virginia Assn. of Broadcasters elected at the July 8-9 meeting [B•T, July 12] are (l to r) Irvin G. Abeloff, WLEE Richmond; Richard Field Lewis Jr., WINC Winchester; Campbell Arnoux, WTAR Norfolk; Carl Lindberg, WPIK Alexandria; Earl Key, WKEY Covington; Frank E. Koehler, WROV Roanoke, VAB president; Charles R. Maillet, WWOD Lynchburg, vice president, and John L. Cole Jr., WHLF South Boston, Va., secretary-treasurer.

WGAR's

LEADERSHIP IN PUBLIC SERVICE



Measure of a Great Radio Station

. . . how it affects advertising results in Northern Ohio

We believe there is a definite relationship between a radio station's devotion to the public interest and listener response to advertising.

By serving our listeners better, we feel we have created a climate of believability —of listener loyalty—of dependence on WGAR—which makes our advertisers' messages more effective.

WGAR was the nation's first station in its class to receive the coveted George Foster Peabody Award for outstanding public service. WGAR, for the past three years, has been selected by a board of impartial judges as Cleveland's outstanding station for public service activity. WGAR, for seven of the past eight years, has dominated The Cleveland Press radio popularity poll—including first places every year for public service programming.

Does leadership in public service pay off for our advertisers? In the last "Radio Gets Results" competition sponsored by the Broadcast Advertising Bureau, WGAR was the *only* Northeastern Ohio station to win an award!

There are many other concrete examples of WGAR's selling power with the adult buying audience. For further evidence of WGAR's leadership in public service —and advertising results—contact your nearest Christal representative.

WGAR

THE STATION WITH 4½ MILLION FRIENDS IN NORTHERN OHIO

CBS • CLEVELAND • 50,000 WATTS • THE PEOPLES BROADCASTING CORPORATION

REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

POTTER UNIT NARROWS STAND ON UHF; THREE COURSES OF ACTION OUTLINED

Senate committee recommends: (1) elimination of excise tax on uhf sets; (2) special study of allocations; (3) continued work on solving the uhf dilemma. Action follows a two-hour Tuesday session.

THE POTTER SUBCOMMITTEE's attack on the uhf problem advanced last week after a two-hour session which concluded Tuesday with Senators asking for a triple-threat offensive.

Proposed action can be narrowed down to three steps, characterized as short-range, interim and long-range. In order, these are summarized as follows:

1. **Short range**—The subcommittee reaffirmed a position it took earlier that the 10% Federal excise tax on all-channel receivers be eliminated to pave the way for increased uhf circulation.

2. **Interim**—The Potter group proposed an advisory committee (*ad hoc*) be created with members taken from the "outside" to study current allocations with the idea of making modifications where technically feasible.

3. **Long-range**—Continuation of the "record" on the uhf inquiry with subcommittee staff work centering on various phases of the above plans, including a proposed agreement among manufacturers to produce only all-channel receivers and consideration of other means of bringing relief to uhf, with study of the multiple ownership problem.

Working with the subcommittee on its desire to lift the 10% excise is Sen. Edwin C. Johnson (D-Colo.), a member of the Commerce Committee and also the Senate Finance Committee.

Sen. Johnson told B•T last week that the Finance Committee is being reminded constantly of his desire to whip through the excise relief amendment. He has proposed such action for some time. The current plan is to tack the amendment to a House-passed bill relating to estate taxes. But, as the Senator expresses it, "time is running out." Most likely a final Johnson effort will come this week. If it fails to materialize, the relief must be sought next year.

To Encourage Agreement

At the same time, the Potter group is expected to work quickly to encourage the tv set makers to enter a voluntary agreement to produce all-channel receivers only.

Toward this end, the subcommittee, headed by Sen. Charles E. Potter (R-Mich.), is contacting the Justice Dept. asking for opinion as to whether such an agreement could be made without violating the anti-trust laws.

Senators feel that the all-band receiver is one of the keys to uhf relief because of its importance to uhf circulation in mixed markets.

Also, this type of relief appeals to all segments of the radio-tv industry. Witnesses who appeared before the Potter Subcommittee during its hearing on uhf, were in unusual agreement that the all-band set was the way to ease a good part of the uhf struggle for existence.

The proposed advisory committee to be appointed by the Potter group to study what can be done about allocations also is an approach which has been expected for some time. B•T predicted such an investigation as early as two months ago [B•T, June 28].

Primarily, the advisory committee, which would report its findings to the Potter group before the next Congress convenes in January 1955, would study the economic and technical aspects of proposals placed before the subcommittee in its recent hearings.

The advisory committee, it was reported, would compare to the now historic Condon Committee which four years ago submitted an evaluation of color television standards to the Senate Interstate & Foreign Commerce Committee [B•T, July 17, 1950].

The Condon Committee, made up of eminent engineers, was headed by Dr. Edward U. Condon, then director of the National Bureau of Standards, and included Newbern Smith, who was the Bureau's radio expert; Stuart L. Bailey, then president of the Institute of Radio Engineers; William L. Everitt, U. of Illinois electrical engineering department head, and Donald G. Fink, editor of *Electronics* magazine.

The *ad hoc* committee on uhf would take up the various proposals—such as moving all tv to uhf, moving all tv to vhf, making the allocations more flexible, etc.—and evaluate them as to engineering and economic feasibility.

According to Sen. Potter, the subcommittee discussed the question of multiple ownership but no decision was reached. This subject, Sen. Potter said, would require more study by the subcommittee. But, said the Senator, he personally favored the FCC's proposal that the current five tv station limit be increased to seven, with not more than five in the vhf.

Census Funds Again Fall Under House Economy Ax

(Also see Agriculture census story, page 31)

FINANCING for a proposed census of business, manufacturing and mineral industries was listed among the casualties in the House last week on the supplemental appropriations asked by President Eisenhower for a score of federal operations.

The House defeated the $8,430,000 business census proposal 81-28 when Rep. Henry O. Talle (R-Iowa) on Tuesday offered an amendment to reinsert the census appropriation after the House Appropriations Committee had killed it [AT DEADLINE, July 19].

Rep. Cliff Clevenger (R-Ohio), who headed the subcommittee which had jurisdiction over the business census portion, criticized the value of the census in Tuesday's floor debate, saying it is "more often than not" two to three years after the census before figures are available. "We have tried every way we can think of to energize and wake up the Bureau of the Census, but it seems to have fallen into a moribund state where time seems to be of no interest to them," he said.

Rep. John Taber (R-N. Y.) joined the Ohio Congressman in this criticism.

Rep. Charles S. Gubser (R-Calif.), who made a plea on the floor Monday in behalf of the business census, said he would request the Senate to restore the census funds. Rep. John J. Rooney (D-N. Y.), also speaking for the appropriation, said: "I know, and I say now, that this item is going to be restored to this bill in the Senate. . . ."

The nearly $2 billion proposed in the bill (HR 9936) was cut 40% by the House Appropriations Committee. That part of it under Rep. Clevenger's subcommittee was cut 82%, according to Rep. Rooney.

Daytime Deadline Delayed

DEADLINE for comments on implementation of FCC's proposed report on daytime skywave interference, set Aug. 2, was postponed by the Commission last week until Oct. 15 upon petition by WLAC Nashville. WLAC was one of several parties which offered alternative proposals at oral argument on the report before the Commission *en banc* a fortnight ago [B•T, July 19]. The report proposes added protection to Class I clear channel stations from daytime skywave interference caused by secondary station operation at sunrise and sunset hours. WLAC's petition noted that if FCC modifies its report because of the alternative proposals, the comments due Aug. 2 would become moot.

Radio-Tv Restrictions Out of Gambling Bill

Bricker amends measure which would have prevented rapid news coverage of horse and dog racing events.

THE SENATE bill to prohibit transmission of gambling information has been stripped of what broadcasters feel were discriminatory passages [CLOSED CIRCUIT, July 12].

These amendments and others apparently clear the way for the bill's approval without opposition in the Senate, providing Senators from states where gambling is legal don't object.

The measure was placed on the Senate calendar last week after the new amendment was offered. The outlook was that if it gets past the Senate it will pass the House with no trouble.

The amended bill (S 3532) would remove original requirements that:

- Broadcasters and others handling news information on horse or dog racing events prove the information is not being used to circumvent the measure's provisions.
- Only one broadcast of races be made each day, with a time lapse of one hour after the event before broadcasts of it. NARTB had charged this provision discriminated against radio and tv in favor of newspapers and other publications.
- FCC file tariffs to implement the bill and enforce its provisions.

Positive Language

The amended bill, according to Government Relations Vice President Ralph Hardy of NARTB, also states in positive instead of negative language that the bill's provisions are not meant to prevent transmission of news reporting of public events which might be defined as gambling information by the bill, providing the information is intended only for news purposes and disseminated in news media.

The amendment was reported to the Senate last week from the Senate Commerce Committee by its chairman, Sen. John W. Bricker (R-Ohio), author of both the original bill and the amendment. It was sponsored by the Justice Dept.

Sen. Bricker offered the amendment after the bill was reworked to the satisfaction of the

Hiding your light under a bushel?

Maybe you are and don't know it. Check the market covered by your present advertising and compare it with WJR's. You'll know then why some of the smartest advertisers—the ones who want to *move goods fast*—buy *spot radio on key stations.* That makes for a bright sales picture.

WJR is one of those key stations, smack in the heart of the Great Lakes market—over 13,000,000 Americans and almost 3,000,000 Canadians whose annual retail purchases alone are close to $20 billion. WJR sells those people, day after day. They respect WJR's integrity and they like the excellent local programming (budgeted at more than $1 million a year) and the fine network fare that WJR provides them night and day. The result—they respect and like the advertisers, too.

That's what you buy on WJR—key salespower in a key market. It costs more and it produces more—the measure of WJR as a great radio station. The whole story on WJR is as easy to get as it is to phone your Henry I. Christal representative. Call him.

The Measure of a Great Radio Station



Represented nationally by
The Henry I. Christal Co., Inc.
New York, Boston, Chicago, Detroit, San Francisco

WJR



Detroit, 50,000 watts
CBS Radio Network.
WJR's primary coverage area:
more than 16,000,000 customers

Justice Dept., FCC, NARTB, Western Union and telephone companies.

A letter affirming FCC's opinions on the anti-gambling bill—also expressed in part by Chairman Rosel H. Hyde during the hearing on the measure—was sent to the Senate Commerce Committee. It outlined FCC objections to the Bricker measure as originally offered. The Commission's main objection was that the tariff provisions would require it to make "police-type" investigations into the activities of those who use communications facilities "which would impose a most onerous burden upon the Commission, one which it is not equipped to discharge."

The FCC also felt that certain language in the bill might be construed as congressional intent that the FCC should not exercise its licensing powers to prevent broadcasting of gambling information. FCC said it already holds that regular programs on racing, "even on a delayed basis," might be contrary to the public interest. The FCC letter cited the Commission's actions along these lines "in the past few years," under the Communications Act.

Notre Dame in Line For Television Grant

Break with NCAA over tv policy is speculated as the university announces plans to buy WHOT, an applicant for ch. 46 at Notre Dame.

PROSPECT of an initial decision to award tv ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., owned by Notre Dame U., appeared last week as FCC Examiner Basil P. Cooper Wednesday closed the record in the competitive hearing with WHOT South Bend after introduction of an agreement whereby the school buys WHOT for $140,000, subject to FCC approval. The tv hearing was ordered on comparative issues only.

The radio station purchase set off speculation in sports circles that Notre Dame, with its own potential tv outlet, may break with the National Collegiate Athletic Assn. because of NCAA's restrictions on telecasting of college football. Under NCAA rules, Notre Dame would be subject to the restrictions even on its own outlet.

WHOT is sold by Universal Broadcasting Co., operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, Ind. Sale agreement was announced by Rev. Edmund P. Joyce, secretary-treasurer of Michiana and executive vice president of Notre Dame, and C. Bruce McConnell, president of Universal.

One Uhf on Air

South Bend is served by one uhf station already on the air, ch. 34 WSBT-TV, CBS-DuMont outlet, and has no vhf service in the area.

WHOT's operations will continue at its present downtown studios for the time being, it was indicated, but it is anticipated that eventually the programs will originate from studios on campus.

"For some time," Rev. Joyce said, "the University of Notre Dame has planned to enter the radio and television field. Through radio and, perhaps, television at a later date, Notre Dame, hopes to make its great resources for education, information and entertainment available to the city of South Bend and the Michiana area."

GO-AHEAD ON NETWORK INVESTIGATION AWAITS MEETING OF BRICKER COMMITTEE

Senate Commerce group has both authorization and funds to proceed with a study of the radio-tv networks. Committee is expected to convene this week in perhaps its last closed session.

AN EXPECTED call by Sen. John W. Bricker (R-Ohio) for a full-scale investigation of the radio-tv networks [B•T, July 19] loomed closer last week.

Although Sen. Bricker, the Senate's cannoneer on the project, avoided tipping his hand on the timing of his proposal, it was understood the word would be out officially once the Senator could meet with his Senate Commerce Committee.

As B•T went to press, such a meeting had not taken place. At one point, Sen. Bricker may have been close. That was Wednesday when the Senate group prepared to meet in closed session.

In the Senate chamber, tired legislators dozed and debated. With only about 10 days left before the desired date for adjournment, GOP Leader William Knowland (R-Calif.) asked committee chairmen to minimize committee sessions and thus permit a turnout of Senators on the floor. Sen. Bricker, complying with the appeal, canceled the Commerce meeting.

This cancelation sparked speculation as to the future course of action Sen. Bricker may take. Most likely the Senate Commerce group will hold this Wednesday what may be its last closed door session before adjournment.

This reasoning placed the odds in favor of Sen. Bricker springing his proposal before the full committee this week. That is, if the Senator goes through with his plan.

On the Books

While the mechanics for the investigation remain to be worked out, preferably after an official green light is given, the committee's authorization and funds are on the books, it was learned.

According to spokesmen, the committee has an estimated $90-95,000 of unspent money on hand. A broad authority to probe just about every agency and field under the committee's jurisdiction—and this includes communications—was voted the group by the Senate earlier in this Congressional session. In past years, this renewal of authority has been routine. The appropriation of about $100,000 was coupled with the resolution permitting such investigations.

Thus there are funds available to hire an outside expert, which is understood to be Sen. Bricker's plan. Should the committee wish to employ additional staff members, the unexpended money also would take care of that.

Sen. Bricker, it is understood, has been receptive to the hiring of an attorney who is familiar with both communications and with Congressional procedure. Robert F. Jones, former Republican Congressman and FCC Commissioner, who now is practicing law with Scharfeld, Jones and Baron in Washington, reportedly was to be tapped for the job. Sen. Bricker has neither confirmed nor denied this report. Meanwhile, he was quoted as being very "serious" about the network probe.

The Ohio Senator looks to an investigation which would parallel the uhf study insofar as a what-makes-it-tick approach to a network's operation is concerned. Reportedly, Sen. Bricker has in mind, among other things, the affiliation problems which have arisen in post-freeze years in tv.

The Senator has said formally on the floor of the Senate, and in private, that the reason for many failures of uhf operators can be laid to the networks because they have "denied programs" to the stations.

Along with this philosophy, Sen. Bricker has pointed to the networks as having "grown to dominate the broadcast field."

FCC and Networks

These beliefs are what motivate the Bricker bill (S 3456). His measure, which was introduced a few months ago [B•T, May 17], would authorize the FCC to license and regulate networks directly and on the same basis as individual station licenses. It also is the proposed legislation which would provide the guidepost for the investigating committee.

The Bricker bill in full text follows:

That the Communications Act of 1934, as amended, is amended as follows:

(1) In Section 2 (a) after "radio stations" insert "and the regulating of networks";

(2) At the end of Section 3 insert the following:

"(ee) 'Network' means any person who operates a system which, for the purpose of simultaneous or delayed broadcasting of identical programs, in any way interconnects or affiliates any two or more broadcasting stations"; and

(3) At the end of Section 303 insert the following:

"(s) Have authority to establish rules and regulations and make orders with respect to networks and such of their activities as affect licensed broadcast stations to operate in the public interest."

The Bricker measure has been on the Senate Commerce Committee's agenda but it has never been considered. For some time, Sen. Bricker had let it be known that special hearings would be called on the bill, once the uhf inquiry is concluded. However, the latter study was delayed by Sen. Charles E. Potter's (R-Mich.) participation in the Mundt Subcommittee hearing of the McCarthy-Army controversy. This in turn delayed consideration of the Bricker bill.

Current plan is to set up either a special committee or to leave it to the full committee or the Communications Subcommittee (Potter unit) to conduct the network investigation. Preliminary study would be started as soon as possible with the keel laid during the quiet days immediately following Congress' adjournment.

According to observers, a Bricker probe of the network field could overshadow the uhf study because it is understood the inquiry would encompass a look at the networks themselves, their affiliations, their status in current broadcast economics and their stake in uhf.

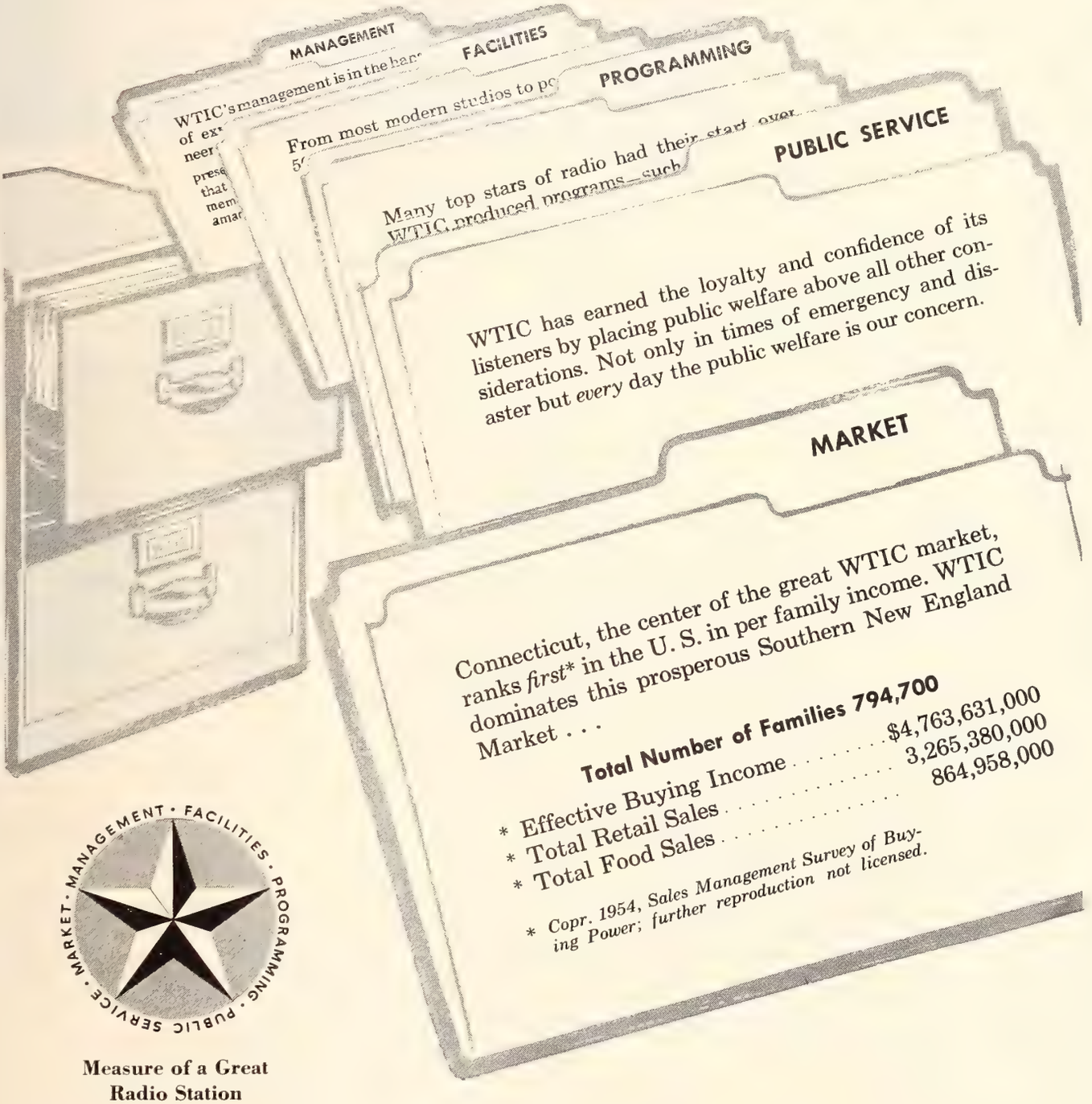
St. Louis Daytimer, Five Other Ams Granted

A NEW St. Louis am daytime station on 1600 kc with 1 kw power was authorized by the FCC last week.

The grant was made to Sam Johns, doing business as St. Louis Broadcasting Co. Mr. Johns is owner of a Blytheville (Ark.) drive-in restaurant, liquor store and recreation parlor.

Five other new standard daytime stations were authorized: Cortez, Colo.; Warner Robins, Ga.; Marksville, La.; Malden, Mo., and Longview, Wash. (For details see FOR THE RECORD, page 92.)

WTIC...By Every Measurement
A GREAT RADIO STATION



Measure of a Great Radio Station

REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Bill Proposes Study Of Transatlantic Tv

THE POSSIBILITIES of a transatlantic television system, among other things, would be looked into by a nine-man commission proposed under a Senate-approved resolution passed by the House and sent to the President last week.

The joint resolution (SJ 96) calls for a Commission on International Telecommunications which would study global communications potentialities and report to Congress by Dec. 31. Under a $250,000 appropriation, the group would include two Senators named by Vice President Nixon, two House members named by Speaker Joseph W. Martin (R-Mass.) and five other persons named by President Eisenhower, including at least one each from the telecommunications industry and the educational field.

Purpose of the group's study would be to encourage development and use of radio-tv in fostering cooperation and mutual understanding among free nations of the world, according to a House report accompanying the measure.

The House report said it is now believed engineeringly feasible to link the U. S. with the rest of the world by television as it has been by shortwave and cable, referring to NARCOM (North Atlantic Relay Communications System) presently being considered by technicians. The report added that more than 50 nations now are developing tv networks, and that tv's impact overseas could become greater than that of the radio-only Voice of America.

The resolution had been passed last year by the Senate after a Foreign Relations subcommittee headed by Sen. Bourke B. Hickenlooper (R-Iowa) at a hearing in New York heard the projected NARCOM relay system from North America to Europe described by William Halstead, president of Unitel Inc., New York, a telecommunications and planning firm [B•T, May 18, 11, 1953].

It was passed by the Senate last year [B•T, July 27, 1953] and reported to the House by that body's Foreign Affairs Committee, but not before Sen. Edwin C. Johnson (D-Colo.) had stripped away implied powers which would have authorized the Telecommunications Commission to investigate tv not only overseas but also domestically [CLOSED CIRCUIT, Aug. 3, 1953]. The Johnson move was in the form of an amendment which was accepted by the Senate just before the resolution was approved.

House Acts to Investigate Radio-Tv Campaign Funds

THE House last week adopted a resolution providing for a special committee to investigate, among other things, the amounts contributed by individuals and organizations to purchase radio and television time on behalf of candidates for the House during this year's election campaigns.

The resolution (H Res 439), introduced by Rep. C. W. (Runt) Bishop (R-Ill.), calls for a five-man House group to look into House candidates' campaign expenditures. Rep. Bishop, who introduced the proposal last Feb. 9, presumably will head the special group.

A second resolution (H Res 631) introduced July 14 by Rep. Bishop would provide $25,000 for the group's work. Amounts pledged to similar special committees before elections in the four past congresses have ranged from $25,000 to $40,000.



STATE HEADS attending the Governors Conference at Sagamore Hotel, Bolton Landing, N. Y., a fortnight ago helped to film one sequence for *Tee Off with the Capital District Pros*, weekly golf show on WTRI (TV) Albany, N. Y. Before the camera (l to r): Gov. Frank Lausche, Ohio; Gov. Dan Thornton, Colorado, who won WTRI's weekly awards as "Golfer of the Week"; Gov. Lawrence Weathersby, Kentucky; WTRI Sports Director Steve Davis, and Gov. Arthur Langley, Washington.

INDUSTRY TO PRESENT ITS CASE IN RADIO-TV COVERAGE CONTROVERSY

Senate rules group studying congressional hearing procedures will hear from radio-tv representatives next week.

BROADCASTERS will have their chance at bat next week before the Senate Rules subcommittee now holding hearings on committee procedures.

The subcommittee has scheduled Aug. 4 for radio-tv industry testimony on whether radio and television should be admitted to open congressional hearings.

The Rules group, headed by Sen. William E. Jenner (R-Ind.), has been seeking ways and means to overhaul congressional committee procedures, particularly those of investigating groups. Some congressional testimony already has been heard, pro and con, on the radio-tv question [B•T, July 19, 12, 5].

Meanwhile, the House Government Operations Committee, counterpart of GOP Sen. Joseph McCarthy's Senate Government Operations Committee, last Thursday modified its rules on radio-tv coverage.

The changes allow witnesses to veto in advance their appearances before microphones or tv and motion picture cameras, but not after the hearing starts.

The modified rules also allow a majority of a subcommittee to decide whether hearings should be broadcast or telecast instead of the unanimous vote formerly required. The rule requiring a majority vote on radio-tv coverage of full committee hearings remains unchanged.

Among hearings expected to be affected by the new rules are those planned by Rep. George H. Bender (R-Ohio), whose special subcommittee is investigating alleged labor racketeering. Previously, one vote killed televising of the hearings. Rep. Bender, running for the Senate seat left vacant by Sen. Thomas A. Burke (D-Ohio), plans to hold hearings in several Ohio cities, but has set no dates.

Radio and television representatives scheduled to testify before the Jenner group Aug. 4 include Raphy Hardy, NARTB vice president for government relations; Robert P. Hinckley, ABC vice president; Davidson Taylor (tentative), NBC director of public affairs; Richard Salant, CBS Inc. vice president, and a representative from the Radio-Tv Correspondents Assn.

Rep. George Meader (R-Mich.), added his voice last Tuesday to those in favor of broadcast and televised hearings. He appeared before the subcommittee and also spoke on the subject on the House floor.

Proposing changes in S Res 253, Rep. Meader said he not only felt television is a "great boon" in the governmental system, but believed witnesses should have no say-so about whether they are to be televised. The committee itself should exercise this decision at its own discretion, he said. S Res 253, offered by Sen. Prescott Bush (R-Conn.), would give witnesses the privilege of refusing radio-tv coverage at Senate committee hearings.

All Should Be Admitted

Referring to television coverage, the Michigan Congressman said, "If hearings are public, then recognized media should have reasonable opportunity to observe and report what is a matter of public interest."

"Television is here to stay and will not long be held back, even by a Senate rule," he declared. He said he "cannot accept the view that tv is a form of punishment," and that if a witness is embarrassed by telecasting equipment, he should be equally or more embarrassed by the presence of committee members.

"Television and broadcasting are far less susceptible to distortion than second hand accounts," he said in an apparent reference to newspaper reporters.

Rep. Meader said he had recommended to Rep. R. Walter Riehlman (R-N. Y.), chairman of a House Military Operations Subcommittee, that the rules of the parent Government


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Corpus Christi

Measure of a Great Radio Station

Tv Veterans to Testify

TWO of the main causes of all the furor about congressional committee procedures—Sen. Joseph R. McCarthy (R-Wis.), chairman, and Roy M. Cohn, recently resigned chief counsel of the Senate Permanent Investigations Subcommittee—will take their turn before the Jenner Rules subcommittee tomorrow (Tuesday). It was largely the tactics of the Senator and his aide during McCarthy Subcommittee hearings which stirred to a boiling point in Congress such questions as radio-tv coverage, protection of witnesses and the number of committee members who must be present at a committee hearing.

Operations Committee on radio and tv be changed.

The Michigan Republican, a member of the subcommittee, cited his July 16 letter to Rep. Riehlman in which he suggested the changes which were made by that committee Thursday allowing a subcommittee majority to control radio-tv coverage of hearings.

Rep. Meader's letter was placed both in the record of the Jenner Subcommittee hearing and that of the House. House Government Operations Committee Chairman Clare E. Hoffman (R-Mich.), during discussion on the House floor, said he agreed with his Michigan colleague that television will expose the "ham" as well as promote good qualities, so that "in the end," radio-tv gives an "accurate picture of just exactly what is going on."

Rep. Kenneth B. Keating (R-N. Y.), in testimony Wednesday before the Jenner Senate group, said he felt witnesses should not be required against their will to testify in front of cameras and microphones. Rep. Keating is chairman of a special House Judiciary Subcommittee investigating the Justice Dept.

The subject of televising and broadcasting all congressional activities was discussed July 18 by three Washington, D. C., attorneys in a forum program on WWDC Washington,

Ellsworth on Coverage

RADIO AND TV ought not be permitted to cover sessions of Congress. They should be welcome at committee hearings if individual committee chairmen beckon, but a witness should not be subjected to camera and microphone if he objects. This is what Rep. Harris Ellsworth (R-Ore.) told B•T after taking an independent look at committee procedures. Rep. Ellsworth, a member of the House Rules Committee, returned about two weeks ago from a trip to England and West Germany. While in England, he visited the Parliament, primarily with an eye to how investigations are conducted there. Asked by B•T to comment how the British feel about radio-tv access to legislative proceedings, the Congressman noted broadcasts of chamber or committee proceedings in Britain "just are not done." Rep. Ellsworth is a broadcaster-publisher with interests in KRNR Roseburg, KFLW Klamath Falls and KYJC Medford, all in Oregon.

under auspices of the Junior Bar Conference of the D. C. Bar Assn.

John B. Kenkel of the law firm of Miller & Schroeder said broadcasters and telecasters are not asking Congress to stage "a dramatic presentation," but are asking only to be admitted on the same basis as other media "to promote an informed citizenry and give the public a true picture of Congress at work."

He said costs would preclude extensive coverage unless sponsorship is permitted, adding his belief that the integrity and responsibility of broadcasters could be depended on in controlling the commercial content of such programs and that the dignity of proceedings would not be affected.

John E. Hartshorn, of Cummings, Stanley, Truitt & Cross, took the opposing view. He said the melodramatic atmosphere some feel has been present at televised proceedings in the past may be strong enough to weigh against the admitted interest and widened attention gained by television. He said he opposed commercial sponsorship.

Attorney Robert J. Annis, who was moderator, explained the problem is not limited to investigating committee hearings but includes the entire legislative process.

Lamb Hearing Postponed By FCC Examiner

Case is delayed until Sept. 15 as the Senate Interstate & Foreign Commerce Committee indicates Ohio broadcaster is entitled to a 'bill of particulars' on FCC charges.

THE SENATE Interstate & Foreign Commerce Committee stepped into the fringes of the Edward Lamb controversy before the FCC last week and sent the Commission a letter which indicated that members of the Senate group are "unanimous" in feeling Mr. Lamb is entitled to a "bill of particulars" on the FCC charges [CLOSED CIRCUIT, July 19, 5]. The FCC case, originally set for July 28, has been postponed to Sept. 15, at the request of Mr. Lamb's counsel.

FCC ordered hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa., to determine if Mr. Lamb earlier made false representations to the Commission that he never had communist associations, which he continues firmly to deny.

Mr. Lamb appeared before the Senate committee to protest the confirmation of Comr. John C. Doerfer for another term on the FCC on the ground Mr. Doerfer was the "key" to Mr. Lamb's problems. Mr. Doerfer denied the allegations and was unanimously confirmed [B•T, July 5, June 28].

Signed by Chairman John W. Bricker, the Senate committee letter noted Mr. Lamb testified he did not expect the Commission to grant him a bill of particulars in advance of the WICU hearing originally scheduled to begin this Wednesday. The letter continued:

> This Committee does not hear appeals from the FCC nor does it try, in advance, to tell it what to do. Nevertheless, the Committee members are unanimous in feeling that counsel for WICU is entitled to receive reasonably in advance of July 28, the equivalent of a "bill of particulars," specifying the charges to be presented and naming the witnesses to be called. The Committee anticipates that the Commission's action will be in harmony with this view.

FCC Examiner Herbert Sharfman, designated by the Commission to preside over the WICU renewal hearing, on Tuesday granted postponement of the case until Sept. 15. The delay will permit handling of procedural and other preliminary arguments, as well as allow time for FCC to consider issuance of a bill of particulars as a result of the Bricker letter.

A few days earlier, the U. S. Court of Appeals in Washington turned down Mr. Lamb in his request that the temporary stay against the Commission holding a hearing on the communist charge be continued until a court decision on his appeal. Mr. Lamb appealed from Federal Judge Edward A. Tamm's denial of his request for an injunction to prohibit the FCC from holding its hearing [B•T, July 19, June 21]. Judge Tamm, however, issued a temporary stay against the FCC until Mr. Lamb "perfected" his appeal. This was done two weeks ago when he filed the required papers in the Appeals Court.

Kennedy Bill Would Exempt Radio-Tv From Lobbying Act

THE FEDERAL Lobbying Act would be rewritten with radio-tv exempted from its provisions in the same manner that newspapers and other publications are free from registration penalties under a bill (S 3775) introduced by Sen. John F. Kennedy (D-Mass.).

Sen. Kennedy offered his measure last Monday.

The Lobbying Act as written now is not specific about radio-tv although there is little chance that radio-tv operators would be held to be "lobbying" because of opinion on Congressional measures expressed on the air.

The section proposed by Sen. Kennedy: Registration would not apply to "a newspaper, a regularly published periodical or a radio or television station (including an owner, editor, publisher or employe thereof) which in the ordinary course of business publishes, broadcasts or telecasts news items, editorials or other comments, or paid advertisements, which urge the passage or defeat of any legislation, if it, its owner, publisher, editor or employe, engages in no activities in connection with the passage or defeat of such legislation other than appearing before a committee of either House of Congress or any joint committee thereof. . . ."

The bill was referred to the Senate Judiciary Committee.

Sen. Kennedy admitted the bill had little chance during this fast-ending session of Congress but said he was offering the bill now to permit study and possible action next year.

Bills to Protect FBI Name

LEGISLATION has been introduced in both Houses of Congress to protect the name of the Federal Bureau of Investigation from commercial exploitation by broadcasts, telecasts, motion pictures, plays and the like. Sen. Pat McCarran (D-Nev.) last week introduced his S 3769 and Rep. Chauncey W. Reed (R-Ill.) on July 15 his HR 9921 to that effect. Both proposals, to amend Sec. 709 of Title 18 of the U. S. Code, have been referred to each chamber's respective judiciary committee.

FCC Revises Forms

REVISION of application forms for use in the experimental tv, international, experimental facsimile and developmental broadcast services were announced last week by FCC, effective Sept. 1. Forms 309, 310 and 311 are simplified, FCC said, while Forms 312 and 318 are deleted.

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Measure of a Great Radio Station

FCC Anti-Red Rule Draws Mixed Comment

Measure will bar from licenses communists or those 'not of good moral character.'

MIXED reaction was evidenced last week in the handful of comments filed on FCC's notices on proposed rule making to declare ineligible for commercial and amateur operator licenses anyone who is a communist or "not of good moral character" [B•T, June 21, 14].

The proposals represent an effort by the Commission to tighten communication security in cooperation with Sen. Alexander Wiley (R-Wis.), chairman of the Senate Foreign Relations Committee and its subcommittee on espionage, sabotage and subversion.

Involving modification of Parts 12 and 13 of the Commission rules, the proposed changes would make ineligible to hold a license "any person who is a member of the Communist Party or any organization which has been required to register as a Communist-action or Communist-front organization under provisions of the Internal Security Act of 1950, or any organization which advocates or teaches the overthrow of the U. S. Government or the government of any political subdivision thereof by force or violence." FCC also would license only those of "good moral character" and would not license any person convicted of a felony.

Support for the proposals was indicated by National Assn. of Broadcast Engineers & Technicians (CIO), Cecil E. Smith, manager-chief engineer of KUOA Siloam Springs, Ark., RCA Communications Inc., Lake Carriers Assn., American Merchant Marine Institute and a number of amateurs and "ham" clubs. Other amateurs, however, questioned the proposals in part or in whole.

Friends Committee on National Legislation (Quaker group) urged FCC not to adopt the rules without a full scale hearing as the rules may constitute a "stringent and unnecessary curb on the freedom of expression."

Conference of American Maritime Unions noted extensive security provisions already are in force by other agencies covering seamen and urged withdrawal of the proposals or an order for public hearing.

American Communication Assn. attacked the proposals as applying for the first time a "political test" to the 800,000 persons who hold licenses. ACA contended "serious questions of statutory and constitutional authority are raised."

American Civil Liberties Union pointed out the "loyalty oath" would not deter espionage agents from using radio facilities and "the minimal contributions the oath would make to security must be weighed along with its infringements on civil liberties." The risks to civil liberties are so great, ACLU said, that the proposals should not be adopted.

Pacifica Foundation, operator of KPFA (FM) Berkeley, Calif., "the listener sponsored station," rejected the proposals as "unconstitutional and an unwarranted extension of regulatory power." KPFA held the proposals violate the Communications Act's ban on FCC's power to censor or interfere with free speech in radio.

Pointing to the fact that in America "the right to control one's own business and property and the right to hold one's own religious and political opinions" have always been fundamental, KPFA concluded that "subject to the professional and technical standards of the Commission, Pacifica Foundation . . . stands by its right to select and employ engineers and operators of its own choice, based solely on their professional competence, and not subject to discriminatory and irrelevant tests of opinion."

First Tall Tower Report To Be Submitted Aug. 16

DRAFT of a report recommending the improvement of existing tall tower lighting and marking standards, now being written by a subcommittee of the special study group of the Washington Air Coordinating Committee [B•T, July 5], will be submitted to the members of the working committee Aug. 16, it was learned last week.

If approved then, it was explained, the report will be submitted to members and associate members of the full committee Aug. 23.

The report, which is considered as winding up the first phase of the study, is based on consideration of the hazards to air navigation of tall towers, particularly tv structures, and supporting guy wires. It calls for the working group to take up methods of improving present lighting and marking standards, including means of identifying guy wires. At a public hearing last month, only two witnesses appeared, both seeking more stringent standards for tall structures. These were Frank B. Brady, representing the Air Transport Assn., and Col. A. B. McMullen, National Assn. of State Aviation Officials.

Hearing Rights Safeguarded by Appellate Court

IN the only two cases which have been decided by the U. S. Court of Appeals in the last 18 months involving the right of the FCC to deny petitions or protests without a hearing—the Commission has had its knuckles rapped.

The appellate court ruled in both the Zenith and Camden, Ark., cases that the Commission must give protestants a hearing if there is any possible chance they might be hurt—or, the court implied, the FCC must give much more serious consideration to the reasons for turning down such requests than it has in the past.

In the Zenith case—involving ch. 2 in Chicago—the FCC dismissed that company's application on the ground it had not participated in the allocation proceeding or in the renewal and transfer hearings regarding the then WBKB (TV) on ch. 4. Zenith appealed to the court, based its case on the law which forbids the Commission to deny an application without a hearing.

The court held that Zenith was right. Zenith is now engaged in a hearing with CBS (whose WBBM-TV is operating on ch. 2 in Chicago) for that frequency. The court refused to give Zenith a stay against WBBM-TV's move from ch. 4 to ch. 2, but permitted CBS to move its Chicago tv outlet to the lower channel temporarily pending the outcome of the Zenith litigation.

In the Camden, Ark., case, the Commission had granted the sale of KPLN in that city and denied a protest by KAMD, also operating in that city. KAMD appealed, and the court in a decision two weeks ago said it was obvious that both stations were competitive and that KAMD had claimed economic injury which "was sufficient to identify it as a party in interest." A hearing on KAMD's protest is required, the court said.

IN the only other case, which has moved through the court, the Commission itself backed out of defeating its position in turning down a protest. WGRD Grand Rapids protested the grant of Muskegon, Mich., ch. 35 to WTVM (TV). After the Commission denied its protest, WGRD appealed and asked for a stay. The stay was denied, but immediately thereafter, after the Justice Department refused to accept the Commission's reasoning that WGRD was not a party in interest, the Commission asked the court to remand the case for a hearing.

In seeking a stay order from the courts, appellants must convince the judges that they will suffer real harm if the action they are contesting is allowed to go into effect immediately, that the public will not suffer if a stay is granted, and that there is a good possibility they may win their case.

Although the granting of a stay does not indicate the outcome of the final decision on a case, it does mean that there may be some merit to it. Therefore, the court's actions in requests for stays might be considered a straw in the wind.

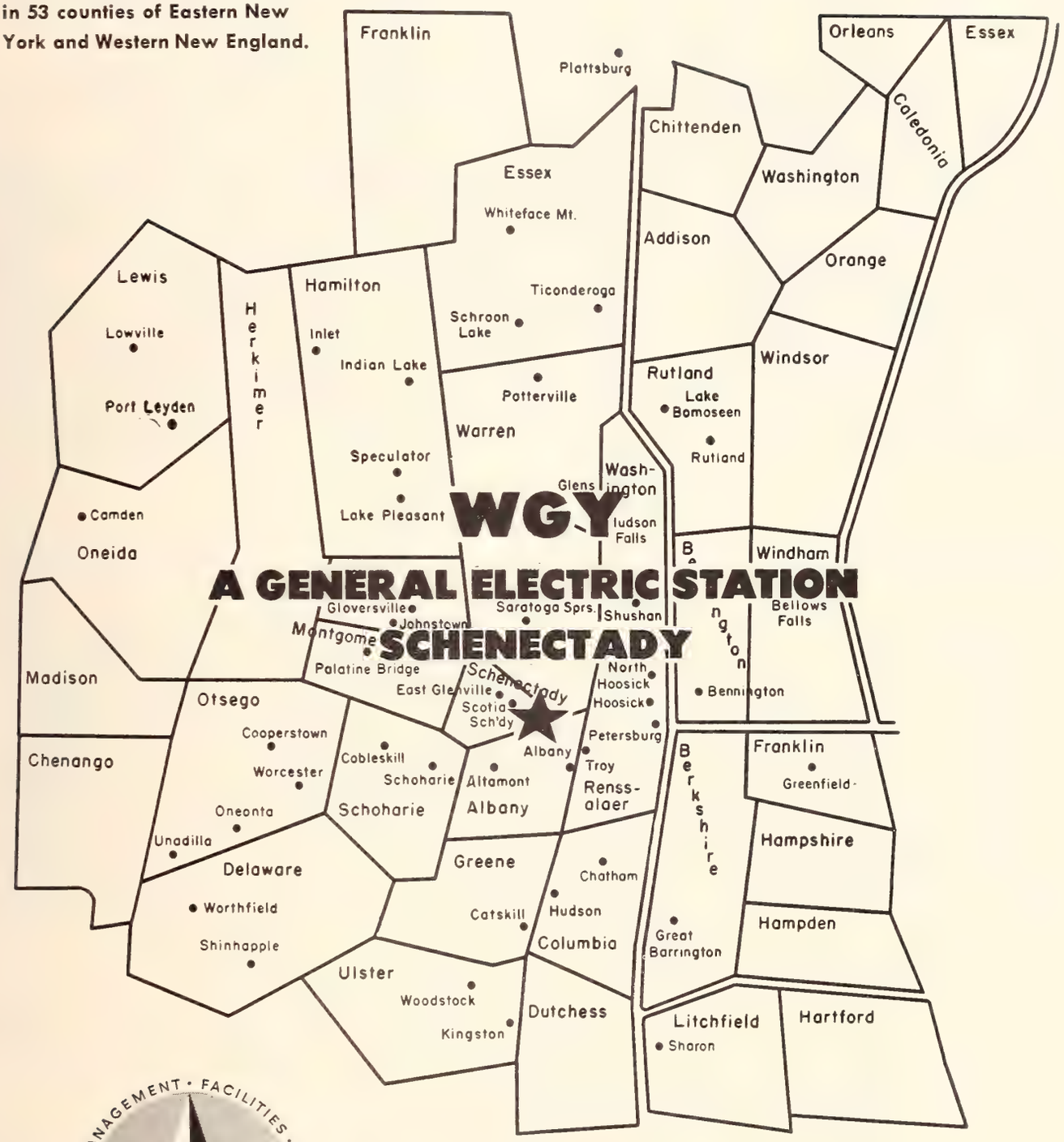
In the St. Louis ch. 11 case, KSTM-TV, an existing uhf station on ch. 36 in that market, applied for that vhf wavelength. The Commission refused to accept the application on the ground that it could not file for a new facility in the same city in which it held a grant. The court granted the request for a stay, but gave the FCC alternatives which permitted the ch. 11 hearing to commence with one of the issues the right of KSTM-TV to have its application accepted.

In the Spartanburg, S. C., case, the Commission granted WSPA-TV on ch. 7 there the right to move its transmitter location to a site nearer Greenville, S. C. The first authorization was temporary. This was protested by uhf stations WAIM-TV Anderson, S. C., and WGVL (TV) Greenville. The court granted the stay. The Commission then granted the Spartanburg station a permanent modification of its CP to locate its transmitter near Greenville. Again the uhf stations protested, and again the court granted the stay.

ON the other hand, and just to ensure that nobody gets any idea that any and all requests for stays will be granted, the court has denied stays to (1) ch. 54 WTVI (TV) Belleville, Ill. (St. Louis) whose application to change to ch. 4 was refused by the Commission on the ground that it was filed after the 30-day "umbrella" provision; (2) to uhf WCAN-TV Milwaukee against the Commission's allocation of ch. 6 to Whitefish Bay, Wis.; (3) to KOA Denver which is battling the FCC's grant of frequency change and power boost to KOAT Albuquerque, and (4) to WSAY Rochester, N. Y., which sought an impounding of profits of share time tv stations WHEC-TV and WVET-TV in that city.

The 30-day rule is an FCC regulation which prohibits the filing of a competing application less than 30 days before the hearing begins. It is designed to serve as a cutoff date so that applicants can go to hearing with certain knowledge of who their competitors are. This "umbrella" was extended to 60 days in the Commission's new hearing procedures issued two weeks ago [B•T, July 19].

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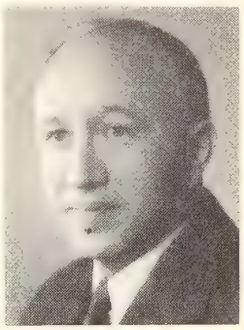
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SCHARFELD QUESTIONS HEARING METHODS

New procedures of FCC doubted by chairman of ABA committee on communications.

GRAVE doubts that the FCC's new hearing procedures [B•T, July 19] will work out satisfactorily were expressed last week by Arthur W. Scharfeld, chairman of the Committee on Communications, Administrative Law Section, American Bar Assn.



MR. SCHARFELD

In a last minute supplement to his 31-page yearly report, Mr. Scharfeld, senior member of the Washington law firm of Scharfeld, Jones & Baron, termed certain factors in the new hearing methods "a retreat to a position further back than that taken prior to the establishment of the points of reliance system." He said that the new rules do not meet the full requirements of Sec. 309 of the Communications Act or the aim of the President's Conference on Administrative Procedure.

The FCC's new hearing procedures call for a written affirmative case and eliminate the "points of reliance" requirement which has caused a lot of contention.

In discussing the new written presentation for direct examination, Mr. Scharfeld called attention to the Commission's qualification that oral examination will be permitted to "explain" the direct testimony. This, Mr. Scharfeld contended, is a loophole which will cause contests on what is an "explanation" as against its "amplification." The Commission specifically ruled out oral "amplification" of written presentations.

Written presentations, Mr. Scharfeld said, resulted in the loss of the creditability factor and the appearance and presentation judgments possible only with personal testimony. It could result, he said, in "canned" testimony and the substitution of literary talent for knowledge of the principals.

Mr. Scharfeld also felt that the lack of a requirement for specification and particularization in advance of hearings will permit surprise testimony "with consequent unfairness as well as delays . . ."

The bulk of Mr. Scharfeld's report is a discussion of Commission actions during the past year, with significant emphasis on purported inconsistencies.

The Commission has gone too far in permitting competing media to become "parties in interest" in protest cases, Mr. Scharfeld said. He also said the Commission has been inconsistent in granting standing as a protestant to one party who did not meet the requirements of spelling out the facts and charges relied on with specificity, yet denying it to another party which did meet that criterion. Mr. Scharfeld also questioned the legality of oral argument on protests rather than full "evidentiary" hearings. Maybe the Commission is seeking to minimize the impact of a protest on the early establishment of tv service, Mr. Scharfeld suggested, and then added:

"To minimize, however, is also to nullify; what Congress giveth, the Commission taketh away."

Sponsor Apologizes

CAPITAL Transit Co., Washington, D. C., which sponsored news commentator Drew Pearson on WTOP-TV Washington, has apologized to Sens. Styles Bridges (R-N. H.) and Herman Welker (R-Idaho) for statements made about the two Senators during Mr. Pearson's June 20 telecast. Letters of apology from the firm's president, J. A. B. Broadwater, placed in the *Congressional Record* last week by Sen. Barry M. Goldwater (R-Ariz.), said Mr. Pearson's statements did not reflect the views of Capital Transit and that the firm does not intend to renew its contract with the Washington commentator.

EDUCATIONAL TV GRANTED AT TULSA

THE 32nd noncommercial educational tv grant was issued by the FCC last week to Oklahoma Educational Tv Authority for vhf ch. 11 at Tulsa. This is the second noncommercial educational grant in as many weeks.

The new tv station will operate with effective radiated power of 75.9 kw visual and 45.7 kw aural with antenna height above average terrain of 1,270 ft. The application disclosed that the grantee proposes to lease its transmitter site from vhf ch. 6 KOTV (TV) Tulsa.

Foundation Quiz Under New Attack

A SPECIAL House Committee which has ground to a stop in its investigations of tax-exempt foundations ran into new criticism that the special group itself be investigated.

Rep. Jacob K. Javits (R-N. Y.) last week proposed that the House Rules Committee investigate the special group headed by Rep. Carroll Reece (R-Tenn.) Rep. Reece has charged the Ford Foundation, which finances the Tv-Radio Workshop, of appropriating $15 million "to 'investigate' the investigating powers of Congress." Mr. Reece's committee also had been considering taking testimony from the H. L. Hunt-financed Facts Forum, producer of several radio-tv shows [B•T, June 7, May 31, 17]. The committee ended its public hearings after a series of stormy sessions.

If Rep. Javits' proposal is approved, it would call on the Rules Committee to recommend probing the Reece Committee.

Meanwhile, a proposal by Sen. Pat McCarran (D-Nev.) affecting foundations was killed last week by a Senate and House joint conference committee.

Sen. McCarran's amendment adopted July 1 as an amendment to the omnibus tax reform bill, would have ended the tax-free status of foundations which contributed to "subversive" organizations or their members.

Foundations had argued that inadvertent violations of this ban could not have been avoided.

Paul G. Hoffman, board chairman of the Fund for the Republic Inc., set up as a separate operation by the Ford Foundation and against which Rep. Reece's remarks were directed, last week denied the charges saying the Fund is completely independent of the Ford Foundation.

Ex-Sen. Moody Dies; Was Radio-Tv Moderator

FORMER radio-tv forum moderator and ex-U. S. Senator Blair Moody, Michigan Democrat, died last Wednesday at University Hospital, Ann Arbor, Mich. He was 52. Mr. Moody, who was to resume his campaign for the Democratic senatorial nomination, planned to run against Sen. Homer E. Ferguson (R-Mich.) in November. Only a few hours before his death, Mr. Moody's campaign headquarters had issued a statement reporting he was recuperating from an attack of virus pneumonia.

Before being appointed in 1951 to the Senate by Gov. G. Mennen Williams, to fill the unexpired term of the late Sen. Arthur H. Vandenberg, Mr. Moody moderated for six years a radio-tv program, *Meet Your Congress*. He was Washington correspondent for the *Detroit News* for 18 years before entering the Senate. He was defeated in 1952 for election to the Senate in his own right by Charles E. Potter (R-Mich.), then a House member and currently chairman of the Senate Communications Subcommittee. Mr. Moody held a 10% minority interest in Independent Tv Inc., applicant for a tv ch. 6 outlet at Whitefish Bay, Wis. He also was 14% stockholder in Independent Newspapers Co. and 10% in Leader Newspapers Inc.

Fetzer Answers FCC On Lincoln Transfer

TRANSFER of ch. 12 facilities of KOLN-TV Lincoln, Neb., from John E. Fetzer interests to a trustee, with eventual operation by the U. of Nebraska, does not involve violation of FCC's duopoly rule, the Commission has been informed in letters answering FCC's McFarland letter indicating a hearing on the bid may be necessary [B•T, May 17, March 29].

Mr. Fetzer, whose purchase of ch. 10 KFOR-TV Lincoln was approved by FCC upon disposition of the ch. 12 facilities, told the Commission the purpose of first transferring the ch. 12 facilities to a trustee was to expedite a switch of KOLN-TV to ch. 10 since the university was not prepared to assume direct ownership at this time.

He indicated that although his firm will provide for operation of the transmitter and supply studio facilities and other services, actual programming functions and responsibility will be assumed by the trustee in cooperation with the U. of Nebraska. Mr. Fetzer said he would not permit himself to be put in any position to influence policy or programming.

His explanation was affirmed by the trustee, Byron J. Dunn, a local banker, and by Clifford M. Hardin, chancellor of the school. Mr. Hardin wrote FCC that the school's board of regents has approved appointment of a television committee to consult and cooperate with Mr. Dunn in program operation of the station, providing student and faculty services as well as other school facilities.

One of a Series about

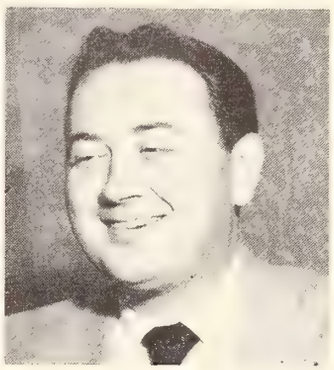
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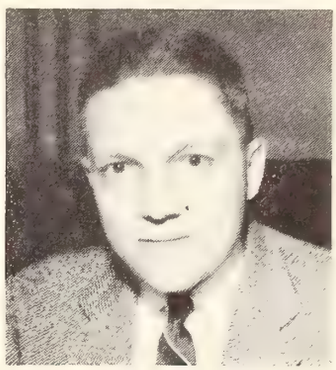
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Timekeeper



Deacon Doubleday
RFD Farm Show



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House Unit Hits Air Force On RCA Radio Contract

THE Air Force last week came under fire from a House subcommittee which charged it with contracting with RCA for some $100 million in radio equipment which the congressmen said has proved unsatisfactory.

In a House Military Operations subcommittee report released by Rep. R. Walter Riehlman (R-N. Y.), the Air Force was criticized sharply for ordering in large quantities long-range sending and receiving sets (transceivers) for aircraft, before the equipment had been "completely developed or tested."

The report was approved by the full House Government Operations Committee.

The subcommittee said the Air Force in December 1950 ordered 307 of the transceivers from RCA, later increasing the contract to 3,900 sets for an estimated $54 million. A second contract for 1,843 sets plus test equipment at a cost of $38 million was awarded in April 1953, despite serious and obvious defects in the sets, the report said. The latter contract was cancelled three weeks ago.

Some 790 sets had been delivered by last June 30, the report said. The subcommittee charged "complete reliance" by the Air Force on the unproven model and said at times during the Korean crisis numerous aircraft were without long-range equipment. The Air Force now is using substitute equipment, the report said.

RCA officials in New York declined comment except to refer to a section of the subcommittee report which said "there was no evidence reflecting upon RCA's integrity or upon its good faith in its effort to solve these difficult engineering problems."

Commission Approves Sales Of Five Station Properties

SALES of WHAR Clarksburg, W. Va.; WKYR Keyser, W. Va.; KLIL Estherville, Iowa; WKAI Macomb, Ill., and WHYN-AM-FM-TV Springfield, Mass., received FCC approval last week.

WHAR and WKYR were purchased by Robert K. Richards, NARTB administrative vice president, and Walter Patterson, former general manager of WKHM Jackson, Mich. Each will be one-half owner of the stations. Sale price of the WHAR facility was $90,000, while WKYR exchanged hands for $45,000 [B•T, May 24].

Mr. Richards is planning to start a public relations practice in Washington Oct. 1.

In another two-station sale approved last week, WKAI and KLIL were sold to Dr. Edward Schons and William E. Schons. WKAI was sold by the Macomb Broadcasting Co. for $22,028. Consideration for the KLIL facility was $19,000. Messrs. Edward and William E. Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., make the purchase as 50% owners each.

In Springfield, 50% interest in WHYN-AM-FM-TV was sold to Republican Television Inc. for $250,000. Republican Tv Inc. is owned by employe pension funds of the *Springfield Daily News, Republican* and *Union*. Remaining WHYN principals own the *Holyoke Transcript* and *North Adams* (Mass.) *Transcript* [B•T, March 8].

GOVERNMENT PEOPLE

Bob F. Allison, director of newsreel dept., KTTV (TV) Hollywood, on leave of absence to head television production for Republican National Committee in Washington.

George E. Sterling, FCC Commissioner, vacationing at Maine home through end of month.

KWTV (TV) CHARGES 'FOUL' IN ROW WITH OKLAHOMA CITY RIVAL WKY-TV

KWTV says its competitor violated confidential information, showed lack of ethics. WKY-TV says the charges are naive and unfounded.

AN INTRA-VHF controversy developed last week as an aftermath of the Senate uhf inquiry [B•T, June 7, *et seq*] when Edgar T. Bell, general manager of KWTV (TV) Oklahoma City, complained that WKY-TV there had unfairly used information supplied, on request, to the joint vhf industry committee that took part in the Potter hearing.

Mr. Bell notified members of the vhf committee that he felt a "complete lack of ethics and a violation of confidence" existed in the use of KWTV's information by WKY-TV.

In reply, Hoyt Andres, assistant station manager of WKY-TV, told B•T the Bell charges were "naive and unfounded" and that the information was a matter of public record.

Two members of the informal vhf committee —Paul R. Bartlett, KFRE Fresno, Calif., a tv applicant, and Hugh Halff, WOAI-TV San Antonio—criticized competitive use of the KWTV data in reply to B•T requests for comment.

Mr. Bell's July 17 letter to members of the vhf group said the incident pointed up "reluctance of individual stations to cooperate in industry projects." He enclosed photostats of wires and correspondence relative to the Senate hearings.

He recalled that a May 28 telegram from the vhf group sought data about set circulation, program resources, economic support and financial matters. Pierson & Ball, Washington attorneys, represented the vhf group. The KWTV letter, he continued, outlined difficulties at the time the station first went on the air, including the set adjustment problem in a market that had only one station for several years.



KWTV (TV) Oklahoma City General Manager Edgar T. Bell (l) and Brooke Loring, station's personality, seem none the worse from their 560-ft. on-the-air inspection of the station's partially-completed 1,572-foot tower. The trip was made by way of the cable-elevated cage (rear) during the *Brooke Loring at Home* show with a microphone carried in the cage and tv camera shots made on the ground with a telephoto lens. With them is Roy Mizell, construction superintendent, who rode atop the cage.

At this point Mr. Bell charged competitive use of his material. "The final inclosure," he wrote, "a copy of a memorandum 'To All Katz Associates', signed by John Haberlan of WKY-TV, is the result of your request to me, and my provision of information requested for the overall good of the industry. Aside from the fact that the portion of my letter which is quoted is taken out of context, it is my opinion Mr. Haberlan's letter displays a complete lack of ethics and a violation of confidence.

"We understand, of course, that anything introduced in a hearing such as this is public property. We are quite concerned, however, about the propriety of an industry committee asking information of an industry nature from stations and then allowing a member of the committee to use portions of such information for competitive purposes. Especially is this true, when the information referred to existed during the first 30 to 60 days of our operation and is not of a current nature. . . ."

KWTV Complaint

Mr. Bell's complaint included a photostat of a letter "To All Katz Sales Associates" under the WKY-TV letterhead and dated June 21. After observing that P. A. Sugg of WKY-TV had just returned from the Potter hearings, the letter over Mr. Haberlan's signature said:

"We suggest you use the following factual excerpts from Edgar T. Bell's letter on all competitive problems:

" 'KWTV found with the operation of ch. 4, during the four years prior to our ch. 9, made a problem for many viewers in our Class B and fringe areas. These people had all installed low-band ch. 4 antennas. We will meet this situation again when we start our operation from our 1,572-foot tower. In other words, thousands of television set owners have found for the best reception in the outlying areas, that the installation of a ch. 9, or high-band antenna, or the installation of an all-service antenna, is advisable for the best reception'."

The photostat of the WKY-TV letter included this sentence: "Here is a frank statement, with pertinent confession underlined, from the general manager of KWTV that says they're presently encountering antenna problems in their Class B area. . . ."

Mr. Andres' statement to B•T of the WKY-TV position follows:

"Mr. Bell's implication that Mr. Sugg made unethical use of his station's data is both naive and unfounded. In the first place the vhf group, as the original telegram states, was informal and unorganized. Mr. Sugg had no more stature or responsibility in this group than did Mr. Bell or any other station operators.

"The telegram particularly requested information with respect to set circulation, program resources, economic support and a statement on money risked and losses incurred. Mr. Bell's statement went beyond this and included admission of difficulties in respect to low-band and high-band antennas. . . . It seems curious that he (Mr. Bell) should expect to submit to a Senate subcommittee information which promptly became public record available to

....The Measure of a GREAT NEW ENGLAND Radio Station

MANAGEMENT

WTAG was Central New England's first radio station. Through 30 years of successful operation, it has maintained its "first" position.

Managerial reponsibilities today include direction of a staff of 60 people—with active participation not only in its own field, but in the local affairs of civic, social and business groups.

WTAG is associated with the *Worcester Telegram* and *The Evening Gazette;* it is a Basic CBS affiliate.

PUBLIC SERVICE

WTAG is unsurpassed in the areas of public service which are of proven value to Central New Englanders.

Over 6,000 station breaks and nearly 400 hours of community promotion are provided annually by WTAG.

A full-time Community Service Director plans and produces material covering worthy subjects and is available for liaison work in community projects.

FACILITIES

With power — 5,000 watts — and frequency — 580 kilocycles, WTAG has the right combination for blanketing the Central New England area. It has separate FM and AM transmitting stations in ideal locations.

A modern, completely equipped mobile unit provides on-the-spot production.

Its main office is in the central business section of Worcester, with three studios, and facilities for tape recording and transcribing. WTAG is technically self-sufficient, with an auxiliary transmitter and standby generators.

WTAG
WORCESTER
MASSACHUSETTS

MARKET

Diversification and stability through industrial expansion, agricultural prominence, cultural and social activity make Central New England a prosperous area.

Worcester, third largest New England city, is the focal point of this 19th U.S. industrial area, with consistently high retail sales — now $1,087,596,296.

The facilities of a WTAG market research analyst are at your service.

Only WTAG represents the fullest potential in the self-contained, responsive market that is Central New England.

PROGRAMMING

Central New England's population of 1,029,110 is unusually diversified in its living and work habits. They like programs with local flavor, and WTAG provides them, with nearly half of its weekly 122 broadcast hours locally produced.

To personalize these programs, WTAG has men and women specialists of long-established popularity in women's affairs, sports, classical and popular music, agriculture, cooking, civic affairs, children's interests.

Four experienced newsmen devote full time to news coverage, with access to material from the AP and 200 correspondents of the *Worcester Telegram* and *The Evening Gazette.*

A program publicity director rounds out WTAG's excellent program facilities.



Measure of a great Radio Station

Represented by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK, BOSTON, CHICAGO, DETROIT, SAN FRANCISCO

the trade press, the tv industry and public at large, and yet have this information at the same time remain a guarded competitive secret.

"Mr. Bell has made extensive use of data which WKY-TV submitted to the FCC. Since such information is likewise a matter of public record WKY-TV has not attempted to imply unethical behavior on Mr. Bell's part because of his conversion of public records to competitive use.

"The copy of Mr. Bell's letter was obtained in Washington through the same channels available to the press and public at large. To imply that Mr. Sugg used an informal industry group to obtain material of a competitive nature which was not at the same time available to any other person merely for the asking is an attempt on Mr. Bell's part to make amends for a carelessly prepared statement. In the many instances of industrywide cooperation in the solution of common problems no one has ever proposed that a 'cease-fire' agreement on competition be a qualification for participation. There is no justification for the contention that the public at large should have an opportunity to read of Mr. Bell's competitive disadvantages in this market while WKY-TV should be compelled to look the other way. WKY-TV likewise submitted a statement to the Potter committee with the full knowledge that it would become a matter of public record, and available to Mr. Bell. With such practical knowledge, our statement confined itself to matters useful in the overall industry consideration. Had we specifically outlined data useful to Mr. Bell in a competitive situation we would have expected prompt and extensive use of it by him."

Members of the vhf committee were asked by B•T for their comments on the charges by Mr. Bell. Two comments had been received at press time. Mr. Bartlett said, "I believe WKY-TV action highly improper and completely unconscionable." Mr. Halff said, "Roy Cohn resigned—how about John Haberlan?"



NEW HOME of 33-year-old WNOX Knoxville will be this famous East Tennessee landmark, the former Whittle Springs Hotel, which the station purchased last February. The main building, with 60,000 sq. ft. of floor space, will house all WNOX studios and offices. It will be occupied as soon as remodeling is completed. A new 1,200-seat, 13,500 sq. ft. studio-auditorium will adjoin the main building. Six acres also will provide a recreation area, parking facilities, and a small model farm.

WKNX-TV Plans Power Boost

WKNX-TV Saginaw, Mich., will boost power from 19.6 kw to 207 kw about Sept. 1, Howard W. Wolfe, station manager and secretary-treasurer, announced last fortnight. The power increase will mean that uhf sets in Saginaw and perhaps Bay City, Mich., may receive the ch. 57 signal without outside antennas, Mr. Wolfe noted.

WQXR to Revise Rates, Primarily on Spots, Breaks

INTRODUCTION of a new rate card by WQXR New York, effective Sept. 1, has been announced by Norman S. McGee, vice president in charge of sales. He said the new rates apply to spot announcements and station breaks, both daytime and evening, and that announcements on Sunday afternoon hereafter will be at the evening rate, rather than the daytime cost.

New rates will provide for increase on one-time spot announcements by 10% at night and 20% daytime; station breaks, average of 15% at night and 18% daytime. Advertisers now using the station and others who sign up before Sept. 1 will be protected at the old rates to Aug. 31, 1955, as long as the advertising is continuous. Mr. McGee noted that no change has been made in rates for program periods, and none is contemplated until WQXR is operating with 50 kw early in 1955.



HAPPILY examining reception reports after KCMC-TV Texarkana, Tex.-Ark., increased its power from 25 kw to 100 kw are (l to r): Mayor A. P. Miller of Texarkana, Tex.; Walter M. Windsor, WCMC-TV general manager, and Mayor Haskell Hay of Texarkana, Ark. The mayors helped divide the mail among the four states served by the ch. 6 station (Arkansas, Louisiana, Oklahoma, Texas). Prizes were awarded to viewers from each state following a drawing.

BMI TV CLINICS

NEW YORK (Hotel Biltmore) Monday & Tuesday AUGUST 2 & 3

CHICAGO (Hotel Sheraton) Thursday & Friday AUGUST 5 & 6

LOS ANGELES (Hotel Statler) Monday & Tuesday AUGUST 9 & 10

The BMI TV CLINICS are open to managers and personnel of all BMI-licensed stations. THERE IS NO REGISTRATION FEE—but please enroll your staff in advance. Allied industry personnel invited to attend.

Every Important Phase of TV Will Be Thoroughly Covered

Brass Tacks of Local Production
Film Buying and Programming
Public Service and Allied Subjects
Low-Cost Local Programming
TV Film Clearance
Local TV News and Special Events
Operating for Profit
Camera Techniques — Art Scenic Effects, etc.
Low-Cost Music Programming

(*Plus discussions, open forums and bull sessions*)

Sixteen prominent TV men will participate in each Clinic as speakers and Clinic Chairmen.

BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KNX NEWS IS GOOD NEWS IN LOS ANGELES!

Twelve of the thirteen top-rated daytime Los Angeles radio programs (according to Pulse) are *KNX* programs!

Six of the twelve are KNX *news* programs!

Five of the six are KNX *locally produced* news programs!

And these five quarter-hour local KNX news strips command an average rating of 5.6... deliver an average of 238,670 in-and-out-of-home listeners per quarter-hour every day!

For details about top-rated news programs on the most listened-to station in Southern California, call KNX or CBS Radio Spot Sales.

CBS OWNED • LOS ANGELES • 50,000 WATTS KNX

Sources on request

CBS STATIONS OFFER 'SUPERMARKETING'

A large-scale spot merchandising plan is offered food advertisers by eight radio outlets.

SUPERMARKETING, a plan of radio advertising backed up by point-of-purchase displays in cooperating retail grocery stores, is being offered food advertisers by eight major-market CBS stations (all represented by CBS Radio Spot Sales). Six stations are immediately available under the Supermarketing plan—KCBS San Francisco, KMOX St. Louis, WBBM Chicago, WBT Charlotte, WCBS New York and WEEI Boston. The other two—KNX Los Angeles and WMBR Jacksonville—will be included by the end of August.

The plan, as described in a CBS Radio Spot Sales brochure, works like this: "Once during each 13-week cycle on the air a Supermarketing advertiser is eligible for one full week's special display in all participating stores. The types of display vary according to the store. Some stores contribute free space in handbills and tie-in newspaper advertising."

To qualify for this service, each advertiser must spend a stipulated weekly minimum with the station concerned and must spend this sum to advertise a single product. "A soap manufacturer spending $750 for a detergent and $750 for a shampoo could not combine its expenditures to qualify either product for Supermarketing," the brochure explains. Only exceptions would be products so closely allied as not to have individual advertising budgets, such as macaroni and spaghetti or ginger ale and club soda. Even those exceptions must be cleared by the station in advance.

Advertisers participating in Supermarketing may use programs, announcements or station breaks and in any combination the sponsors desire. Step-by-step description of how the plan operates is given as follows:

"1. As soon as client interest in Supermarketing is expressed, the station's merchandising department conducts a thorough check of each chain to determine product acceptability and the approximate extent of co-operation to be expected.

"2. When the order is placed, a 'plans' meeting is held with the client and agency to discuss: (a) in-store displays (b) point-of-sale promotion material (c) client preference for dates of in-store promotions (d) newspaper and handbill support from chains (e) use of station personalities for sales meetings and in-store personal appearances (f) development of station brochure for clients' sales force.

"3. A meeting is scheduled with the clients' sales force, or broker, or sales representatives to acquaint them fully with the mechanics of Supermarketing and to discuss any pertinent sales problems. Also determined at this meeting is exactly which salesman will contact each chain with the station merchandising manager, to map out all the details involved.

"4. The station then contacts the chains and schedules the in-store promotions as per client's preference, and confirms these dates to the client, client's sales force, and agency.

"5. An in-person call on the chain is made by the client's sales representative and the station's merchandising man to finalize all details involved.

"6. The station secures and sends to the client and salesman copies of any pertinent bulletins issued by the chains.

"7. The stations' merchandising manager attends client's sales force meetings during the campaign to closely follow its progress and to assist on any problems which may arise.

"8. Upon completion of the campaign, the station summarizes the entire operation in a formal report to client and agency."

Different Station Plans

Participation in Supermarketing on KCBS San Francisco calls for a minimum expenditure of $525 per week (after all normal discounts) for a minimum of 13 consecutive weeks. This qualifies the advertiser for one week's promotion in 100 Purity and 30 Louis stores and two week's promotion in 146 Safeway stores, plus a full-page ad for the advertised product for each of the 13 weeks on order books sent weekly to 2,235 independent stores by four major wholesale grocers.

At KMOX St. Louis, expenditure of not less than $750 a week (after all normal discounts) for a 13-week period qualifies the advertiser for one week's promotion in 30 Food Center, 106 A&P and 164 Kroger stores.

At WBBM Chicago, a minimum expenditure of $1,250 a week (after all normal discounts) for not less than 13 consecutive weeks qualifies the advertiser for one week's promotion in 300 A&P, 260 National Tea, 170 Jewel Tea and 120 Kroger stores.

At WBT Charlotte, three Supermarketing plans are available: firm 13-week order of at least $350 a week after all discounts except that consecutive weeks discount entitles the advertiser to a merchandising display in 34 Colonial or 61 Dixie Home stores. Expenditure of $400 a week under the same conditions gives the advertiser merchandise displays in 77 A&P stores or a combination of 34 Colonial and 61 Dixie Home stores. For $450 a week, he can have displays in all 172 A&P, Colonial, and Dixie Home stores. (A&P will not accept displays for coffee, tea, gelatin desserts, fresh bakery goods or mayonnaise; Colonial will not accept coffee or bread displays.)

At WCBS New York, an expenditure of not less than $1,500 a week for not less than 13 consecutive weeks, or $19,500 during a shorter



FIRST CONTRACT for WLOS-TV Asheville, N. C., which plans to commence operation in early September, is negotiated by Bennett W. Bost (seated) of the Bost Bakery and Bradley H. Roberts, commercial manager of the ch. 13 permittee. The Bost show will be *The Cisco Kid* film series.

now ON THE AIR you can BUY CHATTANOOGA

79th Market in the Nation

Population 807,200
Households 216,500
Income $837,833,000
Ret. Sales ... $573,994,000
(SRDS Consumer Markets. A & B contour area).

90,000 Sets*

* Based on Nielsen Survey plus sales to June 1, 1954

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
VHF

WDEF-TV
CHATTANOOGA
channel 12

Contact THE BRANHAM COMPANY



Everyone has something he does best...

... and chances are that the person who specializes in a *single* skill will do it far better than the one with divided interests. We can't speak for others—but, in our case, *exclusive* attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

Harrington, Righter and Parsons, Inc.

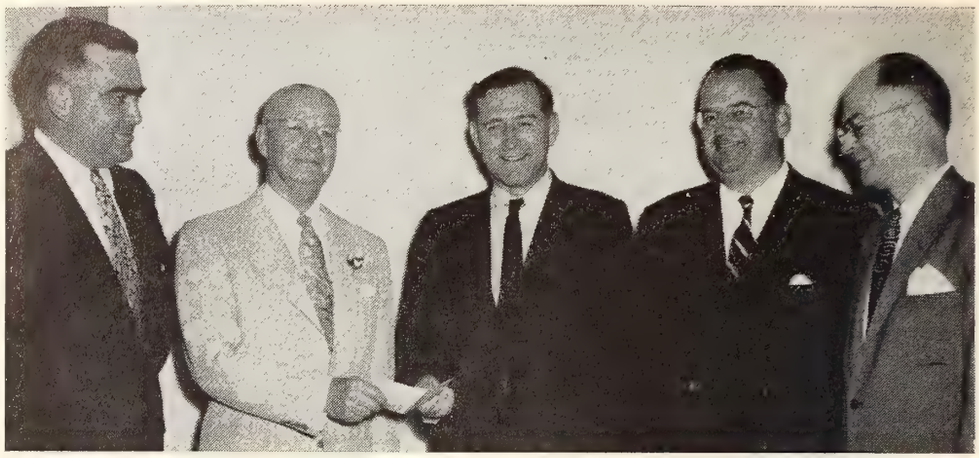
New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

period, qualifies the advertiser for one week's promotion in 684 A&P, 5 Big Dollar, 57 Daitch Crystal, 10 Diamond K, 61 Dilbert's, 56 Food Fair, 133 Gristede, 15 Hills, 27 King Kullen, 57 Peter Reeves, 185 Safeway, and 20 Shopwell stores. For a $900-a-week minimum for 13 weeks, or $11,700 for a shorter time, the advertiser gets all those stores except A&P and Safeway. Expenditure figures for both plans are after all normal discounts.

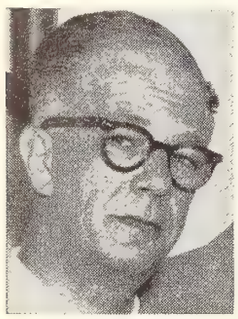
At WEEI Boston an expenditure of at least $400 a week for a period of at least 13 weeks qualifies the advertiser to one week's promotion in 195 A&P and a minimum of 20 of the 68 Stop & Shop stores in the area.



TIME INC. takes over operation of KLZ-AM-TV Denver as final details of the $3.5 million sale [B•T, June 28] are concluded by (l to r) Weston C. Pullen Jr. of Time Inc.; Harry Huffman, former KLZ-AM-TV board chairman and stockholder; Charles Stillman, Time Inc. executive vice president and treasurer; James A. Linen, Time Inc. vice president and publisher of *Time* magazine, and Hugh B. Terry, who remains KLZ-AM-TV president and general manager.

HOFFMAN JOINS KLZ-AM-TV DENVER

APPOINTMENT of Phil Hoffman as station manager of KLZ-AM-TV was announced last week by President and General Manager Hugh B. Terry. Mr. Hoffman already has assumed his new duties. He moves to Denver as Mr. Terry's No. 1 executive from Albuquerque, N. M., where he was vice president of KOAT-TV. He retains a financial interest in that station.



MR. HOFFMAN

Mr. Hoffman formerly was vice president of Cowles Broadcasting Co. stations and manager of KECA-TV (now KABC-TV), ABC outlet in Los Angeles.

WWKO Ashland Plans Start

NEW Ashland, Ky., standard daytime station WWKO will go on the air Aug. 1, Ernest Sparkman, assistant manager, announced last week. States Broadcasting System, permittee of the 1420 kc, 5 kw facility, is headed by Charles F. Trivette, former Kentucky senator and applicant for a new am station at Mt. Sterling, Ky.

Covington Criticizes Lack Of Radio-Tv in Film on Ads

A LETTER critical of the lack of emphasis given radio-tv in "The Magic Key," a film on general advertising produced by the U. S. Chamber of Commerce, has been sent to the Chamber by J. Robert Covington, vice president of Jefferson Standard Broadcasting Co., licensee of WBT-WBTV (TV) Charlotte, N. C.

In the letter which was addressed to Paul Good, Chamber director of education, Mr. Covington said, "While numbers of ads from newspapers and magazines are given throughout the film, we never hear a radio commercial or see and hear a television commercial."

He went on to say that the only thing "the film contains about radio and television is one quick glimpse of a radio set in a living room (where someone . . . is reading a magazine) plus some split-second shots of one television show being photographed and momentary glimpses of the letters, ABC, NBC and CBS."

Mr. Covington first saw the film at a showing before the Charlotte Advertising Club. He had agreed earlier, on behalf of the stations, to pay one-fourth of the cost of a print. The remaining cost is to be picked up by the Charlotte *News*, *Observer* and the local Chamber of Commerce.

Mr. Covington added, ". . . I do not believe that the story of modern advertising can be told without a more complete representation of radio and television."

Gilbert Succeeds Patterson Who Teams Up With Richards

JOHN O. GILBERT II has been named vice president of Jackson Television & Broadcasting Co. and managing director of its WKHM Jackson, Mich., according to F. A. Knorr, president of WKHM, WKMH Detroit and WKMF Flint, Mich.



MR. GILBERT

Mr. Gilbert succeeds Walter Patterson, who resigned to join Robert K. Richards, NARTB administrative vice president, in ownership and operation of WHAR Clarksburg and WKYR Keyser, W. Va. Transfer of the stations to the Richards-Patterson firm was approved last week by FCC (see story page 58). Mr. Richards will open a public relations office in Washington Oct. 1, when his resignation from NARTB becomes effective.

Mr. Gilbert has been secretary and treasurer of the John O. Gilbert Chocolate Co.

GORDON RETURNS AS WNOE GEN. MGR.

BENTON PASCHALL, for the past two years vice president and general manager of WNOE New Orleans, has announced his resignation effective Sept. 1 to return to the broadcasting business in Los Angeles. He will be succeeded by James E. Gordon, who returns to a post he left two years ago. Mr. Gordon has been partner and general manager of WJMR New Orleans independent.



MR. PASCHALL



MR. GORDON

Mr. Paschall formerly was vice president of Liberty Broadcasting System in Los Angeles and prior to that was in the station representation field.

WPTZ (TV) Card No. 10 Boosts Rate Structure

WPTZ (TV) Philadelphia will issue rate card No. 10, effective Aug. 1, with a Class AA hour rate of $2,500, it has been announced by Alexander W. Dannenbaum Jr., commercial manager.

The new WPTZ rate structure advances program rates in classes AA, A and B time. Announcement rates are increased in classes AA, A, B and C. There is no increase for class C and D programs, or for class D announcements.

Under provision of rate card No. 9, current advertisers who place orders before Aug. 1 will receive the benefits of that rate card until Feb. 1, 1955.

MICROPHONES AND STANDS
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369



*YOU MIGHT CLEAR 15′ 7¾″ *—*

BUT . . . YOU NEED WKZO-TV TO GO OVER IN IN WESTERN MICHIGAN!

GRAND RAPIDS-KALAMAZOO HOOPERS
JANUARY, 1954
SHARE-OF-TELEVISION-AUDIENCE

	MON.-FRI. 7 a.m.- 12 noon	MON.-FRI. 12 noon- 5 p.m.	SUN.-SAT. 6 p.m.- 12 midnight
WKZO-TV	80%†	85%	62%
B	31%†	15%	38%

† *Adjusted to compensate for the fact that neither station was on the air all hours.*

NOTE: *Sampling was distributed approximately 75% in Grand Rapids area, 25% in Kalamazoo area.*

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves more than 406,922 television homes in 29 Western Michigan and Northern Indiana counties. This is a far larger television market than you'll find in and around many cities two and three times as big!

January '54 Hoopers, left, credit WKZO-TV with 63.2% more *evening* viewers than the next Western Michigan station — 158.1% more *morning* viewers — 466.6% more *afternoon* viewers!

(100,000 WATTS—CHANNEL 3)

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

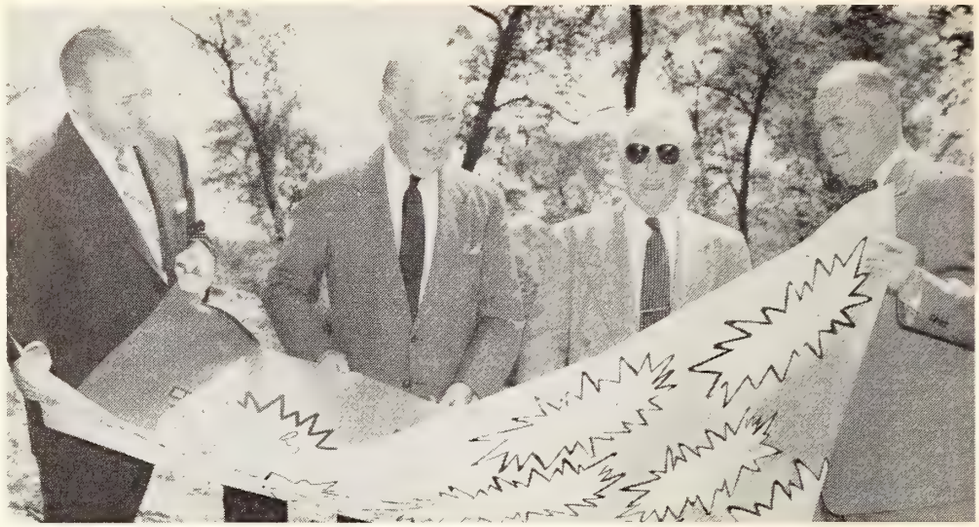
* *Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

Summer Sales Up In WBC Campaign

IN AN effort to prove a "summer hiatus" for selling does not exist in the radio-tv station industry, Westinghouse Broadcasting Co. is conducting a summer sales campaign at its seven stations to increase business over the summer of 1953.

A preliminary report indicates the promotional campaign is succeeding. During June, local sales at KYW Philadelphia were up 82.8% over June 1953; KDKA Pittsburgh, up 74%; WBZ Boston, up 25.2%; WOWO Fort Wayne, up 8.2%; WBZ-TV Boston, up 29.2%; WPTZ-TV Philadelphia, equal to 1953 (station is said to be "pretty well sold out as it was last summer").

To stimulate interest in its campaign, WBC is conducting a sales contest, with winners to be determined by local time sales recorded at the seven WBC stations during June, July, and August. There will be a prize for the top salesman at each station. Automobiles will be awarded at WPTZ (TV), WBZ, KYW and KDKA; $500 worth of clothes and $500 worth of sports goods at WOWO, and a $500 home freezer at KEX Portland, Ore.



WCAU-TV Philadelphia officials examine a plastic sheet containing signatures of the mayors of 10 large cities which the station claims now are within its coverage area after WCAU-TV went to maximum power of 316 kw and began operating from its new 1,000-foot tower [B•T, July 12]. L to r: Charles Vanda, tv vice president; Joseph L. Tinney, executive vice president; John G. Leitch, engineering vice president, and Donald W. Thornburgh, WCAU-AM-FM-TV president-general manager.

WHAS-TV Raises Rates

WHAS-TV Louisville, Ky., will increase its base hourly rate from $700 to $850, effective Aug. 15, according to Neil Cline, station manager. The new rate card, No. 7, will increase the Class A one-time announcement from $140 to $170. However, this will not change participation rates in the station's *Good Living* homemakers program, now at $80, or the 6:30 p.m. news, now $200.

Los Angeles Stations Ban 'Commercial' Discs

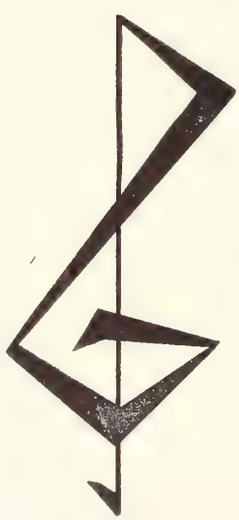
AT LEAST three Los Angeles area radio stations have banned the new Allied Records "Keep Cool" by the King Sisters and Alvino Rey Orchestra, which has been distributed nationally to disc m.c.'s as a musical number. Stations complain that the record, an expansion of the "Keep Cool with Super Coola" singing jingle theme, is "definitely" a commercial as it contains that line, repeated several times, in the lyric.

Additionally KFWB Hollywood disc m.c.'s have banned a new Cadence record, "Me Gotta Have You," by Julius LaRosa and Archie Bleyer Orchestra, for references to Halo shampoo, Adler shoes and Burma-Shave.

Station executives object that unlike others of the singing commercial type (i.e., many versions of NBC Dragnet theme; RCA Victor "Muriel," by Freddie Martin Orchestra, from Muriel Cigars singing jingle; and RCA Victor "Be Sharp March," by Boston Pops Orchestra, from Gillette Razor theme), use of advertising names in lyrics makes these records "direct plugs" subject to appropriate rates for commercial spot announcements.

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

KFYR-TV Bismarck Tower Up, Antenna Work Now Underway

THE NEW 503-foot transmitter tower of KFYR-TV Bismarck, N. D., has been completed, with installation of a 167-foot, 12-bay antenna to begin at once for operation by late August, F. E. Fitzsimonds, executive vice president, has announced.

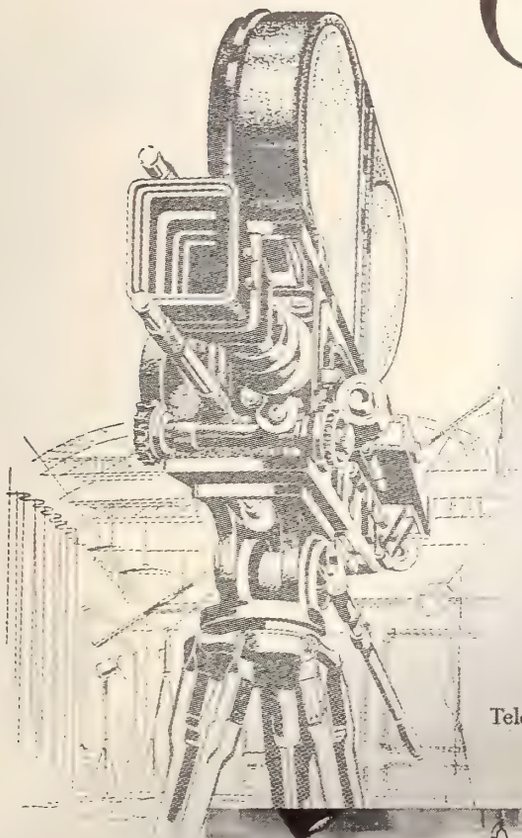
Mr. Fitzsimonds said the ch. 5 station, after the changeover, will operate on its maximum strength of 100 kw and the service area will be more than doubled. He said KFYR-TV will operate an interim transmitter during the move of its transmitter from the top of the State Capitol Building to its new site 11 miles east of Bismarck.

Robinson Resigns from WSUN

MAJ. GEORGE D. ROBINSON, for the last five years manager of city-owned WSUN-AM-TV St. Petersburg, Fla., has resigned effective Aug. 1, according to City Manager Ross E. Windom. A 16-year WSUN veteran, Maj. Robinson announced that he will continue his regular radio-tv *Major Robinson and the News* broadcast. Maj. Robinson gave as reasons for his resignation "duplicity" on the part of two station employes, lack of help from the city manager and "outside interference." A successor has not yet been named.

PROUDLY CREATED TO *Outperform!*

Mitchell* CAMERAS



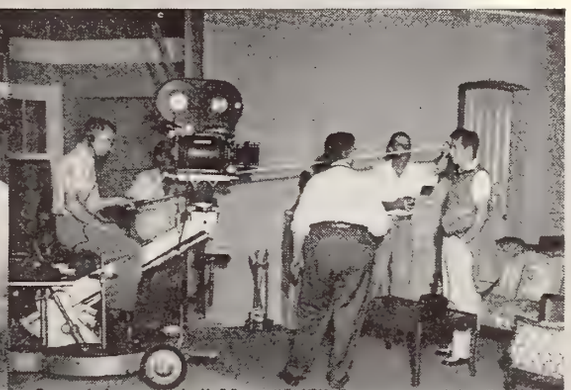
THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.



Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC". Ceasar Romero is shown at center.



One of three Mitchell 35mm "BNC" Cameras used by Desilu Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

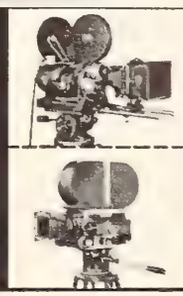
the 1 and only Mitchell

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



16mm

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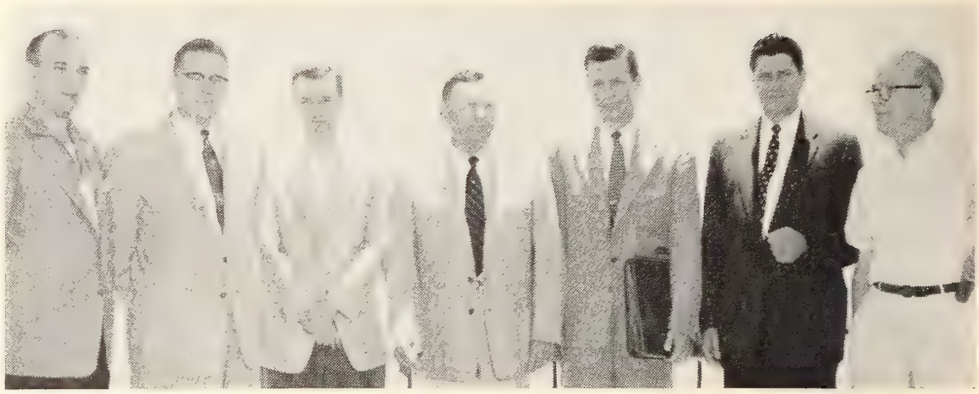
Kyle, Others, Purchase WRNY-AM-FM for $70,000

SALE of WRNY-AM-FM Rochester, N. Y., for approximately $70,000 by Stanley J. Bachman and brothers to a group of upstate New Yorkers comprising principals of WABY Albany, N. Y., was announced last week. Application for FCC approval will be filed soon.

The station, which began operating in 1947, broadcasts on 680 kc with 250 w, daytime only. The fm station went on the air in 1948, radiates 7.4 kw on 97.9 mc.

New owners will be David A. Kyle, Monticello, N. Y., businessman and president of WABY, 14%; Laurence Sovik, Syracuse, N. Y., attorney, 20%; Dr. Donald Corgill, physician, McKinney, Tex., 26%; Mrs. Harriet Kyle, mother of David A., 14%; George Kaufman, Rochester, N .Y., businessman, 14%, and Edward Trudeau and Toni Brady, WABY executives, 6% each. Mr. Kyle also has an interest in WNDR Syracuse.

Mr. Bachman and his associates will retain their 50% interest in WRNY-TV Rochester, permittee of ch. 27 there.



PRINCIPALS in the sale of WJBF Augusta, Ga. [B•T, July 5], were (l to r): William T. Stubblefield, Blackburn-Hamilton Co., media broker; J. B. Fuqua, president of WJBF, and of WJBF-TV, which he retains; T. J. Snowden Jr., present manager of WCPS Tarboro, N. C., and one of the new stockholders; V. E. Fountain, president of Media Inc., the purchasing group; Carl Sanders, attorney for Mr. Fuqua; Vinson Bridgers and Frank Meadows, attorney and accountant, Media Inc.

New WRTI (TV) Studios To Be Completed in Fall

COMPLETION of $150,000 new studios of WTRI (TV) Albany is expected early in the fall, the station reported last week following FCC approval for switch in designation of the main studio location from Schenectady [B•T, July 12]. The ch. 35 outlet began operation in late February from its transmitter site outside Troy, N. Y.

New studios are being constructed in the former Veterans Administration building at Albany. One studio will be 50x50 ft., another 16x25 ft., equipped with a complete kitchen and permanent sets for sports, news and weather shows. Other facilities include film lab, dressing rooms, 16 offices, storage and engineering facilities. The new site is central to WTRI's market area of Albany, Schenectady and Troy, according to Richard B. Wheeler, manager.

WWTV (TV) Sets Tower Plans

THE 1,282-foot tower planned by WWTV (TV) Cadillac, Mich., and delayed last fall by procurement difficulties, will be constructed this summer and fall, with completion expected about Dec. 1, the station has announced. WWTV's power also will be increased from 94.3 to 104 kw as part of the ch. 13 station's $200,000 expansion program. WWTV then will serve 41 Michigan counties with 1,286,600 population and 389,261 homes, 226,145 already equipped with tv receivers, the announcement said. The tower will be constructed by Truscon Steel Division of Republic Steel Corp.



WSMB New Orleans executives John R. O'Meallie (l), vice president-general manager, and Harold Nebe, chief engineer, prepare to throw the switch on the station's new 5 kw RCA transmitter. WSMB is undergoing an engineering overhaul, and now has a 5kw standby transmitter and a 35 kw standby generator.

KSD-TV to Drop CBS Shows

KSD-TV St. Louis, an NBC-TV primary affiliate since 1948, is dropping CBS-TV programs that the station has carried the past five years. According to the station, the action follows an interim primary affiliation July 8 with CBS by KWK-TV St. Louis. KSD-TV will continue to program CBS-TV Mon.-Fri. daytime shows until Sept. 24, and certain Saturday, Sunday and evening live programs from CBS until the current 13-week cycles are ended. Periods which the programs occupied on KSD-TV will be reassigned to local, national and other network advertisers, the station said.

WHGR Houghton Lake Starts

THE opening of 1-kw WHGR Houghton Lake, Mich., on June 30 received an enthusiastic welcome, according to the station's principals, Gordon A. Sparks, who also is manager of WEXL-WOMC (FM) Royal Oak, Mich., and his brother, Garnet C. Sparks, who is chief engineer of WEXL-WOMC. The brothers theorized that the new station was doubly welcome because of the remote location of most cottages and homes in the area and the difficulty of tuning in distant stations.

WMVT (TV) to CBS-TV

ADDITION of WMVT (TV) Burlington, Vt., as a primary affiliate of CBS-TV, effective Sept. 1, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WMVT, on ch. 3, is owned and operated by WCAX Broadcasting Corp., with Stuart T. Martin as general manager.

REPRESENTATIVE APPOINTMENTS

WNOW-TV York, Pa., appoints Forjoe Tv as national representative.

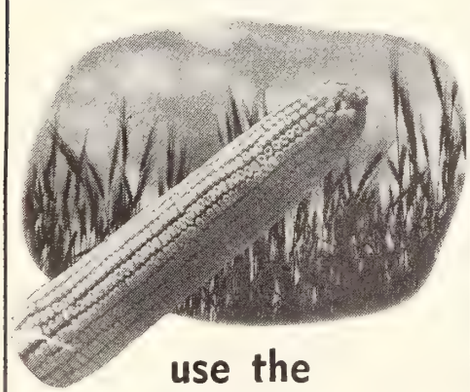
WELI New Haven, Conn., appoints R. C. Foster, Boston, as New England representative.

WTVP (TV) Decatur, Ill., appoints The Bolling Co., N. Y., as national representative.

WITV (TV) Ft. Lauderdale, Fla., appoints The Bolling Co., N. Y., as national representative.

KCRI Cedar Rapids, Iowa, appoints Gill-Perna Inc., N. Y., as national representative.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

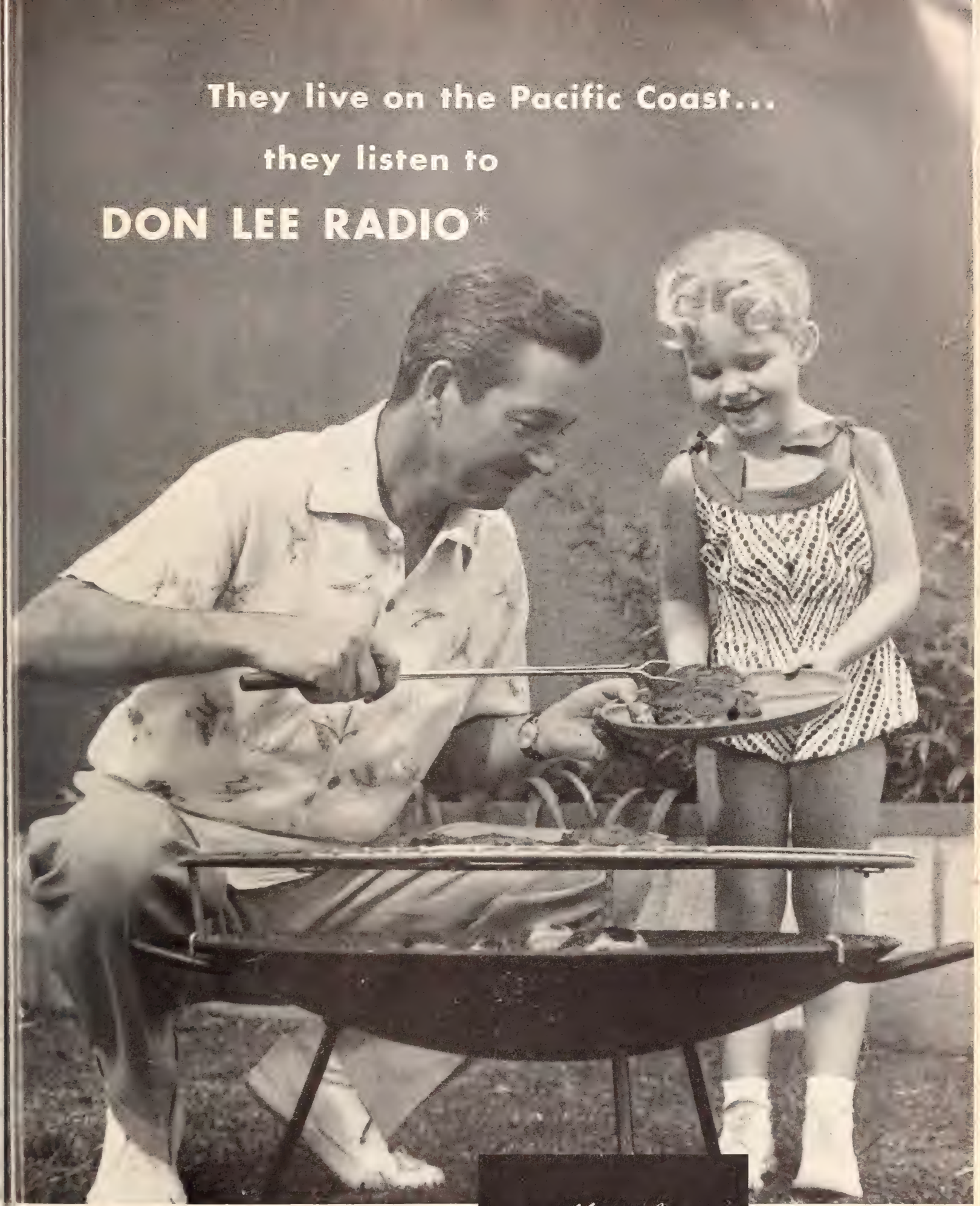
Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

They live on the Pacific Coast...

they listen to

DON LEE RADIO*



***Don Lee IS Pacific Coast Radio**

...the only network designed to serve at the *local* level. Strong local stations in 45 important Pacific Coast markets make Don Lee the BIG network with the *local* flavor... the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.



DON NEWCOMBE, Brooklyn Dodgers pitcher, signs to do a weekly sports show, the *Don Newcombe Show*, on WNJR Newark, N. J. (Wednesdays, 6:45 p.m.). Approving the agreement are (l to r): seated, Mr. Newcombe; his guest, Roy Campanella, Dodger catcher; standing, Albert R. Lanphear, WNJR general manager; C. M. Conti, assistant manager; Cy Eisenberg and Bob Rawson, both of the Sherman Lawrence Advertising agency, and Robert Rosenberg, president, Union T. V. Stores, sponsor. WNJR, owned by the Rollins Broadcasting Co., programs fulltime for the Negro market.

Gusher Pays Off

SECOND ANNUAL stockholders meeting of the Special Oil Gusher Trust Fund, established by North Dakota Broadcasting Inc., was scheduled to be held last week at the Hampshire House in New York. Stockholders are people of the advertising field who were presented the oil shares by John W. Boler, president of North Dakota Broadcasting, licensee of KSJB Jamestown, KCJB-AM-TV Minot and KXJB-TV Valley City, all in North Dakota. Mr. Boler will make the annual report to the stockholders and each will receive a dividend check.

WNAM in New Quarters

THE new building of WNAM-AM-TV Neenah (Menasha, Appleton), Wis., has been completed and the radio and tv staff has moved in, the stations announced last fortnight. The new headquarters, located on a 35-acre tract named Radio and Television Park and described as midway between Appleton and Oshkosh, includes am and tv transmitters, antennas, studios and offices.

STATION SHORTS

KTNT-TV Tacoma, Wash., has changed transmitter site from 11th & Grant in that city to View Park with its antenna 1,000 feet above sea level, maximum heighth allowable under CAA regulations in middle Puget Sound area.

WPTR Albany, N. Y., will alter its format to include expanded music programming, according to newly-appointed General Manager Leo Rosen.

KBIG Avalon adds two office suites to Hollywood headquarters at 6540 Sunset Blvd., to house expanding sales and promotion department.

WSM Nashville, Tenn., calls attention to June issue of *Good Housekeeping* with article written by Nelson King, WCKY Cincinnati disc m.c. The article deals with hillbilly music and WSM's *Grand Ole Opry* program.

Formal inauguration of new **KFAC (FM)** Los Angeles transmitter on Mt. Wilson was marked by direct broadcast of opening concert of 1954 Hollywood Bowl season July 15. With aim of giving high fidelity fans truer music reception, station says its new transmitter expands fm coverage from 720 square miles to 8,300 square miles.

KNXT (TV) Hollywood starts weekly one-hour telecasts of test color bar pattern on Saturday mornings, before station's regular sign-on time.

KFI, KLAC and **KFWB,** all Los Angeles, have signed with newly-organized City News Service of Los Angeles to receive local news coverage.

KTLA (TV) Hollywood adds CBMT (TV) Montreal and CHSJ-TV St. John, N.B., to current list of one Canadian, one Puerto Rican and one Alaskan station receiving weekly kinescopes of *Wrestling From Hollywood* program.

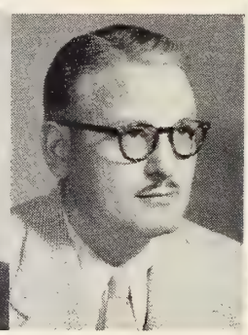
STATION PEOPLE

S. W. McCready, general manager, Eugene Television Inc., Eugene, Ore., licensee, KVAL-TV there, elected a vice president. **Harvey S. Benson** elected assistant secretary.

John M. Baldwin, vice president, Intermountain Broadcasting & Tv Corp., licensee, KDYL and KTVT (TV) Salt Lake City, named overall director of engineering operations. **Allen Gunderson,** chief engineer, KTVT, named radio-tv director of engineering.



MR. GUNDERSON



MR. BALDWIN

H. Scott Killgore, director of government sales, Emerson Radio & Phonograph Corp., N. Y., resigns to become president and treasurer, Tele Broadcasters Inc., same city, and WKXL Concord, N. H., and WARE Ware, Mass.

Arthur M. Mortensen, national advertising manager, Don Lee Broadcasting System, Hollywood, to KFMB San Diego as sales manager.

Selig Seligman, coordinator of business, ABC-TV Western Div., Hollywood, to KABC-TV same city, as business manager, succeeding **Robert Forward,** resigned.

Rudolph O. Marcoux, general sales manager, WCMB Harrisburg, appointed business manager, WTWO (TV) Bangor, Me.

THE LATEST WCKY STORY

OPERATION "SELL"

No Fancy Gimmicks

No New Programs

No Blue Sky

JUST LISTENERS ALL YEAR ROUND

WCKY Cincinnati

Big Footsteps

RICHARD GODFREY, son of CBS' Arthur Godfrey, has decided to follow in his father's footsteps. This was revealed by Vice President Arthur Hull Hayes of KCBS San Francisco, who announced that the younger Godfrey has decided to join the KCBS staff as an apprentice. Mr. Hayes is credited with "discovering" the elder Godfrey when Mr. Hayes was manager of WABC (now WCBS) in New York some years ago.

Felix J. Didier appointed account executive, WING Dayton, Ohio.

Al Racco, sales service representative, KLAC Hollywood, named account executive.

Carter S. Knight, formerly with WTAG Worcester, Mass., to sales staff, Mt. Washington Tv Inc., Boston, licensee, WMTW (TV) Poland, Me.

Joe Wallace, publicity dept., WBAP Fort Worth, Tex., promoted to director of publicity, promotion and merchandising, WBAP-AM-FM-TV.

John I. Edwards, radio and tv program director, ABC Western Div., to KCCC-TV Sacramento, Calif., as director of programs and production.

Rosemary Garrett, KCOP (TV) Hollywood publicity-promotion staff, promoted to assistant publicity director.

Stuart A. Lindman, news director, WMIN-TV St. Paul-Minneapolis, additionally named program director.

James Harelson, program manager, WICS (TV) Springfield, Ill., to WSAU-TV Wausau, Wis., in same capacity.

T. C. Kenney, chief engineer, KDKA Pittsburgh, to sister station WBZ-TV Boston, for a month's observation of tv operation.

John Raleigh, commentator, KYW Philadelphia, appointed news director.

Starr Yelland, KOA Denver, to KLZ-AM-TV same city, as sports and special projects director.

Richard H. Roffman, New York public relations counsellor, appointed a co-producer of *Treasurama* (WOR-TV New York, Mon.-Fri., 2-2:30 p.m. EDT), with responsibility for creating panel discussion ideas and acquiring guest panelists.

George B. Burnette and **Louis E. Abbott** named producer-directors, WBTW (TV) Florence, S. C. **Whitefoord Smith Jr.** named WBTW promotion-publicity director. **John H. Brock** named sales manager, same station.

Alvin G. Pack, program operations director, KDYL Salt Lake City, to sales dept., sister station KTVT (TV) same city; **Des Barker,** formerly program director, KLIX Twin Falls, Ida., replaces Mr. Pack.

Brandon Chase, "Your Esso Reporter," WDSU-TV New Orleans, named associate news director.

Charlie Butcher to sales staff, WGBF Evansville, Ind.

Warren Spencer, chief engineer, WJNO Palm Beach, Fla., named transmitter supervisor, WJNO-TV; **John Schnurman,** engineer, NBC, N. Y., named studio supervisor; **Robert O. Gilmore,** NBC Tv Workshop graduate, named studio technician; **William C. Harris,** NBC Tv Workshop graduate, named assistant projectionist; **John Sabonis,** WTOV-TV Norfolk, Va., named transmitter and video engineer; **Charles McClaren,** sales staff, WJNO, named assistant studio engineer; and **Emil Campaine,** senior technician, WKJF-TV Pittsburgh, named general technician.

Bob Cawley, director-announcer, KPHO-TV Phoenix, Ariz., to WCHS-TV Charleston, W. Va.

L. William Barnard, disc m.c., WEEI Boston, to announcing staff, KBIG Avalon, Calif., succeeding **Bill Daniels,** resigned.

Fay Martin, formerly special feature writer for *New York Times* and previously with *Nassau* (L. I.) *Daily Review-Star,* to script dept., WHLI Hempstead, N. Y. **Allen Pine,** formerly with Getschal Co., N. Y., to announcing staff same station. **Robert Shindler,** WGCB Red Lion, Pa., to engineering staff, WHLI.

John Dalzell named to announcing staff, WOWO Fort Wayne, Ind.

Jim Evans, formerly with WOI Ames, Iowa, to farm service dept., WBAY Green Bay, Wis.

Emily Lyons, formerly with Ruthrauff & Ryan, Hollywod to WICS (TV) Springfield, Ill. **Jim Williams,** midwestern radio and stage personality, to WICS (TV) acting staff.

George Moscul, engineer, CKEY Toronto, to engineering staff, CKCO-TV Kitchener, Ont.

Gladys Lavitan, WAYS Charlotte, N. C., to WIST, same city.

Lee Carrau, Geoffrey Wade Adv., Hollywood, and **Ken Alford** to KGMB-TV Honolulu staff.

Hilde Clark, traffic secretary and assistant program director, KTUC Tucson, Ariz., to KCBS San Francisco, as sales secretary.

Jack Faulkner, program director and composer of radio-tv jingles, WTSP St. Petersburg, Fla., signs with Acuff-Rose for his first popular song.

John Pattison Williams, executive vice president, WING Dayton, Ohio, elected to Radio and Tv Advisory Group, Dayton Community Chest.

William G. Mulvey, tv program and traffic coordinator, WNHC-TV New Haven, elected vice president, New Haven Catholic Graduates Club and also to board, New Haven Junior Chamber of Commerce.

John Knight, engineer-in-charge, KNBH (TV) Hollywood, elected president, Southern California DX Club, amateur radio group specializing in long-distance foreign communication.

Warren A. Anderson, general manager, WBEL Beloit, Wis., and **Ted J. Beinart,** news director, WTVO (TV) Rockford, Ill., named vice presidents, Rockford Optimists Club.

Clair Giles, business manager, WNAX Yankton, S. D., elected president, Yankton school board.

Sam Zurich, production director, WBTV (TV) Charlotte, N. C., named chairman, radio and tv committee, 1954 Carolinas Carrousel, Thanksgiving Day parade.

William B. Caskey, vice president-general manager, WPEN Philadelphia, appointed by Mayor Joseph F. Clark to the Mayor's committee conducting "Save the Athletics" drive in that city.



SIGNING final papers to consummate transfer of WTMA-AM-FM Charleston, S. C., from Evening Post Pub. Co. to Atlantic Coast Broadcasting Corp. are (l to r) David W. Jefferies, secretary-chief engineer of Atlantic Coast; H. T. McGee, *Evening Post,* and Charles E. Smith, president-general manager of Atlantic Coast. The $85,000 sale was approved by FCC last month [B•T, June 23].

Dorothy Gardiner, KTLA (TV) Hollywood personality, named "Miss Home Handy Gal" for Los Angeles "Do-It-Yourself Show," July 23-Aug. 1.

Richard Walsh, sales executive, KFI Los Angeles, and Mary Ann Waran were married July 24.

Bill Dorais, announcer, KLX Oakland, Calif., and **Stella Bianco,** traffic manager, KCBS San Francisco, were married July 18.

Jay Barrington, sports director, WDAF-AM-TV Kansas City, father of girl, Janis Elizabeth.

Bob Schulz, disc m.c., WKBR Manchester,

Want the
STATION
That Gets
RESULTS
in the
QUAD-CITY MARKET?

Jos. Schlitz Brewing Co., & Flynn Beverage Co., Distributor of Schlitz, have sponsored WHITE SOX BASEBALL on KSTT for the past THREE years.

ASK *THEM* ABOUT *RESULTS*

STUDIOS in IOWA & ILLINOIS
240,000 Metropolitan Area
10 County Primary Area

Let us tell you the story of *other* advertisers who find KSTT their best buy.

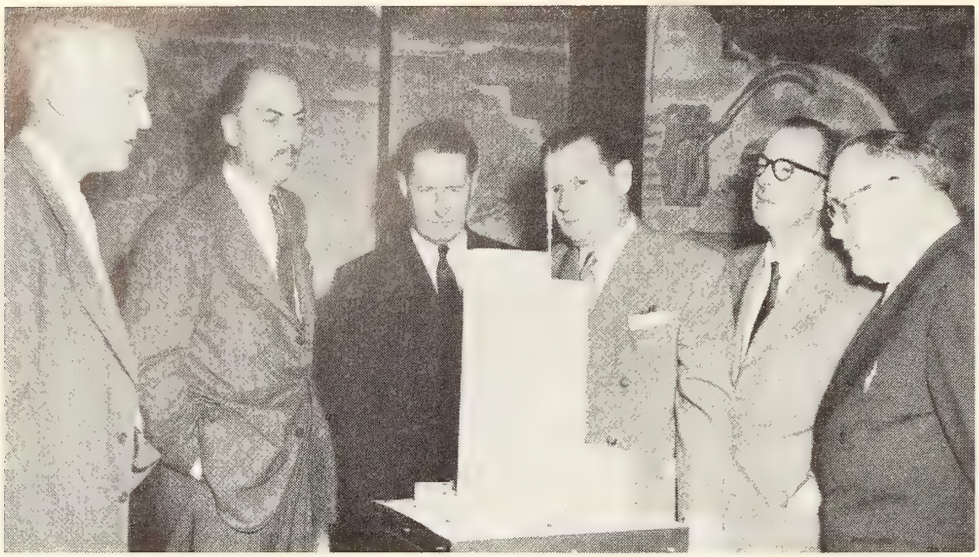
Contact us DIRECT, or SEARS-AYERS

Owned and Operated by
A. M. McGREGOR and I. F. WHALEN

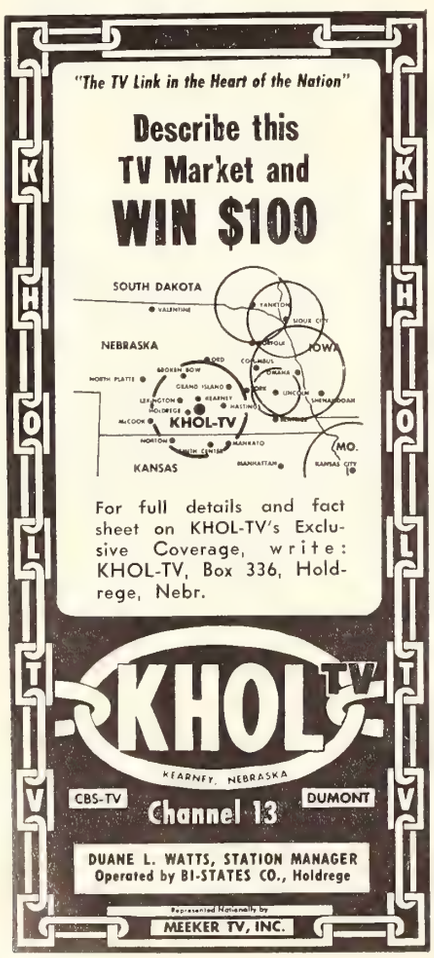
Davenport, Iowa

KSTT

1170 Mutual



THE TAVERN CLUB of Chicago was the scene of a recent "wedding luncheon" of WGN-TV, *Tribune* television station, and Prudential Insurance Co. of America. Admiring a model of the new Prudential Bldg., slated for completion in early 1956, and of the proposed 925-ft. antenna for WGN-TV [B•T, June 14, 7] are (l to r): J. Howard Wood, *Chicago Tribune* business manager; Charles B. Laing, vice president, Prudential Insurance Co.; James E. Rutherford, Prudential vice president who will be in charge of the $40 million Mid-America Home Office Bldg. at Randolph & Michigan; Frank P. Schreiber, manager and treasurer of WGN Inc. (WGN-AM-TV); S. W. Toole, vice president of Prudential's Newark office, and Carl J. Meyers, director of engineering, WGN Inc. The luncheon was held to announce plans for new transmitter-antenna facilities and WKGN-TV color equipment. The *Tribune* television outlet also has announced it will increase power from its present 120 kw to 316 kw once construction work is completed.



N. H., father of boy, Robert Jr.

Charlie Wister, salesman, WIP Philadelphia, father of boy, July 6. **Bill Manns,** WIP announcer, father of boy.

REPRESENTATIVE PEOPLE

Albert Larson, New York sales staff, Paul H. Raymer Co., to tv sales staff, Avery-Knodel Inc., N. Y.

Joseph Dowling, formerly with ABC, to research dept., Headley-Reed, N. Y.

Affiliation Fireworks

AS a climax to its month-long CBS-TV affiliation promotion, Storer's WBRC-TV Birmingham staged "the largest and most elaborate fireworks display ever seen in Alabama" on July 5. J. Robert Kerns, vice president and managing director of the station, reported last week that "thousands of people" viewed the pyrotechnical display, and said that "WBRC-TV will be happy to make this traditional display a part of all future Birmingham Fourth of July celebrations." The event marked a month-long promotional effort by the station on the shift of affiliation from NBC-TV to CBS-TV, which took effect on July 4.

AWARDS

Carole-Marie Runge, 16-year-old Farmingdale, L. I., high school senior, presented first annual $500 Elias I. Godofsky-WHLI Hempstead, L. I. Memorial Brotherhood scholarship by WHLI President and General Manager Paul Godofsky for winning a Brotherhood essay contest conducted by the station.

James Donald Michael O'Hara V, 18-year-old high school valedictorian, presented Jefferson Standard Foundation four-year scholarship to Consolidated University of North Carolina, sponsored by Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.).

Joe Hyder, d.j., WADK Newport, R. I., was the recipient of a three foot trophy for being the most popular disc jockey in Rhode Island and southeastern Massachusetts.

Fred Rickey, CBS-TV producer of *Omnibus* this past season, has received the first annual tv award of the Speech-Theatre Dept., Long Island U. for "advancing the standards of television."

F. Louise Hall, Grit Pub. Co., Williamsport, Pa., received $250 award for winning symbol in Advertising Federation of America's two-year search for idea to symbolize integrity in advertising. Winning design will not be presented officially to advertisers and associations until fall.

Alice Roberts, WOR New York script writer, presented with the Medaille de la Reconnaissance Francaise from the French Government in recognition of "outstanding work in furthering French-American relations."

WNAC-TV Boston received citation from Marine Corps for its cooperation in helping with recruiting in First Naval District.

KPIX (TV) San Francisco awarded a Marine Corps citation at Treasure Island luncheon for station staff in appreciation of support given the Marine Corps.

Arthur Godfrey, CBS-AM-TV star, awarded a special citation by National Assn. of Music Merchants for . . . "untiring devotion to the cause of music and goodwill among people . . ." at 1954 Music Industry Trade Show-Convention in Chicago.

Min Lwin, since April studying various FCC operations under scholarship from the government of Burma, was presented a certificate of merit last week by FCC Chairman Rosel Hyde for completion of the study project. He is the first person from Burma to observe Commission functions. Mr. Lwin will spend the next three months at Geneva with International Telecommunication Union.



TWA ON STRIKE AT THREE NETWORKS

Picketing begins in Hollywood as dispute on wage scales and union shop clause reaches stalemate. Union and networks also disagree on what effect strike will have on latter's operations.

MEMBERS of the independent Television Writers of America (TWA) struck Wednesday against NBC-TV, CBS-TV and ABC-TV in a dispute centering on a new wage scale and a union shop clause in the contract for free-lance script writers.

Pickets were installed in front of the networks' Hollywood studios, but no such action was taken up to Friday in other cities. It was explained in New York by a TWA spokesman that the Hollywood move had been pre-arranged but no such plans had been made in Gotham.

The strike came after efforts Monday in New York by the U. S. Mediation Service failed to resolve the wage issue. TWA had reduced its demands from $715 for a half-hour script to $600 and the networks had increased their original offer of $425 to $450. Mediation then broke off without any further talks on such matters as a wage scale for other types of scripts or on other conditions in the proposed contract [B•T, July 19].

Spokesmen for both the union and the networks said they were amenable to re-negotiating the issues, but up to Friday, no sessions had been scheduled.

Point of View

TWA predicted that the network's schedule would be disrupted over the week-end because the union expected support from other television unions. The feeling among the networks was reported to be that the strike action would have "little effect" at the present time.

Lewis S. Frost, NBC Pacific Coast public relations director, and Donn Tatum, ABC-TV director of West Coast operations, both claimed network employes were not involved in the free-lance writer dispute and said picket lines were being crossed. They said operations were not being curtailed at the present. CBS-TV in Hollywood refused comment.

One sidelight to the dispute is that TWA's one-year certification by NLRB is scheduled to be reviewed Aug. 2. At the same time the Author's League, since last May, has had an appeal before NLRB, claiming it does not have majority support among free-lance tv script writers. It was reported last week that the Authors League and the Radio Writers Guild planned a reorganization in structure to form one new organization for radio, television and screen writers.

TWA also announced last week that it has applied for an AFL charter.

TWA's picket lines in Hollywood largely appeared ineffectual because of no discernable support from other radio-tv unions.

Officials of the striking union said some 50 members joined in the picketing Wednesday but the force soon was reduced to two pickets stationed at each location. Union members were stationed at artists' entrances at all network tv structures, at rehearsal halls and theatres. It was reported by the union that individual performers and teamster members were observing picket lines.

Balks at Retakes

SCREEN Actors Guild has been asked by Screen Gems Inc., Hollywood, to take action against actor Steve Cochran, who refused to report for retakes on "Trip Around the Corner," recent film shot for NBC-TV *Ford Theatre*.

Charging the actor with disregard of studio problems, Screen Gems claims he was "guilty of a breach of his contractual obligations to do the retakes when he refused to report to re-shoot a few scenes which were damaged in the process of development in the laboratory."

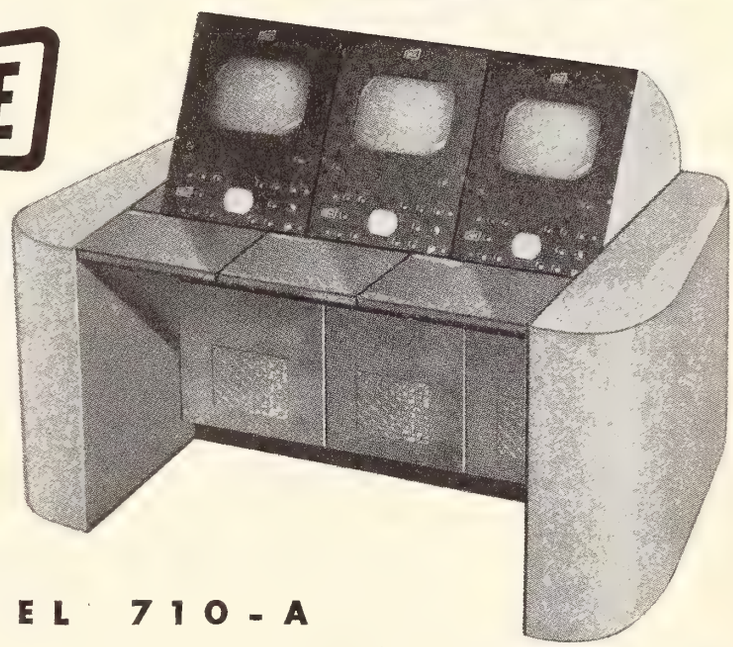
TWA, Davis

CONTRACT negotiations between Joan Davis Enterprises, Hollywood, producers of the NBC-TV *I Married Joan*, and Television Writers of America, currently on strike against networks, will resume this week, union officials said. TWA membership earlier this month voted to authorize its executive board to call the strike against JDE [B•T, July 5], but executives promised talks between attorneys of the Alliance of Tv Film Producers, representing Miss Davis, and TWA negotiators would continue.

high Quality performance

AT LOW COST

DAGE



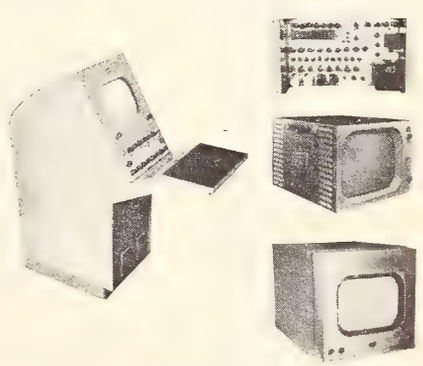
36" long
41" high
13¼" wide

MODEL 710-A

Camera Control Console

The Dage Model 710A Camera Control is built in a standard console type housing for studio control room use. It comes complete with a master monitor consisting of a 10" aluminized picture tube and a 3" waveform monitor. The picture monitor has a full 8 mc video response and excellent contrast and brightness range. Write for detailed specifications and prices.

• NOTE: *Watch for Dage developments in color television.* •



DAGE

TELEVISION DIVISION

69 N. SECOND STREET • BEECH GROVE, INDIANA

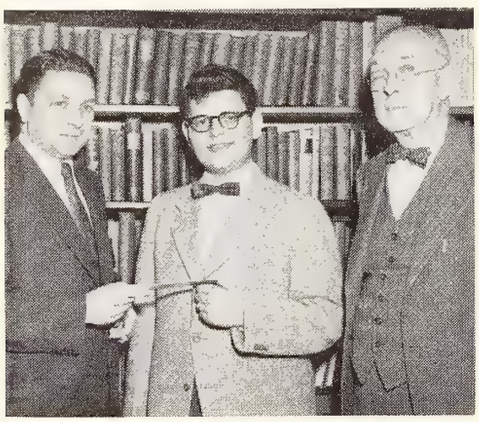
OF THOMPSON PRODUCTS

'Optimistic' Radio Future Described to NYU Workshop

FUTURE outlook for radio was described as "optimistic" by Gustav Margraf, vice president in charge of talent negotiations for NBC, in a talk last week before a session of New York U.'s 19th annual summer Workshop in Radio and Television.

Mr. Margraf voiced the belief that following "the initial rush to television, there will be a trend back to radio, because radio still serves a definite purpose." He pointed out that advertisers currently are more selective in radio advertising, aiming at special groups in certain areas, rather than at nationwide audiences.

He said, also, that one problem certain to arise with the launching of large-scale color television in the fall will be whether motion picture rights to dramatic productions will apply to telecasting. He said it has not been determined whether those rights cover telecasting, which he described as "essentially a live technique."



WHIL Medford, Mass., has established annual $250 college scholarships for the students at Medford High School and Malden (Mass.) High School who attain the highest academic standings. Above, Sherwood J. Tarlow (l), WHIL president, presents a check to James A. Matisoff, 1954 winner from Malden High. At right is John B. Matthews, headmaster of the high school.

Plans 27 Radio-Tv Courses

NEW YORK U.'s Division of General Education will present 27 courses in radio and television during the fall semester. Included in the curriculum will be three new courses—"Color Television," "Staging The Television Show" and "Music for Radio and Television."

The color tv course will deal with technical, operational, program and production aspects and will consider comparisons with black-and-white television. Instructors will be Reid R. Davis, supervisor of technical operations in color, NBC; Sidney Davidson, video engineer, NBC; Burr Smidt, scenic designer for color, NBC, and Max Miller, associate director of color, NBC.

Rahall Scholarship

THE Deem F. Rahall Scholarship, established by brothers Joe, Sam and Farris Rahall in honor of a family member who was killed in a plane crash, has been awarded to Harry Meadows, a senior at Woodrow Wilson high school, Beckley, W. Va. The Rahall brothers, affiliated with WKAP Allentown, WNAR Norristown, both Pa.; WFEA Manchester, N. H., and WWNR Beckley, W. Va., also have established a Deem F. Rahall Memorial Scholarship at Alpha Theta chapter at the U. of West Virginia.

$7,000 Grants-in-Aid

THE National Assn. of Educational Broadcasters and the Educational Television & Radio Center have announced that grants-in-aid up to $7,000 each are being offered to educational institutions and school systems "to help educational broadcasters to help themselves." The grants-in-aid are designed to make possible the development of programs which otherwise could not be produced.

KTHE (TV) Cuts Staff, Reduces Hours of Operation

EDUCATIONAL station KTHE (TV) Los Angeles has cut its staff from 26 to 10 and has reduced its schedule to two hours, five days a week [B•T, July 12], it has been announced by the U. of Southern California, which took over direction of the noncommercial ch. 28 station last month from Capt. Allan Hancock, former KTHE supporter [B•T, June 14].

EDUCATION PEOPLE

E. Finley Carter, vice president and technical director, Sylvania Electric Products Inc., N. Y., to Stanford Research Institute, Palo Alto, Calif., as manager of research operations, effective Oct. 1. Mr. Carter will retain association with Sylvania as consultant on major research and development contracts and assisting in contacts with Dept. of Defense.

Charles A. Siepmann, New York U. professor and long-time critic of U. S. commercial broadcasting, elected board chairman, New York Civil Liberties Union.

James T. Veeder named first full-time extension tv specialist, Cornell U., Ithaca, N. Y.

EDUCATION SHORTS

National Academy of Broadcasting, Washington, D. C., announces regular term on Aug. 1 to take care of late enrollees among veterans of Korean War whose benefits will run out Aug. 20.

MICROPHONES AND STANDS
GATES - HOUSTON
2700 Polk Ave.
Tel. Atwood 8536

Non-Competitive Network Shaping Up for English Tv

WHEN commercial tv gets underway in England it will consist of a national network rather than competing stations, judging by the view of government leaders debating the subject in the House of Lords.

Earl de la Warr, Postmaster General, indicated the network would be allocated between two or more contractors, each of which might have the sole use of the facilities for a specified number of days per week. This is the opposite of the American version of tv, with its intensive competition.

ENGLAND

Advertisers will attain national coverage, the government believes, with provision also to be made for local advertising during regional programs. It is felt that effort can be concentrated on fewer programs backed by the revenue of the whole network. The government spokesmen in the House of Lords showed little interest in the statement that seven or eight programs can be tuned in New York. Opposition speakers said tv would follow the pattern of the government radio monopoly, the British Broadcasting Corp.

CBC, Radio-Tv Union Sign Bargaining Pact

THE FIRST collective agreement between the Canadian Broadcasting Corp. and the Assn. of Radio & Television Employes of Canada has been signed at Ottawa, covering more than 1,300 office and studio workers of the CBC across Canada. The contract takes effect Aug. 1, and will give employes a 6% pay increase retroactive to Feb. 1. The agreement was signed by J. A. Ouimet, CBC general manager, and E. F. Wilcox, executive secretary of the association. Overtime will be paid at the basic rate for work performed beyond the number of basic hours in any work month. National service studio production personnel will receive time-and-a-half for overtime, computed on the same basis. Union dues will be deducted at source from all association members and from all new employes as a form of modified union security.

CANADA

Butler Dies in Crash

JOSEPH L. BUTLER, 53, founder and owner of VOCM St. John's, Nfld., was killed July 1 in a crash of a light plane at Torbay, Nfld., as he was taking off for St. John's. Mr. Butler began his radio career with the Marconi Co. as a wireless operator at Makkovik, Labrador, in 1919. In 1930 he became a radio instructor with RCA at Boston, and in 1932 returned to St. John's and a partnership in VOCM. Three years later he bought controlling interest.

CANADA

CFPA-TV Plans Fall Start

CFPA-TV Port Arthur, Ont., expects to be on the air early in the fall. The ch. 2 station will be housed in a former Firehall building now being renovated, according to President Ralph Parker. The building is located at the highest point in Port Arthur. The station will have a tower height of 250 feet with transmitter power of 5.1 kw video. Advertising rates start from $150 an hour Class A time. All-Canada Television, Toronto, is exclusive representative.

CANADA

Electronics Meet Speakers Listed

REPRESENTATIVES of RCA and Westinghouse Electric Corp. will speak on technical aspects of television during the 10th annual National Electronics Conference in Chicago Oct. 4-6.

A total of 88 technical papers will be delivered during the session at the Hotel Sherman, supplemented by over 160 exhibit booths for top electronic manufacturers. The convention is co-sponsored by the American Institute of Electrical Engineers, Institute of Radio Engineers, Illinois Institute of Technology and the U. of Illinois. Radio-Electronics-Television Mfrs. Assn. and the Society of Motion Picture & Television Engineers are among participating organizations.

Television will be reviewed Tuesday afternoon. C. Howard Jones, of Westinghouse, will speak on "A Linear Color Television Receiver." Methods of eliminating transient distortions on certain types of transmission will be aired by Tom Murakami and Richard Sonnenfeldt of RCA. John Taylor and Thomas Moore of Westinghouse will talk on transistors.

Papers on electron tubes, instrumentation and computers will round out the afternoon meetings. A special panel will discuss electron tube reliability Wednesday afternoon, with speakers from CBS-Hytron, RCA and General Electric.

Dr. R. M. Soria, American Phenolic Corp., will preside as conference president. Three luncheons and an informal banquet round out the social program. Registrations are being accepted by National Electronics Conference, John S. Powers, executive secretary, 84 E. Randolph St., Chicago 1, Ill.

RCA Eases Royalties On Receivers, Tubes

REDUCTIONS of RCA royalty rates for radio and tv sets and tubes and for commercial radio apparatus from 25% to more than 50% will be put into effect Jan. 1, 1955, Ewen C. Anderson, executive vice president, commercial department, announced Thursday. The reductions, he said, "are in line with RCA's tradition of continuously reducing, so far as practicable, the cost of bringing inventions and scientific developments to the industry and the public."

The present rates, new rates, and percentage of reductions are:

	Present Rates Percent	New Rates Percent	Amount of Reduction Percent
Sound radio receivers (using tubes)	1⅛	½	55½
Sound receivers (using transistors)	1⅛	1⅛	..
Auto radios (using tubes)	1⅛	½	55½
Auto radios (using transistors)	1⅛	1⅛	..
Commercial radio apparatus	2	1½	25
Television receivers (black-and-white)	1¾	1¼	28½
Television receivers (color)	1¾	1¾	..
Kinescopes (black-and-white)	1¾	1¼	28½
Kinescopes (color)	1¾	1¾	....
Other electron tubes	1¾	1¼	28½

Chapin, Lauterbach Named To New GE Sales Positions

APPOINTMENT of Wells R. Chapin and Robert E. Lauterbach as district sales managers for General Electric radio and tv broadcast equipment with headquarters in New York and St. Louis, respectively, was announced last week. Albert F. Wild, manager of sales for broadcast equipment in GE's Commercial Equipment Department, said that Mr. Chapin, formerly GE broadcast sales manager at St. Louis, will have new headquarters at the company's offices at 570 Lexington Ave., New York. He will direct sales in the metropolitan area.

Mr. Lauterbach, previously with GE in Atlanta, succeeds Mr. Chapin in the St. Louis post, according to Mr. Wild, and will be located at 4227 Lindell Blvd. in the Mound City. Mr. Lauterbach's district covers Nebraska, Kansas, Missouri and the southern halves of Illinois and Indiana.

GE Earnings for First Half Are 24% Ahead of '53 Period

EARNINGS of General Electric Co. in the first six months of 1954 were reported last week to have increased 24% over last year despite a 7% decline in sales.

It was pointed out by Ralph J. Cordiner, president, in a report to stockholders that net profit rose to a record $93,860,000 for the six-month period, with the expiration of excess profit taxes contributing materially to the sharp increase in earnings. Provision for federal taxes and renegotiation, the report said, amounted to $114½ million as compared with $195 million for the first six months of 1953.

Earnings for the second quarter of this year were said to have declined to $45,827,000 from the first quarter net of $48,029,000, but were higher than the $41,568,000 profit of the second quarter of 1953.

Sales for the first half totaled $1,447,597,000 as compared with $1,560,448,000 a year ago. Percentage of sales going to earnings, after taxes, was said to amount to 6.5% as against 4.8% last year.

Hi-Fi Color

COLOR has found its way into the high fidelity field. That's the word from the International Sight & Sound Exposition Inc. in Chicago.

An instrument called the "electronic frequency color indicator" will be demonstrated to the public by the exposition management during the 1954 high fidelity show at the Palmer House in Chicago Sept. 30-Oct. 2. It was developed by Revere Camera Co. there and will be utilized to present its line of tape recorders.

The instrument is designed to show, in all colors of the rainbow, just what high frequency sound reproduction looks like. The indicator flashes bands of vivid color on a screen as notes of various frequencies are sounded. With the aid of the instrument, it is claimed, it is possible to listen to musical passages and see, in color, how music is constructed in terms of basic frequencies.

Any electrical signal—such as that from a recorder, radio or phonograph—can be fed to the indicator. The signal of each channel operates electronic switches which turn on and off banks of 20 small 120-volt colored lights. If three frequencies of different cycles are fed at the same time, filters would separate them and cycles each would light up the blue, green and yellow banks, according to Revere.



ARNETT ELECTED DUMONT VICE PRES.

KEETON ARNETT has been elected vice president, administration, of Allen B. DuMont Laboratories Inc. by the board of directors, it was announced last Wednesday by Dr. Allen B. DuMont, president.



MR. ARNETT

Mr. Arnett has served as general assistant to the president since 1951. Prior to then he was senior vice president of the Fred Eldean Organization, public relations counsel in New York City.

Capehart-Farnsworth Color

A NEW color tv receiver with a 15-inch tricolor "shadow mask" tube, providing 88½ square inches of picture area, is being shipped by Capehart-Farnsworth Corp., Fort Wayne, Ind., to selected distributors, the company announced Tuesday. The set represents initial production of the Capehart "True Color Tv" on a commercial basis. It was developed in conjunction with International Telephone & Telegraph Corp., C-F parent firm. In addition to standard controls of a monochrome receiver, whose transmissions it receives, it has a "chroma" or color control which may be adjusted for color reception, a spokesman said.

Audio Devices, AF Pact

AWARDING of an Air Force contract to Audio Devices Inc., New York, amounting to $220,000, was reported last week by Bryce Haynes, vice president of the company. The contract provides for supplying 15 million feet of three-inch magnetic recording tape to the Air Force. Mr. Haynes said it is one of the largest single contracts for recording tape ever awarded by any branch of the government. The tape is to be delivered over a period of about one year.

MANUFACTURING SHORTS

Grinnan Fixture & Plywood Co., Minerva, Ohio, announces that over 300 stations have been supplied with its storage cabinets for records, tape, transcriptions and film. Company says it is also able to design and build special consoles and any other special fine cabinet work a station may require. Further information may be obtained from the company at R.D. 3, Minerva.

Hedin Tele-Technical Corp., Livingston, N. J., offers sensitive relay designed primarily for use in electronic chassis, claimed by them to have sufficient height but little adjacent space.

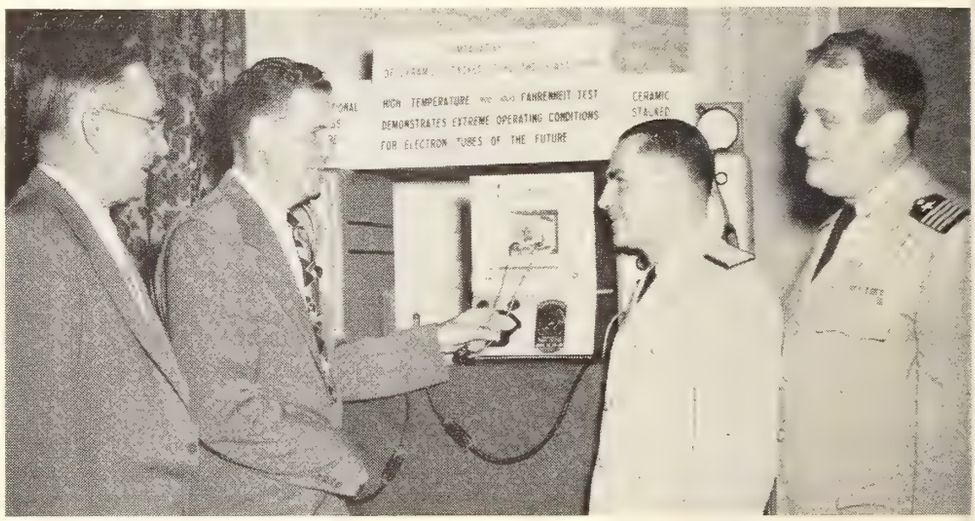
Technical Appliance Corp., Sherburne, N. Y. (Taco antennas and antenna equipment), making new antenna comprising twelve open bow tie driven elements plus large screen reflector, claimed by them to provide greater capture area.

RCA Tube Div., Camden, N. J., has inaugurated *pro rata* warranty policy providing one-year protection from installation date on all RCA black-and-white tv picture tubes purchased for replacement service in home receivers.

Polytechnic Research and Development Co., Brooklyn, N. Y., announces establishment of new sales office to accommodate its midwestern accounts at 1 South Northwest Highway, Park Ridge, Ill. Kenneth W. Meyers is in charge of the office.

General Radio Co., Cambridge, Mass., announces opening of engineering & sales office at 8055 Thirteenth St., Silver Spring, Md. (Washington area). Telephone is Juniper 5-1088. William R. Saylor is in charge.

West Coast Electronics Manufacturers Assn. has issued sixth edition of product list and membership roster to member-firms and to mailing list of eastern manufacturers. Brochure lists all products made by 164 member-companies, with personnel and manufacturing facilities of each company. Copies are available on request written on company letterheads to Don Larson, general manager, WCEMA, 339 S. Robertson Blvd., Beverly Hills, Calif.



SYLVANIA Electric Products' new ceramic "stacked" tube, described as a "revolutionary" electronic tube capable of "unprecedented mass production," is shown here during a demonstration at which the tube functioned normally at temperatures of more than 1,000°. At the briefing session for Armed Services, industry, engineering colleges and the press were (l to r): H. Ward Zimmer, president, and Don G. Mitchell, board chairman, both Sylvania; Vice Admiral John Gingrich, chief of Naval Material, and Capt. Rawson Bennett of the Navy's Bureau of Ships, which has signed a development contract with Sylvania.

MANUFACTURING PEOPLE

Arthur L. B. Richardson, general counsel, Sylvania Electric Products Inc., N. Y., additionally elected secretary, succeeding **John S. Learoyd,** retired; **William R. Sears,** field representative, lighting div., appointed Pacific Coast manager, sales promotion and publicity. **Carroll L. Hasler,** appointed supervisor of sales administration, electronic products sales division.

Leon Podolsky, technical assistant to president, Sprague Electric Co., North Adams, Mass., appointed chairman, *ad hoc* group to review all military electronic component part specifications and determine what revisions are required in military component specifications to insure meeting existing equipment requirements for high reliability operation.

Richard J. Thompson appointed salesman, chemical materials dept., General Electric Co., Pittsfield, Mass.

Jerry Kirshbaum, sales manager, Precision Apparatus Co., N. Y., elected president, eastern div., Sales Managers' Club.

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition
Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

ABC AT BREAK-EVEN POINT—KINTNER; NETWORK'S FALL TV LINEUP CITED

President of ABC says network has taken strong competitive position with CBS and NBC both in amount of business, clearances.

AFTER years of loss operations, ABC is reaching the break-even point and, according to President Robert E. Kintner, is taking its place as a major competitor of CBS-TV and NBC-TV.



MR. KINTNER

Mr. Kintner expanded on his views in an interview with B•T.

In addition to the renewals and new contracts, he said, ABC-TV for this fall — as contrasted to its earlier position — is getting station clearances in markets representing 85-90% of all tv homes.

He emphasized his view that ABC, since its merger with United Paramount Theatres in February 1953, has now reached a point where advertisers and agencies feel that it is a true competitor of CBS and NBC.

As part of this upsurge, Mr. Kintner himself has conducted presentations for some 82 advertisers during the past few months.

Mr. Kintner has said the network is running on a five-year plan. This is the amount of time he estimates it will take ABC to catch up to CBS and NBC on all fronts.

Mr. Kintner pointed out that the added financing which ABC gained from the merger has permitted his network to become a stronger competitior for talent, programming, advertisers and the audience and he noted also that "the audience is the one which benefits most from the fact that there are three strong networks with equal programming strength. This means, of course, their choice is widened. For the industry, there is substantial good stemming from the fact that ABC has increased its competitive strength because it means there are more avenues on which to present diverse, new programming. The advertiser, naturally, is interested in the fact that our network's new competitive stature now offers him a choice of three strong networks for its advertising message and the additional important aspect that three strong networks broadens the audience interest in television as a whole. Thus, there is benefit to the industry, to talent, to advertisers, but most of all to the audience—they are the ones who simply cannot lose," Mr. Kintner stated.

The fall schedule shows renewals by approximately 85% of last season's advertisers, plus about a half-dozen additions from the ranks of previous ABC-TV sponsors, plus at least eight new advertisers added this year.

In line with its expansion of its sponsorship ists, ABC-TV plans to extend its hours of programming. *Breakfast Club* is to be expanded to the West Coast in the fall, according to current plans; a series of soap operas to be put into the schedule following *Breakfast Club,* and in an early-morning show to compete with NBC-TV's *Today* and CBS-TV's *Morning Show* also is contemplated, originate in Washington.

ABC-TV's evening schedule as it now stands is as follows (sponsors shown in parentheses):

MONDAY

7:15- 7:30 pm—The John Daly News
7:30- 8:00 pm—Jamie (Duffy Mott)
8:00- 8:30 pm—Sky King (Derby Foods Inc.)
8:30- 9:00 pm—Voice of Firestone (Firestone)
9:00- 9:30 pm—Mystery Film
9:30-11:00 pm—Eastern Parkway Boxing (Co-op)

TUESDAY

7:15- 7:30 pm—The John Daly News (Realemon Puritan Co.)
7:30- 8:00 pm—Cavalcade of America (Dupont)
8:00- 8:30 pm—Mystery
8:30- 9:00 pm—Twenty Questions (Florida Citrus)
9:00- 9:30 pm—Danny Thomas (Dodge, Amer. Tobacco)
9:30-10:30 pm—U. S. Steel Hour—Elgin Tv Hour
10:30-11:00 pm—Stop The Music (Exquisite Form)

WEDNESDAY

7:15- 7:30 pm—The John Daly News
7:30- 8:30 pm—Disneyland (Amer. Dairy Assn., Derby Foods, ¼ hour each; Amer. Motors, ½ hour)
8:30- 9:00 pm—Stu Erwin (Liggett-Myers)
9:00- 9:30 pm—Masquerade Party (Remington Rand, Esquire Boot Polish)
9:30-10:00 pm—TBA

THURSDAY

7:15- 7:30 pm—The John Daly News (Realemon Puritan Co.)
7:30- 8:00 pm—Lone Ranger (General Mills)
8:00- 8:30 pm—Postal Inspector
8:30- 9:00 pm—Treasury Men in Action
9:00- 9:30 pm—Sammy Kaye (Brillo)
9:30-10:30 pm—Kraft Television Theatre (Kraft)

FRIDAY

7:15- 7:30 pm—The John Daly News
7:30- 8:00 pm—June Havoc Show (General Mills)
8:00- 8:30 pm—Ozzie & Harriet (Hotpoint, Lambert)
8:30- 9:00 pm—Ray Bolger Show (Lehn & Fink, Dorothy Gray)
9:00- 9:30 pm—Dollar a Second (Wine Corp. of Amer.)
9:30-10:00 pm—TBA (Sterling Drug)

SATURDAY

10:30-11:00 am—Smilin' Ed McConnell (Brown Shoe Co.)
11:00-11:30 am—Space Patrol (The Nestle Co. & Ralston Purina Co.)
2:00- 8:00 pm—NCAA Football
8:00- 9:00 pm—Let's Dance (dance bands remotes—N. Y.-Chicago)
9:00- 9:45 pm—Saturday Night Fights (Bayuk Cigars Inc.)
9:45-10:00 pm—Fight Talk (Co-op)
10:00-10:30 pm—Stork Club (participation)

SUNDAY

1:00- 1:30 pm—Faith For Today (Faith For Today Inc.)
1:30- 5:00 pm—Pro Football (sold regionally)
5:00- 6:00 pm—Super Circus (Kellogg Co., Mars Inc.)
6:00- 7:00 pm—TBA
7:00- 7:30 pm—You Asked For It (Rosefield Packing)
8:00- 9:00 pm—Dramatic Hour
9:00- 9:15 pm—Walter Winchell (Gruen & Amer. Safety Razor)
9:15- 9:30 pm—Martha Wright (Packard)
9:30-10:00 pm—Dr. I. Q.
10:00-10:30 pm—Break The Bank (Dodge)

Outlets for Sheen Program May Be Reduced Next Fall

ERWIN, WASEY & Co., New York, advertising agency for Admiral Corp., Chicago, is taking under consideration for the next ten days the number of stations carrying its Bishop Fulton J. Sheen show on DuMont. As of last season the show had been carried on 179 stations. Due to duplication and other problems, an executive of the agency told B•T, there will be some cutback but the number of stations involved could not be determined until the first week in August.

Meanwhile, in Swampscott, Mass., Bishop Sheen announced earlier last week that Admiral may cut him down from 179 stations to 63 stations when the program resumes in November.

Paar in for Cronkite

JACK PAAR, comedian, will replace Walter Cronkite as master of ceremonies on CBS-TV's *Morning Show* (Mon.-Fri., 7-9 a.m. EDT), starting Aug. 16. The move is said to reflect a change in plans by CBS-TV under which the program, which started as a news and information series last March, is becoming primarily an entertainment show.

AB-PT's Second Quarter

ESTIMATED net operating profit of AB-PT Inc. for the second quarter of 1954 was reported last week by Leonard H. Goldenson, president, to be $715,000 or 14 cents per share of common stock, compared with $756,000, or 16 cents per share, in the same period of 1953.

For the first six months of 1954, Mr. Goldenson said, estimated net operating profit was $1,754,000, as against $2,236,000 for the same period in 1953. Capital gains for the second quarter and the first six months were $25,000 and $96,000, respectively, Mr. Goldenson reported, as compared with $62,000 and $4,314,000 in 1953. He noted that the latter figure could be attributed principally to the sale of WBKB (TV) Chicago following the merger with ABC.

He said that the ABC division operated at about "a break-even point" in the second quarter, and now is setting its programming for the upcoming fall broadcasting season. Mr. Goldenson stated that "substantially all of the important tv programs that were on the network during the past year have been renewed, and, to date, several new sponsored shows have been added."

Cable to Alaska Planned; Would Carry Radio Networks

DIRECT TRANSMISSION of network radio programs to stations in Alaska for simultaneous broadcast will be made possible by submarine cables which AT&T proposes to construct between Port Angeles, Wash., and Ketchikan, Alaska. Programs are now recorded and shipped to Alaska for delayed broadcast, according to a radio network spokesman in New York.

Plans for the U. S.-Alaska cable, filed Monday with the FCC, say that the job will take about two years to complete, will cost about $14 million, will add 36 message circuits to the 13 radio and land-line circuits now used for phone calls between the U. S. and Alaska, and will be suitable for radio program transmission. The bandwidth is too small for tv use, however. The system will comprise two cables, laid several miles apart, one for north-bound, one for south-bound transmission, equipped with built-in repeaters spaced at about 40-mile intervals.

NBC Says Burbank Freeway Won't Curtail Color Plans

CONSTRUCTION of the new $3.6 million NBC-TV color studios in Burbank will not be curtailed even if a proposed freeway route, which would cut through NBC property, is approved by the California State Highway Commission, John K. West, NBC vice president for the Pacific division, said last week.

Despite an earlier statement by attorney Max Eddy Utt, representing NBC before a highway commission hearing July 14, that "considerable" cost of adjustment to noise and traffic vibration during and after freeway construction might force contraction of the network's Burbank project, Mr. West said that only 1.2 acres on a far corner of the NBC property is involved in the proposed route.

DUMONT SIGNS $4 MILLION IN WEEK

Thirteen new clients take contracts during the busiest sales week in the network's history.

SIGNING in one week of 13 new clients to contracts for business amounting to more than $4 million in gross time sales (not including program and production costs) was announced last week by Gerry Martin, director of network sales for the DuMont Television Network.

Included in the new contracts, Mr. Martin said, are an hour-long show, a quarter-hour dramatic program, a two-hour extravaganza, two football games to be carried on "the largest live networks ever to present such events," several series of regional football contests among national football league teams, and a specially filmed sports series.

"Never has there been so much interest in DuMont's programs on the part of agencies and advertisers," Mr. Martin commented, "and never in the history of the network have so many orders been received in a single week."

Consolidated Cosmetics Inc., Chicago, has bought the live dramatic show, *They Stand Accused,* which will make its premiere the second week in September on a day and time to be announced shortly. Frank E. Duggan Advertising, Chicago, is the agency for Consolidated (Lanolin Plus and other beauty aids).

The Tuesday, 9-9:30 p.m. EDT period on DTN has been sold to an as yet unannounced sponsor.

Vitamin Signed

Signed as participating sponsors for *The Paul Dixon Show* (Mon.-Fri., 3:30-4 p.m. EDT) are Vitamin Corp. of America (Calimetric weight control) and Metro-Goldwyn-Mayer. VCA, through BBDO, has ordered five-minute participations on 20 stations on Monday, Wednesday and Friday for 13 weeks, starting Aug. 2. M-G-M, through Donahue & Coe, has purchased one 15-minute segment per week for two weeks early in August on a specially-expanded network of more than 40 stations.

As part of a four-network order, DuMont will present a two-hour Lights Diamond Jubilee tv show on more than 40 stations on Oct. 24, 9-11 p.m. EST, under the sponsorship of America's electrical industries. The order was negotiated through N. W. Ayer & Son, New York (see story, this page).

Walter H. Johnson Candy Co., Chicago, has signed a contract covering 30 weeks to present *Captain Video* (Thurs., 7-7:15 p.m. EST) on 80 DuMont stations, starting Oct. 7. The agency is Franklin Bruck Adv., New York.

According to Mr. Martin, DuMont has cleared two of the largest networks ever hooked up for football games—each of 160 stations—and has signed nine of the 12 National Football League teams. It currently is signing sponsorship for them on a regional basis.

The first to use this coast-to-coast network, he said, will be Miller Brewing Co., Milwaukee (High Life beer), which is co-sponsoring the College All-Star Game on Aug. 20 starting at 9:30 p.m. EDT. Associated with Miller in sponsorship of the game in 30 northeastern markets only is the Atlantic Refining Co. The agency for Miller is Mathisson and Assoc., Milwaukee, and for Atlantic, N. W. Ayer & Son.

Chrsyler Corp., Plymouth Div., Detroit, has signed to sponsor over 160 stations the Thanksgiving Day game between the Detroit Lions and the Green Bay Packers, starting at 12 noon EST. N. W. Ayer & Son is the agency.

DuMont also has signed sponsors for a football feature, *The Greatest Football Plays of the Week,* consisting of three or four minute highlights of NFL games. The series is expected to be carried on more than 100 DuMont affiliates and is being sold on a regional basis. Sponsors already signed are Hamm Brewing Co., St. Paul, through Campbell-Mithun, Minneapolis, and Drewrys Ltd. U. S. A. Inc., South Bend, through MacFarland, Aveyard & Co., Chicago. Hamm Brewery has ordered 20 stations in the West Coast-Rocky Mountain area and in Kansas City and Chicago. Drewrys Ltd. will sponsor the game on 12 midwestern stations. Both contracts take effect Sept. 30 and will continue for 13 weeks of the football season.

Color by DuMont

OPENING of DuMont's color theatre at the network's Tele-Centre, 205 E. 67th St., New York, was announced last week by Ted Bergmann, managing director. He said facilities of the theatre are being made available to sponsors and agencies for the purpose of conducting research in color television. Mr. Bergmann said sponsors and agencies may use the facilities to check on their color films, their trade marks and other identifying items, as well as to present slides over the DuMont multi-scanner, which currently is being put into service on several stations nationally.

DTN Adds 57 Sunday Games To Fall Professional Schedule

SCHEDULE of 57 professional football games to be telecast Sunday afternoons, Sept. 26 through Dec. 12, was announced last week by the DuMont Television Network.

Added to Saturday night contests, previously announced, the All-Star game on Aug. 13 and the Thanksgiving Day game between the Detroit Lions and Green Bay Packers, the new schedule makes a total of 70 National Football League contests to be presented over DuMont on weekends. This compares with a total of 58 such games on DuMont last season.

To handle the schedule, DuMont will telecast again this year as many as four or five games each Sunday afternoon, setting up regional networks.

MICROPHONES AND STANDS
GATES-LOSANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6351

310 Inter-Connected Stations Planned for Light Jubilee Show

LIGHTS Diamond Jubilee tv show on Oct. 24, 9-11 p.m. EST, will be telecast over at least 310 inter-connected stations of the four tv networks, James E. Hanna, vice president of N. W. Ayer & Son, N. Y., agency, announced. This is considered to be the largest network ever put together for a single tv show.

CBS and NBC have already cleared 249 stations while ABC and DuMont are now in the process of clearing from 60 to 65 more stations.

David O. Selznick, making his tv debut, will produce the two hour show at the climax of the celebration of the 75th anniversary of Edison's invention of the electric light.

The tv show and the jubilee celebrations are being sponsored by more than 300 companies and organizations of the electrical industries. N. W. Ayer represents the Light's Diamond Jubilee Committee.

'Today' Does Business

SIGNING of five new orders and one renewal for a total of 153 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) was announced last week by the network.

New orders were placed by Grove Labs Inc., St. Louis, through Harry S. Cohen Adv. Co., New York, for 78 participations, starting Oct. 4; Owens-Corning Fiberglas Corp., New York, through McCann-Erickson, New York, 17 participations, starting Sept. 13; The American Express Co., New York, through Benton & Bowles, New York, 15 participations, starting July 21; Prince Gardner Co., St. Louis, through Grey Adv. Agency, New York, 12 participations, starting Nov. 26, and Campbell Soup Co., Camden, N. J., through Grey Adv., five participations, starting Nov. 1. The renewal was from Coast Fisheries Div. of the Quaker Oats Co., Wilmington, Calif., through Lynn Baker, New York, for 26 participations, starting Aug. 24.

NETWORK PEOPLE

Matthew E. Barr, sales manager, ABC Radio Western Div. and KABC Hollywood, to KCBQ San Diego, as general sales manager.

Charles Craig, who formerly represented SESAC Inc. on the West Coast, named commercial traffic supervisor, Don Lee Broadcasting System, Hollywood.

Stanley G. Boynton Jr., formerly with Stanley G. Boynton & Son, Birmingham, Mich., agency, to MBS, New York, as account executive.

Leonard Salvo Jr., to NBC-TV as producer-director, *Ding Dong School,* succeeding **Reinald Werrenrath Jr.,** who will devote time to other NBC-TV Chicago production duties.

Gil Wyland, engineer in charge, and **William H. Copeland,** supervisor, CBS-TV technical operations, Hollywood, named assistant managers; **Edwin Miller,** assistant supervisor, technical operations, assumes newly-created position of engineer in charge, CBS-TV color operations, same city.

Isadore Rosenblatt, attorney, KTLA (TV) Hollywood, to CBS Hollywood legal dept., replacing **Michael Franklin,** who moves to CBS-TV business affairs dept., same city.

Groucho Marx, star of NBC-AM-TV *You Bet Your Life,* and Eden Hartford were married July 17 in Sun Valley, Idaho.

features

YOU ONLY NEED

2

STATIONS TO COVER HALF OF TEXAS

KMAC 27 YEARS OF SERVICE
HOWARD W. DAVIS, Owner
SAN ANTONIO, TEXAS
5000 WATTS
ON 630

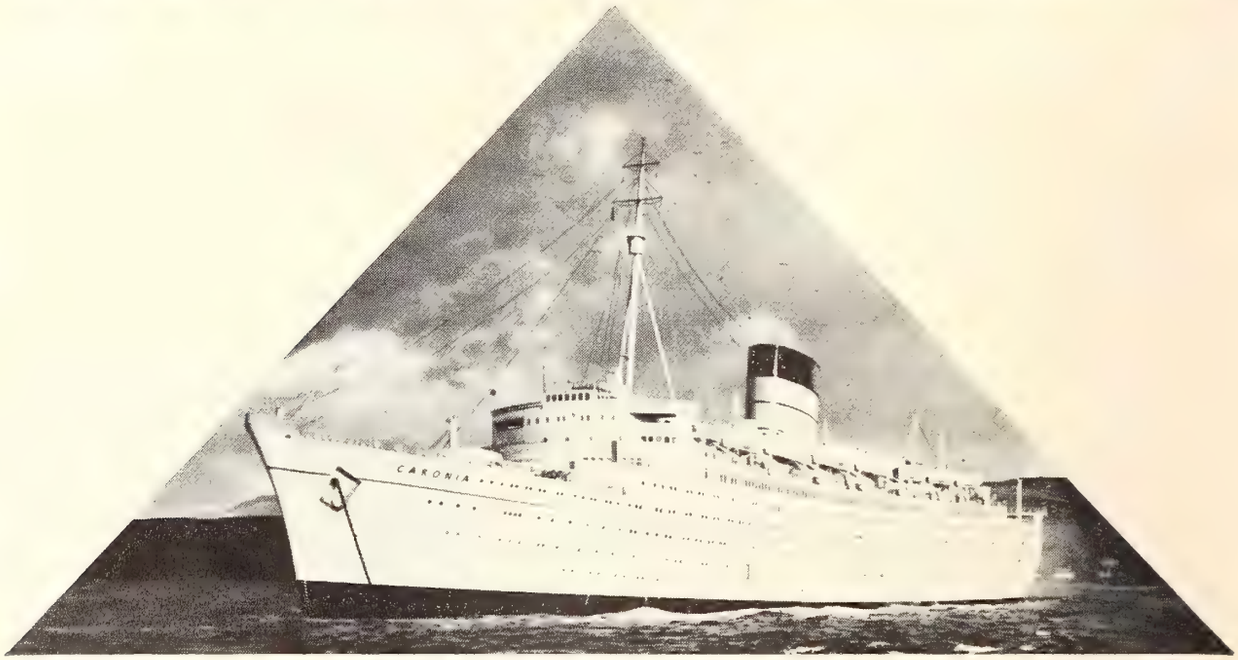
KLBS 610 on Every Dial
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
HOUSTON, TEXAS
5000 WATTS
ON 610

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Bonus from Mt. Washington TV

$10,000 CRUISE on the CARONIA



Use America's only "3-state one station TV network" and save — in just 27 weeks of a weekly hour program — the cost of a $10,000 world cruise on the Cunard luxury liner, Caronia.

Average time costs run 54% less than the combined costs of the three TV stations giving next best coverage.



TRIPLE COVERAGE

WMTW on top of more-than-a-mile high Mt. Washington covers most of the three states of Maine, New Hampshire, and Vermont — a market with over $1½ billion retail sales. On the air in August.



REACHES MORE

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes: 219,461 as of April 30 — RETMA.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

IS MADISON AVENUE SELLING UHF SHORT?



by Jim Luce

EVEN though the New York office of the J. Walter Thompson Co. is located several blocks east on Lexington Avenue, I suspect we are among those being charged by uhf stations that "Madison Avenue is against uhf." If the stations are referring to timebuyers, I would like to make one thing clear immediately. No media buyer working for a large advertising agency can afford to indulge in prejudices for or against anything or anybody. The buyer at all times must be able to explain why the best possible purchase was made. No account representative or advertising manager will hear that the buyer was "for" or "against" something without a complete explanation involving comparisons of circulation, costs, estimated audience reached or to be reached, etc.

In addition, uhf is located in many markets of great importance to the national advertiser where there either has been no television to date or a single vhf station, and agencies need television very badly in these places. They are extremely anxious that uhf be successful.

Certainly an analysis of business placed on uhf stations by our New York office (I do not have complete up-to-date information on our other offices) does not indicate that we or our clients are against it. Following is the use of uhf on some typical network programs:

Program	No. of Uhf Stations	Program	No. of Uhf Stations
1	40	6	9
2#	8	7#	10
3#	11	8	9
4	16	9	14
5	1*		

Participation in network programs where line-up is controlled by network.

** Limited network in station time.*

Of the above, only three are "must buy" network stations; the rest are optional buys. The breakdown of 25 stations used by one of our clients for a half-hour film program shows 11 are uhf and 14 vhf. Another spot advertiser who uses local live daytime programs in 17 markets has uhf in three of these. Our largest announcement advertiser who uses primarily only the very top markets has used uhf in four of the top 16.

How then does one explain the charge that agencies are against uhf? The primary reason I believe is that few uhf operators were around in 1948-1949 when the vhf stations were first going after national spot advertising. These stations met considerable resistance at the start and the common remark then was "come back and see us when television has 50% penetration of all homes." Subsequently, some of these agencies and advertisers had cause to regret they did not place more faith in the development of television as an advertising medium. The fact remains, however, these early vhf stations had to wait for national spot revenue while they developed programming and worked with distributors to push set sales. Also, in those years the number of spot and network users was considerably smaller than today. Perhaps another explanation is that the majority of early vhf stations were better able to sustain a period of low financial return due to ownership by successful newspapers, radio stations or theatre interests.

Stations Hurt Themselves

I honestly believe that the most harm done uhf has been by individual stations themselves. Too many uhf stations rushed on the air without proper engineering facilities. They knew a signal problem existed which could be considerably corrected if they delayed their on-air date. The result was that when the first people in the area converted they could not get a satisfactory signal. The word got around fast.

I personally know of one market where a station rushed on the air and went out and sold time based on a map which had no relation to actual signal strength. When confronted with this fact the station finally admitted this was the case but made a sell on the fact that they covered 80 to 90% of the city. This station has since built proper facilities but I believe it may have done irreparable damage to uhf in that city. Unfortunately, the network station relation departments have not been too careful in checking into this prior to granting affiliation. Therefore, it is not wise for a buyer to assume because a station has a major network affiliation it is a good buy.

Another factor which uhf stations tend to overlook is that the advertising approach differs depending upon the product being sold. For example, I have heard that one agency which places drug business almost exclusively will use no uhf. This may be a very defensible position. A drug product depends almost entirely on advertising as its entire sales effort. It has no strong local dealerships which can give it a favorable position in a market. It is competing with products of a similar nature which in all probability contain the same ingredients and are just as good. Therefore, a drug product cannot afford to support a new station for a period of time while it is getting established. And few uhf stations during their first year can compare on a cost-per-thousand basis with the competing vhf. On the other hand, an advertiser with an outstanding product and dealer outlets that have a stake in the future of a community might well afford to bid for a franchise on a new station.

Considering the welter of completely unsubstantiated claims, it is a wonder to me that as much business has been placed on uhf stations as has been the case. Most stations make a very sincere attempt to try to determine exact set count and projected rate of conversion but too many times these are far in excess of what exists.

It is very disturbing to have completely contradictory stories presented by stations. It means either the stations are actually misled as to their position in the market or one party or possibly even both are not telling the truth. There are too many instances today of the latter situation. What the agencies have had to do is to subscribe at considerable expense to one or more of the services which survey conversion from vhf to uhf. The stations complain bitterly about these services but until such time as they can agree among themselves on a uniform method of periodically measuring conversion and share of audience, they will continue to be judged on the basis of these surveys.

There are three general uhf situations and these are as follows:

1. Uhf first on the air in a new market which has had no television service to date.
2. Uhf coming on the air either in a market which already has a vhf

(Continued on page 88)

Mr. Luce is supervising timebuyer of J. Walter Thompson Co., New York.

EDUCATIONAL TV

IN TWO YEARS: PLENTY OF DREAMS BUT ONLY SEVEN STATIONS

by Earl B. Abrams

THE BATTLE for educational tv (ETV it's called in pedagogic circles) began in 1948 when the FCC imposed its freeze on new tv station grants. Coupled with the technicalities of spacing, the opening of uhf and the establishment of color tv was the sleeper —reservations for educational tv.

This had the whole-hearted support of educators and the backing, highly emotion-charged at times, of FCC Comr. Frieda B. Hennock.

In its 1952 final report, the Commission agreed to the concept of reservations. It reserved 242 channels, now grown to 251—of which 83 are vhf frequencies and 168 uhf. About 60% of the uhf channels are in intermixed markets, with 20% in uhf-only markets.

It is now two years plus since that decision was made, and it is time enough to ask: How fares educational tv?

Depending on to whom you are talking, the answer is fine—or disappointing.

The bare bones statistics show only seven educational stations putting out a signal, 25 in various stages of building—although even here some are fallow (New York's seven, Connecticut's three for example)—and 47 in the status of applicants.

Only 77 channels have been requested by educational applicants.

The picture is bleak in another direction. Of the seven stations operating, only three are vhf; the others are uhf with all the unhappy problems upper band stations have in promoting set conversion and audience.

The three v's are KUHT (TV) Houston, WQED (TV) Pittsburgh, and KQED (TV) San Francisco. Counted as on the air, but fighting the uphill battle yet, are these u's: KTHE (TV) Los Angeles, WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., and WCET (TV) Cincinnati.

WKAR-TV is slightly off-beat; it operates on a commercial uhf channel; but it is pure —it sells no time.

Educators who are close to the tv picture will admit disappointment but not defeat. They recall their repeated warning that the educational groups cannot be expected to move as quickly as commercial interests. They maintain they are heartened by the continuing ferment among prospective backers of educational stations.

It is a difficult thing to oppose educational tv. Nominally, everyone is for it, just as everyone is in favor of dogs and children. Opposing something like educational tv is like arraying oneself on the side of the imps of hell against the hosts of heaven. Yet, it is good sometimes, to strike a balance sheet on the best-intentioned endeavors—if only to clarify things.

That is what FCC Comr. Robert E. Lee did in mid-June in a speech to the Maryland-D. C. Broadcasters Assn.

Have the educational tv reservations been in the public interest, the Commission's newest member asked. Are they an opening wedge for government ownership? Is there enough financial support to continue to keep the channels on ice? Can the educational budget, already strained under the need for additional teachers and more construction, stand the blue chip construction costs and heavy operating drain of educational tv station ownership? What about the possibility of political exploitation?

$100 Million Bill

If all educational channels were spoken for, Mr. Lee said, it would mean a capital expenditure of more than $100 million for construction and first year's operating costs.

At the rate educational tv is moving, Mr. Lee said, it will take 50 years before the full allotment of channels is used. In the two years past, only 20% of the reservations have been asked for; 80% are still unsought.

Mr. Lee's remarks did not go unheeded. They drew an immediate reply from Robert R. Mullen, executive director of the National Citizens Committee for Educational Television, which is the "professional" agitator of community ETV groups.

First, Mr. Mullen denied that educational tv is an attack on the traditional American system of broadcasting. He named these high business leaders who are members of NCCET: Marion B. Folsom, undersecretary of the Treasury; Edward L. Ryerson, former chairman, Inland Steel Co.; Leland Hazard, vice president, Pittsburgh Plate Glass Co.; Paul G. Hoffman, chairman of the board, Studebaker Corp.; James D. Zellerbach, president, Crown Zellerbach Corp.

It isn't likely, he implied, that these men would lend themselves to a movement whose ultimate objective is to subvert the present system of American broadcasting.

In only two of the cities with one million or more population has there been no activity for educational tv, Mr. Mullen added. These are Milwaukee and Minneapolis. In every other such metropolis, educational stations are either on the air, in the process of construction, or an application has been filed, he pointed out.

In lesser communities, and in the cities where uhf channels are the reserved frequencies, the educational tv activity has been on a par with commercial activity, Mr. Mullen said. He counted $15 million in assets already raised by the educational tv forces.

Concern about financing has no basis in fact, Mr. Mullen said. Of the first 50 educational stations due to begin operating, 34 are community-financed, eight are tied in with a university or college and eight are state-owned.

Ralph Steetle, executive director of the Joint Committee on Educational Television, the group which guides the educators in applying, building and putting stations on the air, puts it another way.

"Educational tv, right now, is like an iceberg—the largest part of its activity is below the surface," he says.

He then leans back and reels off cities, states, organizations, financial plans, status of groups, and other information which make today's educational television activity sound like the early days of commercial television when broadcasters were busy with study, financing arrangements and preparations for applications.

Both the NCCET and JCET are the promoters of community activity—the former for citizens' groups, the latter for the educators. Of the two, JCET came into being first in 1950 to sell educational tv to the FCC. It is the voice of seven educational organizations: American Council on Education, Assn. for Education by Radio-Tv, Assn. of Land-Grant Colleges and Universities, National Assn. of Educational Broadcasters,

National Assn. of State Universities, National Council of Chief State School Officers and National Education Assn.

It fought for reservations in 1950 and in 1951.

Its present program is to protect those reservations, to assist applicants with legal, engineering and program consulting services, to help schools and colleges evaluate program resources and cooperate in encouraging program exchange, and to organize conferences on educational tv. It puts out a substantial number of periodic books, pamphlets, status reports, and other information.

Mr. Steetle came to JCET from Louisiana State U., where he was radio director. He took the place of Richard B. Hull, Iowa State College's radio-tv director (WOI-AM-FM-TV). Walter B. Emery, former legal aide to ex-FCC Chairman Paul A. Walker, is special consultant, and Cyril M. Braum, former chief of the FCC Broadcast Bureau's television division, is engineering consultant.

NCCET came into being in 1952, following the victory for educational reservations. Its aim is to assist communities in organizing for educational tv. Mr. Mullen, who leads NCCET, is the former public relations director of the Citizens for Eisenhower Clubs, a former *Life* Magazine editorial writer, and a former Foreign Operations Administration executive. NCCET has a staff of five field men who are responsible for geographic territories throughout the U. S., among them Earl Minderman, former administrative assistant to ex-FCC Chairmen Wayne Coy and Paul Walker. It is backed by an advisory council of more than 100 national organizations (civic groups, labor organizations, women's clubs, business organizations) which lend local support.

Ann Arbor Center

There is one other national organization in the field of educational tv which should be identified. This is the Educational Television and Radio Center at Ann Arbor, Mich., which began operating late in 1953.

The Center is headed by Dr. H. K. Newburn, former U. of Oregon president. Robert B. Hudson, former U. of Illinois broadcasting director and adult education specialist, is program coordinator.

The Center's purpose is to act as a clearing house for the exchange of programs among educational tv stations. It underwrites program ideas. It is building up a background of programs from diverse sources, national and international. It is making grants to institutions and others for the production of new program ideas. It is screening available films, commercial and otherwise, for possible use on educational tv. It is also doing research on the needs for educational tv programming, the establishment of a script exchange and the formation of a film library of stock materials.

The Ann Arbor Center is responsible for the kinescoping of the famous course on Shakespeare by Dr. Frank C. Baxter, of the U. of Southern California, first popularized over KNXT (TV) Los Angeles, a commercial station. A series on child psychology is being produced by the U. of Michigan under a grant from the Center. Others in the

THE SEVEN ON THE AIR

Here, in the chronological order in which they began telecasting, are capsule descriptions of the seven non-commercial, educational tv stations that have reached the stage of actual operation. Only three of them have been telecasting more than six months. Of those three, two are uhf, one of them competing for audience in a market containing seven vhf commercial stations. The veteran educational vhf is sort of half a body—since one of its two owners has not yet joined the operation. Of the seven on the air, four are u's and three are v's.

KUHT (TV) HOUSTON: licensed to the U. of Houston and the Houston Independent School District, began operating May 25, 1953, on ch. 8. It runs five days a week, 128 hours a month, of which 91% is live. It is estimated that it cost $350,000 to build and $110,000 per year to operate.

KUHT offers by far the longest list of telecourses of any educational station. These include landscaping, Spanish, mental health, piano, the arts, children's literature, English, sciences, business, psychology, farm management, music, photography, economics, world literature.

KUHT has been having its problems. Although licensed to both the U. of Houston and the Houston school authority, the latter has yet to join forces in the operation of the station. At issue, apparently, is the $165 per hour that the station has set for serving the school system with programs.

KTHE (TV) LOS ANGELES: licensed to the Allan Hancock Foundation of the U. of Southern California, began operating Nov. 29, 1953, on ch. 28. It was running seven days a week, 64 hours a month, of which 65% was live. In recent weeks, with the resignation of Capt. Hancock from the university's board, and the withdrawal of his personal interest in the station, KTHE has gone on a five-day-a-week, 40-hour-a-month schedule. It has also reduced its staff from 26 to 10. The station was built at a quoted cost of $175,000 and runs at an estimated $250,000 a year budget.

Courses offered are Spanish, natural sciences, fiction writing, driver education and motion picture photography.

WKAR-TV EAST LANSING, MICH.: licensed to the Michigan State College, began operating Jan. 15, 1954, on ch. 60. It runs seven days a week, 152 hours a month, of which 80% is live. Station is said to have cost $500,000 to build and runs at an annual budget of $350,000.

Its telecourses are dramatic literature, salesmanship, driver education, political science and various literature and fine arts subjects.

WQED (TV) PITTSBURGH: licensed to the Metropolitan Pittsburgh Educational Television Station, began operating April 1, 1954, on ch. 13. It runs five days a week, 68¼ hours a month, comprises 94% live. Station is said to have spent $275,000 for construction, has a $250,000 per year operating budget. Staff is comprised of 27 paid employes and 100 volunteers and students.

Among the courses offered over this community-owned station are marriage, German, sciences, arts.

WHA-TV MADISON: licensed to the Wisconsin State Radio-Tv Council, began operating May 3, 1954, on ch. 21. It operates six days a week, with 54 hours a month, of which 69% is live. Its construction is said to have cost $175,000, of which $75,000 came from the state and $100,000 from the Fund for Adult Education. It is offering courses in German, American politics, Spanish, music and Shakespeare. Lester H. B. McCarthy, executive director of the Radio-Tv Council, reported that more than 200 people signed up and paid for supplementary material for these courses.

KQED (TV) SAN FRANCISCO: licensed to Bay Area Educational Television Assn., began operating June 10, 1954, on ch. 9. It only programs for one hour on Mondays and Thursdays, from 7 to 8 p.m. Construction of this station is estimated to have cost $242,000, and its operating budget is set for $125,000 yearly. All its programs are kinescopes from the Educational Tv and Radio Center, Ann Arbor, Mich.

WCET (TV) CINCINNATI: licensed to the Greater Cincinnati Television Educational Foundation, began test telecasting June 29, 1954, on ch. 48. It began program broadcasts July 19, 1954, and expects to reach regular operations in September. As of now, WCET operates five days a week, putting out about 60 hours of programming a month, 60% live.

Most of its programming is either local children's or public service telecasts, plus some of the kinescopes from the Educational Television and Radio Center at Ann Arbor. There are no telecourses as such yet.

SEVEN DAYS OF EDUCATIONAL TELEVISION FARE

	SUNDAY				MONDAY				TUESDAY			
7:00 pm	Brazilian Tapestry	F	ST	INF	Parochial Schools	L	PRS	ESA	LA City Schools	L	PS	ESA
7:30	An Idea Takes Wings	F	ST	INF	YMCA Group	L	C ST	AE	Enterprise Playground	L	GA	ESA
8:00	People, Places, Politics	C-K	U	AE INF	Big Picture	F	GA	INF	Under Same Stars	C-K	U	AE INF
8:15	———				———				Diesel, Mod. Power	F	I	AE
8:30	———				Paulena Carter, pianist	L	ST	AE	Scientific Illus.	L	C PS	AE
8:45	———				———				———			
9:00	———				Convers. Spanish	L	C PS	TC AE	Natural Resources of Calif.	L	C PS	TC AE

	WEDNESDAY				THURSDAY				FRIDAY				SATURDAY			
7:00 pm	Long Beach City College	L	PRS	AE	Driver Education	L	PS	TC	Using Overhead Proj. for Reading	L	C PS	AE TC	Wings to Italy	F	I	AE INF
7:30	Let's Play Like	L	GA	ESA	Let's Play Like	L	GA	ESA	Let's Play Like	L	GA	ESA	Carry on Country	F	ST	INF
8:00	10th Dist. PTA	L	C ST	AE	Water, Fountain of Life	F	I ST	INF	Under Same Stars	C-K	U	AE INF	From Mind of Man	C-K	U	AE INF
8:15	———				———				Speeding Speech	L	C PS	AE	———			
8:30	Long Beach Jr. Band	L	C PS	PR	———				Your Public Library	L	C ST	AE	Prepare for Glorious Spring	F	ST	INF
8:45	———				Electrical Terms	F	ST	AE	———				———			
9:00	Fiction Writing for Magazines	L	C ST	AE TC	Phys. Sci. for Layman	L	C PS	AE INF	How to Sell in '54	L	C PS	AE	———			

THIS is a typical week's schedule at an educational tv station (KTHE [TV] Los Angeles — March 21-27). The symbols in the first column after the program name indicate the source (L—live; F—film; K—Kinescope; C—Ann Arbor Center); second column, who presented it (PS—public school; PRS—private school; U—university; C—civic group; GA — government agency; ST — station staff; I — industrial); third column; type (INF—information; AE — adult education; TC — telecourse; PR — public relations; ESA—education for school age [5-17]).

works are a series on atomic energy, foreign art films, great ideas (Mortimer J. Adler), drama series, UN report.

All of this national activity takes finances. No discussion of educational tv is complete without identifying the place of the Ford Foundation in financing this movement.

Thus far, educational tv has virtually subsisted on the largesse of the Ford Foundation's Fund for Adult Education. FAE, as it is more commonly known among recipients, has granted JCET more than $500,000 since 1950. It has given NCCET more than $600,000. The Ann Arbor Center became possible only when FAE gave $3 million.

FAE also plays a key part in station financing. It offers to match, on a one for two basis, funds raised by citizens' groups. For every $200,000 raised among the people of a community, FAE gives $100,000—up to a maximum of $150,000. This is a pretty good goal to shoot at and many communities have striven mightily for that assistance.

In a more modest way, Emerson Radio & Phonograph Co., New York, has also proffered financial assistance to educational tv stations. It established a $100,000 fund, to be split equally among the first ten educational tv stations to begin operating.

Personal foundations have played a major part in the financing of individual educational tv stations. In Pittsburgh, for example, the beginnings of WQED came from the Mellon Trust Fund. In Los Angeles, KTHE was until recently underwritten by the Allan Hancock Foundation. "Seed" money in many another city has been provided by a single contributor.

By and large, the basic financial strength for educational tv has come from large numbers of individuals, on a one or two dollar contribution level. In Denver, the citizens group raised $58,000 in this way toward its goal of $250,000. In Chicago, $800,000 was raised.

In St. Louis, nearly $1 million was raised —including $500,000 from department store owner Arthur Baer, the Ford Foundation, and the value of the properties offered by two local universities. In that city half of the $300,000 annual operating budget was arranged for by an agreement with 20 school districts to pay $1 per pupil per year for in-school programming. In addition to large contributions from corporations and labor unions, $100,000 was raised in a door-to-door campaign.

In North Carolina, the U. of North Carolina has $1 million earmarked for a transmitter on a mountain peak near Chapel Hill. Studios are being built in Chapel Hill, Raleigh and Greensboro. When WUNC-TV goes into operation this fall with maximum 100 kw power, its ch. 4 signal will cover at least one-third of the state.

In New Orleans, a non-profit citizens group was organized. It raised $15,000 to underwrite a professional survey of educational tv potentials. The survey determined it could be done—figuring $70,000 a year from school boards at 50 cents per pupil, and donations of funds or facilities from colleges, libraries and other cultural groups. In physical assets, the New Orleans group counts $100,000 in gifts from commercial and educational sources.

One of the early hopes of educational tv protagonists was that states would appropriate the necessary funds to build and operate stations.

It has not worked out that way.

Only two states have come through with appropriations. Alabama voted $500,000 to establish a state authority on educational tv. The State Building Commission allocated $262,000 for building facilities. FAE put in its $100,000. Alabama plans two transmitters, at Mt. Cheeha and at Birmingham. It also plans studios at these two locations and at Auburn.

In Oklahoma, a state educational tv authority has been established with $600,000 allocated for two years. These funds come from the Public Building Fund (income from oil wells on the State Capitol grounds) and can be used for capital construction only. Operations money to run the two planned stations (Oklahoma City and Tulsa) must come from other than tax money, the state decided.

In other states, legislatures have turned thumbs down.

In New York, after the state refused to take the responsibility for the seven construction permits granted to the Board of Regents, the formation of citizens groups to take over these CPs was approved.

In New Hampshire, a Governor's commission recommended that non-profit, citizens' groups take over.

In New Jersey, the state spent $100,000 on a two-year-pilot run with a station at New Brunswick. This ended last month when the governor and legislature refused additional monies. Gov. Robert B. Meyner said, "A 20-inch screen should never be allowed to come between teacher and pupils during school hours."

In Connecticut, a state commission recommended the expenditure of $300,000 on a two-year experiment over *commercial* stations. The commission rejected a proposal that the state spend $1.5 million to build the three stations already granted in the state.

In Wisconsin, the state legislature created a radio-tv council to be licensee of a state-owned network. But the assumption of this responsibility cannot be exercised until the voters decide by referendum in November. However, the state did lay out $75,000 to be used for a pilot station at Madison.

Of course, tax monies are involved when state and city colleges and universities join in sponsoring a community educational tv endeavor. So are the payments from school districts, which offer a growing increment for educational tv stations. In such cases, the station contracts to supply a certain number of in-school and out-of-school programs for children, and the school district pays for this by quota (50 cents, $1 per pupil).

In other ways, states have contributed



The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.

45 45 45 45 45 45 45 45 45

MR. STATION OWNER:

Here is our answer to your problem,



WHERE TO PUT 45's

FOR 45's

Model GS0736 Shown

Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50

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BASKETBALL
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ICE SHOWS
BOXING
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The
MADISON SQ. GARDEN
Show

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Dallas, Tex. Richmond, Va.
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RUSSELL-BARRY ASSOC.
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CROWN PICT. INT'L.
Hollywood, Cal.
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financially to educational tv. For example, early in July the Louisiana legislature appropriated $260,000 for the establishment of a tv center at Louisiana State U. This will work on production, technical, and other aspects of tv operations. It will also study the question of state-owned, on-the-air facilities.

Of course, educational stations can raise assets in other ways.

In Pittsburgh, WQED (TV) counts more than 70,000 members, who subscribe $2 a year for its chatty, monthly program brochure. Incidentally, the program pamphlet contains advertising.

In Birmingham, the Storer-owned WBRC-TV has given the local educational group physical facilities estimated to be worth $200,000.

In Memphis, the educational group has a promise of $160,000 worth of equipment from WMCT (TV), the local Scripps-Howard station.

The Detroit group already has an fm transmitter used by the now defunct WCIO-FM.

In San Francisco, KQED (TV) has gear contributed by KPIX (TV) and KRON-TV.

In Tulsa, the state has signed a lease to put its antenna on the same tower as KOTV (TV)—at a nominal fee.

There have been other less publicized gifts from commercial sources.

It is not surprising in some instances to find that the existing commercial vhf stations are helping educational tv—mostly also vhf. This is termed enlightened self-interest by some of the more cynical observers who note that the occupation of a valuable uhf channel by a non-commercial station reduces competition.

Economy Factors

In building a station, educational tv'ers can be much more economical than commercial outlets. In many instances, facilities are part of the contributions by local educational and cultural institutions (buildings, land, etc.). Also to be counted are gifts of equipment from commercial interests (transmitters, antennas, camera chains, etc.). And operating charges can be kept well below the level of commercial operation through various means, not the least of which is the use of school faculty members and students in programming, production and technical operation. Many educational stations use, or plan to use, "volunteers." These can be used in a variety of ways (secretarial, mailings, etc.) to contribute to keeping operating expenses down.

There is another factor which permits a low rate of operating expenses. This is that educational tv stations need not operate the long hours required for commercial stations. In the case of most educational stations on the air, two hours per day is not uncommon.

It long has been an FCC policy that the efficient use of a broadcast frequency means the quantitative usage of a channel. Educators counter the suggestion that short hours mean an inefficient use of a public resource. Raymond H. Wittcoff, NCCET chairman, expressed the NCCET's attitude in a quip in the July 17 *Saturday Review:* "It would be financially and educationally sound for the non-commercial stations to adopt a policy of being dark in those hours when they cannot be bright."

Mr. Wittcoff had a similar response to those who point to the low level of listenership to educational tv. "In evaluating the size of the audience," he said in the same article, "it will be more significant to make comparisons with the small numbers who ordinarily would be exposed to educational offerings if there were not television rather than with the huge audiences watching the commercial stations."

Undeniably, audiences of educational offerings are embarrassingly small.

Item: KUHT Houston runs about a 0.2 to 0.4 rating in American Research Bureau reports. Its highest rating was a 3.6—and that came during its telecast of a U. of Houston basketball game (not especially an educational offering).

Item: KTHE Los Angeles claims a 20,000 uhf set conversion figure. American Research Bureau says that the number of uhf sets are so low in Los Angeles that they are statistically un-countable.

Item: WKAR-TV East Lansing claims 25,000 uhf sets for its uhf signal. Again, ARB says it is unable to find enough such sets or conversions to make a statistical estimate.

Ironically, the much-touted course in Shakespeare, now being shown via kine on educational outlets, received a 3.4 rating by ARB on the Saturday mornings it was carried in late 1953 and early 1954 over the facilities of CBS's KNXT (TV) Los Angeles. This was a highly respectable rating, since competing commercial stations were at the same time earnings ratings of 1.8. 1.2, 2.7 and 5.8.

On KNXT, the Shakespeare course enrolled 332 for credit, 886 as auditors, and had an estimated 400,000 viewers. More than 300 persons showed up for a final examination.

This much is clear. Educational tv is far from the levels it should be in two years.

Stations operating on vhf channels, where the audience is ready made, have viewership that trails far behind the audiences of commercial stations. Some trail so far behind, they are research non-entities (their ratings are lumped as "others").

Where the educational tv outlets are operating on uhf bands, they are suffering from the same anemia that commercial uhf operators are; little if any conversions.

Finances are still a major educational tv problem. Even those stations already operating have money concerns. For example, KUHT in Houston reported in its year end statement that its No. 1 problem is "outside financial help." Manager John Schwarzwalder said in that report:

"Providing a program service for only 40 hours a week is an uneconomical use of more than $300,000 worth of equipment."

Broadcasters who have made formal requests to the FCC for changes in the educational reservations have met uniform defeat. In New Orleans, in Milwaukee and in Minot, N. D., commercial broadcasters had such petitions denied by the FCC.

But the attitude of commercial broadcasters has mellowed over the past two years. In 1952-53, the Illinois Broadcasters Assn.

NOW! the new Gray telop III

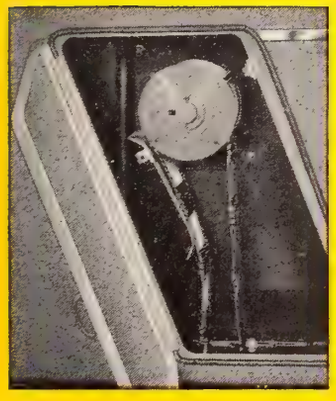
Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the
Gray Audograph and PhonAudograph.

was hell-bent for putting the blocks to educational tv in that state. It sponsored a bill to prohibit the use of tax money for educational tv by the U. of Illinois. This passed the Illinois lower house, but failed in the Senate.

This year, the IBA committee approved educational tv, but qualified its assent in only one respect—that any use of state money for educational tv be approved by the legislature first.

Maybe commercial broadcasters are recalling the more than 150 educational stations once extant in the early days of standard broadcasting, now thinned to a sparse 30.

Maybe they recall the sky-high hopes and promises for educational fm, which numbers only 117 stations on the air throughout the nation.

Maybe they figure educational tv will take the same course.

At the most, from the looks of things today, educational tv isn't going very far, very fast.

IS MADISON AVENUE SELLING UHF SHORT?

(Continued from page 81)

station or has received coverage from a distant vhf city.

3. Several uhf stations coming on the air at the same time under one or both the above two conditions.

Situation number one generally revolves around a purely market consideration and I think if these stations feel Madison Avenue is against them the reason is because they have failed to realize that with television costs so high, most advertisers necessarily cannot hope to reach 100% of total U. S. sets. Also, a number of new stations, both uhf and vhf, are located in markets in which local media have never received much national advertising.

It is in case number two where the so-called classic situations have developed. In certain cases uhf station call letters and cities are indelibly imprinted in the minds of timebuyers and I honestly feel most agencies have spent a disproportionate amount of time trying to fairly evaluate these claims.

Some of the most bitter instances involve point three where there are two uhf stations in the same television market. Rather than agreeing to promote uhf, these stations generally make their bid for national spot business by bringing along coverage maps which show that the competitor has used complete lack of judgment in antenna selection and his signal is not being received by a substantial portion of the market. After listening to two such presentations, the buyer is apt to be convinced that no one is ever going to buy a television set or bother to convert from an existing vhf and he had better forget about uhf television entirely.

In conclusion, I honestly feel uhf is being judged by agencies fairly; in exactly the same manner as other local media. If a transmission problem does exist, I do not think it fair to blame agencies for failure to buy. They are seldom made aware of these transmission problems as such but are only basing their buying decisions on the resulting audience and cost figures.

'VICTORY AT SEA' PREMIERE

PREMIERE of the NBC Film Division's full-length feature film production of "Victory at Sea" was held in New York at the 60th St. Translux Theatre, attended by top officials of RCA, NBC, United Artists, UN and the Armed Forces. The film was described as "the first theatrical feature produced by a television company." Among those who attended the premiere were Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC; Sylvester L. Weaver Jr., president of NBC; Carl M. Stanton, vice president in charge of the NBC Film Division; Fleet Adm. William "Bull" Halsey; Henry Salomon, producer and co-author of "Victory at Sea"; Capt. Walter Kapig, USN (ret.), technical advisor; Bernard Kranze, general sales manager for United Artists Corp., which is releasing the film, and key production executives of the feature film.

'AMOS 'N' ANDY' QUOTES

CBS-TV's new *Amos 'n' Andy Music Hall,* to be launched in September as a Mon.-Fri. 9:30-9:55 p.m. strip [B•T, July 12], will be sold in six-minute segments at approximately $2,900 per segment for both time and talent, officials reported last week. This price, which applies to new CBS Radio advertisers, scales down to about $2,500 per segment in the case of 52-week contracts. Plans for the series were outlined by Adrian Murphy, president of the network and Freeman Gosden and Charles Correll, creators of Amos 'n' Andy, at luncheons for advertisers and agencies and members of the trade press in New York and Chicago.

WGAL-TV 'MR. CHANNEL 8'

WGAL-TV Lancaster, Pa., is sending to advertisers a 7' x 2' white poster advertising itself as "Mr. Channel 8" with 316,000 w. A gentleman wearing a high hat and monocle and whose body consists of a large red 8 is centered on the sheet. "Mr. Channel 8" claims to be first in central Pennsylvania area coverage, reaching, besides his home city, Harrisburg, Reading, Lebanon, York, Hanover, Chambersburg, Sunbury, Lewistown, Pottsville, Shamokin, Carlisle and Coatesville. Large red letters against a black background identify the stations and network affiliations. The caption reads: "growing, growing, GROWN! new super power! more impact for your dollar!"

TSLN FLOOD COVERAGE

COMPLETE on-the-scene flood coverage was provided to all Texas Spanish Language Network stations, according to KIWW San Antonio, which sent its program director, Quintin Bulnes, and members of its public relations and engineering staffs into the Rio Grande flood area at Laredo, Texas. Telephone reports and tape recordings made in the field provided a detailed report of conditions in the disaster area to all TSLN stations, KIWW reports.

KVOZ FLOOD REPORTS

KVOZ Laredo, Tex., reports going on a 24-hour emergency operations schedule during the recent Rio Grande flood crisis. At two-hour intervals the station carried reports from police station-emergency headquarters, in addition to hourly U. S. Weather Bureau broadcasts. When the flood became severe, programs were interrupted to bring messages and warnings of water stage. Four local amateur stations based at key points originated running reports of danger spots from their mobile units. Eventually the station was flooded and personnel and transmitter were moved to Laredo Air Force Base, where a studio had been under preparation for several weeks. KVOZ returned to the air in a few hours continuing to use the temporary studio for two days until they were able to return to its regular studio buildings.



SITTING among promotion pieces of Crosley Broadcasting Corp.'s "Operation Sunburst" campaign [B•T, July 19] is Crosley President Robert E. Dunville. The set of six 15-ounce glasses, with embossed portraits and autographs of Crosley personalities, can be obtained by sending one dollar and a boxtop or label from any product advertised on any of the five Crosley outlets. Records to right and left of Mr. Dunville are special promotion pieces with a message to advertisers and agencies.

BUSINESS IS GOOD

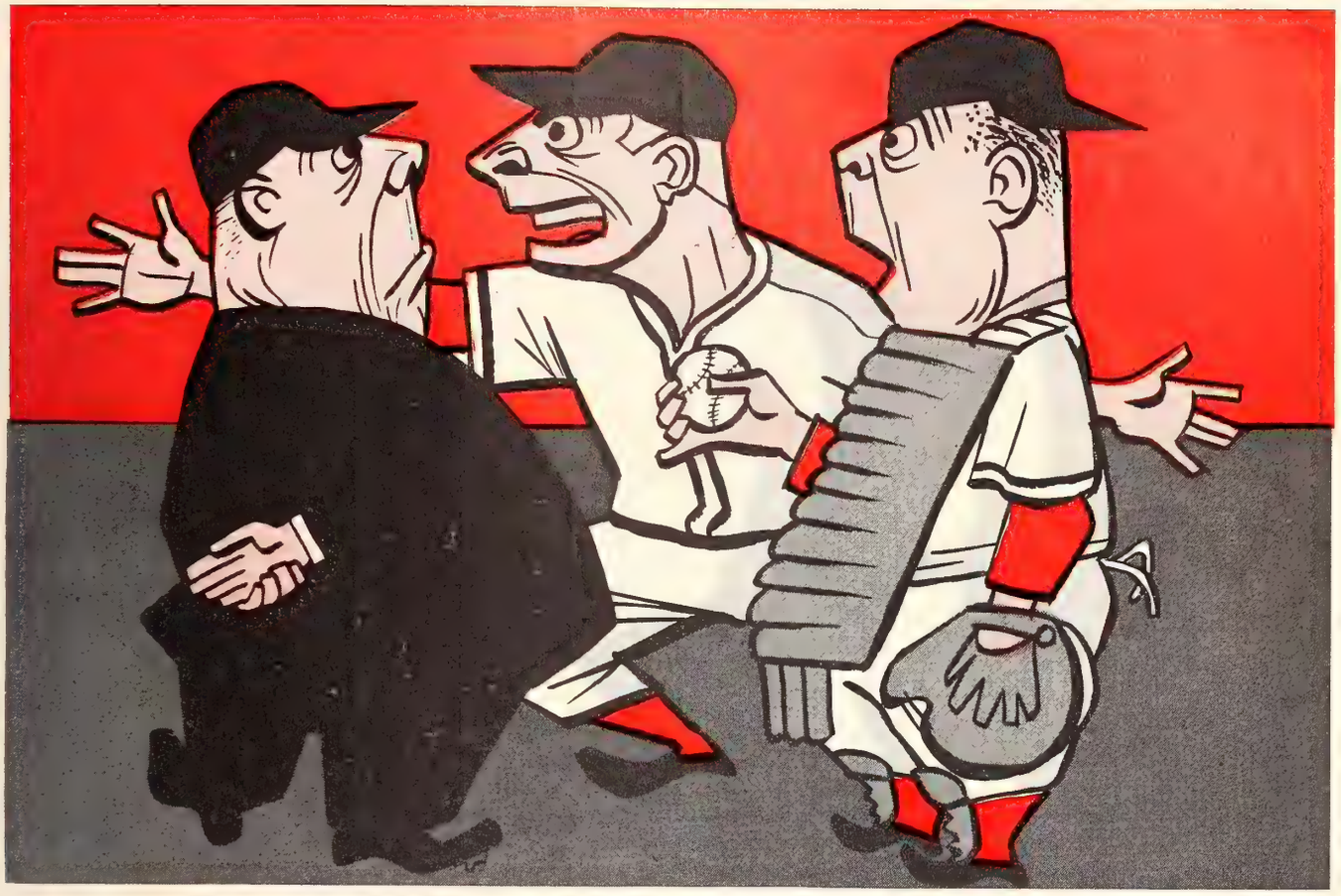
KOMA Oklahoma City is sending to agencies and advertisers a green and white promotional folder which describes, with illustrations, the many places radio may be heard. The cover speculates: "Somebody may have one under the bed." The 20 illustrations range from football games to factories, from kitchens to bathrooms. "No matter what you're doing, you have KOMA Radio," it is pointed out and "there's no substitute for the convenience of radio." The back cover scoffs at recession talk, at least in Oklahoma. Using an AP report coupled with financial and sales statistics, KOMA claims that, in Oklahoma, business is better than it was last year.

NAME THE LURE

FREE week-long vacation at Missouri's Lake of the Ozarks was the top prize in a contest conducted by Sam Molen, sports director for KMBC-AM-TV and KFRM Kansas City, Mo. The competition, featured on *The Outdoorsman* program, offered viewers a chance to name a new fishing lure.

NBC CLEVELAND 'FIRST'

THE SIMULCAST of the "Masters of Melody" concert orchestra brought greater Cleveland listeners and viewers bi-naural sound for the first time, according to NBC's WNBK (TV) and WTAM-AM-FM there who teamed up for the presentation. S. E. Leonard, engineer in charge of Cleveland's NBC stations, said best



How to Get THROUGH to an Important Audience!

When Leo Durocher decides to have a "talk" with an umpire whose vision and wisdom he questions, he sticks his amplifier right under the nose of his target's "receiver." He gets through. He has a strong, clear signal and while he may sometimes lose the rhubarb, he struts back to the bench certain-sure that his message was heard . . . by the guy who could do something about it. So it is with KEYSTONE BROADCASTING's seven hundred and forty-five HOMETOWN and RURAL radio stations. The signals are good and strong and with no costly WATTS spilling and splashing around the wide-open spaces. KBS puts your message on the target and the target is more than 50 million families you can reach quicker, cheaper and better than any other way we know. And if you want a test run on KBS, give us your line-up and we'll build you a network to your specifications. You'll find KEYSTONE audiences will bat "clean-up" for you inning after inning.

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57 Post Street
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✓**TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓**MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓**ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone®

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Scholl Mfg. Co. (Participating) Nick Carter (497)	American Forum of the Air
6:15	Paul Harvey Belltone			
6:30	Co-op George Sokolsky	Summer In St. Louis	Mutual Benefit On the Line with Bob Considine (546)	
6:45	Quincy Howe		Harry Wismer Sports (355) General Tire	
7:00	Highway Frolics	Juke Box Jury	Rod & Gun Club-Co-op	NBC Concert Orchestra
7:15				
7:30		Toni Juke Box Jury (205)	Wonderful City	Conversation
7:45		Juke Box Jury (sust.)		
8:00		Gary Crosby Show	Hawaii Calls	Co-op Sunday with Dave Garroway
8:15				
8:30		Philip Morris My Little Margie (144) R	Enchanted Hour	
8:45				
9:00	Lorillard Taylor Grant	Kraft Theatre (9/5)	The Army Hour	
9:15	Frank Conniff			
9:30	Highway Frolics (Cont'd)		London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Co-op Men's Corner	Inheritance
10:15	Geo. Hamilton Combs	Man of the Week	Hazel Markel Co-op	
10:30	The Assemblies of God "Revival Time"	U N Report	Little Symphonies	Meet the Press
10:45		John Derr Sports		
11:00	Moods in Melody	News	Co-op Ed Pettitt	News from NBC
11:15 PM		Dance Orchestra	Winnepeg Sunday Concert	No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn Ernie M-F	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)		Gabriel Heatter	Miles Labs News of World (166)
7:45		Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
8:00	General Motors Henry Taylor (159)	Toni & Carter My Friend Irma (200)	The Falcon *	Hollywood Bowl Concerts thru 9/13
8:15	American Music Hall			
8:30	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	
8:45				
9:00	Camaratta Music Show	Liggett & Myers Gunsmoke (195)	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
9:15			9:15-25 Newsreel	
9:30	Sammy Kaye	Wrigley Gangbusters (195) LB 8/9	9:25-9:30 Miller News, Miller Brewing Co. (421)	Cities Service Band of America (113) N
9:45		Robt.Trout, News Chevrolet (197)	Co-op Reporters Roundup	
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards (189)	Fibber McGee & Molly *3-Plan
10:15	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
10:30	Martha Lou Harp		Distinguished Artists Series	Two in the Balcony
10:45				
11:00	Songs by Dini	News	Co-op Ed Pettitt News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
7:30	General Mills Silver Eagle		Gabriel Heatter	Miles Labs. News of World (168)
7:45		Am. Oil-Hamm Ed. R. Murrow (98)	The Coca-Cola Co Coke Time (245)	Toni Co. One Man's Family (182)
8:00	Jack Gregson	Amana People Are Funny (172) (alt. wks.)	Mickey Spillane Mystery *	It Happens To You S
8:15				
8:30		Suspense	(Co-op) High Adventure	Barrie Craig
8:45				
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Johns Manville Bill Henry 9:05 Spotlight Story	Liggett & Myers Dragnet (197)
9:15			Co-op Newsreel	
9:30	Chr. S. Publ. Co. Irwin D Canham (20)	Tu-F 9:30-55 Jack Carson	Search That Never Ends	W. W. Chaplin News
9:45		Robt.Trout, News Chevrolet (197)	9:55-10 (404) Lorne Greene	Crime and Peter Chambers 9:35-10
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
10:15	Turner Calling	Straw Hat Concert	Manhattan Crossroads Co-op	Heart of the News
10:30	Martha Lou Harp		Co-op State of the Nation	Stars from Paris
10:45				
11:00	Chautauqua Story	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Collector's Item
10:45				
11:00	Marines in Review	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	
11:15			Merry Mailman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Pan-American Union	The Leading Question	Studio Concerts	Music for Thought
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (108)	Bob Trout Chevrolet (205)	Wings of Healing Global Frontiers	Man's Right to Knowledge
1:15		World Music Festival	World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	ReaLemon Tu & Th S M-W-F Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Easy Does It	
9:30	Philco, M-W-F Quaker Tues. & Thurs.	Bristol-Myers Campana Godfrey (192) R	Barbara Welles	
9:45	Sterling Drug My True Story (212)	Minn. Mining Kellogg, Adolph's Godfrey (199) R	Co-op Cecil Brown	The Bob Smith Show S
10:00	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Intl. Celluc. Frigidaire-Arthur Godfrey (198) R	Allen Prescott	
10:15	When A Girl Marries (165) Carnation Co.	Toni, Star-Kist Godfrey (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	
10:30	Mdrn. Romances M—Cats Paw Tu-F—sust.	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	Miles Labs Break the Bank
10:45	Ever Since Eve	Pillsbury (206) R Toni		C-P-P Strike It Rich (179)
11:00	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day Lettuce Inc. Sust.—Tu&Th	
11:15	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	C-P-P The Phrase that Pays (183)
11:30	Valentino	General Foods Wendy Warren (159)	Down at Holmsey's	Second Chance *3-Plan
11:45	Okla. Wranglers 12:15-12:25	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	Pauline Frederick Reporting
12:00 N	Jack Berch Prudential 12:25-12:30	Whitehall Helen Trent (186)	12:20-12:30 Tu. & Th. (428) Miller News, Miller Brewing Co.	
12:15 PM	N.S.A.	Whitehall Our Gal Sunday (179)	12:30-1 No Service	No Network Service
12:30	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
12:45	Co-op Ted Malone	P&G Oxydol Ma Perkins (167)	Ray Heatherton	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15		Galen Drake		Egbert & Ummly 8:30-9:30
9:30		St. Louis Melodies		
9:45		Co-op Garden Gate	9:30-9:35 S. C. Johnson News	
10:00	(10-10:30) Table Products, Inc.	Galen Drake	No Network Service	Eddie Howard's "Just For You" Show
10:15				
10:30	Ralston & Nestles Alternate wks. Space Patrol (284)	Nehi (160) Robt. Q. Lewis	10:30-10:35 Johnson News 10:35-11 Country Cousins Corner	Pet Milk Mary Lee Taylor (144)
10:45				
11:00	Platterbrains	TBA Helene Curtis (160)	Helen Hall	
11:15		Van Camp (160) 12-12:05 p.m. Shadel-News Dr. Scholl (188)	No Service	
11:30	All-League Clubhouse S		11:30 Johnson & Son News 11:35 U. S. Military Academy Band	Serenade to Romance
11:45				
12:00 N	101 Ranch Boys S	12:05-30 Romance S	Farm Quiz	U.S. Marine Band
12:15 PM				
12:30	American Farmer S	Carnation, Stars Over Hollywood (201)	Transylvania Music Camp	U.S. Army Band
12:45				
1:00	Navy News S	Carter City Hospital (205)	Dance Orchestra	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15				

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BROADCASTING

THURSDAY

NBC	ABC	CBS	MBS	NBC
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
Co-op Allen-Hodges Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
No Network Service	Budweiser Bill Stern	No Service		No Network Service
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Alex Drier Man on the Go Co-op	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
No Network Service	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
Miles Labs News of World (158)	General Mills Silver Eagle	Am. Oil-Hamm Ed. R. Murrow (98)	Murine (Alt. Wks.) Deepfreeze Appliance (521) Gabriel Heatter	Miles Labs News of World (168)
RCA Victor One Man's Family (199)			The Coca-Cola Co Coke Time	Toni Co. One Man's Family (182)
News Game	Jack Gregson	Meet Millie	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
Spend A Million S 7-7 thru 8-25		That's Rich	Co-op Crime Fighters	Dr. Sixgun S
DeSoto Plymouth Dealers, The Best of Groucho (191)	Sammy Kaye	On Stage with Cathy & Eliott Lewis	Johns Manville Bill Henry 9:05 Spotlight Story	Adventures of the Scarlet Pimpernel
			Co-op News Reel	
Amer. Cig. & Cig. Big Story (192)	Paul Whiteman Varieties	Jack Carson	Author Meets the Critics	W. W. Chaplin News 9:30-35
		Robt. Trout, News Chevrolet (197)		Senor Ben 9:35-10
Fibber McGee & Molly *3-Plan	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
Heart of the News	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
Keys to the Capital	Front & Center		Musical Caravan	Jane Pickens Show Co-op
No Network Service	Indoors Unlimited	News	Co-op Ed Pettitt-News	No Network Service
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
Budweiser Bill Stern	No Service		No Network Service
Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153)	Am. Oil-Ford Ed. R. Murrow (199)	Union Pharmaceutical Co. (471) Gabriel Heatter	Miles Labs News of World (168)
		In the Mood	One Man's Family
Jack Gregson	Mr. Keen	Counterspy *	Hear America Swingin', 8-10:-8-8:30 Stars in Action
	Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	W.W. Chaplin News 8:30-35
	Godfrey Digest		TBA
Sammy Kaye	Arthur Godfrey Digest	Johns Manville Bill Henry 9:05 Spotlight Story	Stars in Jazz
		9:15-25 Newsreel	
		9:25-30 Miller News, MillerBrewingCo.	
The World We Live In	Jack Carson	Have A Heart	W. W. Chaplin News 9:30-35
	Robt. Trout, News Chevrolet (197)		All Star Parade of Bands 9:35-10
American Sports Page	Mr. Keen	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
Capitol Concerts		Fall Out	Listen to Washington
Frank & Jackson	News	Co-op E. D. Pettitt News	No Network Service
Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac	George Hicks News
	Memo From UN		H. V. Kaltenborn News Co-op
Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Showcase
Co-op Sports Afield with Bob Edge	Daniel Schorr	6:55 Johnson-News Repeat	
Show Time Review	Capitol Cloakroom	Co-op Sam Levine	Spotlight on Paris
The 3 Suns		Co-op Report from Washington	
Dinner At The Green Room S	Dance Orchestra	Keep Healthy	The Big Preview
		The Globe-Trotter	
8:00-8:05 ABC News	Escape	True or False	
Dancing Party S	Night Watch	Magic Valley Jamboree	
	P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree	
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
Voice of America	10-10:05 Daniel Schorr	Chicago Theatre of the Air S	Dude Ranch Jamboree
	Saturday Night Country Style		
Music	Dance Music		Pee Wee King Show Co-op
Martha Lou Harp	News	Co-op Ed Pettitt	News from NBC
Orchestra	Dance Orchestra	Dance Orchestra	No Network Service

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DAY

MBS	NBC
Lutheran Hour (479)	U. of Chicago Roundtable
Bandstand USA	The Catholic Hour
	Youth Wants To Know
U. S. Marine Band	The Golden Hour with David Ross
CBC Symphony Orchestra	
Flight in the Blue	Weekend (Radio "Sunday Newspaper") Participating See Note
The Shadow Harrison Prods. Inc. R. J. Reynolds (550) (Both Participating)	
True Detective Mysteries	
5:50-6:00 State Farm Mut. C. Brown	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (163)	Ray Heatherton	No Network Service
	P&G Duz Guiding Light (161)	Wonderful City	
No Network Service	GF Swan-Cal. Mrs. Burton (146)	2:25 Johnson & Son, News	
	P&G Tide Perry Mason (173)	Luncheon with Lopez	
The Martin Block Show 2:35-4	Toni & Bristol Myers Nora Drake (197)		P&G Welcome Travelers
	P&G Ivory Fl. Brighter Day (177)		
	Miles Labs Hilltop House (147) R		
	Lever, Kellogg Housecarty * (182) R	Ruby Mercer Co-op	P&G Pepper Young (166)
	Pillsbury House Party (194) R*		P&G Right to Happiness (163)
	Mike & Buff		P&G Backstage Wife (175)
Reed Browning Show 4-4:25		No Network Service	Sterling MWF Toni Tu-Th Stella Dallas (162)
	No Service	Mutual Music Show	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
Treasury Bandstand		Charlie and John	Manhtn. Soap Woman in My House (188)
	4:55-5 News		Just Plain Bill
Co-op Austin Kiplinger			C-P Lorenzo Jones (191)
Art and Dotty Todd	No Service	Bobby Benson Show	Front Page Farrell
Gloria Parker			It Pays To Be Married *2-Plan
Musical Express	Miles Labs Curt Massey Time (149) R		

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer Show	All Star Parade of Bands
	Let's Pretend		
Festival	Syncopation Piece	2:25 Johnson News	
	Dance Music	Sports Parade	
	Allan Jackson Chevrolet (205)		
	Report From Overseas	Bandstand U.S.A.	
	Adv. in Science		
	Farm News	Sloan Simpson Show	Road Show 2 to 6 p.m. (2½ min. local spot announcements each half-hour)
	World Assignment		
Chautauqua Symphony	Operation Music	Salute to the Nation	
	Treasury Band Stands	Mac McGuire Show	
	Allan Jackson Chevrolet (205)		
Horse Races	Washington U.S.A 5-5:30	5:00 Teen-agers Unlimited	
Labor & Management	Saturday at the Chase	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins. 5:55 Johnson News	

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310)
Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
12-12:05 p.m., Sat., Dr. Scholl—Bill Shadel 188
3:15-3:30 p.m., MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Arthur Godfrey Clients 10-11:30 a.m.
Godfrey 10-10:15 a.m. Bristol Myers, M-W alt. F; Campana T-Th alt. F.
10-10:15 a.m., Minn. Mining, M-W alt. F; Kellogg Tu-Th; Adolph's Ltd. alt. F.
10:15-30 a.m., Knomark M-F alt. days.
10:30-45 a.m., Int. Cellucotton M-W alt. F.
Gen. Motors, Frigidaire, Tu-Th alt. F.
10:45-11 a.m., Star Kist, M-W alt. F.
Toni, Tu-Th., Kellogg, alt. F.
11-11:15 a.m., Lever Bros., M-W alt. F.
National Biscuit, Tu-Th alt. F.
11:15-39 a.m., Pillsbury Mills, M-Th alt. F.
Toni alt. F.
General Motors Chevrolet, Robert Trout, M-F, 9:55-10 p.m.
General Motors—Chevrolet. Robert Trout—News, 9:55-10 a.m.; 1-1:05 p.m.; 2:30-35 p.m.; 5:55-6 p.m.
Sat., Allan Jackson: 1:30-35 p.m.; 3-3:05 p.m.; 4:55-5 p.m.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
Lemon Products—M-F.
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Multi-Message Plan Participants—
Bridgeport Brass Co., Aer-O-Sol Div., Wed., Thurs. & Fri.
Pan Americar Coffee Bureau (Tues. & Thurs.)
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA. Fibber McGee & Molly; Second Chance; It Pays to Be Married.

results are achieved on an equilateral triangle arrangement with the tv set at one angle and a radio set at the other; the viewer forms the third angle. If desired, an fm receiver may be placed in the middle of the triangle leg between the tv set and radio. The result, according to Mr. Leonard, "is natural hearing . . . an entirely new quality of sound, much as if the hearer were listening in the presence of the orchestra under natural conditions."

WAAM (TV) FILMS EXPLOSION

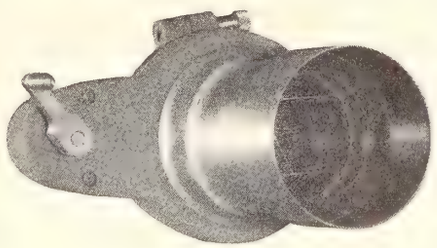
WAAM (TV) Baltimore reports it originated for the ABC-TV network "the first sound-on film interviews with participants and eyewitnesses to the Chestertown (Md.) fireworks plant explosion which claimed 11 lives." WAAM claims its newsmen and cameraman were on the scene less than three hours after the first blast and several hundred feet of film were shot. WAAM edited the complete footage the following day for a special *Report From Chestertown* program.

WFIL (TV) CLAIMS 'BEAT'

WFIL (TV) Philadelphia chartered a plane to fly its newsreel cameraman Harold Hodgeman to Chestertown, Md., for on-the-spot films of the fireworks-munitions plant explosion, scoring a beat on even network news films, according to that station. Jack Hyland, WFIL publicity director, reports that Mr. Hodgeman's films were developed at the station and telecast on the 6:45 p.m. *RCA Victor Television Newsreel* show, giving the station a 45-minute beat on the network news shows and a several-hour lead over other local stations.

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Station Authorizations, Applications
(As Compiled by B • T)

July 15 through July 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through July 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,587	2,572	144	164	129
Fm	558	533	42	8	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	248	308	556[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	259	120	379
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	922	337	714	526	1,241[2]
Educational	55		28	27	55[3]
Total	977	337	742	553	1,296[4]

[1] Eighty-nine CPs (16 vhf, 73 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 588 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANT

Tulsa, Okla.—Okla. Educational Tv Authority granted noncommercial educational vhf ch. 11 (198-204 mc); ERP 75.9 kw visual, 45.7 kw aural; antenna height above average terrain 1,270 ft., above ground 1,133 ft. Estimated construction cost $233,826, first year operating cost $31,160. Post Office address % John W. Dunn, State Capitol, Okla. City, Okla. Studio and transmitter location 6.4 miles WNW of center of Tulsa and 1.9 miles N of Osage-Tulsa County line. Geographic coordinates 35° 11′ 26″ N. Lat., 96° 05′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer George C. Davis, Washington. Principals include Chairman **Charles Franklin Spencer**, president East Central State College, Ada, Okla.; Vice Chairman **Rex E. Pettijohn**, and Secretary-Treasurer **J. B. Harper**, attorney. Applicant proposes to lease transmitter site from vhf ch. 6 KOTV (TV) Tulsa. Granted July 21.

APPLICATIONS

Birmingham, Ala.—**Alabama Educational Tv Commission (WEDM [TV] Munford)**, noncommercial educational vhf ch. 10 (192-198 mc); ERP 30.8 kw visual, 18.5 kw aural; antenna height above average terrain 528 ft., above ground 187 ft. Estimated construction cost $500, first year operating cost $30,000. Post Office address 714 Protective Life Bldg., Birmingham. Studio and transmitter location Red Mountain, Birmingham. Geographic coordinates 33° 29′ 20″ N. Lat., 86° 47′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring Assoc., Washington. Principals include President **Raymond D. Hurlbert** and Secretary **Thomas D. Russell**, secretary-14.4% stockholder WRLD-AM-FM Lanett, Ala., owner of WRFS-AM-FM Alexander City, Ala., and 16⅔% stockholder WCFS Covington, Ga. Applicant will be furnished technical equipment and physical plant by WBRC-TV Birmingham. Filed July 13.

Onondaga, Mich.—**Michigan State Board of Agriculture, Michigan State College (WKAR-AM-FM-TV East Lansing)** vhf ch. 10 (192-198 mc); ERP 316 kw visual, 166.8 kw aural; antenna height above average terrain 1,070 ft., above ground 1,104 ft. Estimated construction cost $453,115, first year operating cost $350,000. Post Office address East Lansing, Mich. Studio location to be determined. Transmitter location Rossmen Rd., Onondaga. Geographic coordinates 42° 26′ 33″ N. Lat., 84° 34′ 21″ W. Long. Transmitter and antenna RCA. Legal counsel Maurice Barnes, Washington. Consulting engineer W. L. Foss Inc., Washington. Michigan State Board of Agriculture is governing board of Michigan State College of Agriculture and Applied Science. Applicant has petitioned FCC to allocate this channel for educational use. If petition is denied, applicant will operate the station on a noncommercial basis. Principals include President **John A. Hannah**; Secretary **Karl H. McDonel** and Treasurer **Philip J. May**. Filed July 13.

APPLICATION DISMISSED

Birmingham, Ala.—Birmingham Area Educ. Tv Assoc. FCC dismissed bid for new tv station on reserved ch. 10 at request of applicant. Dismissed July 16.

Existing Tv Stations . . .

ACTIONS BY FCC

WTHI-TV Terre Haute, Ind.—Wabash Valley Bcstg. Co. granted STA to operate commercially on ch. 10 for the period ending Aug. 12. Granted July 14; announced July 20.

WKNX-TV Saginaw, Mich.—Lake Huron Bcstg. Corp. granted mod. of CP for ch. 57 to change ERP to 178 kw visual, 93.3 kw aural; antenna height above average terrain 446 ft. Granted July 12; announced July 20.

WCET (TV) Cincinnati, Ohio—Greater Cincinnati Tv Educational Foundation granted STA to operate noncommercial educational ch. 48 to provide program service pending filing of license application. Granted July 14; announced July 20.

WILK-TV Wilkes-Barre, Pa.—Wyoming Bcstg. Co. granted mod. of CP for uhf ch. 34 to change ERP to 794 kw visual, 398 kw aural; antenna height above average terrain 1,100 ft. Granted July 16; announced July 20.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. granted mod. of CP for ch. 7 to change ERP to 89.1 kw visual, 53.7 kw aural; transmitter location to 1.8 miles NE of Wausau; antenna height above average terrain 460 ft. Granted July 14; announced July 20.

APPLICATIONS

KOVR (TV) Stockton, Calif.—Television Diablo Inc. seeks mod. of CP for ch. 13 to change transmitter location to top of Mt. Diablo, 8½ miles E of Walnut Creek; studio location to 225 W. Miner St., Stockton; antenna height above average terrain 3,244 ft. Filed July 15.

WCTV (TV) Thomasville, Ga.—E. D. Rivers Sr. seeks mod. of CP for ch. 6 to change ERP to 100 kw visual, 50 kw aural; studio and transmitter location to 1.7 miles NE of center of Thomasville; antenna height above average terrain 367 ft. Filed July 15.

WWJ-TV Detroit, Mich.—The Evening News Assn. seeks mod. of CP for ch. 4 to change ERP to 97 kw visual, 50 kw aural; antenna height above average terrain 1,007 ft. Filed July 15.

WTVN (TV) Columbus, Ohio—WTVN Inc. seeks mod. of CP for ch. 6 to change transmitter location to Obetz Rd. between Parsons Ave. and Lockbourne Rd.; aural ERP to 60 kw; antenna height above average terrain 567 ft. Filed July 20.

WOAY-TV Oak Hill, W. Va.—Robert R. Thomas Jr. seeks mod. of CP for ch. 4 to change ERP to 100 kw visual, 68.87 kw aural; antenna height above average terrain 745 ft. Filed July 15.

STATION DELETED

KSPR-TV Casper, Wyo.—Donald Lewis Hathaway. FCC deleted tv station on ch. 2 at request of attorney. Deleted July 15.

CALL LETTERS ASSIGNED

WEAT-TV West Palm Beach, Fla.—WEAT-TV Inc., vhf ch. 12.

KLRJ-TV Henderson, Nev.—Southwestern Pub. Co., vhf ch. 2.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc., vhf ch. 2.

New Am Stations . . .

ACTIONS BY FCC

Cortez, Colo.—Jack W. Hawkins & Barney H. Hubbs granted 740 kc 250 w daytime. Post office address P. O. Box 469, Pecos, Tex. Estimated construction cost $17,650, first year operating cost $30,000, revenue $36,000. Principals include **Jack W. Hawkins** (50%), 50% interest KIUN Pecos, Tex.; 25% interest KRAG Odessa; KVLF Alpine, and KVKM Monahans, all Tex.; **Barney H. Hubbs** (50%), real estate, ⅔ owner *Pecos Enterprise,* and holds identical interests with Mr. Hawkins in all the above listed stations. Granted July 21.

Warner Robins, Ga.—Warner Robins Bcstg. Co. granted 1350 kc, 1 kw daytime. Post office address % H. Lee Miller, Warner Robins. Estimated construction cost $18,400, first year operating cost $25,000, revenue $35,000. Principals include in equal partnership, **H. Lee Miller,** banking; **D. L. Fountain,** clothing and banking, and **W. T. Giles,** clothing and banking. Granted July 21.

Marksville, La.—Avoyelles Bcstg. Corp. granted 1370 kc 1 kw daytime. Estimated construction cost $16,244 first year operating cost $24,000, revenue $38,000. Principals include President **W. L. Billups** (99.92%), oil and petroleum products, Vice President **Chester J. Coco** (0.04%), attorney, and Secretary-Treasurer **Clarence E. Powell** (0.04%), accountant. Post office address % C. J. Coco, Box 506, Marksville, La. Granted July 21.

Malden, Mo.—Charles W. Craft granted 1470 kc, 1 kw daytime. Post office address % Craft Motor Co., Jonesboro, Ark. Estimated construction cost $19,685, first year operating cost $29,500, revenue $38,000. Mr. Craft is associated with an auto agency and farm machinery company. Granted July 21.

St. Louis, Mo.—Sam Johns d/b as St. Louis Bcstg. Co. granted 1600 kc, 1 kw daytime. Post office address 221 E. Kentucky St., Blytheville, Ark. Estimated construction cost $30,980, first year operating cost $57,636, revenue $90,000. Mr. Johns is owner of Blytheville restaurant, liquor store and recreation parlor. Granted July 21.

Longview, Wash.—W. Gordon Allen & John Truhan d/b as Altru Bcstg. Co. granted 1220 kc, 1 kw daytime. Post office address 260 Hansen Ave., Salem, Ore. Estimated construction cost $13,300, first year operating cost $60,000, revenue $75,000. Principals in equal partnership are **W. Gordon Allen,** president-59.1% stockholder KGAL Lebanon, Ore., ⅓ partner KGAE Salem, Ore., and owner of KRGA Springfield, Ore.; and **John Truhan,** ⅓ partner KGAE and 21% stockholder KSGA. Granted July 21.

APPLICATIONS

Elkhart, Ind.—Clarence C. Moore, 1220 kc, 1 kw daytime. Post office address P. O. Box 123, Route 4, Elkhart. Estimated construction cost $3,100, first year operating cost $48,000, revenue $60,000. Mr. Moore is owner of International Radio & Electronics Corp., builder of electronic equipment. Filed July 15.

North Vernon, Ind.—Dorrell Ochs, 1460 kc, 500 w daytime. Post office address 62 E. Walnut St., North Vernon. Estimated construction cost $15,735, first year operating cost $24,000, revenue $48,000. Mr. Ochs is in the retail auto supply business. Filed July 14.

APPLICATIONS AMENDED

The Dalles, Ore.—Radio Mid-Columbia Inc. amends bid for new am station on 1540 kc 500 w unlimited, directional to specify 1490 kc 250 w. Filed July 16.

Salt Lake City, Utah—Ralph Elwood Winn tr/as Seagull Bcstg. Co. amends bid for new am station on 1050 kc 1 kw daytime to specify 1370 kc. Filed July 15.

APPLICATION DISMISSED

Roseville, Calif.—Melvin D. Marshall, Aldine T. Marshall, John C. MacFarland and Jean G. MacFarland d/b as Roseville Radio. FCC dismissed bid for new tv station on 790 kc 500 w daytime. Dismissed July 19.

Existing Am Stations . . .

ACTIONS BY FCC

WALB Albany, Ga.—Herald Pub Co. granted mod. of license to change studio location to 0.5 mile N of Albany, near intersection of Greenwood & Stewart Sts. Granted July 14; announced July 20.

WKAM Warsaw, Ind.—Kosciusko Bcstg. Corp. granted CP to change from 1220 kc 250 w daytime to 1460 kc 500 w daytime and move studio and transmitter to Goshen, Ind. Granted July 21.

WRZE York, Pa.—White Rose Bcstg. Co. granted extension of STA to operate from 6 p.m. to 11:30 p.m. for the period ending Sept. 20. Granted July 14; announced July 20.

APPLICATIONS

WWWB Jasper, Ala.—Bankhead Bcstg. Co. seeks CP to change from 1240 kc 250 w unlimited to 1360 kc 1 kw daytime. Filed July 15.

WSLM Salem, Ind.—Don H. Martin seeks CP to change from 250 w to 1 kw on 1220 kc. Filed July 19.

KXOL Ft. Worth, Tex.—Ft. Worth Bcstg. Co. seeks CP to increase daytime power from 1 kw to 5 kw on 1360 kc. Filed July 15.

Existing Fm Stations . . .

ACTION BY FCC

WBYS-FM Canton, Ill.—Fulton County Bcstg. Co. granted STA to remain silent for period beginning April 15 and ending Oct. 15. Granted July 14; announced July 20.

Ownership Changes . . .

ACTIONS BY FCC

WSGN-AM-FM Birmingham, Ala.—Jemison Bcstg. Co. granted voluntary transfer of control through sale of all stock to wholly owned company, Tepper Brothers Inc., for $25,000. Principals include President **Robert M. King;** Vice President **Cly de Reagen,** and Secretary **W. B. White Jr.** Granted July 12; announced July 20.

WKAI Macomb, Ill.—Macomb Bcstg. Co. granted voluntary transfer of control to William E. Schons and Edward Schons through sale of 60% interest for $22,028. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Granted July 21.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. granted voluntary transfer of control to Edward Schons and William E. Schons through sale of 50% interest for $19,000. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Granted July 21.

KXGI Ft. Madison, Iowa—KXGI Inc. granted voluntary transfer of control to J. R. Livesay, R. Karl Baker and Greg Rouleau through sale of all stock for $44,000. Principals include **J. R. Livesay** (⅓), president-general manager-50.5% stockholder WLBH-AM-FM Mattoon, Ill., and president-33.7% stockholder WHOW Clinton, Ill.; **R. Karl Baker** (⅓), general manager-10% stockholder WLOS-AM-FM Jacksonville, Fla., and **Greg Rouleau** (⅓), general manager KXGI. Granted July 21.

WHYN-AM-FM-TV Springfield, Mass.—Hampden-Hampshire Corp. granted voluntary transfer of negative control (50%) to Republican Tv Inc. for $250,000. Beneficial owners of Republican Tv Inc. are the *Republican-Daily News* Employes Beneficial Fund and *Springfield Union* Employes Beneficial Fund, both of Springfield. Granted July 21.



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Station_____

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WJXN Jackson, Miss.—Jackson Bcstg. Co. granted transfer of control from J. D. Bishop and others to James T. Ownby through sale of 5/6 interest for $5,000. Mr. Ownby will now be sole owner. Granted July 21.

WMRA Myrtle Beach, S. C.—Elizabeth Evans granted voluntary assignment of license to Coastal Carolina Bcstg. Corp. for $28,000 and assumption of obligations totaling $5,000. Principals include President **Olin Tice Jr.** (⅓), CBS announcer and president-stockholder WJOT Lake City, S. C.; Vice President **Hugh E. Holder** (⅓), CBS announcer, and Secretary-Treasurer **George Henry Breinvogel** (George Bryan) (⅓), CBS announcer. Granted July 21.

KRCO Prineville, Ore.—Radio Central Oregon granted voluntary acquisition of negative control by N. A. Miksche through sale of ⅓ interest by Lucile M. Kelly. Mr. Miksche will now own 50% interest. Granted July 14; announced July 20.

WHAR Clarksburg, W. Va.—Mountain State Bcstg. Co. granted assignment of license to WHAR Inc. for $90,000. Principals include President-Secretary **Walter Patterson** (50%), vice president WKHM Jackson, Mich., and **Robert K. Richards** (50%), former NARTB administrative vice president. Mr. Glacius G. Merrill is retained as consultant for 8 years for $20,000. Granted July 21.

WKYR Keyser, W. Va.—Potomac State Bcstg. Co. granted assignment of license to WKYR Inc. for $45,000. Principals include President-Secretary **Walter Patterson** (50%), vice president WKHM Jackson, Mich., and Vice President-Treasurer **Robert K. Richards** (50%), former NARTB administrative vice president. Mr. Glacius G. Merrill is retained as a consultant for 8 years for $20,000. Granted July 21.

KODI Cody, Wyo.—Absaroka Bcstg. Co. granted voluntary transfer of control to Free Enterprise through sale of all stock for $25,000. Principals include President **Paul Stock** (50%), rancher, and **Glenn E. Nielson** (50%), oil exploration and production. Granted July 21.

APPLICATIONS

WNMP Evanston, Ill.—Evanston Bcstg. Co. seeks voluntary transfer of control from James M. Mactaggart and Fred S. Newton to Angus D. Pfaff through sale of ⅔ interest for $50,000. Mr. Pfaff, president-treasurer-½ owner WTLE (TV) Evanston, will now be sole owner. Filed July 13.

KCRI-AM-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co. seeks voluntary transfer of control to *Cedar Rapids Gazette* through sale of 70% interest for $101,500. Principals include President **James N. Fawlkes** (16⅔%); **Robert Colder Davis** (12½%); **Mary Anne Holt Rutherford** (12½%), and **Verne Marshall** (8⅓%). Filed July 15.

WPTX Lexington Park, Md.—Patuxent Radio Inc. seeks voluntary transfer of control to W. K. Ulerich and 5 others through sale of approximately 65% interest for $10,000. Principals include President **William K. Ulerich** (11.9%), president WCPA Clearfield, Pa., WAKU Latrobe, Pa., and WJCM Seabring, Fla., president-stockholder WMAJ State College, Pa., and 52% stockholder WDAD Indiana, Pa.; **Lewis F. Beard** (11.9%), auto dealer; **Joseph Milsop** (11.9%), manager WCPA; **Joseph Connolly** (11.9%), vice president WCAU Philadelphia: **Mrs. J. D. Joplin** (11.9%), 16% stockholder WDAD, and **Charles Rutledge** (6%), commercial manager WPTX. Filed July 15.

WOND Pleasantville, N. J.—Pioneer Bcstrs. Inc. seek voluntary transfer of control to Harlan G. Murrelle & Assoc. through sale of all stock for $30.000. Principals include President **Harlan G. Murrelle** (⅙), printing and publishing; **Donald Simmons** (⅙), garment manufacturer; **Albert E. Theetge** (⅙), auto dealer; Secretary-Treasurer **Myron W. LaBarr** (⅙), accountant; **John T. Stethers** (⅙), and **Thompson K. Cassel** (⅙), owner WATS Sayre, Pa., partner WTVE (TV) Elmira, N.Y., applicant for new am station at Elmira and vice president-25.8% stockholder WCHA-AM-FM-TV Chambersburg, Pa. With the exception of Mr. Cassel, the other principals are associated in the ownership of *Ocean City* (N. J.) *Sentinel-Ledger* and *Renova* (Pa.) *Daily Record*. Filed July 14.

WPGH Pittsburgh, Pa.—Pittsburgh Bcstg. Co. seeks voluntary transfer of control to John W. Kluge and Marcus J. Austad through sale of all stock for $37,000 and assumption of notes for $10,933. Principals include **John W. Kluge** (88%), president-majority stockholder WGAY Silver Spring, Md., KXLW Clayton, Mo., WKDA Nashville, Tenn., secretary-treasurer WLOF Orlando, Fla., and treasurer-stockholder Mid. Fla. Tv Corp., applicant for ch. 9 at Orlando; **Marcus J. Austad** (12%), CBS radio announcer using professional name of Mark Evans. Filed July 15.

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Hearing Cases . . .

OTHER ACTIONS

Am Proceedings Scheduled for Hearing—Aug. 23, Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., et al.; Aug. 31, Wm. C. Moss (KSEY), Seymour, Tex.; Sept. 2, Minn. Valley Bcstg. Co. (KTOE), Mankato, Minn.; Sept. 8, Stillwater Pub. Co. (KSPI), Stillwater, Okla.; Sept. 14, Western Bcstg. Co. (KIFN), Phoenix, Ariz.; Sept. 16, Mercer Bcstg. Co., Trenton, N. J., et al.; Sept. 21, Hanford Bcstg. Co. of Calif. (KNGS), Hanford, Calif.; Sept. 23, Port Huron Bcstg. Co. (WLEW), Bad Axe, Mich.; Sept. 28, Phil Bird, Lawton, Okla., and Lawton Bcstg. Co., Lawton, Okla.; Sept. 29, Community Bcstg. Service Inc. (WWBZ), Vineland, N. J.; Sept. 30, Tupelo Bcstg. Co. (WELO), Tupelo, Miss.; Oct. 5, Key Bcstg. System Inc., Bay Shore, N. Y., et al.; Oct. 7, Hi Kinco Bcstrs., Point Pleasant, W. Va., and Ohio Valley On The Air Inc., Spencer, W. Va.; Oct. 13, Mid-Cities Bcstrs., Arlington, Tex., et al.; Oct. 15, Voice of Lake Tahoe, Zephyr Cove, Nev.; Oct. 19, Colorado City Bcstg. Co. (KVMC), Colorado City, Tex.; Oct. 26, Southern Indiana Bcstrs. Inc., Newburgh, Ind., and Mt. Vernon Bcstg. Co., Mt. Vernon, Ind.; Oct. 28, Richard Ray Cummins, Beaufort, N. C. Action July 15.

Broadcast Application Forms Revised—FCC revised forms for use in the international, experimental tv, experimental facsimile and developmental broadcast services were adopted today by a report and order in Docket 9192, with corresponding changes in Parts 1, 3 and 4 of the rules, effective Sept. 1. It involves changes in FCC Forms 309, 310 and 311 and deletion of Forms 312 and 318. Action July 21.

KCSJ Pueblo, Colo.—Star Bcstg. Co. FCC by memorandum opinion and order dismissed applications for mod. of license and renewal of license, effective Aug. 23, for lack of prosecution. Action July 21.

Hearing Calendar . . .

July 26

Central City, Ky.—New am, 1380 kc, before Examiner Hugh B. Hutchinson—L. L. Stone, A. E. Stone & R. G. Utely d/b as Central City-Greenville Bcstg. Co., Muhlenberg Bcstg. Co.

July 27

Hatfield, Ind.—Vhf ch. 9, before Examiner Thomas H. Donahue—WVJS, WOMI Owensboro, Ky.

July 29

Pittsburgh, Pa.—Vhf ch. 4, further hearing before Examiner Elizabeth C. Smith—KQV, WCAE, WLOA, Wespen Tv Inc., Irwin Community Tv Co.

Hastings, Neb.—Vhf ch. 5, before Examiner Charles J. Frederick—Seaton Pub. Co.

July 30

Petersburg, Va.—Vhf ch. 8, oral argument before Commission en banc—WSSV, Petersburg Tv Corp.

Shreveport, La.—Vhf. ch. 12, oral argument before the Commission en banc—KCIJ, KRMD, Shreveport Tv Co.

Routine Roundup . . .

July 15 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for extension of time to and including July 9, within which to file his exceptions to the initial decision in re applications of Southland Tv Co., et al. for ch. 12 in Shreveport, La. (Dockets 10522 et al.).

By Hearing Examiner Elizabeth C. Smith

Issued an order which shall govern the subsequent course of hearing in re applications of Loyola University, et al. for ch. 4 in New Orleans, La. (Dockets 8936 et al.).

By Hearing Examiner Annie Neal Huntting

Collier County Bcstrs. Inc., Naples, Fla.—Granted request for continuance of hearing in re am application, from July 22 to Aug. 23 (Docket 11044).

By Hearing Examiner Thomas H. Donahue

Owensboro On the Air Inc.; Owensboro Pub. Co., Hatfield, Ind.—On request of parties, continued from July 13 to July 27 the hearing re ch. 9 (Dockets 10982-83).

By Hearing Examiner Millard F. French

On petition by Mid-West T.V. Corp., Indianapolis, Ind., continued from July 12 and July 14 to Aug. 16 and Sept. 8, respectively, the dates for exchange of exhibits and taking of testimony in re applications for ch. 13 (Dockets 8906 et al.).

By Hearing Examiner Charles J. Frederick

Granted joint petition of City of Jacksonville, et al. applicants for ch. 12 in Jacksonville, Fla. (Dockets 10833 et al.), for continuance of taking of oral testimony from July 14 to July 21; Florida-Georgia Tv Co. shall present its case in chief first, followed by Jacksonville Bcstg. Corp. and the City of Jacksonville in that order, and Jacksonville shall release its exhibits to the other parties on July 16.

By Hearing Examiner Herbert Sharfman

Scripps-Howard Radio Inc.; Radio Station WBIR Inc.; Tenn. Television Inc., Knoxville, Tenn.—Granted petition of Scripps-Howard for additional time to file proposed findings now due July 19 in proceeding re ch. 10 (Dockets 10512 et al.), and such time is extended to July 26, with counter-findings, if any, due 15 days thereafter.

By Hearing Examiner Thomas H. Donahue

Granted joint motion of Queen City Bcstg. Co., et al. applicants for ch. 7 in Seattle, Wash., for extension of time from July 26 to Aug. 16 in which to file Proposed Findings, and the time for filing replies is extended from Aug. 9, to Aug. 30 (Dockets 9030 et al.)

July 15 Applications

ACCEPTED FOR FILING

Renewal of License

WCAO Baltimore, Md., The Monumental Radio Co. (BR-151); WFBR Baltimore, Md., The Baltimore Radio Show Inc. (BR-149); WDYK Cumberland, Md., The Western Md. Bcstg. Co. (BR-2381); WFMD Frederick, Md., The Monocacy Bcstg. Co. (BR-875); WCYB Bristol, Va., Appalachian Bcstg. Corp. (BR-1424); WFHG Bristol, Va., Bristol Bcstg. Co. (BR-1430); WCVA Culpeper, Va., Culpeper Bcstg. Corp. (BR-2246); WBTM Danville, Va., Piedmont Bcstg Corp. (BR-786); WDVA Danville, Va., Virginia-Carolina Bcstg. Corp. (BR-1608); WFVA Fredericksburg, Va., Fredericksburg Bcstg. Corp. (BR-1011); WFTR Front Royal, Va., Sky-Park Bcstg. Corp. (BR-2145); WBOB Galax, Va., Carroll-Grayson

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Bcstg. Corp. (BR-1462); WHLF South Boston, Va., John L. Cole Jr., tr/as Halifax Bcstg. Co. (BR-1855); WDNE Elkins, W. Va., Queen Sylvia's Publications Inc. (BR-1881); WHTN Huntington, W. Va., Greater Huntington Radio Corp. (BR-1737); WEPM Martinsburg, W. Va., C. M. Zinn and C. Leslie Golliday d/b as Martinsburg Bcstg. Co. (BR-1315); WCOM Parkersburg, W. Va., Parkersburg Bcstg. Co. (BR-1781); WBRW Welch, W. Va., McDowell Service Co. (BR-1086); WELC Welch, W. Va., Pocahontas Bcstg. Co. (BR-2518).

Modification of CP

KPLA (FM) Beverly Hills, Calif., Don C. Martin tr/as School of Radio Arts—Mod. of CP (BPH-1105) as mod. for extension of completion date (BMPH-4931).

License for CP

WTRC-FM Elkhart, Ind., Truth Pub. Co.—License to cover CP (BPH-1902) which auth. changes in licensed station (BLH-983).

Renewal of License

WCAO-FM Baltimore, Md., The Monumental Radio Co.—(BRH-230).

WRZE (FM) York, Pa., White Rose Bcstg. Co.—(BRH-393).

Modification of CP

WCAR-FM Pontiac, Mich., WCAR Inc.—Mod. of CP (BPH-538) as mod. for extension of completion (BMPH-4929).

WCAU-FM Philadelphia, Pa., WCAU Inc.—Mod. of CP (BPH-1903) as mod., which auth. changes in licensed station for extension of completion date (BMPH-4930).

License for CP

WOR-TV New York, N. Y., General Teleradio Inc.—License to cover CP (BPCT-1308) as mod., which authorized changes in existing tv station (BLCT-218).

WNBT (TV) New York, N. Y., National Bcstg. Co.—License to cover CP (BPCT-1020) as mod., which authorized changes in existing tv station (BLCT-215).

Renewal of License

WTOP Washington, D. C., WTOP Inc. (BR-220); WITH Baltimore, Md., The Maryland Bcstg. Co. (BR-1102); WGAY Silver Spring, Md., Tri-Suburban Bcstg. Corp. (BR-1449); WEAM Arlington County, Va., Arlington-Fairfax Bcstg. Co. (BR-1545); WWOD Peakland, Va., Old Dominion Bcstg. Corp. (BR-1604); WLEE Richmond, Va., Lee Bcstg. Corp. (BR-1224); WTON Staunton, Va., Charles P. Blackley (BR-1240); WINC Winchester, Va., Richard Field Lewis Jr., (BR-1126); WGKV Charleston, W. Va., Kanawha Valley Bcstg. Co. (BR-1014); WWVA Wheeling, W. Va., Storer Bcstg. Co. (BR-379).

Modification of CP

KSAN-TV San Francisco, Calif., S. H. Patterson—Mod. of CP (BPCT-1646) as mod., which authorized new tv station for extension of completion date to 1-22-55 (BMPCT-2278).

WSTF (TV) Stamford, Conn., Stamford-Norwalk Television Corp.—Mod. of CP (BPCT-1672) as mod., which authorized new tv station, to extend completion date from 7-27-54 (BMPCT-2279).

WCAN-TV Milwaukee, Wis., Midwest Bcstg. Co.—Mod. of CP (BPCT-1547) as mod., which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2277).

July 19 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

KTOE Mankato, Minn., Minnesota Valley Bcstg. Co.—Granted petition for leave to amend its application (Docket 10592; BP-8702) to make changes in proposed directional antenna, and for retention of application in hearing (Action of 7/16).

Fort Worth Tv Co., Fort Worth, Tex.—Granted petition for extension of time to and including July 23, in which an appeal may be filed to Examiner's ruling of July 8; and the time within which an opposition may be filed to any appeal which may be filed thereto is extended to and including Aug. 2, re ch. 11 (Dockets 10872-74) (Action of 7/14).

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted petition for an extension to and including July 27 within which to file a reply pleading to petition of Southland Industries (WOAI) for leave to intervene in and for enlargement of the issues in proceeding re Dockets 11024 et al. (Action of 7/14).

Chief Broadcast Bureau—Granted petition for an extension of time to and including July 23 within which to file exceptions to initial decision in re Sacramento Bcstrs. Inc. and KCRA Inc., applicants for ch. 3 in Sacramento, Calif. (Dockets 9012, 10294) (Action of 7/14).

July 19 Applications

ACCEPTED FOR FILING

Modification of CP

WANA Anniston, Ala., Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co.—Mod. of CP (BP-8688) as reinstated and mod. which authorized new standard broadcast station for extension of completion date (BMP-6583).

Renewal of License

KBYR Anchorage, Alaska, Jack H. White receiver—To change applicant name to Radio Anchorage Inc. (BR-2104).

WBUX Doylestown, Pa., Charles M. Meredith—(BR-2095).

WREL Lexington, Va., Rockbridge Bcstg. Corp.—(BR-2183).

WRIC Richlands, Va., Clinch Valley Bcstg. Corp.—(BR-2650).

WVOW Logan, W. Va., Logan Bcstg. Corp.—(BR-2760).

WLOH Princeton, W. Va., Mountain Bcstg. Service Inc.—(BR-1833).

WRON Ronceverte, W. Va., Blake Bcstg. Corp.—(BR-1854).

Remote Control

WGMS Washington, D. C., The Good Music Station Inc.—(BRC-437).

WGST Atlanta, Ga., Board of Regents, University System of Ga., for and on Behalf of the Georgia Institute of Technology—(BRC-434).

WRGD Dalton, Ga., James Q. Honey and Kenneth H. Flynt d/b as Whitfield Bcstg. Co.—(BRC-439).

WANN Annapolis, Md., Annapolis Bcstg. Corp.—(BRC-438).

KLGR Redwood Falls, Minn., Harry Willard Linder—(BRC-433).

WFOR Hattiesburg, Miss., Forrest Bcstg. Co.—(BRC-440).

WAIR Winston-Salem, N. C., Radio Winston-Salem Inc.—(BRC-442).

KMUS Muskogee, Okla. The Eastern Oklahoma Bcstg. Corp.—(BRC-436).

WTMA Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—(BRC-444).

KBWD Brownwood, Tex., Brown County Bcstg. Co.—(BRC-435).

KSIX Corpus Christi, Tex., Corpus Christi Bcstg. Co.—(BRC-441).

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County—(BRC-432).

KWED Seguin, Tex., Seguin Bcstg. Co.—(BRC-443).

WFHR Wisconsin Rapids, Wis., William F. Huffman Radio Inc.—(BRC-431).

Modification of CP

WJLN-TV Birmingham, Ala., Johnston Bcstg. Co.—Mod. of CP (BPCT-1335) as mod., which authorized new tv station for extension of completion date from 8-10-54 (BMPCT-2282).

KFBB-TV Great Falls, Mont., Buttrey Broadcast Inc.—Mod. of CP (BPCT-1195) as mod., which authorized new tv station to change corporate name to Wilkins Broadcast Inc. (BMPCT-2284).

WENS (TV) Pittsburgh, Pa., Telecasting Inc.—Mod. of CP (BPCT-1349) as mod., which authorized new tv station for extension of completion date to 2-9-55 (BMPCT-2273).

July 20 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 16

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WTMA-AM-FM Charleston, S. C.; WRFM, WFOR (FM) Hattiesburg, Miss.; WJPA-FM, Washington, Pa.; WGMS-AM-FM Washington, D. C.; WAIR-AM-FM Winston-Salem, N. C.; WFHR Wisconsin Rapids, Wis.; KBWD Brownwood, Tex.; KERC Eastland, Tex.; KLGR Redwood Falls, Minn.; KMUS Muskogee, Okla.; KSIX Corpus Christi, Tex.; KWED Seguin, Tex.; WANN Annapolis, Md.; WGST Atlanta, Ga.; WRCD Dalton, Ga.

Modification of CP

WSFA-TV Montgomery, Ala., Montgomery Bcstg. Co.—Granted Mod. of CP to make changes in transmitting equipment; completion date 1-15-55 (BMPCT-2212).

KFBB-TV Great Falls, Mont., Buttrey Broadcast Inc.—Granted Mod. of CP to change corporate name to Wilkins Broadcast Inc. (BMPCT-2284).

The following were granted Mod. of CP's for extension of completion dates as shown:

WBKZ-TV Battle Creek, Mich., to 12-13-54; WCOG-TV Greensboro, N. C., to 12-19-54; WTBO-TV Cumberland, Md., to 1-12-55; WCAN-TV Milwaukee, Wis., to 12-1-54; KSAN-TV San Francisco, Calif., to 1-22-55; WENS Pittsburgh, Pa., to 2-9-55; WSTF Stamford, Conn., to 1-27-55.

Actions of July 15

Granted License

WOIC Columbia, S. C., Frank A. Michalak—Granted license for am broadcast station; 1470 kc, 1 kw, D (BL-5359).

WIBV Belleville, Ill., Belleville Bcstg. Co.—Granted license covering change in frequency, power, and change type transmitter; 1260 kc, 1 kw, D (BL-5357).

KOVE Lander, Wyo., Edward J. Breece—Granted license covering change in frequency, increase in power, change type transmitter, install DA-N, only, and for changes in antenna system (BL-5313).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WCAU-FM Philadelphia, Pa., to 9-6-54; WCAR Detroit, Mich., to 2-11-55; WHAT Philadelphia, Pa., to 11-30-54; KTYL Mesa, Ariz., to 2-9-55; WOTV Richmond, Va., to 2-2-55; KTLG Corpus Christi, Tex., to 2-9-55; WUOM-TV Ann Arbor, Mich., to 1-4-55; WIMA-TV Lima, Ohio, to 1-21-55; KTKA Topeka, Kan., to 1-5-55; KMIV Miami, Okla., to 12-22-54; WIBG-TV Philadelphia, Pa., to 12-22-54; WILM-TV Wilmington, Del., to 1-14-55; WLAP-TV Lexington, Ky., to 2-3-55.

Actions of July 14

Granted License

KNED McAlester, Okla., Pittsburg County Bcstg. Co.—Granted license covering change in hours of operation from D to U, using power of 500 w night and 1 kw D. and installation of DA for night use only; condition (BL-5018).

Granted CP

WSAU Wausau, Wis., Wisconsin Valley Television Corp.—Granted CP to replace existing fm antenna with new tv antenna atop the am tower (increase height) (BP-9354).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KCMO-FM Kansas City, Mo., to 2-17-55; WMVO-FM Mount Vernon, Ohio, to 10-11-54; KPLA Los Angeles, Calif., to 11-8-54.

Actions of July 13

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WPFA-TV Pensacola, Fla., to 2-2-55; WROM-TV Rome, Ga., to 2-9-55; WMIE-TV Miami, Fla., to 2-1-55; WBEN-TV Buffalo, N. Y., to 2-12-55; WSJV (TV) Elkhart, Ind., to 2-3-55; WSLS-TV Roanoke, Va., to 2-1-55; WTOK-TV Meridian, Miss., to 2-3-55; WGBI-TV Scranton, Pa., to 2-11-55; WTVP (TV) Decatur, Ill., to 2-12-55; KOPO-TV Tucson, Ariz., to 2-1-55; KCJB-TV Minot, N. D., to 2-1-55; WKJG-TV Fort Wayne, Ind., to 1-21-55; KOOK-TV Billings, Mont., to 2-4-55; WKLO-TV Louisville, Ky., to 2-1-55; KLAS-TV Las Vegas, Nev., to 1-15-55; KOMO-TV Seattle, Wash., to 2-10-55; WTTW (TV) Chicago, Ill., to 1-5-55.

Actions of July 12

Granted License

WRBL-FM Columbus, Ga., Columbus Bcstg. Co. Inc.—Granted license for fm broadcast station; ch. 227 (93.3 mc), 48 kw, U (BLH-982).

KNX-FM Los Angeles, Calif., Columbia Bcstg. System Inc.—Granted license for fm broadcast station; ch. 226 (98.1 mc), 67 kw, U (BLH-980).

Modification of CP

KYOK Houston, Tex., Texas Bcstrs. Inc.—Granted Mod. of license to change name to KYOK Inc. (BML-1591).

KRGA Springfield, Ore., W. Gordon Allen—Granted Mod. of CP for approval of antenna, transmitter location, specify studio location, and change type transmitter (BMP-6421).

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted request for mod. of and extension of authority to modulate KMPC's transmitter with audio tones between 25 and 35 cycles with approximately 25% modulation in order to test a Civil Defense alerting unit for the city of Los Angeles, to 8-15-54.

July 20 Applications

ACCEPTED FOR FILING

Renewal of License

WMMN Fairmont, W. Va., Peoples Bcstg. Corp.—(BR-749).

License for CP

WXYZ-FM Detroit, Mich., WXYZ Inc.—License to cover CP (BPH-1916) which authorized changes in licensed station (BLH-985).

WMFR-FM High Point, N. C., Radio Station WMFR Inc.—License to cover CP (BPH-1943) which authorized changes in licensed station (BLH-984).

Remote Control

WRFM (FM) Hattiesburg, Miss., Forrest Bcstg. Co.—Application for remote control operation from 302 Hemphill St., Hattiesburg, Miss. (BTCH-96).

Renewal of License

WFMZ (FM) Allentown, Pa., Penn-Allen Bcstg. Co.—(BRH-744).

Remote Control

WJPA-FM Washington, Pa., Washington Bcstg. Co.—Application for remote control operation from George Washington Hotel (BRCH-100).

WTMA-FM Charleston, S. C., The Atlantic Coast Bcstg. Corp. of Charleston—Application for remote control operation from 133 Church St. (BRCH-97).

WGMS-FM Washington, D. C., The Good Music Station Inc.—Application for remote control operation from 11th & E Sts. (BRCH-99).

WAIR-FM Winston-Salem, N. C., Radio Winston-Salem Inc.—Application to change remote control point to South Stratford Road Extension, Winston-Salem, N. C. (BRCH-98).

Modification of CP

WMFL (TV) Miami, Fla, Miami-Biscayne Television Corp.—Mod. of CP (BPCT-1616) which authorized new tv station for extension of completion date to 1-9-55 (BMPCT-2287).

WCIO-TV Detroit, Mich., Woodward Bcstg. Co.—Mod. of CP (BPCT-1589) which authorized new tv station for extension of completion date from 7-19-54 (BMPCT-2283).

WIFE (TV) Dayton, Ohio, Skyland Bcstg. Corp.—Mod. of CP (BPCT-884) as mod., which authorized new tv station for extension of completion date to 8-4-55 (BMPCT-2286).

WPTR-TV Albany, N. Y., Patroon Bcstg. Co.—Mod. of CP (BPCT-405) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2285).

WCBF-TV Rochester, N. Y., Star Bcstg. Co.—Mod. of CP (BPCT-1608) as mod., which authorized new tv station for extension of completion date to 2-10-55 (BMPCT-2288).

License for CP

WHGR Houghton Lake, Mich., Sparks Bcstg. Co.—License to cover CP (BP-8922), as mod., which authorized new standard broadcast station (BL-5367).

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—License to cover CP (BP-9123) which authorized new standard broadcast station (BL-5365).

KNOX Grand Forks, N. D., Community Radio Corp.—License to cover CP (BP-7945) as mod., which authorized change frequency, increase power, install new transmitter and DA for night use and change transmitter and studio locations (BL-5364).

WEPG S. Pittsburg, Tenn., Eaton P. Govan, Jr., tr/as Marion County Bcstg. Service—License to cover CP (BP-8892) as mod., which authorized new standard broadcast station (BL-5369).

Renewal of License

WANN Annapolis, Md., Annapolis Bcstg. Corp.—(BR-1419).

WASL Annapolis, Md., The Chesapeake Radio Corp.—(BR-1441).

WASA Havre de Grace, Md., The Chesapeake Bcstg. Corp.—(BR-2035).

WPGC Morningside, Md., Harry Hayman—(BR-2936).

WARL Arlington County, Va., Northern Virginia Bcstrs. Inc.—(BR-1392).

WLSD Big Stone Gap, Va., William H. Wren Sr., William H. Wren Jr., and Jean B. Wren d/b as Gap Bcstg. Co.—(BR-2857).

WSVA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—(BR-855).

WMVA Martinsville, Va., Martinsville Bcstg. Co.—(BR-1108).

WGH Newport News, Va., Hampton Roads Bcstg. Corp.—(BR-382).

WJMA Orange, Va., James Madison Bcstg. Corp.—(BR-2349).

WPUV Pulaski, Va., Southwest Bcstg. Corp.—(BR-1267).

WAFC Staunton, Va., Lloyd Gochenour, Willard F. Ganoe and Charles E. Heatwole d/b as American Home Bcstg. Co.—(BR-2940).

WJLS Beckley, W. Va., Joe L. Smith Jr. Inc.—(BR-996).

WKOY Bluefield, W. Va., WKOY Inc.—(BR-2111).

WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp.—(BR-923).

WPLH Huntington, W. Va., Huntington Bcstg. Corp.—(BR-1414).

WHJC Matewan, W. Va., Three States Bcstg. Co.—(BR-2678).

WMON Montgomery, W. Va., Fayette Assoc. Inc.—(BR-2020).

WAJR Morgantown, W. Va., West Virginia Radio Corp.—(BR-2011).

WPAR Parkersburg, W. Va., Ohio Valley Bcstg. Corp.—(BR-858).

WHLL Wheeling, W. Va., Wheeling Bcstg. Co.—(BR-2406).

Modification of CP

WTHI-TV Terre Haute, Ind., Wabash Valley Bcstg. Corp.—Mod. of CP (BPCT-627) as mod., which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2296).

KTAG-TV Lake Charles, La., KTAG-TV Inc.—Mod. of CP (BPCT-1408) as mod., which authorized new tv station for extension of completion date to 2-17-55 (BMPCT-2296).

WPAG-TV Ann Arbor, Mich., Washtenaw Bcstg. Co.—Mod. of CP (BPCT-1765) as mod., which authorized replacement of CP for new tv station for extension of completion date to 2-11-55 (BMPCT-2289).

WKAR-TV East Lansing, Mich., Michigan State Board of Agriculture—Mod. of CP (BPCT-1126) as mod., which authorized new educ. tv station for extension of completion date to 2-15-55 (BMPCT-2297).

WJTV (TV) Jackson, Miss., Mississippi Publishers Corp.—Mod. of CP (BPCT-719) as mod., which authorized new tv station for extension of completion date to 2-12-55 (BMPCT-2294).

KHOL-TV Kearney, Neb., Bi-States Co.—Mod. of CP (BPCT-1648) as mod., which authorized new tv station for extension of completion date to 2-16-54 (BMPCT-2299).

WRNY-TV Rochester, N. Y., Genesee Valley Television Corp.—Mod. of CP (BPCT-1387) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2292).

WLOS-TV Asheville, N. C., Skyway Bcstg. Co.—Mod. of CP (BPCT-809) which authorized new tv station for extension of completion date to 2-9-55 (BMPCT-2293).

WLWC (TV) Columbus, Ohio, Crosley Bcstg. Corp.—Mod. of CP (BPCT-918) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 10-12-54 (BMPCT-2295).

KTVQ (TV) Oklahoma City, Okla., Republic Television and Radio Co.—Mod. of CP (BPCT-828) as mod., which authorized new tv station for extension of completion date from 8-11-54 (BMPCT-2290).

July 21 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

On petition of 220 Television Inc., the further hearing in re ch. 11 in St. Louis, Mo. (Dockets 3809 et al.), was extended from Aug. 2 to Aug. 16, and the time for filing those exhibits for which dates have been specified, was extended for a two-week period.

By Hearing Examiner Herbert Sharfman

Granted motion of Tennessee Television Inc., Knoxville, Tenn., for extension of time from July 26 to Aug. 2, in which to file proposed findings in re proceeding for ch. 10 (Dockets 10512 et al.), with counter-findings, if any, due fifteen days thereafter.

By Hearing Examiner Basil P. Cooper

Granted joint petition of South Bend Bcstg. Corp., South Bend, Ind., and Michiana Telecasting Corp., Notre Dame, Ind., applicants for ch. 46, to advance further hearing now scheduled for Aug. 6 to July 21 (Dockets 10534-35).

By Hearing Examiner J. D. Bond

Issued a memorandum opinion and order which shall govern the further hearing in proceeding in re applications of Times-World Corp. and Radio Roanoke Inc. for ch. 7 in Roanoke, Va. (Dockets 10655-56).

(Continued on page 101)

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Help Wanted

Managerial

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Profitable midwest daytimer wants manager willing to invest at least $5,000 for sizable stock purchase. First qualification is ability to sell. All confidential. Box 1E, B•T.

Are you interested in taking over complete general managership of a network am radio station in market of more than 600,000? If you have the background, ability and energy you can make this pay you exceedingly well. Excellent community in which to live and a real opportunity for the right man with much more than living expenses guaranteed, with liberal commission in addition. Will treat your answers confidential. Please reply promptly. Box 69E, B•T.

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Sales manager wanted, network station. Preference given man who can announce. Must be good copywriter, strictly sober, dependable. Salary-commissions arrangement. Furnish complete data, photo, references. Box 99E, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC network. Texas. Box 956D, B•T.

Time salesman wanted. Combined radio-television operation. Guarantee and commission. Send complete experience resume to Box 4E, B•T. Here is opportunity for permanent connection.

Experienced radio salesman wanted. Good opportunity for man willing to work. Potential high. Contact KASI, Ames, Iowa.

Know-how salesman needed for Texas know-how independent. Family man preferred. Special training course given. Salary and commission. Contact Manager, Radio Station KCFH, Cuero, Texas.

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

Salesman at once, man or woman, 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Radio time salesman wanted by WROV, Roanoke, Virginia. We have an opportunity for an intelligent, experienced salesman. This vacancy occurs as a result of one of our salesmen entering the agency business after seven years service with us. This is a better than average job—we want a better than average man. Contact Frank Koehler, WROV, Roanoke, Virginia.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Interested in good live hillbilly disc jockey, one who is ad-lib salesman and has full work knowledge of hillbilly and folk music records. Station in good market for this type of work. Box 920D, B•T.

Want dependable staff announcer. Send resume. ABC network. Texas. Box 957D, B•T.

Need at once. Excellent disc jockey for outstanding morning and afternoon shows. Good pay for the right man, at 5,000 watt, midwest station. Send tape, salary expected and complete details to Box 57E, B•T.

Help Wanted—(Cont'd)

Experienced staff announcer for 5,000 watt, CBS affiliate. $75.00 for a 48 hour week. Westerner preferred. Box 59E, B•T.

Combo-announcer-engineer: (1st class license) First class announcer. Midwest independent, market 300,000; excellent working conditions. State general information on background and experience. Send tape. Box 115E, B•T.

Only the very best disc jockey: At least five years experience, emphasis on popular music. Must write and read good copy. Must be married. No drifters, no drinkers. We have the audience, the respect, the business, you must hold it. Top salary, best working conditions. Audition tape and personal interview required. Contact C. E. Wilson, Manager of Station KBOY, Medford, Oregon.

Leading northwest NBC 5 kw station in famous Rogue Valley needs experienced, able DJ with top voice, ad-lib ability, friendly, humorous personality and first phone. Ideal working and living conditions in famous fishing and hunting country. Send tape, photo and references to KMED, Medford, Oregon.

Announcer with 1st phone. Northern Arizona Mutual kilowatt. Phone or write resume to KVNC, Winslow, Arizona.

Experienced announcer wanted immediately. Send tape, background and references, WIFM, Elkin, North Carolina.

Staff announcer wanted. Good voice. Permanent . . . no drifters. Send tapes and letters to WJPR, Greenville, Mississippi.

Combination announcer-first class engineer needed immediately. Write or phone Charles Rutledge, Manager, WPTX, Lexington Park, Md. Starting salary $75.

Combination man wanted for fm music service position in Pittsburgh, Pa. $80.00 per week. Contact Thomas Daugherty at once for interview. Position open August 2. HU. 1-2626.

Technical

Engineer with sales or announcing ability. Salary open. Good opportunity for right man to advance with established 1000 watt independent. Virginia. Send photo and tape. Box 998D, B•T.

Chief engineer, experienced, permanent position with 1 kw daytime in New England. Send resume and salary to Box 61E, B•T.

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

First class licensed engineer for am-fm transmitter located in northern Ohio. Possibility of tv future. Permanent position open immediately. Box 95E, B•T.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

Combo man, announcing ability with first ticket to progress to chief engineer in short time. Good staff, friendly town, progressive station. Contact Howard Fisher, WLSE, Wallace, North Carolina.

Chief engineer who can sell over air for commercial station. Send tape, salary requirements to Dr. Wendell Hansen, WTRW, Two Rivers, Wisconsin.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Help Wanted—(Cont'd)

Opportunity male copywriter with announcing experience. Submit samples. Texas. Box 955D, B•T.

Experienced newscaster in big market. Experience in gathering and writing news as well as broadcasting desirable—Local news stressed. Box 14E, B•T.

Good continuity writer, preferably young woman who writes strong brisk sales copy for 5,000 watt radio station in central New York. Good opportunity. Excellent working conditions. Write full details on qualifications to Box 20E, B•T.

Experienced negro program director—some announcing. Southeastern station. Replies to Box 65E, B•T.

Traffic or continuity girl experienced for midwest. Give complete background experience. Box 96E, B•T.

Program director with experience. Give complete details, references and recent snapshot. Box 97E, B•T.

Home economist, preferable in early forties for originating radio network station in eastern metropolitan city. Must be able to conduct cooking schools before live audience, handle air show, work as advisor on food to other talent and have some writing ability. State air time, experience with appliances and salary desired. Phots and ets will not be returned. Box 120E, B•T.

Nebraska news editor. Gather, write, broadcaster local news . . . general news editing. Must have news background. Write for application form. Gene Ackerley, KCOW, Alliance, Nebraska.

Television

Help Wanted

Managerial

Tv sales manager. Vhf station in isolated agriculture market with captive audience is looking for man with tv sales background to head up tv sales. While this man will sell tv exclusively small or medium market radio experience will be helpful. If you know how to dig sponsors out from under rocks write in detail to Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Salesmen

Tv salesman wanted. Excellent opportunity with maximum power, fast growing Central Texas regional station for experienced settled salesman with executive ability. Man we seek is probably employed and has been at same station for some time but sees no opportunity for advancement there. Salary and commission. Permanent employment. Newspaper owned property. Call Burton Bishop, KCEN-TV, Temple, Texas.

Technical

Television electronic technician. Immediate opening. Kinescope recording. Experience desired. Will consider video experience and then train for kinescope. Attractive position. Write or wire H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Traffic—experienced only. Furnish references and salary expected. Box 19E, B•T.

Southeastern vhf tv station needs young, energetic person with writing ability to handle audience-program promotion. Prefer television or radio background. Furnish complete details and salary expected, along with photograph. Box 112E, B•T.

Photographer-writers. Two young men, probably single, at least free to travel continuously throughout U. S. for well known national organization that produces community tv shows of industry, schools, churches, parks, etc. Write for complete details. Box 118E, B•T.

Situations Wanted

Managerial

Manager highly successful in producing profits seeks location in Florida, Texas, Arizona or California for daughter's health. Will manage, lease or invest in radio or sell tv. Waiting to be sold on your location and will in turn sell you on my ability to produce from the record. If you are answering ads, answer this one if you believe in profits. Box 2E, B•T.

General manager—am-tv, thorough experience. Professional career broadcaster with top record sales, programming, personnel, station progress. Married, civic leader, best references. Box 78E, B•T.

Would like to lease your station. 19 years experience all phases. Presently general manager of top independent in one of nation's largest markets. Interested in purchase or lease. All replies treated most confidentially. Box 79E, B•T.

Manager, salesman with managerial experience. Prefer daytimer in small town, midwest. Will come for interview. Box 83E, B•T.

Situations Wanted—(Cont'd)

Excellent background of sound, profitable management in small, medium, large all-media markets. Mature, aggressive. Will invest from salary. P. O. Box 5031, Dallas, Texas.

Salesmen

$1,000 to $3,000 new business monthly. Top salesman will get it for you. Commission basis. Wire or write, BUSINESS, 312 Wilmington, San Antonio, Texas.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Combo man—3rd class permit, college graduate. Experience light, strong news, sports play-by-play. 250-500 watt station. Car, draft exempt. Box 25E, B•T.

Versatile announcer, thoroughly trained in all phases of radio and tv broadcasting. Can do play-by-play of all major sports. Good classics. Box 50E, B•T.

Droll, imaginative, literate DJ, newscaster. Limited experience. Tape, resume. Box 51E, B•T.

Atrhur Godfrey! No! But as good and more humility. Four years experience, morning man, copy production, promotion. Your next "personality." Box 52E, B•T.

Versatile, experienced sportscaster, staff, board, DJ, copywriter, currently employed, married, solvent. Box 58E, B•T.

Thumbnail sketch: Thoroughly experienced sports announcer including AA baseball, college football and basketball. Can write, re-write and deliver news. Radio sales experience. Production and programming ability. Will consider combination position. Family man. Box 60E, B•T.

Versatile announcer, major market background. Easy, sincere delivery. Interested long-term connection, early morning man and/or newscaster. Box 66E, B•T.

Ex-major league, Texas League ballplayer interested in sports director's position. Box 67E, B•T.

Stop looking! I've got it. Send for tape—then judge! Box 68E, B•T.

Announcer—over one year intensive experience. Veteran. Married. Desires locate northeast. Available immediately. Box 70E, B•T.

Graduate of broadcasting school, have sales experience—limited broadcasting experience. Will relocate. Box 71E, B•T.

Experienced, versatile announcer with a penchant for hard work desires position in aggressive, progressive station. Good references. Box 85E, B•T.

Announcer—young, versatile, exempt, DJ preferred. 3rd phone. Limited experience. Box 91E, B•T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Versatile. Box 92E, B•T.

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 103E, B•T.

Announcer—experienced—news, DJ work. Heavy on commercials. Third class ticket. Have done board work. Tape available. Box 104E, B•T.

Top-sportscaster experienced; 2½ years play-by-play top sporting events. Major league baseball, college, pro football, basketball, fights, national hockey. Interviewed everyone who is anyone in sports. Want top sports conscious area. Tape, particulars on request. Box 106E, B•T.

Top DJ, news, staff announcer. SRT graduate. Formerly AFRS staff and traffic manager. Will build record audience for you. 24, veteran, married. Box 114E, B•T.

Experienced announcer-sportscaster. Versatile in all phases. College grad., draft exempt. Presently with CBS affiliate. Top references. Box 119E, B•T.

Situations Wanted—(Cont'd)

Staff announcer—strongest on rural disc, farm programs. Limited experience. Preferably southeast. Roy Bone, 6435 South Yale, Chicago, Illinois. Phone Englewood 4-2890.

Announcer-station staff-DJ personality, news, sports, commercials, light experience—strong potential—single, veteran, reliable, travel, tape, resume. Gerry Borak, 254 East 56th Street, Brooklyn 3, N. Y. Evergreen 5-4256.

Light experience—need job—try me. Ray Cascone, 85 Hillside Avenue, Mt. Vernon, N. Y.

Announcer—light experience. School graduate. Good DJ. Commercial voice. Strong news. Donald Ferris, 2255 Ridge Avenue, Evanston, Illinois. Phone, University 4-5034.

Staff announcer, some experience. Ed Hickey, 321 East 43rd Street, New York City, N. Y.

Immediately available, announcer, newscaster, control board operator. Seeks staff connection. Able, dependable, light experience. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Announcer, experienced all phases, versatile, fine voice, excellent references. write-wire, Dick Martin, 26-11 Crecent Street, Astoria 2, New York.

Announcer—Good voice, 3rd phone, board experience, 33, single. Advancement opportunities more important than starting salary. John Murphy, General Delivery, Manilla, Iowa.

Announcer, news, music, sports. Good DJ. Grad-ate Midwestern Broadcasting School. Has car, will travel. Single. Audition disc available. George Pochos, 215 East 153rd Street, Harvey, Illinois.

Staff announcer, strong news, hot platt-rs, smooth commercials, seeks permanent smaller community connection, experience light-future-bright. Veteran, single, travel, tape, resume. Bob Terry, 1615 East Main Street, Waterbury, Connecticut. Plaza 5-8427.

Permanent Florida location wanted. DJ, news, football, basketball play-by-play. 3rd ticket. Board experience, married. Best reference present employer. Available Florida August 5 for interview. Box 524, Ashland, Kentucky.

Technical

Chief engineer western United States. Will manage personnel and technical problems economically. High power am-tv communications experience. References. Age 29. Married. Box 15E, B•T.

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Chief engineer am-tv, Colorado, Montana, Idaho, Oregon. Twelve years experience, 32 years of age. Presently tv supervisor, details on request. Box 53E, B•T.

Chief engineer, am, 20 years experience, competent, dependable, wishes relocate Ohio or W. Pa. Box 72E, B•T.

Chief engineer regional directional desires change. Consider any job offering challange and opportunity. Box 75E, B•T.

Engineer, experienced am xmtr control, recordings, tv xmtr, switcher, maintenance, camera, microwave relay. Presently employed. Permanent only. Box 100E, B•T.

Available—15 years experience all phases broadcast, am-fm-tv. Transmitter, recording, control and engineering remotes (Presidential, sports and name bands). E. F. Bryan, Sr., 4208 Fourth Street, S. E., Washington, D. C.

First phone long experience radio, television repairs, graduate electronics, two colleges, wants transmitter operator, daytime station. Berkheimer, 229 West Prospect Ave., Pittsburgh 5, Pa.

1st phone, 1st telegraph, amateur, some experience. Technical sales background. 32. Personable, single, distinctive voice. Desires to break into broadcasting. Will start low. Fred Hartmann, 844 Devon Street, Arlington, N. J.

First phone, no experience. 2½ year EE. Formerly professional photographer. Prefer Rocky Mountain region but will consider elsewhere. William Shimer, 1557 Ninth Street, Boulder, Colorado.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program-sports director: Hypo your profits economically! Salable programming, production, play-by-play sports. 7 years; $100 plus talent. Box 913D, B•T.

Program director-news director. 35, mature, family, college graduate, ex-Army officer. Excellent background station administration and operation. Desire change. Presently employed 1kw in midwest. Resume, tape, photo on request. Available 1, 2 week notice. Box 951D, B•T.

Farm director, university agricultural graduate. Experienced. Employed at present. Good voice. Prefer upper midwest or New England area. Others considered. Box 986D, B•T.

Exceptionally good newsman-announcer. Impressive record. Proven rating. Box 17E, B•T.

Young woman, college graduate, radio, tv, ad agency experience. Desires position in sales, copywriting, music programming. Air time, woman's shows or other. Write Box 55E, B•T.

Trained and experienced in public relations and promotion, methodical and creative negro, 29, education: BS and MSJ. Will relocate. Will part-time in N. Y. C. or L. I. Resume by return mail, special delivery. Write Roye, 410 W. 130th Street, New York City, N. Y.

Newsman, mature, experienced, either radio or tv, prefer midwest. Can arrange personal interview. Box 82E, B•T.

4 years experience as an announcer, now desire program director's position. Aggressive but not offensive. Box 87E, B•T.

Experienced copywriter, employed, seeks better opportunity. Copy that sells. Capable. Reliable. Box 89E, B•T.

Employed newscaster desires west coast position. Seattle, Tacoma preferred. 4 years experience, sober, ex-GI. Tapes etc. Upon request. Box 113E, B•T.

Mature, sales conscious air personality with news-music director experience, seeking small station P.D. College graduate, stable, family. Currently CBS-am-tv outlet. Box 117E, B•T.

Television

Situations Wanted

Managerial

Tv executive-manager-commercial manager, station director. Radio and tv experienced. Through hearing, construction and now running successful operation. Finest references, details on request, personal interview possible. Family man. Box 73E, B•T.

Salesmen

Salesman, strong knowledge tv production, programming in addition to excellent sales record, best references, seeking permanent connection with stable tv or radio station. No hurry if you are in the construction stage let's have a chat. Box 77E, B•T.

Do you need a good man experienced in selling, copywriting, directing, programming, live camera operation and photography? Excellent references. Write Box 84E, B•T, immediately.

Announcers

Announcer, four years radio, one year uhf. Pleasant appearance, good commercial delivery. Box 86E, B•T.

Currently staff announcer, Chicago; anxious to enter tv in smaller community; 29, single veteran; any location. Box 102E, B•T.

Technical

Experienced television transmitter engineer wishes to relocate. Family man, presently employed. Good reference. Available August 10, '54. Box 988D, B•T.

Production-Programming, Others

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

(Continued on next page)

Situations Wanted (Cont'd)

Tv-am news director, presently employed, seeks similar position with progressive news station. Present news work has won national recognition. College graduate, married, age 28. Box 24E, B•T.

Television producer-writer, now employed in established tv-radio production organization in New York City, desires position in agency or tv station in same area. Six years experience in television and radio, including four years in present post. Responsible for various live tv series presented on N.Y.C. stations. Young, creative, aggressive. MA, BA degrees. Box 31E, B•T.

Top-notch spectacle-stage producer-director has new ideas for programs on low budgets. Will work with small television station to gain foothold in the field. Young, executive type, pleasant personality. Wealth of experience in directing and writing. Will work one week free to prove ability. Available September 1st. Box 74E, B•T.

Photographer, well trained with one year experience in television, wishes position on staff of larger station. Box 80E, B•T.

Experienced cameraman—all studio operations. Seeking opportunity, production or technical. Box 105E, B•T.

Husband and wife team. Man as copy chief. 3rd phone, college . . . wife as bookkeeper, secretary, traffic-director, air work. Both extensive background, presently employed. Seeking relocation, better potential, tv-radio. Details. References. Available immediately. Anywhere. Box 108E, B•T.

Television workshop graduate wishes employment with television station as cameraman and associated positions. Have photographic background. Neil Zaccaro, 104 North King Street, Elmont, New York.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. Box 846D, B•T.

Network radio station in fine southern market. Can be had on reasonable terms by man with real ability. Needs resident owner. Box 98E, B•T.

Southern California. Single station town, full-time independent. $50,000 cash or $60,000 with third down. Box 116E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Florida. $80,000 makes down payment on radio station and a newspaper. East Coast. Balance of $70,000 on suitable terms. May Brothers, Binghampton, N. Y. Newspaper brokers since 1914; Radio brokers since "day before yesterday."

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Gates 500D transmitter—excellent condition—4 years old—immediate delivery. Best offer. Box 54E, B•T.

One #6N Presto disc cutter, used very little. One D cutting head outside in and inside out feed screws. Play back with low impedence head-mounted in standard floor cabinet, less amplifier. Box 62E, B•T.

Three (3) 78/33 rpm Presto 64-A turntables complete with pickering; 2.5 mil diamond single stylus heads; 16 inch arms, and equalizers. One (1) Presto TL-10 tape playback unit. One (1) Allied overhead disc cutting assembly with 500 ohm Audax H-3 cutting head. Price: $1,500.00. You pay for crating and shipping via railway express. Box 111E, B•T.

375' type 300 Wincharger tower, A-3 Fl. beacon and side lights, on ground in 20' sections; less insulator; includes all guys; fine for tv. New cost $5,700—yours $2,850. WDIA, Memphis, Tenn.

Truscon 286' triangular self-supporting, non-insulated type D-30 tower, dismantled. Best reasonable offer. 400' comm-products 3⅛" coax line in 20' sections. All or part. $30 per section. Chief Engineer, WFBR, Baltimore 2, Md.

3 speed kit converts Presto 10-A turntables for instant selection of 33-45-78 rpm. Prepaid or C.O.D., $17.50. Lee Electronics, Wilmington, N. C.

For Sale—(Cont'd)

1 kw Raytheon am transmitter 5 years old, all motorized controls. Now operating. Available September 1954. Make offer, WINA, Charlottesville, Virginia.

Used image orthicon tubes, type 5820, between 600 and 1,500 hours operations on each tube. Contact Keith K. Ketchum, Chief Engineer, TV Station WOI, Iowa State College, Ames, Iowa.

200 foot Ideco self-supporting tower with lighting equipment. GE six bay fm antenna type BY-6B with 70' mast. GE two studio consolette type 4BC1A1. 2 RCA turntables model 70C-2. Collins 4 channel remote amplifier model 1223. GE tube tester YTW-1. GE sine and square wave generator model YGA-2. Magnecorder model PT 6-A and PT6-JA. GE electronic voltmeter model PM 17. 2 GE monitoring speakers model ML4FS1A1. 3 GE studio monitoring wall speakers, Model ML4FS 2A2. Microphone: 7 of various types with cords and stands. Mike stands: 2 floor, 2 desk and 1 boom stand. Hallicrafter all band receiver, model SX42. Approximately 300 feet of Andrew type 451 coaxial cable, 1⅝" dia., 51.5 ohms, with necessary bends and connectors. For further information, contact John C. DePrez, Shelbyville Newspapers Inc., Shelbyville, Indiana

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Prefer small eastern station with potentialities requiring a minimum investment. Send full details. Box 63E, B•T.

Experienced broadcaster wants all or part of established or new small am station, Texas, southwest. Box 94E, B•T.

Equipment, etc.

Need everything for new 100-250 watt am station. Cash for good used equipment. Box 953D, B•T.

STL units in 900 or 7,000mc band. Must be in operating condition and prices right. Box 10E, B•T.

Wanted, used 5 or 10 kw fm broadcasting transmitter. Prefer equipment which operated near 100 mc. Give price and full details on reliability, tube life, etc. Box 110E, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Used RCA, pre-emphasis filter model MI-4926 A. WHTB, Talledega, Alabama.

350mm code beacon for tower top mounting, accommodate two 500 watt bulbs. Used but in good complete condition essential. Wire price, availability, collect, Eugene D. Hill. WORZ, Orlando, Florida, immediately.

Used Andrew 4-bay fm antenna (low band). Call Baker Fidelity Corp. Emerson 2156, Atlanta, Ga.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

MORNING MAN

By top network station in one of the largest markets. Present man earning $30,000 in radio only and not realizing maximum potential. Job pays $15,000 guarantee, plus. Those making under $15,000 need not apply. Piano and singing talent preferred but not necessary. TV also available to right candidate. Send tape or disc together with resume and photo to

Box 64E, B•T.

Television

Situations Wanted

YOUNG MAN WANTS
TV SALES, NATIONAL OR LOCAL
EXCELLENT EXPERIENCE IN
MAJOR MARKETS
OUTSTANDING CONTACTS IN
NATIONAL FIELD
FINEST REFERENCES POSSIBLE
DESIRE OPPORTUNITY FOR
ADVANCEMENT AND FUTURE
INVESTMENT
AVAILABLE FOR PERSONAL
INTERVIEW
Box 21E B•T

FOR LEASE
ONE SALESMAN—EXECUTIVE

33, married, one child, available September 1 for TV sales with large market TV station, with large regional network, national rep. or top flight film company. Top references. Record—6 years as sales manager and general manager in radio—1½ years in TV—most successful record in smaller market broadcasting field. No ownership desired. Employment by contract only with commission on bonus set-up required. Details through

Box 76E, B•T.

TOP FLIGHT
PRODUCTION TEAM

Young two-man team covering live TV writing, directing, setting and art, also film shooting, processing, editing and scoring, seek change to Western or coastal VHF station. Currently working and producing three highest rated comedy, musical and news shows on top power Southeastern station. A shirtsleeve working team which can do every phase of the job themselves. Combined background of 25 years in motion pictures, radio and television. Asking contract with base pay and talent.

Box 81E, B•T

TELEVISION INDUSTRY
N. Y. TECH. (Crescent School)
GRADUATE
WILL RELOCATE
Practical Training as
CAMERAMAN
FLOORMAN
AUDIO OPERATOR
VIDEO TECHNICIAN
SCRIPT WRITER
ANNOUNCER-COMBO MAN
PROGRAM DIRECTOR
INQUIRE BOX 109E, B•T

NEXT 10 YEARS RADIO'S GREATEST!
CALIFORNIA BROADCASTERS
ATTENTION

Young (30) successful executive presently employed 50,000 watt station desires West Coast position which requires:

- **Character**
- **Diversified radio background**
- **Initiative**
- **Supervisory experience**
- **Congeniality**
- **Creative ability**
- **Commercial consciousness**

Salary secondary to opportunity. Present and past employers as references. Will give present employer 1 month notice. Can report to you in mid-September. Upcoming vacation permits personal interview, my expense. All replies in confidence. Box 93E, B•T.

For Sale

Equipment Etc.

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

EQUIPMENT FOR SALE

10kw Federal FM Transmitter—300'. 3⅛" Andrew 452 co-ax. RCA BAF-14-A AM-FM Iscoupler—Collins 2 channel console complete—4—Fairchild 524 2-speed console turntables with V/L arms. Mics. audio racks and patching equipment—Harvey & National FM receivers.
Box 840-D, B•T

FOR SALE

The following items of television equipment, all in first class condition are offered for sale with immediate delivery:
livery:
1—300' Blaw Knox LT Tower
1—149' Stainless Twin Tower with 2 10'x14' passive reflectors.
1—RCA TF-3AM superturnstile.
1—Federal FTL-27A 2000Mc microwave relay (receiver and transmitter) w/ 6 ft. dishes.
1—Raytheon RTRIC 2000 mc microwave relay (receiver and transmitter)—1—6 ft., 1—8 ft. dish.
1—RCA TTC-3A switcher with console housing.
1—RCA TT-5A TV transmitter in excellent condition with S.B. Filter, Diplexer, RF load and wattmeter, with operating set and FCC spare tubes, crystals for channel 6.
400 feet 3⅛" steatite insulated transmission line used but in good condition.
1—RCA 715B Oscilloscope.
Available due to purchase of higher tower and 100,000 watt transmitter. Call or write Charles Brady, Director of Engineering, WJIM-TV, Lansing, Michigan.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

CAMERAS AND CREWS

Rent professional TV camera chains and crews . . . for remote or studio use or special event coverage. Trained crews available for service anywhere. Reasonable rates. Contact nearest office for details, Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass. ALgonquin 4-9090; 8000 Grand River, Detroit 4, Mich. TYler 6-9500.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

(Continued from page 96)

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp.; Huntington Bcstg. Corp.—Postponed from July 19 to July 23 the hearing in re applications for ch. 13 (Docket 10863-10865).

By Hearing Examiner Hugh B. Hutchison

Central City, Ky., Central City-Greenville Bcstg. Co.; Muhlenberg Bcstg. Co.—Ordered that the dates now fixed for the exchange of exhibits between the parties in proceeding re am CP's, and for taking of testimony, be postponed until further order, pending action on motion of Muhlenberg for leave to amend its application (Dockets 10849, 11028).

TV AND AM BROADCAST ACTIONS

Granted License

By memorandum opinion and order, granted licenses to cover CP's for WBAM Montgomery, Ala. (740 kc, 50 kw D), and WORZ, Orlando, Fla. (740 kc, 5 kw, D). (BL-5169 and 5228).

Renewal of License

The following stations were granted renewal of licenses for the regular period:
WBUT Butler, Pa.; WCAU Philadelphia, Pa.; WGET Gettysburg, Pa.; WILM Wilmington, Del.; WJAS-FM Pittsburgh, Pa.; WJMJ Philadelphia, Pa.; WLAN Lancaster, Pa.; WLEU Erie, Pa.; WLTN (FM) Lewistown, Pa.; WLYC Williamsport, Pa.; WPAM Pottsville, Pa.; WPGH Pittsburgh, Pa.; WVSC Somerset, Pa.; KDKA-FM Pittsburgh, Pa.; WILK Wilkes-Barre, Pa.; WISL Shamokin, Pa.; WJET Erie, Pa.; WJPA-FM Washington, Pa.; WLEU-FM Erie, Pa.; WMCK McKeesport, Pa.; WMGW-AM-FM Meadville, Pa.; KOKH (FM) Oklahoma City, Okla.; WTNJ Trenton, N. J.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

Special Notice

SPECIAL NOTICE

Subject to approval by FCC, sale of station WCRE, Cheraw, South Carolina, for $21,500 has been made to Fred A. Staples, Secretary-Treasurer of Three States Broadcasting Company, Matewan, West Virginia. Transaction handled by Paul Chapman in the Atlanta office of Allen Kander.

July 21 Applications

ACCEPTED FOR FILING

Renewal of License

WKIK Leonardtown, Md., Southern Maryland Bcstrs. Inc.—(BR-2794).

WHAW Weston, W. Va., Central W. Va. Service Corp.—(BR-1894).

Renewal of License Returned

WUST Bethesda, Md., Broadcast Management Inc.—(BR-1513).

Modification of CP

KFSD-TV San Diego, Calif., Airfan Radio Corp.—Mod. of CP (BPCT-313) as mod., which authorized new tv station for extension of completion date from 8-18-54 (BMPCT-2302).

WPGT (TV) Clearwater, Fla., W. Frank Hobbs, tr/as Pioneer Gulf Television Bcstrs.—Mod. of CP (BPCT-1301) which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2306).

WWJ-TV Detroit, Mich., The Evening News Assn.—Mod. of CP (BPCT-787) as mod., which authorized changes in facilities of existing tv stations for extension of completion date to 11-1-54 (BMPCT-2305).

WRTV (TV) Asbury Park, N. J., Atlantic Video Corp.—Mod. of CP (BPCT-1213) as mod., which authorized new tv station for extension of completion date to 11-1-54 (BMCPT-2304).

WERE-TV Cleveland, Ohio, Cleveland Bcstg., Inc.—Mod. of CP (BPCT-279) as mod., which authorized new tv station for extension of completion date to 2-17-55 (BMPCT-2303).

WHP-TV Harrisburg, Pa., WHP Inc.—Mod. of CP (BPCT-192) as mod., which authorized new tv station for extension of completion date to 2-18-55 (BMPCT-2307).

WIS-TV Columbia, S. C., WIS-TV Corp.—Mod. of CP (BPCT-1560) as mod., which authorized new tv station for extension of completion date to 11-30-54 (BMPCT-2291).

KXYZ-TV Houston, Tex., Shamrock Bcstg. Co.—Mod. of CP (BPCT-319) as mod., which authorized new tv station for extension of completion date to 7-1-55 (BMPCT-2300).

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—Mod. of CP (BPCT-1344) as mod., which authorized new tv station for extension of completion date to Jan. 1955 (BMPCT-2301).

Southwestern Independent
$75,000.00

Fulltime operation in a fairly large and very attractive market. Fixed assets are far above the average and future profit possibilities are excellent.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

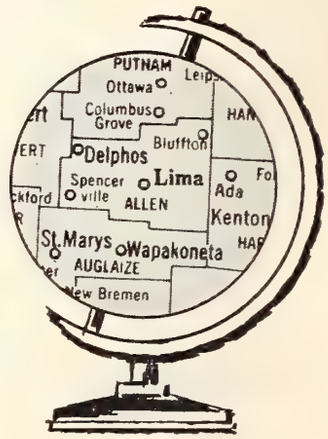
WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

THIS WORLD'S YOUR APPLE!

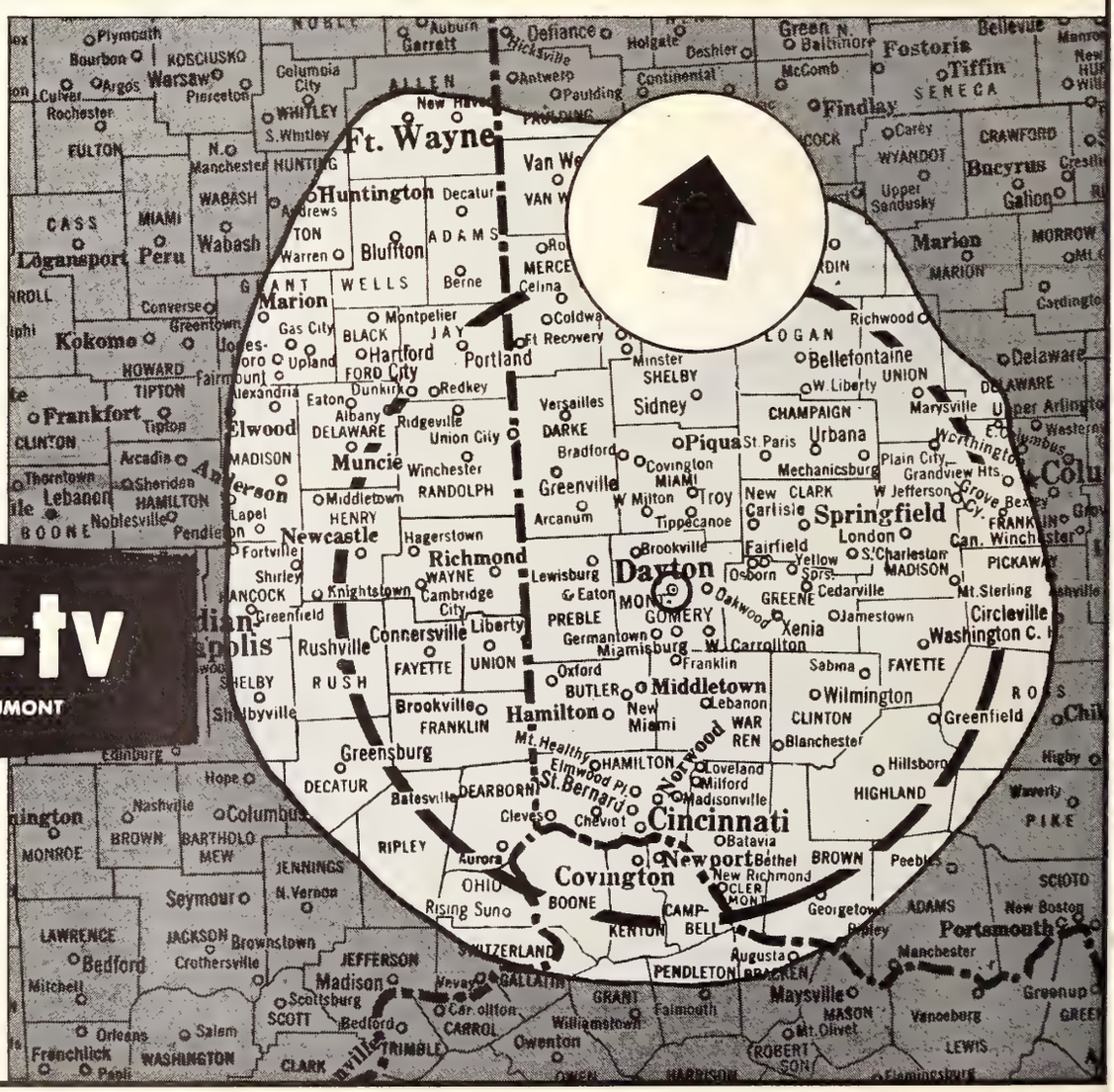
Just *one* from the *bushel* of bonus areas you blanket with WHIO-TV. All in addition to the 415,355 TV families in the primary coverage area, dominated by the World's Tallest TV Tower—1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain.



SHARE OF LIMA AUDIENCE—
EVENINGS—SUNDAY THROUGH SATURDAY, FEB. 14-27, 1954.

Time	WHIO-TV	Station B (UHF)	Station C	Station D
7-8	59.99	32.3	4.6	3.2
8-9	64.8	25.2	8.5	1.3
9-10	61.3	24.2	12.2	2.3

This powerful testimony proves that WHIO-TV's new tower reaches out—over 80 miles from Dayton—to grasp this ripe, rich market! A bread sponsor "discovered the new world" the easy way . . . opened up the Lima Territory using Kenny Roberts, made a big hit with only 3 spots per week! These many bonus markets *plus* WHIO-TV's big, regular service area add up to *plus* reasons why you should buy WHIO-TV! For more facts, contact George C. Hollingbery representatives today.



ONE OF AMERICA'S GREATEST AREA STATIONS

whio-tv

CBS • ABC • DUMONT

Channel **7**

DAYTON, OHIO

TELESTATUS

July 26, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
Ala-Fla-Ga Tv Inc. (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 94,250
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 94,250
►KPHO-TV (5) CBS, DuM; Katz; 95,300
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 65,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 227,882
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27). 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 220,843
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 624,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to have started regular programming:

KDRO-TV Sedalia, Mo. (ch. 6), July 15.

WCET (TV) Cincinnati (ch. 48), July 19 (educational).

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
388,771
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March, '55.

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 10,250

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV (12) 2/18/54-November '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

RADIO & TV

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are the

QUAD-CITIES'

FAVORITES!

CBS for the QUAD-CITIES

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 98,400

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 59,919
► WRBL-TV (4) CBS; Hollingbery; 73,647

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 249,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000.

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 545,535

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 494,000
► WISH-TV (8) CBS; Bolling

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 110,015

Terre Haute†—
► WTHI-TV (10) CBS; Bolling; 10/7/53-7/24/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 137,874

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55

Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown

Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 20,039

Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54

Portland—
► WCSH-TV (6) NBC; Weed; 116,627
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 44,200

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
► WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451

Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000

New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000

Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 52,750

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 47,699

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,407
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,140,000
*Detroit Educational Tv Foundation (*56) 7/14/54-Unknown*

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922

Lansing—
► WILS-TV (54) Venard; 51,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000

Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54

Muskegon†—
WTVM(35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown

Traverse City †—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
► KMMT (6) ABC, DuM; Pearson; 92,869

Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel; 56,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) CBS; Free & Peters; 467,300
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown

Rochester—
► KROC-TV (10) NBC; Meeker; 70,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 467,300
► WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 88,650

Meridian†—
► WCOC-TV (30) 32,500
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 115,998
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 402,796
► KMBC-TV (9) CBS; Free & Peters; 402,796
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
► KWK-TV (4) CBS; Katz

Sedalia†—
► KDRO-TV (6) Pearson

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 7,000

Missoula†—
► KGVO-TV (13) CBS; Gill-Perna



NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 407,023. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/14/54
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Kingston—
► WKNY-TV (66) CBS, NBC, DuM; Meeker; 8,650
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) ABC, NBC; Hollingbery; 230,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000
► WTRI (35) CBS; Headley-Reed; 90,038
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,855
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke 143,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 27,950
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS DuM; Harrington Righter & Parsons; 233,474
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson 60,879
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 213,267
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed 22,680
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-November '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,035,503
► WNBK (3) NBC; NBC Spot Sls.; 883,980
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,393
Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Kat 286,382
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► WKBN-TV (27) ABC, CBS, DuM; Rayme 131,838
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pea son 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KEGO-TV (5) ABC; Pearson
Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 48,1
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/5 9/1/54
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 121,774
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*
Tulsa—
► KCEB (23) ABC, NBC, DuM; Bolling; 90,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,1
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
*Oklahoma Educational Tv Authority (*11). 7/21/54-Unknown*

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair 20,600
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,28
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; Initi Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/5
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R 428,774
Bethlehem
► WLEV-TV (51) NBC; Meeker, 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton
► WGLV (57) ABC, DuM; Headley-Reed; 75,41
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 26,269
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 773,49
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 151,200
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,780,046

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

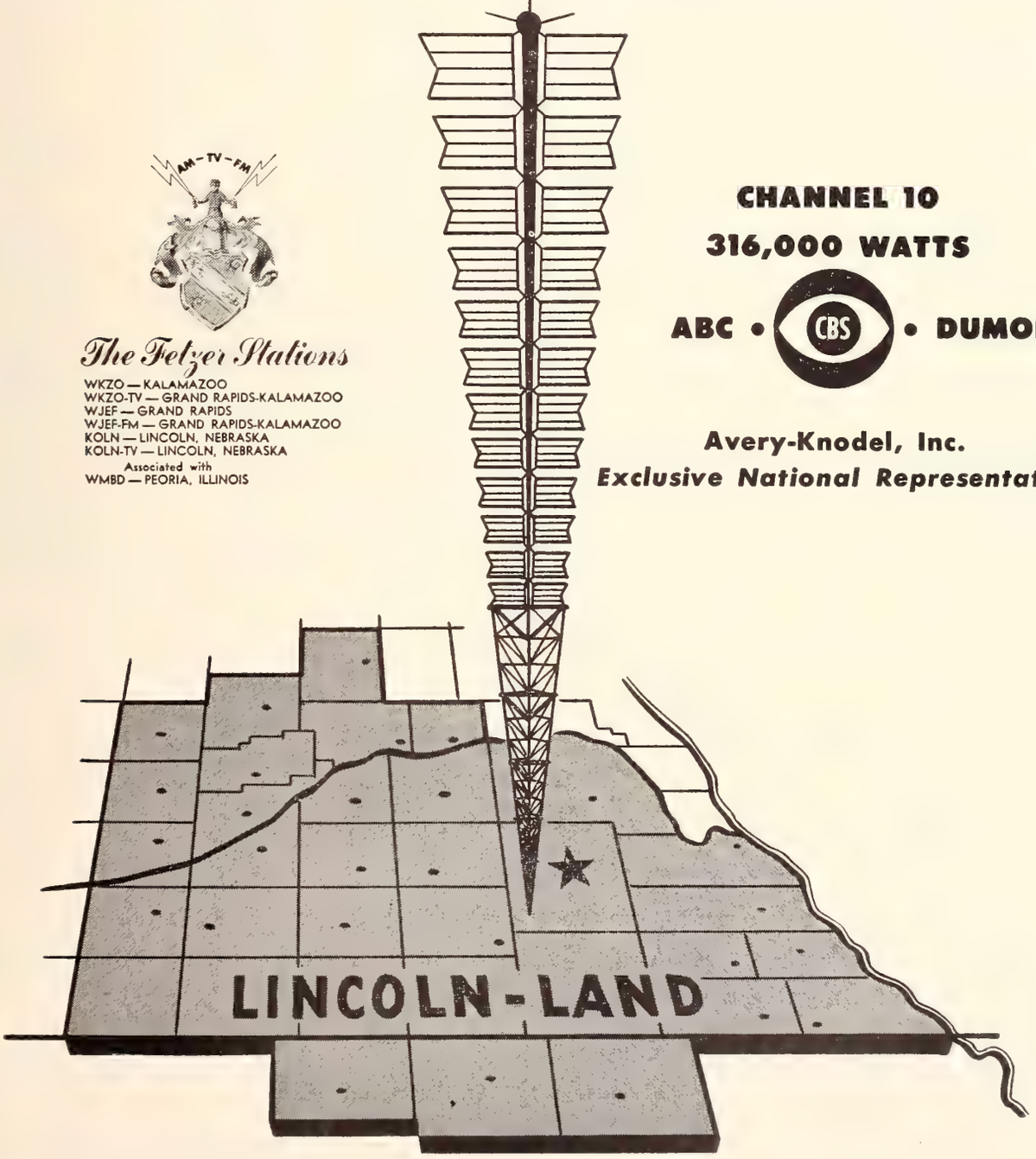
KOLN-TV TOWERS 1000 FEET ABOVE LINCOLN-LAND

NEBRASKA'S OTHER BIG MARKET!

The map below shows Lincoln-Land—34 double-cream counties of Central and Southeastern Nebraska—577,600 people with a buying income of $761,124,000 ($473,681,000 of which came from farming in 1952, and that's over one-third of Nebraska's *total farm income!*).

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, effective June 1st, KOLN-TV is reaching over 100,000 families who are unduplicated by any other television station.

Ask Avery-Knodel all about KOLN-TV, in America's EIGHTH farm state!



AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

CHANNEL 10

316,000 WATTS

ABC • CBS • DUMONT

Avery-Knodel, Inc.

Exclusive National Representatives

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 160,000
► WGBI-TV (22) CBS; Blair; 160,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 163,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,925
► **WNET (16) ABC, CBS, DuM; Raymer; 34,100**
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 46,700

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 55,750
► WIS-TV (10) NBC; Free & Peters; 107,450
► WNOK-TV (67) CBS, DuM; Raymer; 56,001

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 81,296
► WTSK (26) CBS, DuM; Pearson; 74,700

Memphis—
► WHBQ-TV (13) CBS; Blair; 285,737
► WMCT (5) ABC, NBC, DuM; Branham; 285,737

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 191,810
► WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54 (granted STA July 6)

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 51,309
► KGNC-TV (4) NBC, DuM; Katz; 51,309
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54

Corpus Christi†—
► KVDO-TV (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham: 388,771
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
► **KTSM-TV (9) NBC; Hollingbery; 41,229**
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,300

Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 35,327

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,084

Lubbock—
► KCBD-TV (11) ABC, NBC, Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,000

San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 198,371
► WOAI-TV (4) NBC; Petry; 198,371
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 39,770

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 35,327

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KTVT (4) NBC; Blair; 163,200
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,500

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 322,75
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initia Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel 76,514
Louis Wasmer (2) 3/18/54-Sept. '54

Tacoma—
► KMO-TV (3) Branham: 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed 25,056

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna 34,500

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,79
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,81

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 51,500
► WMTV (33) ABC, NBC, DuM; Meeker; 54,000

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/10/54 175,000.

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 322,98
► WTMJ-TV (4) ABC, NBC, DuM; Harrington Righter & Parsons; 681,953
WTVW (12) 6/11/54-Unknown

Neenah†—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,70

Wausau†—
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

Directory information is in following order: ca letters, channel, network affiliation, national re resentative; market set count for operating st tions: date of grant and commencement targ date for grantees.

HAWAII

Honolulu†—
- KGMB-TV (9) CBS; Free & Peters; 57,000
- KONA (11) NBC; NBC Spot Sls.; 58,000
- KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
- WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
- WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
- CHCH-TV (10)

Kitchener†—
- CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
- CFPL-TV (10) CBS; 35,000

Montreal—
- CBFT (2) 201,433
- CBMT (6) 201,433

Ottawa—
- CBOT (4) 10,100

St. John, N. B.—
- CHSJ-TV (4) CBS

Sudbury†—
- CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,822 7,326

Toronto—
- CBLT (9) 222,500

Vancouver—
- CBUT (2) CBS

Windsor—(Detroit, Mich.)
- CKLW-TV (9) Young

Winnipeg†—
- CBWT

MEXICO

Juarez† (El Paso, Tex.)—
- XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
- XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 385; total cities with stations on air: 257. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,229,652.

† Indicates educational stations.

Cities NOT interconnected with AT&T.

a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,444 on July 10, 1952.

c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

d) The following stations have suspended regular operations, but have not turned in CP's: KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; WFTV (TV) Duluth, Minn.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; KUJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

UPCOMING

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SPECIAL LISTINGS

BAB Clinics

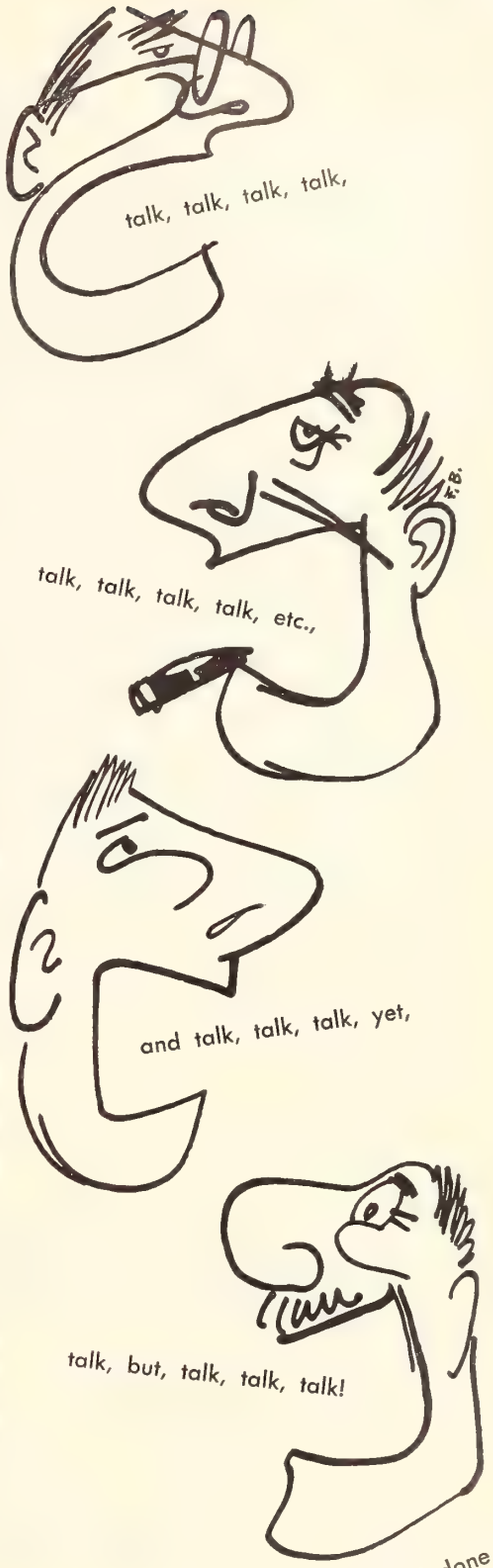
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
July 30: Detroit, Mich.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

BMI Clinics

Aug. 2-3: Hotel Biltmore, New York.
Aug. 5-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.



PRES. & GEN. MGR.: W. D. "DUB" ROGERS
NATL. SALES MGR.: GEORGE COLLIE
CBS & DUMONT TELEVISION

Hazardous Talkathons

NO POLITICAL campaign season in recent years has passed without at least some difficulties arising because of the inconsistencies of the laws and rules governing political broadcasting. To judge by a recent incident in Nashville, a new technique of broadcast campaigning contains even more perilous conditions than have prevailed in the past.

In a 26½-hour talkathon on several Nashville radio and television stations, Rep. Pat Sutton (D-Tenn.) made remarks which Edward Lamb, broadcaster-publisher, considers libelous. Mr. Lamb has filed suit against Mr. Sutton and the stations for a total of $1.5 million damages.

Whether Rep. Sutton's comments about Mr. Lamb were libelous is an issue to be determined by the courts, but certainly they were embarrassing to the stations which carried his talkathon. It is to the involvement of the stations that we address ourselves.

The broadcaster runs many risks in airing any speech by a political candidate. Federal law says a station may not edit as much as a comma out of a candidate's speech, but the law does nothing to relieve the broadcaster of joint liability in case the candidate is sued for libel.

In a talkathon these risks are multiplied in proportion to the length of time the candidate is on the air and to the heat of his commentary. The talkathon is, by nature, a prolonged and unrehearsed discussion by a politician running for office and hence not entirely dispassionate about topics and personalities connected with his campaign. In such circumstances, it is almost impossible to avoid the passing of at least intemperate and possibly actionable remarks.

In view of its obvious hazards, it is questionable that the talkathon, however persuasive a device for political advancement, is desirable programming.

This being a campaign year, the number of politicians hoping to use the talkathon is bound to be large. Stations must decide now whether the grave perils of the talkathon are worth the revenue.

Bricker, Jones & Politics

OUT OF the Senate Communications Subcommittee frying pan and into the full Interstate Commerce Committee fire—that's the dilemma threatening broadcasters (and the FCC) on the controversy provoked by the economic worries of uhf stations.

Chairman Bricker of the full committee is now ram-rodding approval of his bill (S 3456) to investigate and license the networks, hoping to get action before Congress quits, to enable his committee to function during the recess.

We can conceive of no more ill-timed, unnecessary or unpopular project. We can think of no move that would do greater violence to the well-being of broadcasting, because such an investigation inevitably will go beyond whether or not networks should be licensed. It would become a full-scale inquisition into all broadcasting—radio as well as tv—and the FCC. It would become a sounding board for anti-broadcasting forces.

Beyond that, it would be the height of political stupidity for the Administration to condone this in a campaign year.

What motivates Chairman Bricker is conjectural, because the Ohio Republican is an inscrutable, ambitious man. His plan to name former Comr. Robert F. Jones as chief counsel (disclosed by this newsweekly last week) raises serious question, because Mr. Jones himself is a highly controversial figure. He demonstrated this is his outbursts ten days ago in arguing for restricted-time stations before the Commission in the daytime skywave case. He alluded to clear channel stations as "sultans of squat," and as "pashas" who aspire to become "maharajahs."

Mr. Jones, during his servitude on the FCC, was strictly an "anti" member. On virtually all major issues he was in the minority. He opposed the FCC's Sixth Report on television which constituted the final allocations report. With that background, there's ample justification for the opposition being expressed to his appointment because, obviously, he has already made up his mind that there's little, if anything, right about the tv allocations, which must become the crux of any investigation.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Ed, go down and take another look at those blueprints . . . I think we're going too *high!"*

The Potter Communications Subcommittee, which had labored through thousands of pages of testimony, emerged last week with a well-reasoned, practical approach to the uhf problems. It wants an all-out effort to eliminate the 10% excise tax on all-channel receivers, to enable uhf stations to build circulation. It proposes an *ad hoc* committee to investigate and bring forth plans to adjust allocations where these are feasible, just as order was brought out of chaos by such a committee in the color situation last year. Chairman Potter wants the multiple ownership limit raised to seven, with two of them uhf's.

This plan isn't calculated to make everybody happy. No workable plan could. But it's first things first. A hard look at government occupancy of vhf spectrum space that might be converted for tv, expanding the existing band, could logically fall within the purview of the *ad hoc* committee. "De-intermixture" would be on its agenda.

Certainly that covers the immediate ground. Then why the Bricker bill, which could only make a political football of the business of broadcasting? It would further befuddle and confuse a situation that seems headed toward reasonable and amicable if not optimum solution. And it could only mean further government interference with the business of broadcasting.

If the networks have been high-handed, the licensees have only themselves to blame. Congress can't negotiate private contracts. If the networks have been illegal, then the complaints should go to the FCC or to the Department of Justice. The FCC repeatedly has asked for funds with which to re-examine the chain-monopoly regulations. If there's investigating to be done, it should be by the FCC experts, and not by otherwise pre-occupied Senators who are susceptible to political stresses.

If uhf is the root of the problem, certainly the solution doesn't repose in Congress. Congress can't legislate advertisers into buying time. The logical answer would be to find an adequate amount of additional vhf space to accommodate uhf stations in mixed markets, giving them priority. The government-reservation study and a reappraisal of educational reservations may yield more space than is now generally supposed available.

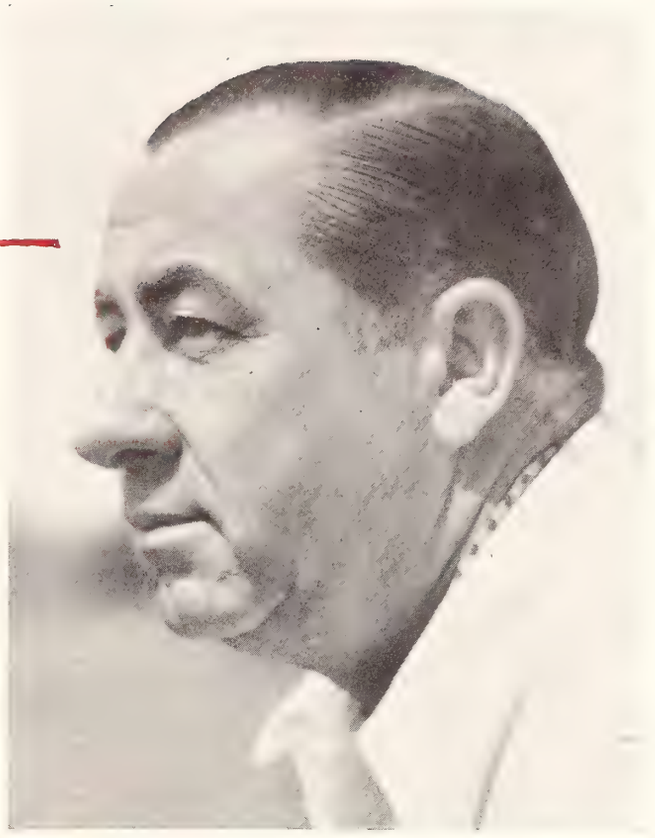
We hope members of the full Senate Committee will be brought to realize how utterly illogical and wasteful a full-scale Bricker investigation would be. We hope it will see the wisdom of the Potter Subcommittee approach.

And we hope that the administration and its senatorial leadership will recognize that to follow the Bricker plan is to out-do almost anything the New Deal-Fair Deal ever perpetrated in the direction of government interference with private enterprise. As we recall it, one of the sturdiest planks in the Eisenhower platform was a minimum of interference with private business.

Walter Hagen

Vice President, Walter Hagen Golf, Division of Wilson Sporting Goods Company, says:

"To me, the most significant characteristic of the Grand Rapids area — is growth. That characteristic was evident when we established our business here in 1939. It is just as evident today in every economic direction. WOOD-TV is the natural outcome of this sound, area development . . . and will be a potent factor in its continuance."



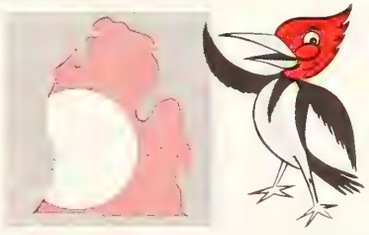


WOODland-TV is big territory!

In growth — Walter Hagen Golf is a typical Grand Rapids industry. Production has increased to approximately half a million clubs a year. In golf — it's unique. Walter Hagen equipment is sold only by golf professionals. It's made by golfers, too! But that's not surprising in WOODland-TV . . . an area famous for fine courses.

In summer, WOODlanders share the fairways with millions of tourists — who spend an estimated $200,000,000* in Western Michigan annually. Retail sales skyrocket — in the primary Grand Rapids area; in Muskegon, Battle Creek, Lansing and Kalamazoo. And this rich market is all yours, with WOOD-TV — first station in the country to deliver 316,000 watts from a tower 1000′ above average terrain. For top coverage of Western Michigan — select WOOD-TV — Grand Rapids' *only* television station!

*U.S. Department of Commerce



WOOD-TV

GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

You must buy KFMB-TV....
to reach all of San Diego County

KFMB-TV

CBS

ABC • DU MONT

SAN DIEGO, California...

still FIRST in

America's Fastest Growing Billion-Dollar-Market!



21st in the NATION

in DWELLING-UNITS, 1954*

Bigger than...

- Houston
- Atlanta
- Hartford
- Denver
- Columbus

*Estimated by J. Walter Thompson, *Television Digest*, May 22, 1954.

FIRST in-

Day-time,
Night-time,
All-the-time

RATINGS

WRATHER - ALVAREZ BROADCASTING, INC.

San Diego 1, California

Represented by EDWARD PETRY & CO., INC.

UGUST 2, 1954 35c PER COPY

BROADCASTING TELECASTING

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E NEWSWEEKLY RADIO AND TV

Baltimore is different!

. . . and smart radio time-buying is different in this compact market!

Baltimore's big population is packed mostly right inside the city limits. The number of Baltimoreans who live outside the city in the metropolitan area is unusually small. What's this mean to the people who use and buy radio advertising? Just this:

W-I-T-H *covers this highly concentrated market efficiently!* You don't need—you don't have to pay for—a big, powerful, expensive radio station to reach the people of this rich market effectively. W-I-T-H will do the whole job for you—at a fraction of the cost! Overlapping coverage of network stations from their own affiliates limits their effective coverage to just about the area W-I-T-H itself completely serves.

Nielsen proves **W-I-T-H's** *superiority in the Baltimore market!* The latest Nielsen Coverage Service shows that W-I-T-H leads every other radio and television station in town—regardless of power or network affiliation—in weekly daytime circulation in Baltimore City and Baltimore County. That's only one big fact that came out of this amazing survey. Get the whole story. Let your Forjoe man prove to you that the best buy in Baltimore is W-I-T-H.



IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY

She Butters Up A Large Slice Of the Midwest



Right next door to housewives in 11 states, Wynn Speece has been "Your Neighbor Lady" on WNAX-570 for 13 years. The 5 states—Minnesota, the Dakotas, Nebraska and Iowa—in Big Aggie Land aren't enough for Wynn. Mail comes in from 11—plus Canada; in 10 years she has received 1¼ million cards and letters. Her mail may contain anything from Ma's favorite recipe to a family problem. Wynn reads select items on the air and asks for listener comment. Result: more mail. Participating in this manner, housewives feel that they belong to the program, call themselves "Neighbor Ladies," listen each weekday, 3:30-4:00 p.m.

And respond. Over 5,000 loyal listeners from four states came to watch the Neighbor Lady demonstrate at a Cooking School in June. Thirty-five thousand orders for "Your Neighbor Lady" booklets at 25c a copy were received. Three times a week Wynn offered $1.79 food mixers, in seven months pulled 4,357 requests by mail order alone. Total sales exceeded $7,790.

Do you have something to sell to housewives? Let Wynn tell her "Neighbor Ladies." Old friend and confidant to thousands, she will tell them about your product in her own words. Ask the Katz Agency for full details.



WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.



there's a Meredith* Television Station in view!

If you're looking for sales results in four of America's important markets – Kansas City, Missouri; Syracuse, New York; Omaha, Nebraska; Phoenix, Arizona, contact the Meredith* TV Station.

Meredith* TV Stations are long on SHOWMANSHIP, SALESMANSHIP and RESULTS!

Meredith* Television Stations

KCMO-TV KANSAS CITY, MO.

WHEN-TV SYRACUSE, N. Y.

KPHO-TV PHOENIX, ARIZ.

WOW-TV OMAHA, NEBR.

KCMO-TV, WHEN-TV & KPHO-TV represented by The Katz Agency • WOW-TV represented by Blair-TV, Inc.

***Meredith Television Stations Are Affiliated with** Better Homes and Gardens and Successful Farming **Magazines**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

NEW

SUPER POWER

WGAL-TV

NBC
CBS
DUMONT

Lancaster, Pennsylvania

316,000 WATTS



316,000 WATTS

STEINMAN STATION
Clair McCollough, *President*

Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Sunbury	Shamokin
Chambersburg	Lewistown	Coatesville
Frederick	Carlisle	Lock Haven
Hagerstown	Lewisburg	Huntingdon
Westminster	Shippensburg	Waynesboro

Representatives

MEEKER TV, Inc.

New York Los Angeles Chicago San Francisco

closed circuit.

FCC DOESN'T propose to wait before approving new multiple ownership rule allowing two uhf outlets per entity in addition to five vhfs. Action can be expected before mid-August. Chairman Potter (R-Mich.) of Senate Communications Subcommittee already has given rule his personal blessing but subcommittee hasn't made up its mind.

★ ★ ★

IN ANTICIPATION of raising of multiple ownership limit to include two uhf stations in addition to present limit of five stations of both classes, all networks, plus group-owned operations, reportedly are in process of making allocation studies to determine where best they can operate additional uhfs. Search reportedly centers around markets in top 50 where there are not enough vhfs to accommodate all networks.

★ ★ ★

WHEN ten-man tv advertising bureau committee meets Thursday it will face problem of resolving divergent ideas on official name for new project. "TAB" would conflict with outdoor advertisers' Traffic Audit Bureau; "TvAB" involves opposition of NARTB members who resented that bureau's competitive debut in spring; "TB" has obvious clinical objections. One suggestion: "TvB" for "Television Bureau."

★ ★ ★

THIS WEEK'S FCC meeting (scheduled for Wednesday) may be last full agenda session until after Labor Day. Rosel H. Hyde plans to leave this week for month's vacation in his native Idaho, marking his first vacation since he assumed chairmanship April 18, 1953. Comr. George E. Sterling is back in Washington but proposes to return to his new Peak's Island, Maine, home until about Aug. 15. Meanwhile, Commission is expected to function on limited basis, allowing staff members to get in their vacations, too.

★ ★ ★

SET manufacturers believe Senate move to allow $7 tax credit on tv sets incorporating uhf band is inadequate. One of largest (outside RETMA fold) contends that tuner which would take in only local and near-fringe would cost about $12 and that full-range good tuner would run $14-$15 net cost to the manufacturer. Figuring 2¼ times cost on consumer price, it would mean $27 for cheap tuner and up to $33.75 for good one.

★ ★ ★

DID GOV. Gordon Persons of Alabama discuss with President Eisenhower at session last week his possible appointment to FCC after he finishes gubernatorial term at year-end? There was no answer from any responsible quarter. Most speculation was that he and President discussed Phenix City vice and gambling situation. Gov. Persons, brother of Maj. Gen. Wilton B. Persons, deputy assistant to President, was manager of WSFA Montgomery two decades ago and is being supported for next vacancy on FCC, which comes up next June 30 when Comr. Frieda B. Hennock's term expires.

★ ★ ★

AS OF yesterday (Sunday) Clarke A. (Fritz) Snyder wound up as CBS-TV stations relations director [CLOSED CIRCUIT, July 26]. He's reportedly negotiating for station management post. CBS-TV Station Relations Vice President Herbert V. Akerberg doesn't contemplate naming successor immediately.

★ ★ ★

GENERAL TELERADIO Film Division this week will announce sale in some 20 markets of 30 feature films acquired from Bank of America last March. First sale will represent $1 million total. General Teleradio reportedly paid $1.25 million for rights. Films were released theatrically between 1946 and 1949 but not until now to tv.

★ ★ ★

AFTER APPEARANCE of Comr. Robert E. Lee last Tuesday before National Press Club, as cold and critical an audience as any bureaucrat can face, he was talked up as desirable speaker on public events. He parried questions in give-and-take session following his formal speech with skill that surprised many journalistic veterans. Some of boys began talking up prospect of his appointment to chairmanship, which has been hanging fire since last April, but Comr. Lee has insisted he isn't even remotely a candidate for that post.

★ ★ ★

THERE'S GROWING indignation in station ranks (notably non-NBC outlets) over new Gillette "Look Sharp, Be Sharp" recording as full-length rendition. One DJ (on NBC outlet) described it as "the longest commercial in radio for which nobody gets paid."

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The management and personnel of WSPA take this opportunity to extend heartiest congratulations to Jane Dalton, director of women's programs and promotion for WSPA for 15 years.

orchids to you...madam president!



We are very happy . . . and extremely proud . . . that American Women in Radio and Television acknowledged Miss Dalton's ability, sincerity and charm by electing her their association's president for 1954-56.

We know she will fulfill her new duties as President of AWRT with the same diligence, talent and enthusiasm that has made her so successful an air personality in the Piedmont section of the Carolinas.

THE JANE DALTON HOUR
participation
9:00—10:00 A.M., Weekdays

WSPA

First CBS Radio Station for the Spartanburg-Greenville Market

South Carolina's Oldest Station
Spartan Radiocasting Company, Spartanburg, S.C.

Represented by George P. Hollingbery Company

5,000 WATTS 950 KC

Walter J. Brown, President
Roger A. Shaffer, Manager
Ross Holmes, Sales Manager

at deadline

President Approves Plan For Oceanic Tv Study

RESOLUTION (SJ 96) providing for nine-man commission to study possibilities of transatlantic television was approved Friday by President Eisenhower. Commission will study global communications, with $250,000 appropriation, and report to Congress by Dec. 31 [B•T, July 26].

Membership of commission had not been named as B•T went to press. Group will study ways to use radio-tv in building cooperation and understanding among free nations. Report of House committee said plan to link U. S. with rest of world is engineeringly feasible, referring to NARCOM (North Atlantic Relay Communications System) being studied by engineers. More than 50 nations are developing tv networks, according to report, with tv offering important means of reaching rest of world.

Resolution was passed last year by Senate after Foreign Relations Subcommittee heard report on NARCOM relay plan by William Halstead, president of Unitel Inc., New York [B•T, May 18, 11, 1953].

NARTB Neglecting Radio, Webb Insists to Fellows

NARTB should hold separate radio and tv conventions, abandon district meetings and reinstate Sales Managers Executive Committee, Frank V. Webb, vice president and general manager of KFH-AM-FM Wichita, Kan., suggests in letter to NARTB President Harold E. Fellows.

Conceding industry meeting problem is getting out of hand ("Is That Meeting Necessary?" B•T, July 19) and answering July 22 letter by President Fellows, Mr. Webb said money saved from abandoning district meetings could be used to set up separate radio and tv sales departments in NARTB, contending BAB can't cope with problems handled by former Sales Executive Committee. Among radio subcommittees he proposed are rate card, standard contract, audience measurement, and sales.

Radio and tv conventions could be held same week in separate hotels during transition period toward separate conventions which he claimed should be six months apart. He contended many in industry have mistaken idea that tv "is simply a superior radio signal, coupled with a moving picture," charging some in NARTB "share this obtuse point of view." He cited figures of J. Frank Jarman, WDNC Durham, N. C., new NARTB director for medium stations, showing 1,455 NARTB radio and 256 tv station members.

Stromberg-Carlson Sales Up

NET SALES of Stromberg-Carlson Co., Rochester, for first six months of 1954 reported at $31,928,861, compared with $31,042,754 for same period of 1953. Net earnings for period were listed at $1,177,759 as against $1,071,271 for first six months of 1953, with dividends on 504,183 shares of common stock amounting to $2.26 per share, compared to $2.43 per share on 420,875 shares oustanding June 30, 1953. Operations of Stromberg-Carlson-owned WHAM-AM-TV and WHFM (FM) Rochester, N. Y., are included in figures.

PROGRESS REPORT

TABULATION of data collected by Alfred Politz field workers engaged on $80,000 nationwide survey to determine number and location of radio and tv sets is about ready for delivery to Advertising Research Foundation, which is supervising and validating study [B•T, April 5]. After ARF experts have fine-tooth combed, task expected to take about two weeks, Politz results will be turned over to survey's underwriters, four radio networks and Broadcast Advertising Bureau.

Voice Notes Efficiency Up After Year Under USIA

VOICE of America marked its first anniversary last Saturday under management of U. S. Information Agency and released summary of activities, claiming it is "doing more with fewer people for less money."

Statement noted it had reduced annual budget during year from $22,427,000 to $16,600,000 and its working force at home and abroad from 2,000 to 1,600. It was stated that effectiveness of Voice had been increased by placing into operation transmitters at Munich, in Philippines and Okinawa; increasing number of language programs in "sensitive" areas of Far East from 34 to 38; shifting of emphasis to news and commentaries on news, and increasing broadcasts to communist and satellite areas. Voice, which previously had been under Dept. of State, is in process of moving operations from New York to Washington, with shift expected to be completed by Nov. 1.

Eisenhower Lauds USIA

FREEDOM and tyranny are fighting to capture minds and souls of men, President Eisenhower said Friday in message congratulating U. S. Information Agency on "substantial achievements" during its first year of operation. USIA operates Voice of America broadcasts and other facilities. It celebrated anniversary Friday though not one year old until Sunday. Supporters of liberty must depend "upon efforts such as those in which you and your colleagues are engaged," President said. (See story above.)

Network Flexibility Is Aim Of New AT&T Pathway

NEW 2,400-mile tv pathway, linking stations in northeastern quarter of country, was to be put into operation yesterday (Sunday), AT&T announced Friday. Four video channels, two each way, comprise closed loop arrangement extending from New York to Chicago via Buffalo and back via St. Louis, Pittsburgh and Washington, enabling any station along route to receive programs from any other station in loop or to transmit to other stations with minimum of switching. New facilities are designed to make intercity tv transmission more flexible, AT&T's Long Lines Dept. said.

FIRST 'TONIGHT' • Polaroid Co., Cambridge, Mass. (Polaroid Land camera), is first sponsor to sign for NBC-TV's new *Tonight* show (Mon.-Fri., 11:30 p.m.-1 a.m. EST), starting Sept. 27 when show premieres (see page 70). Agency: Doyle-Dane-Bernbach, N. Y.

GE TV ON RADIO • General Electric Co., Schenectady (tv receivers), through Maxon Inc., N. Y., preparing spot radio announcement campaign using more than 100 stations. Schedule to break during first week in October and run for six weeks.

BIG ONES BITING • Several advertisers—among them Congoleum Inc., NBC-Biscuit, Chevrolet, U. S. Tobacco—understood interested in picking up alternate week sponsorship of *Big Town*, Wednesdays, 10:30-11 p.m., on NBC-TV. Show is sponsored by Lever Brothers on 52-week basis, alternate weeks. NBC-TV expected to announce alternate soon.

ON THE SOAP-BOX • General Motors Corp., Chevrolet Motor Div., Detroit, will sponsor CBS Radio's coverage of semi-final and championship races of 17th All-American Soap-Box Derby at Akron Aug. 15, 4-4:15 p.m. EDT. Agency: Campbell-Ewald, Detroit.

ANTI-FREEZE SPOTS • National Carbon Co., N. Y. (Prestone), through William Esty Co., N. Y., planning usual fall radio-tv spot announcement campaign with market list estimated at about same size as last year.

YEAR-ROUND CAMPAIGN • Dolan Corp., N. Y. (anti-arthritic product), through Van Der Linde Co., N. Y., placing 52-week radio spot announcement campaign on over 100 stations. Schedule will be launched in mid-September.

POWER IS CHOICE • Chattanooga Medicine Co., Chattanooga (Black Draught), through Harry B. Cohen Co., N. Y., preparing radio spot announcement campaign using mostly power stations, Sept. 7 through Nov. 29.

OIL SPREADING • Gulf Oil Co., Pittsburgh, through Young & Rubicam, N. Y., planning spot schedule in more than 50 radio markets, starting mid-September for 13 weeks.

Iowa Broadcasters Oppose Langer Bill, Switch to 45s

RESOLUTIONS opposing Langer bill to prohibit liquor advertising, policy of record-makers to standardize 45 rpm records among broadcast stations, and any curbs or restrictions on radio-tv's access to news coverage adopted Friday by Iowa Broadcasters Assn. at business meeting in Fort Des Moines Hotel, Des Moines.

John Meagher, new NARTB vice president, delivered plea for unity and cooperation among broadcasters in support of association and industry activities. He reviewed NARTB accomplishments in talk.

Ernest C. Sanders, WOC-AM-TV Davenport, elected president, succeeding Ben Sanders, KICD Spencer. Others elected were Walter Teisch, KOEL Oelwein (president of Iowa Tall Corn Network), vice president, and Bill Baldwin, KSO Des Moines, secretary-treasurer. Earl Williams, KFNF Shenandoah, elected director for three year term.



THE HON. HERMAN E. TALMADGE
Governor of the State of Georgia



THE HON. WILLIAM B. HARTSFIELD
Mayor of the City of Atlanta

GEORGIANS GET FIRST-HAND FACTS ON CITY AND STATE VIA WAGA-TV

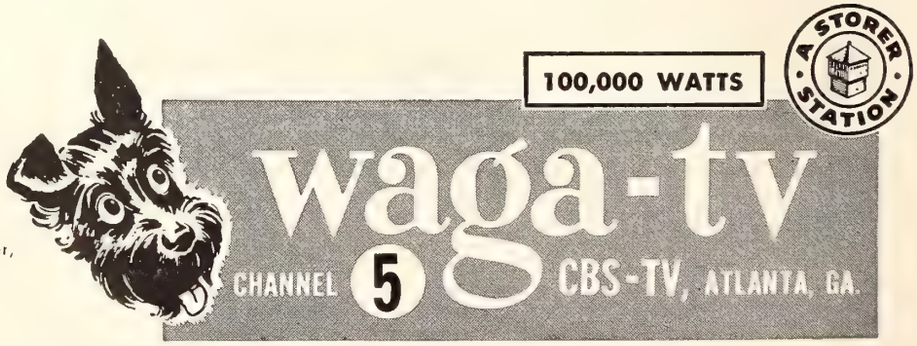
Governor Talmadge and Mayor Hartsfield are both regular guests on WAGA-TV programs, "Capitol Report" and "This is Your Town."

These are more than public service programs—they are *public information* programs which give first-hand facts on issues concerning the state and city. The response is so great, no Pulse or Hooper or ARB is needed to convince either of these public officials of the vast audiences they reach.

And none will be needed to convince you that WAGA-TV blankets the area. The steady climb of your sales curve will tell the story emphatically.

Let our reps give you the facts on WAGA-TV—the station Georgians look to for facts about city and state.

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, Vice President
and National Sales Director,
118 E. 57th Street, New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Avenue, Chicago



at deadline

FCC Denies Uhf Protest Against WGAL-TV Power

IN OPINION declaring economic protest of improved facilities granted ch. 8 WGAL-TV Lancaster, Pa., was made too late without justification, FCC Friday denied joint petition for rehearing filed by five uhf stations: ch. 71 WTPA (TV), ch. 27 WCMB-TV and ch. 55 WHP-TV, all Harrisburg, and ch. 49 WNOW-TV and ch. 43 WSBA-TV, both York, Pa.

FCC said matters alleged had been considered in original hearing on WGAL-TV bid. Commission also ruled protest petition was inappropriate vehicle to ask rule-making proceedings to determine whether vhf stations should be allowed power boosts until higher power equipment is available to uhf stations in same area.

WFAA-TV Asks Ten-Fold Temporary Power Boost

APPLICATION for temporary increase in power from 27.1 kw to 274 kw on ch. 8 filed with FCC Friday by WFAA-TV Dallas. Station will have building available for new RCA transmitter and has signed equipment contract. It hopes to go on with higher power by Oct. 1.

WFAA-TV will operate from present site on Hines Blvd. It plans to move transmitting facilities to Cedar Hill where 1,521-foot tower for joint WFAA-TV and KRLD-TV use will be completed in late 1955. WFAA-TV plans full 316 kw power when tower is completed. A. Earl Cullum is handling engineering of project. FCC approval given high tower last April.

WPRO-TV Opposes Rival Bid

WPRO-TV Providence, R. I., permittee for ch. 12, petitioned FCC Friday not to accept for filing ch. 12 bid of E. Anthony & Sons which submitted for deletion its permits for ch. 28 WTEV-TV New Bedford, Mass., and ch. 50 WBOS-TV Boston (early story page 56). WPRO-TV held Anthony application violates Commission rules since ch. 12 already is assigned to WPRO-TV. Providence outlet said its prior right to ch. 12 is not altered by fact stay order was issued by Commission on ch. 12 grant pending conclusion of hearing on economic protest of ch. 16 WNET (TV) Providence.

Flint Uhf Turns in Permit

WTAC-TV Flint, Mich., ch. 16, surrendered permit to FCC Friday. Station suspended operation in April and together with WTAC was reported sold fortnight ago to Radio Hawaii Inc., owner KPOA Honolulu, for about $275,000, subject to FCC approval [B•T, July 12]. WTAC sale agreement is still effective, it is understood.

Uhf WKAB-TV Suspends

WKAB-TV Mobile, Ala., ch. 48, informed FCC Friday it was to suspend operation Sunday because of financial difficulties, but hoped to return to air by October. Only other station on air there is ch. 10 WALA-TV.

IRISH RADIO

RIGHTS to radio broadcasts of home and away football schedule of Notre Dame U. have been acquired by MBS, which is offering games to affiliates for sale on local cooperative basis, B•T learned Friday. Mutual will present 10 Notre Dame contests under title of *The Game of the Week*, starting Sept. 25 and ending Dec. 5. Open date of Oct. 23 will be filled with another attraction.

Autry, Rogers Draft Appeal

ATTORNEYS for cowboy stars Gene Autry and Roy Rogers plan appeal to U. S. Supreme Court from California Supreme Court decision allowing Hollywood Tv Service to sell their old western movies to tv. California court denied rehearing of case. Actually, court decision was victory for Mr. Autry in that it upheld contract clause prohibiting editing pictures to length practical for tv. Mr. Rogers had no such protection. Hollywood Tv reports continued interest in films, but will delay sales decision until Aug. 31 deadline for Supreme Court appeal.

Iowa Daytimer Sold

SALE of KFAD Fairfield, Iowa, by Carl D. Boyer and associates to Alec Chesley, owner of KCOG Centerville, Iowa, for $35,000 announced Friday. KFAD operates on 1570 kc with 250 w, daytime only. KCOG broadcasts on 1400 kc with 100 w. Blackburn-Hamilton handled sale. Application for FCC approval due to be filed soon.

Mighty Mite Speaker

COLUMBIA Records last week introduced the kilospher, phonograph speaker size of candy bar yet capable of relaying frequencies up to 20,000 cycles per second, according to announcement by James B. Conkling, president. Twin "K" speakers are to be incorporated in Columbia's latest 1954 models of "360" phonograph as well as in new tape recorders, he said.

New "K" speaker is perforated metal oblong with more than 500 tiny apertures, enclosed in thin plastic foil, each aperture acting as loudspeaker when electric signals from phonograph system set foil to vibrating.

UPCOMING

Aug. 4: Radio-tv testimony before Senate Rules subcommittee studying committee procedures. U. S. Capitol.

Aug. 4: NLRB hearing on AFM-AFTRA dispute. New York.

Aug. 5: Committee to form plans for all-industry tv sales promotion unit, Mayflower Hotel, Washington.

Aug. 5: NARTB, record manufacturers meet to discuss switchover to 45 rpm discs, N. Y. Athletic Club, New York.

For other Upcomings see page 105

PEOPLE

WILLIAM C. MUNRO, account executive, Geyer Inc., N. Y., to McCann-Erickson, N. Y., as head of radio-tv section of central research department.

ALBIN B. NELSON, advertising department, Colgate-Palmolive Co., Jersey City, named assistant media director. He will work with **SAMUEL L. FREY,** media director.

JAMES L. PERRY and **HOWARD W. ROSE,** account executives for Fairbanks - Morse; **ARTHUR E. PETERSEN,** Hines Lumber Co., and **JOSEPH H. CARO,** Chicago Title & Trust Co. and Club Aluminum, all of which use radio or tv or both, elected vice presidents, Buchen & Co., Chicago.

CASTLEMAN D. CHESLEY, formerly assistant athletic director at U. of Pennsylvania, appointed program coordinator of ABC-TV sports department.

IRA WOLFF, copywriter for Dancer-Fitzgerald-Sample, N. Y., joins NBC-TV as sales presentation writer for shows sold under participation sales plan.

JOHN B. HUGHES, veteran radio-tv newscaster with stations including WOR-TV New York, WPTZ (TV) Philadelphia and KFOX Long Beach, Calif., will launch *The News Tonight with John B. Hughes* over DuMont's WABD (TV) New York (Mon.-Fri., 11-11:15 p.m. EDT), starting Aug. 9.

AFTRA Prepares Demands For Pension-Welfare Plan

DETAILS of pension and welfare demands to be made on five major networks by AFTRA discussed at closed committee sessions Friday, with action expected Saturday at annual convention of union. Committee drafts of demands were to be ready for convention session Saturday (early convention story page 66).

Other proposals included constitutional amendment specifying biennial instead of annual conventions. Transcription code clauses covering local rates and conditions also slated for discussion. Convention committees were named by George Heller, national executive secretary, at Thursday night session.

CAA May Modify Rules On Tall Tower Markings

CIVIL Aeronautics Authority has had second thoughts regarding advisability of placing so-called warning devices on tall tv towers. Policy instructions for regional offices, in preparation, understood to warn that such equipment is actually navigational aid and might be used by pilots for homing. Thus far, there have been only three or four such requirements with broadcasters. Instructions will call for relocation of such devices away from tower.

Where no other solution is available to telecaster who claims particular site and height is imperative, CAA policy is to agree to move navigational aids, or establish new ones, regional offices will be told.

Official announcement of policy guidance instructions to regional offices may be announced this week.

RETMA Satellite Study

SPECIAL booster-satellite committee of Broadcast Equipment Section, Radio-Electronics-Tv Mfrs. Assn., will meet Tuesday at Emporium, Pa., to inspect satellite tv station operated by Sylvania Electric Products. Committee already has fund of information on booster operation of WSM-TV Nashville [B•T, June 14, 7]. Ben Adler, head of Adler Communication Labs., is chairman of RETMA subcommittee.

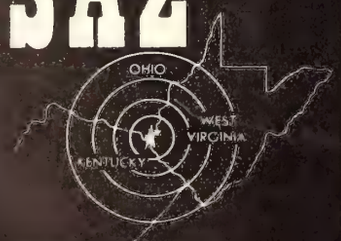
RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

AVAILABLE!
CHILLS
FOR THE
WARM
EVENING
LISTENER

SUNDAY
THRU
FRIDAY
10:00-10:30 P. M.
MONDAY
THRU
FRIDAY
"BOSTON BLACKIE"
SUNDAYS
"SEALED BOOK"
ON
WSAZ

THE KATZ AGENCY
National Representatives

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Washington, D.C. where money is made!

Inside the Bureau of Engraving and outside... everywhere you look they're making money in Washington. We've got the highest major-market family income in the nation here—a lovely green $7,259 per family! That's 40% higher than the national average and considerably higher even than our own record high of last year.

What's inside Treasury you can't take with you... but your share of the treasure outside is here for the asking—when you ask for it over WTOP-TV (Washington's most watched television station). For this Washington Post-CBS Television station delivers more potential customers each week for your sales message than any other television station in the Washington metropolitan area.

SOURCES: Sales Management, May 1954 (top 25 metropolitan areas); Telepulse, Jan.-June 1954

WTOP-TV

Represented by

CBS

Television Spot Sales

The Country's No. 1 Sport-BOWLING!

(Greatest number of participants; 16,000,000 according to Brunswick-Balke-Collender Co.)



Each film in the series a real thriller! The vast sports-loving public will make this a must. Wonderful close-ups! Sensational follow-thru on the action! *Championship Bowling* at its best.

A SMASH HIT in Chicago when it was telecast live!

Increased the sets in use **40%.** Had an **11.4** ARB at 11:00 to 12:00 midnight Tuesday nights—more viewers than the other three competing stations combined! It was the most talked-about nighttime show in town. Chicago sports pages gave the matches great coverage. Chicago Bowling Alleys gave it enthusiastic merchandising cooperation.

FEATURING
The World's Greatest Bowlers

BUDDY BOMAR
(pictured above)
DON CARTER
JOE WILMAN
STEVE NAGY
ED KAWALICS
PAUL KRUMSKE
BILL LILLARD
JUNIE McMAHON
BUZ FAZIO
JOE KRISTOF
CARMEN SALVINO
ROBBY ROBINSON
and others

Championship Bowling will get RESULTS... Just read this letter:

DE MET PONTIAC, INC.
CHICAGO 39, ILLINOIS

Pontiac — for Pride and Performance

June 16, 1954

Walter Schwimmer Productions, Inc.
75 East Wacker Drive
Chicago 1, Illinois

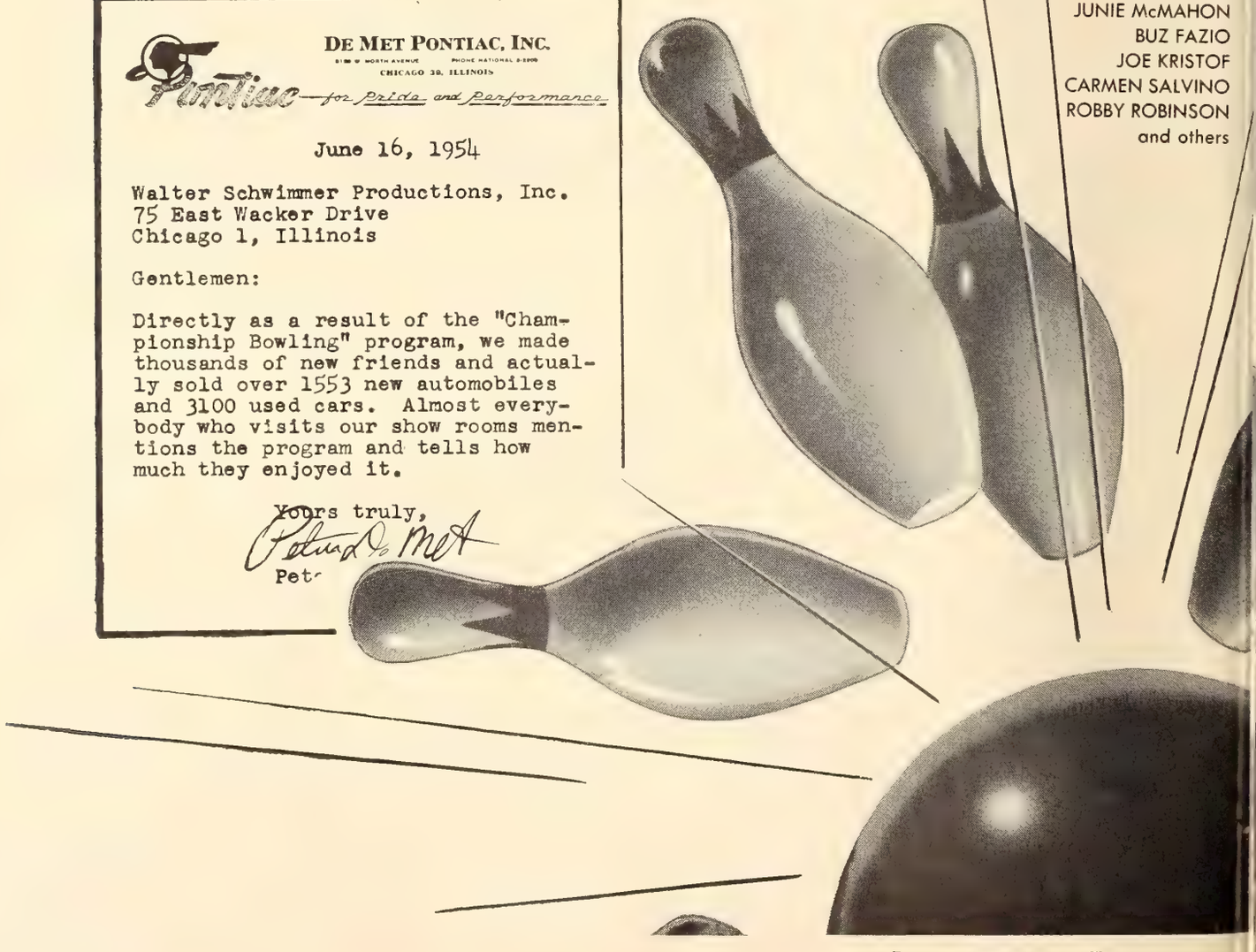
Gentlemen:

Directly as a result of the "Championship Bowling" program, we made thousands of new friends and actually sold over 1553 new automobiles and 3100 used cars. Almost everybody who visits our show rooms mentions the program and tells how much they enjoyed it.

Yours truly,

Pete De Met

Pet-



"CHAMPIONSHIP BOWLING" NOW ON TV!



This is a FIRST-RUN, BRAND-NEW SERIES (made in 1954) of 26 one-hour bowling films featuring Match Elimination Games between the Champions of the Bowling World . . . for major cash awards. It's got the big element that puts a wallop into a TV sports show—SUSPENSE! All the top stars under our exclusive contract. No show like it on the market!

Exciting! Suspenseful! Terrific!



It's New! It's a Winner! It's a Natural!

This is the first quality sports show ever put on film for TV. Can be programmed in "fringe" time—and will be the rating leader *overnight*, regardless of what's programmed against it . . . even the best feature film in the market.

Write, phone or wire for descriptive brochure and prices. Audition reel to stations and agencies on request. (Frankly, folks, we only have a limited number available on CHAMPIONSHIP BOWLING, so its *really* a matter of first come, first served.)

WALTER SCHWIMMER PRODUCTIONS, INC.

75 East Wacker Drive, Chicago 1—FRanklin 2-4392

I'M JOE FLOYD...



I belong to a family of
BIG SPENDERS



They're the folks who make up the rich four-state money belt,* of which Sioux Falls is the hub. They're good spenders—and always have been—simply because they have the wherewithal to spend (way above the national average). They like better things . . . and they look and listen to KELO (TV and Radio) to tell them what those better things are. Want to meet these brand-buying folks over a store counter? KELO will introduce you to them—convincingly!

* Husky sections of South Dakota, Minnesota, Iowa, Nebraska

KELO TV and Radio

Channel 11 – Sioux Falls, S.D.

JOE FLOYD, *President*

NBC (TV) PRIMARY
ABC • CBS • DUMONT

NBC (Radio) Affiliate

RED SKELTON SHOW

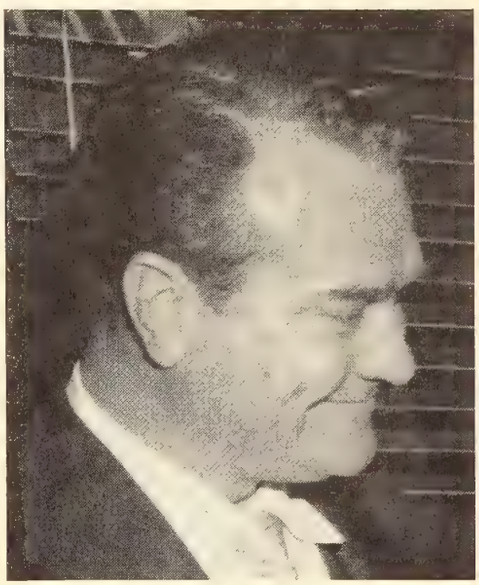
Orchestra Leader: David Rose
Executive Producer: Cecil Barker
Co-Producer: Douglas Whitney
Co-Producer and Director: Jack Donahue
Originated live in Hollywood.

RED SKELTON is somebody's idea of how to snap summer tv out of the doldrums. So CBS-TV slipped him into the Wednesday night hour usually occupied by Arthur Godfrey's relaxed *Friends* program. The result is standard Skeltonia with a variety show twist.

Outstanding angle to the show's format is getting two name guest stars to appear each week. The first episode featured screen star Tony Curtis and piano player Liberace. On the second were screen star Burt Lancaster and opera singer Anna Marie Alberghetti.

Messrs. Curtis and Lancaster were there to promote motion pictures. In the midst of it all Mr. Skelton suddenly gave way to several minutes of film clips from the latest movie releases of those stars. It was just like the "coming attractions" at the Bijou.

Guests Liberace (accompanied by silent brother George) and Miss Alberghetti were there to play straight parts. In the first instance Liberace kept smiling while Pianotuner



RED SKELTON

HIS GUESTS REPLACE GODFREY'S FRIENDS

Skelton wrecked a piano. In the second Miss Alberghetti participated with him in a parody of "Carmen." Luckily, even that treatment couldn't dim her talent.

Thrown in for good measure are the usual second-string variety acts. Altogether it's an exhaustingly enthusiastic hour.

GUNSMOKE

Network: CBS Radio
Time: Mon., 6-6:30 p.m. PDT
Producer-Director: Norman Macdonnell
Writer: John Meston
Musical Director: Rex Koury
Stations: Full CBS Radio network (205 stations, plus 2 Hawaiian)
Sponsor: Liggett & Myers Tobacco Co. (Chesterfield cigarettes)
Origination: Hollywood

PROOF that recently-declared burial services for radio drama are somewhat premature can be heard every Monday on CBS Radio's *Gunsmoke*. Hailed as an "adult western," it lives up to advance billings through intelligent writing and excellent acting, direction and production.

Gunsmoke was condemned by the National Assn. for Better Radio & Tv for "extreme violence" during what NAFBRAT termed the "children's hour" [B•T, July 19]. Granting the early hour of the program, with the setting in the Dodge City of the trail-driving days it's hard to see how the series could avoid violence. Any number of reputable sources can show that Dodge was a violent place to live and *Gunsmoke's* claim to distinction from the ordinary run of the singin', gittar-strummin' western sheriff genre is that it accurately mirrors the feeling of the place and time.

The July 19 episode had three killings. A Chinese cook killed one of two bigoted bullies tormenting him and was killed, in exchange, by the bully's partner. When the remaining bully resisted arrest, he was killed by Marshal Matt Dillon, who William Conrad quietly and convincingly portrays as a professional and capable policeman.

Moral lesson aside, if any is intended, *Gunsmoke's* success lies in the fact that when it calls upon listeners to supply imagination, it gives them considerably more than half a chance to do so with an entertaining script and presentation.

BOOKS

PUBLICITY IN ACTION. A handbook, 1954, by Herbert M. Baus. Published by Harper & Brothers, New York. $4.50.

THIS expansion of a 1942 book is designed to be a working manual and reference book for those engaged in business and civic enterprises. Ways of using television, radio and other media are detailed, with practical examples as illustrations.

Mr. Baus writes from experience gained as former publicity director of Los Angeles Chamber of Commerce and the Army Air Forces, as well as an independent public relations counsel and teacher at U. of Southern California.

In his television discussion he takes the freedom of speech problem seriously. "Newspapers and magazines enjoy a true measure of freedom, and are censored by nothing but the canons of good taste and public approval," he writes. "But many other media—for example, radio, television, movies—labor under a heavy veil of official censorship."

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time For Color.*

August 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil & Presbrey

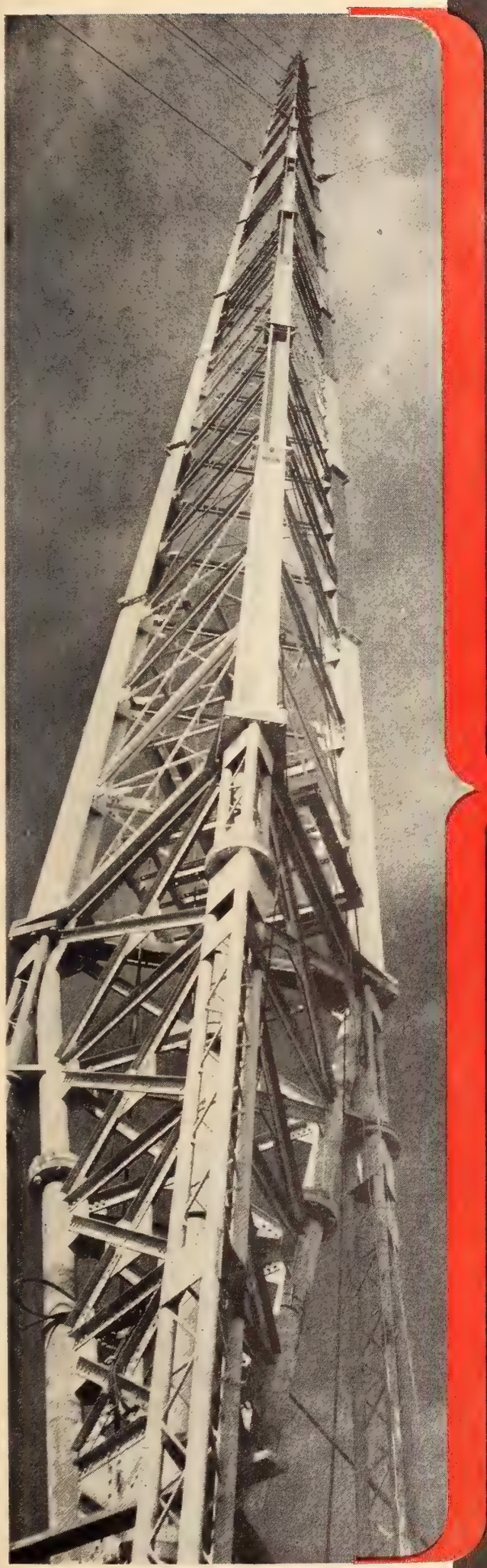
NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

August 11: Fort Meade, Md.

August 5, 12, 19: *The Marriage*—situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T.]



ZOOMING UP
. . . MORE THAN
125 STORIES HIGH!

KWTV's new tower—soon to be the world's tallest man-made structure—is rushing skyward toward its 1572-foot destination.

And KWTV's new studios—soon to be among the largest and best equipped in the Southwest—are also near completion.

Here's a glimpse at the KWTV picture you'll have by October 1:

1572-foot antenna
316,000 watts—video
158,000 watts—audio
Oklahoma's largest coverage area*—
1,401,400 population;
$1,326,048,000 retail sales

More people, more money, more TV homes than any other Oklahoma station!

*100 microvolt area per engineering computations. Population and sales figures—1954 Sales Management Survey of Buying Power.

Oklahoma's Number 1 television station is heading fast toward new heights of sales-effectiveness. You can buy this coverage now for your fall campaigns. Ask us for the complete story!

FRED L. VANCE
Sales Manager

EDGAR T. BELL
Executive Vice-President

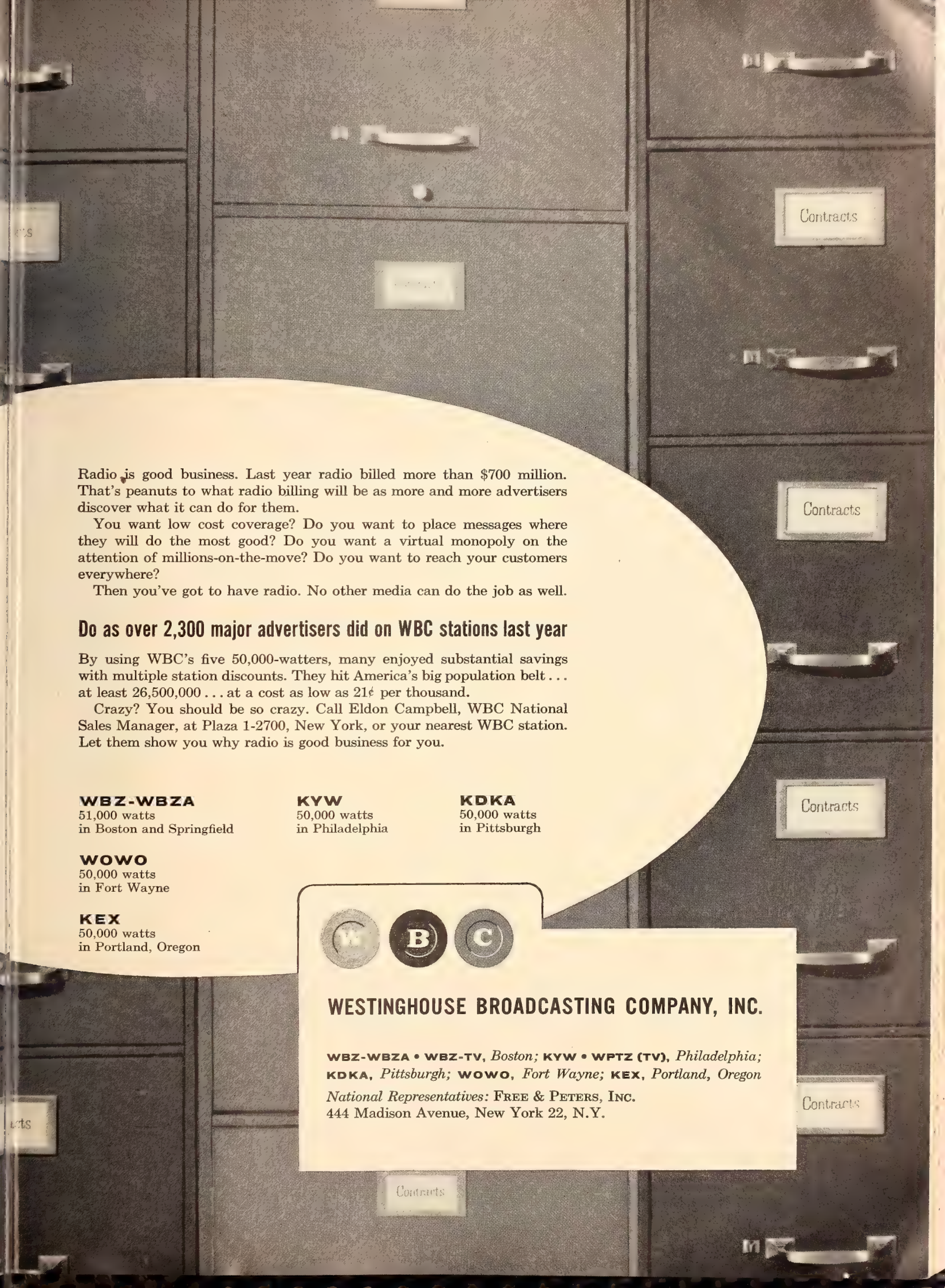
CBS

KWTV - CHANNEL 9
OKLAHOMA CITY

REPRESENTED BY AVERY-KNODEL, INC.



you should own such a business!



Radio is good business. Last year radio billed more than $700 million. That's peanuts to what radio billing will be as more and more advertisers discover what it can do for them.

You want low cost coverage? Do you want to place messages where they will do the most good? Do you want a virtual monopoly on the attention of millions-on-the-move? Do you want to reach your customers everywhere?

Then you've got to have radio. No other media can do the job as well.

Do as over 2,300 major advertisers did on WBC stations last year

By using WBC's five 50,000-watters, many enjoyed substantial savings with multiple station discounts. They hit America's big population belt . . . at least 26,500,000 . . . at a cost as low as 21¢ per thousand.

Crazy? You should be so crazy. Call Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York, or your nearest WBC station. Let them show you why radio is good business for you.

WBZ-WBZA
51,000 watts
in Boston and Springfield

KYW
50,000 watts
in Philadelphia

KDKA
50,000 watts
in Pittsburgh

WOWO
50,000 watts
in Fort Wayne

KEX
50,000 watts
in Portland, Oregon

W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston;* **KYW • WPTZ (TV),** *Philadelphia;* **KDKA,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland, Oregon*

National Representatives: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.

COVER

NORTH CAROLINA'S

RICH, GROWING*

"GOLDEN TRIANGLE"

WINSTON-SALEM
GREENSBORO
HIGH POINT

WITH

WSJS

TELEVISION

CHANNEL 12

*A 24 COUNTY MARKET WITH RETAIL SALES $1,028,000,000

(Sales Management 1954 Survey of Buying Power)

NBC

Interconnected Television Affiliate

National Representative:
The Headley-Reed Company

OPEN MIKE

Geography Lesson

EDITOR:

In former years a standard and very wonderful part of BROADCASTING's Yearbook was a large map which showed the cities with am, fm and television stations in the United States and Canada.

With all of the changes in recent years, this map would be more important than ever, even if it were impractical to try publishing a map at this time showing the television stations.

Do you happen to have such a map of fairly recent date which we could purchase, or if not, do you happen to know where we could locate such a map?

Vernon L. Morelock
Vice Pres. & Tv-Radio Dir.
Winius-Brandon Co., Advertising
St. Louis

[EDITOR'S NOTE: Maps of am and fm stations are available at $1 each, quantity discount. A new tv station map will be published at the end of August.]

Broke and Unenlightened

EDITOR:

Congratulations on your editorial, "Is That Meeting Necessary" in the July 19 issue. Certainly all broadcasting meetings are not necessary, and too frequently broadcasters return home broke, tired, confused and no wiser for the experience. On the other hand, many of our meetings are necessary and worthwhile.

Your editorial prompts me to suggest two ways that the number of meetings might be reduced. (1) A check list outlining the conditions which should obtain before it is necessary or advisable to call a meeting. (2) A better and more thorough job of advance planning and preparation by those calling the meeting would frighten some of us to the point that the meeting would not be scheduled. Of course, those which were scheduled under this plan would have a better chance of being successful and worthwhile.

There's no charge for this little pearl of wisdom, and you might receive the plaudits of the industry if you would develop and expand this idea in BROADCASTING • TELECASTING.

R. B. Hanna
Manager, WGY-WRGB (TV)
General Electric Stations
Schenectady

[EDITOR'S NOTE: Comments on this subject by other broadcasters are welcome.]

Things Are Looking Up

EDITOR:

. . . The [FCC's] letter to the American Civil Liberties Union denying the latter's request for another hearing on the subject of licensee's handling of controversial issues [B•T, July 12] bespeaks the confidence which the FCC holds for the broadcaster's sense of fair play.

The ACLU like many other organizations who lay claim to lofty objectives in the field of "protecting the public interest" sometimes is revealed more as a would-be censor. The militant opposition voiced by James Lawrence Fly in behalf of the ACLU, to any rights of editorial expression by broadcasters is well remembered. It was while Mr. Fly was chairman of the FCC that the ill-starred Mayflower Decision was permitted to become a rule by *obiter dictum*, that for many years restrained broadcasters from exercising their constitutional rights of free expression.

There is a vast and wholesome difference between the administrative agency of today and the FCC during the tenure of Mr. Fly, Mr. [Clifford] Durr and the other so-called liberals. Their liberality is extended only to those who share their particular viewpoint. Unhappily the ACLU is still more concerned with abridging rather than nurturing freedom. . . .

Rex Howell, Pres.
KFXJ-AM-TV
Grand Junction, Colo

P&G in Canada

EDITOR:

We are at a loss to understand the AT DEADLINE item you printed in your June 28 issue about an alleged "Switch in Canada" by Procter & Gamble.

In the first place, Procter & Gamble of Canada operates out of Toronto, not Cincinnati. Secondly, neither Benton & Bowles nor Compton handles the Cheer and Oxydol accounts. Third, except for one isolated case, no switch from spot to programming took effect on July 1. . . .

J. A. MacDonald
Radio Dept.
The Procter & Gamble Co. of Canada Ltd.
Toronto

[EDITOR'S NOTE: The item was obtained from a reliable source which B•T had no reason to question, but B•T is glad to publish Mr. MacDonald's letter to clear the record.].

Mr. Chairman

EDITOR:

. . . May I say that I found the picture and story treatment of the "Songs Across the Sea" presentation ceremony recently held in my office [B•T, July 12] to be both complete and accurate.

On behalf of the officials of KSOO Sioux Falls, S. D., may I express our collective appreciation for your kind cooperation in this entire matter.

Hon. Karl E. Mundt
U. S. Senate
Washington

Long WAVE

EDITOR:

Noticed in the July 5 issue of BROADCASTING • TELECASTING the box on page 18 titled "Freak Tv Signals Are Back."

WAVE-TV has had numerous long distance signal reports and we wonder if any other station can match this list: Wheatland, Wyo.; Portland, Me.; New Brunswick, Canada; Phoenix, Ariz.; Wibledon, N. D.; Laurel, Mont.; Havana, Cuba.

Charles W. Hill, Prom. Mgr.
WAVE-AM-TV Louisville, Ky.

Beer Slogans

EDITOR:

Kindly award the weekly goof award to [your] recent article on beer and baseball in Milwaukee [B•T, July 19]. I doubt very much that Fred Miller could ever prove that Blatz was the beer that made Milwaukee famous. I think rather that Mr. Miller would be more concerned with Schlitz on this score. . . .

Earl K. Straight, Prog. Dir.
WGMA Miami

[EDITOR'S NOTE: Suds got in a copy editor's eyes.]

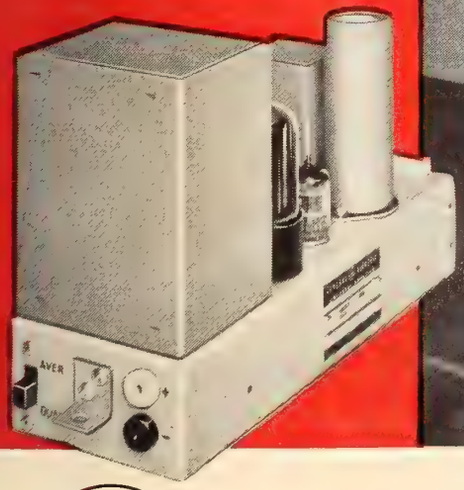
DO YOU GET THIS AUDIO READING...

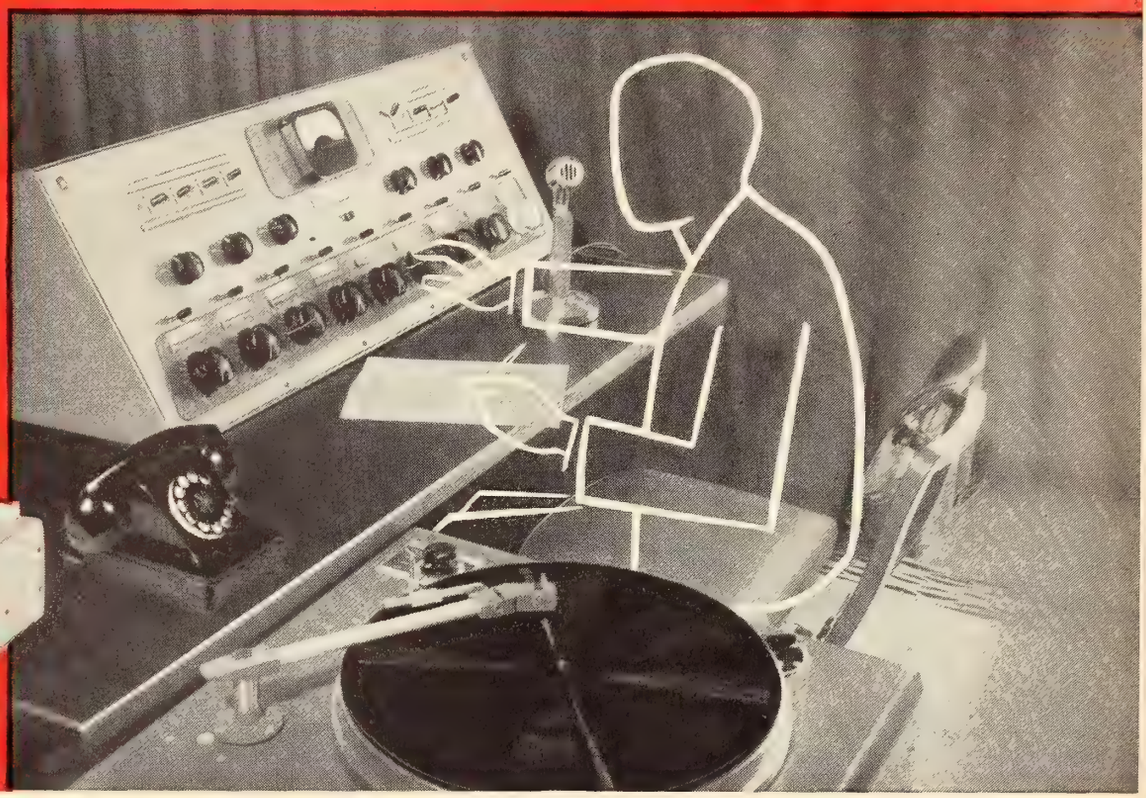


INSTEAD OF THIS?



Invest Just $195
and give your studio automatic audio level control!





NEW! UNI-LEVEL AMPLIFIER

CALL it a Uni-Level amp or a "station attendant"... either name tells the total potential value to both large and small audio operations. This unit is ideal for controlling level changes encountered between different program sources such as remotes, network, transcriptions, and film projection.

Yes, in any studio, you can count on the BA-9-A to provide higher average output levels. Count on it to save time and effort while performance is greatly improved.

Get all the facts today on this important new audio development. Complete specifications will be on the way to you as soon as we receive the coupon below. Be sure to fill it in now!

Progress Is Our Most Important Product

GENERAL ELECTRIC

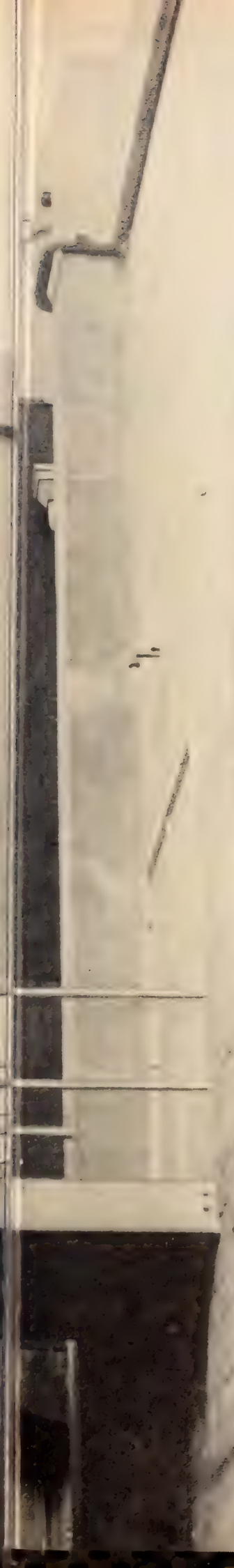
General Electric Company, Section X284-2
Electronics Park, Syracuse, New York
Please send me information and detailed specs on the new G-E *Uni-Level* Amplifier.

NAME.....

ADDRESS.....

CITY.....STATE.....





Get that man!

He's Jeffrey Jones—a man with a record.

But don't get us wrong. He's a sports-minded sleuth with a clean record of tracking down big audiences in every town he hits:

49.8 in New Orleans, top syndicated film show in town . . . first in his time period in Philadelphia, beating all the competition month after month!

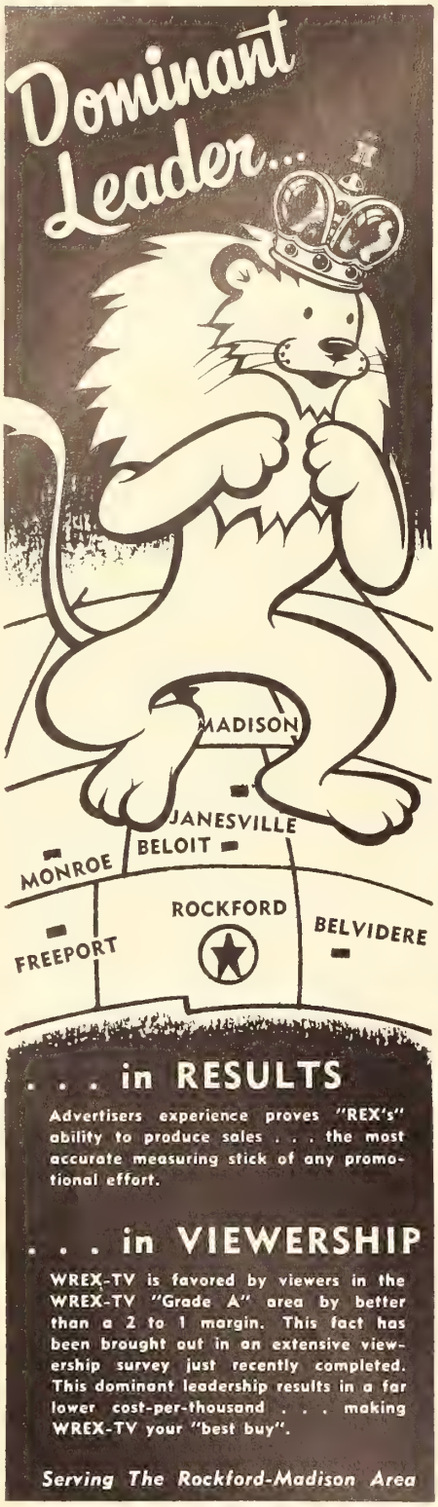
And he's armed with a new hard-hitting merchandising plan that carries advertising impact right to the point of purchase.

Here are all the clues you need.
To get your man—and top sales results—
just ask to see The Files of Jeffrey Jones,
a production of . . .

CBS TELEVISION FILM SALES

with offices in New York, Chicago, Los Angeles, Boston, Atlanta, Detroit, St. Louis, Dallas and San Francisco.
Distributor in Canada is S. W. Caldwell Ltd., Toronto

Sources on request



. . . in RESULTS

Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.

. . . in VIEWERSHIP

WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 2 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".

Serving The Rockford-Madison Area

WREX-TV 13

ROCKFORD - ILLINOIS

NETWORK AFFILIATIONS CBS • ABC

REPRESENTED BY

H-R TELEVISION, INC.

our respects

to RICHARD DIMES BUCKLEY



WITH justifiable pride, Richard Buckley will point out that "the essence of WNEW is originality." But the 46-year-old executive who holds the reins of one of the nation's leading independent radio stations will wryly acknowledge "my early business career is about as original as a B movie script—I actually started by selling magazines."

This off-hand reference to Amherst College days when young Mr. Buckley trudged from door to door for the now defunct *Delineator* magazine, fails to derogate his climb to success as president and general manager of the 50 kw New York outlet. Rather, it enhances a Horatio Alger-type story built around the shrewd and aggressive selling that reflects personal knowhow.

For instance, take the question of radio's future in the light of television. Mr. Buckley isn't reluctant to express amazement that the question can be brought up at this point.

"Every piece of research available," he emphasizes, "indicates that people don't stop listening to a well-managed radio station because they buy a television set." He was once solicited by a publication seeking lengthy comments on radio's future. Mr. Buckley typed one laconic statement: "WNEW was not the only place in which one could invest money."

WNEW staffers say that one of the more frustrating pastimes is to attempt to put their new boss into a specific category. Several, observing his soft-spoken, quiet manner when Mr. Buckley first arrived at the station, were ready to vote him a "man of distinction" label. The conclusion was withheld, however, when a secretary reported him streaking through Westport, Conn., in a high-powered Alfa-Romeo.

WNEW staffers were also quick to learn too that the salesmanship background of Mr. Buckley didn't preclude him from active supervision of the many other facets of the station operation. Al Trilling, chief record librarian, vouches for Mr. Buckley's almost encyclopedic knowledge of the popular music that is the station's mainstay, as well as his uncanny recollection of the exact records that are used in any day's programming.

He, himself, best describes his *modus operandi* at WNEW: "I listen. WNEW has a sound of its own. And when I don't hear it, I call a meeting of the staff responsible for giving WNEW that special sound." And WNEW staffers will attest that their chief isn't looking for yesses at such programming and policy discussions.

Richard Dimes Buckley was born of English parentage in Providence, R. I., where he attended the public schools until his entrance into Amherst.

His rugged six-foot frame allowed him to balance a college program that ranged from classical studies to baseball, football and the thriving extra-curricular business of selling the Buttrick Co.'s *Delineator*. Mr. Buckley whimsically says "I think my original fascination for radio was based on the comparative ease with which it reached masses as compared to trudging from door to door."

After Amherst, Mr. Buckley went to the Buttrick Co. and right up the ladder to the New York advertising department.

In 1935, he moved into radio and spent three years with William G. Rambeau Co., station representative firm, before joining John Blair & Co. in 1938.

It was then Mr. Buckley got his first earful of WNEW, a Blair client. It was love at first listening. In the course of securing for himself the vice presidency and ultimately the presidency of the Blair firm, Mr. Buckley built a dream around WNEW. Each time he told a client of WNEW's know-how, and each time a station client prospered through use of WNEW methods, the dream became more vivid.

This year the dream became a reality. Mr. Buckley headed a group which bought the New York independent [B•T, April 19]. He took a seat behind a desk at WNEW and, as far as he is concerned, it is home from now on.

Mr. Buckley in 1953 married the former Janice Dannerth in what the couple hoped would be a quiet, simple ceremony. But it turned out to be the gala event of the Venice 1953 social season, since Mr. Buckley and his bride were the first American couple to be married in Venice since World War II. The ceremony was replete with royalty and other dignitaries in attendance.

The presence of the attractive Mrs. Buckley is felt at WNEW through her tasteful innovations in the station's interior decoration. Mr. Buckley's personal audience research sample is completed by 17-year-old Richard D. Buckley Jr. and Martha Ann, 14, children by a previous marriage.

Golf and surf activities supply Mr. Buckley's recreational needs. He points out that since he is doing exactly what he wants to do—at the place he wants to do it—recreation is no problem.

And doing what he wants to do is spelling out more successes for WNEW in terms of excellent local programming. "There is nothing more vital to radio than the well-conceived and well-done local program," Mr. Buckley affirms. "It spells popularity and commercial success. WNEW has epitomized this concept. WNEW will continue to epitomize this concept."



987 miles west of Madison Avenue,

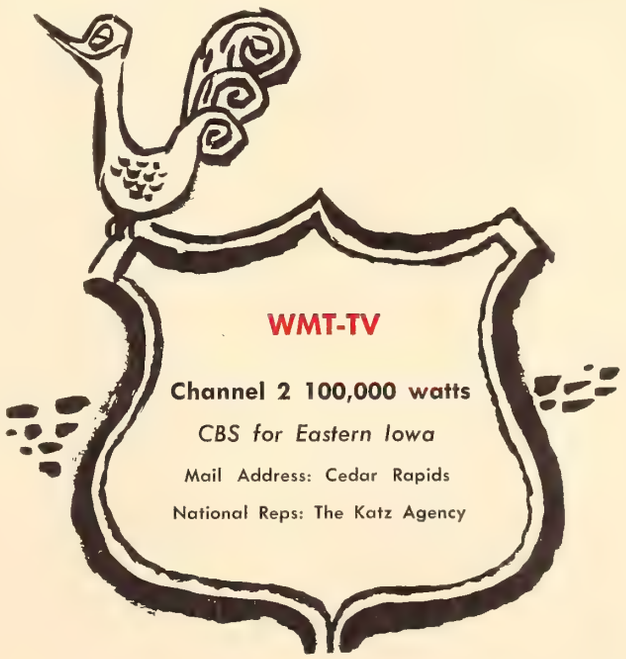
on the Main Line, lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like green corduroy. We, with a television station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. Iowa's corn yield, a billion dollars annually, is the highest of all states.

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever-growing bank accounts. Iowa leads the nation in the production of meat animals and in cash farm income from their sale.

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa farmwives. Poultry sums aren't chicken feed, either. The value of Iowa's poultry exceeds that of any other state.

But agricultural Iowa is slightly less than half of the story. Industrial Iowa contributes an annual value of manufactured products which exceeds the income ($2.3 billion last year) from farming.

Folks around these parts have been oriented to WMT radio for three decades and WMT-TV doesn't need a slide rule to measure station loyalty. The high regard which makes Eastern Iowans say "Turn to Channel 2" is beyond statistics.



Boot home a winner on KOA-TV



In Denver Television, your best bet is KOA-TV. Study the ARB dope sheet to see why!

In the June, 1954 ARB, KOA-TV placed first in quarter hour wins - Sunday thru Saturday, 6 p.m. to sign off - going away! KOA-TV topped the field by a full 19% more than the second place station.

QUARTER HOUR WINS

Monday thru Saturday - 6 p.m. to sign off

		Wins	Pct.
WIN	KOA-TV	81.5	47
Place	Station B	47.5	28
Show	Station C	26.0	15
Also ran	Station D	18.0	10

And KOA-TV's pure bred ACADEMY THEATRE, by far Denver Television's surest thing, is a typical example of KOA-TV's thoroughbred programming. ACADEMY THEATRE'S average quarter-hour rating of 17 really pays off on each 1-minute ticket. Savemore Drugs of Denver cashed in over $2000.00 in merchandise sales on ONE $79.50 ACADEMY THEATRE spot.

To boot home a winner in Denver, place your money on the nose of the West's best bet... KOA-TV.

Call Petry

KOA TV 4
NBC in DENVER



AUSTIN PACKAGING Co., Baltimore, debuts on television with sponsorship of *Kitchen Karnival of Fun* on WBAL-TV that city. L to r: Bill Mason, WBAL-TV sales staff; Jack Hoffenberg, Hoffenberg Adv. Agency; Ernest Fox, Austin president; Don McKee, show's merchandising manager, and Irv Samuels, Hoffenberg Adv.



ANNOUNCEMENT schedule on WGLV (TV) Easton, Pa., by Hampton Chevrolet, Easton, is arranged by (l to r) W. H. Blackton and Charles Norelli, sales manager and president, respectively, of the sponsoring firm, and William Latham, WGLV account executive.



HARRY ENGLAND (seated), president of Gulf Bottlers Inc., signs for one of the largest WDSU New Orleans spot campaigns. L to r: A. Louis Read, WDSU vice president and commercial manager; Hal Mathews, WDSU sales, and James Aldige Jr., of James Aldige Jr. & Assoc., agency.



A NEW RADIO SERIES, *At Home with Marilyn Cantor,* is contracted on WINS New York. The negotiators (l to r): Harold Deutsch, WINS; Robert Miller, Miller Advertising Agency; Miss Cantor, and sponsors Hyman and Ralph Loshen, builders. The 9-10 a.m. series is designed for new home buyers.

You need BOTH!



These two books constitute a TV station operator's "bible." Together they present 240 pages of descriptive information, system diagrams, tables, data, specifications, prepared on a professional level and designed to serve as a Video buying and planning guide. The two books represent the most complete authoritative and up-to-date presentation of this kind in the Broadcast industry. For your copies, ask your RCA Broadcast Sales Representative, or write Dept. H-22, RCA Engineering Products, Camden, N. J. on your station letterhead. In Canada, write RCA Victor Ltd., Montreal.

CONTENTS

BOOK 1

Studio Cameras
Field Camera
Camera Accessories
Lenses
TV Audio
Custom Equipment
Switching
Monitors
Amplifiers
Special Effects
Rack Equipment
Plugs, cables, cords, etc.

BOOK 2

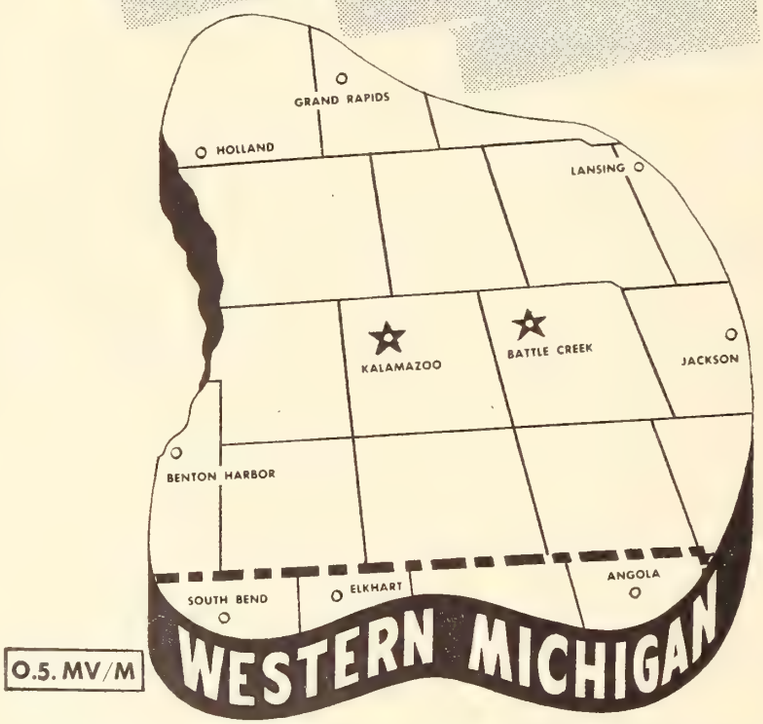
Film Camera
Projectors
Film Accessories
Slide Equipment
Kinephoto & Developers
Monoscope
Mobile Unit
Microwave Relay
Sync Equipment
Power Supplies
Lighting
Equipment Lists

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

WKMI KALAMAZOO

UPS Power!

NOW 5,000 WATTS



WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

MUSIC • NEWS • SPORTS
19 HOURS A DAY • 1360 KC.

Covering 1,719,000 population in the primary area . . . including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone . . . and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

National Representative: Forjoe and Co., Inc.
In Detroit: Michigan Spot Sales

WKMI • STEERE BROADCASTING CORP.
KALAMAZOO, MICHIGAN



IRVING A. ECKHOFF

on all accounts

IRVING A. ECKHOFF, vice president and general manager of the Hollywood advertising-public relations firm of Roche-Eckhoff & Lee, believes a man should know what he is doing and have fun at it, too.

Born in San Rafael, Calif., he graduated from Occidental College, Los Angeles, in 1927 with a BA in economics. His background includes sports writing for the *Los Angeles Times*, writing Pete Smith M-G-M movie shorts and editing a Los Angeles community newspaper before "drifting" into publicity. In 1939, he established a public relations firm with Frank Roche and gradually assumed the advertising accounts of the firm's clients.

During the war, Mr. Eckhoff was information chief of the Southern California Office of Price Administration and by 1946, "glad to get back to private enterprise," he resumed full activity in the firm. Affable and witty, he handles radio-tv advertising for such Roche-Eckhoff & Lee clients as Sally Shops (womens wear), Rislone oil alloy, Champale malt liquor, Permaglass water heaters, Agua Caliente and Del Mar race tracks, and Caloric gas stoves.

During the war, downtown newspapers reached their advertising peak, he states as a long time resident of Southern California, but since then the trend has been toward radio-tv in this region. At present, "The best advertising dollar is in radio," he states. Peak traffic hours in Southern California, with its millions of motor vehicles, are especially effective in producing radio advertising results, he points out in elaborating on this belief.

Describing himself as a former "slow quarter-miler," Mr. Eckhoff, current president of the Tiger (Occidental) Track Team Alumni Assn., still finds relaxation watching track meets. Also a tireless supporter of the Hollywood Ad Club, he is its vice president for public relations. He recently headed the Advertising Assn. of the West award selection committee for radio-tv commercials [B•T, July 19].

Married in 1927 to the former Mary-Macy Staats, Mr. Eckhoff now enjoys the two grandchildren presented him by daughter Mrs. Betty Evans. His other daughter is Barbara, 21, a Stephens College, Mo., graduate.



The signs of Charlotte are signs of a market more important by far than city size indicates. Take wholesaling, for example:

So populous and so rich is the area Charlotte serves that the city's wholesale sales barrel up to a $334,000,000 total*—36th among the nation's cities.

Charlotte's wholesale sales are almost triple those of any other Carolina city—surpass Toledo, Rochester and Providence—*exceed the individual totals of fifteen sovereign states.*

Also wholesalers (of your advertising message) are Charlotte's two great area stations—50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. Charlotte's wholesalers, with the help of Charlotte's two wholesale advertising media, will do a wonderful job for your product.

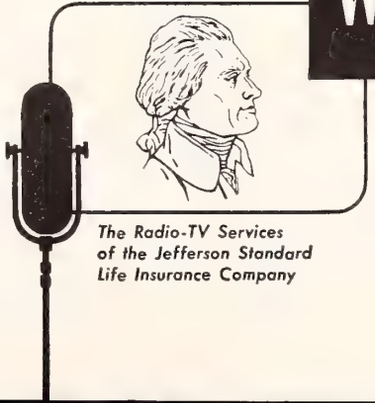
*"Merchant Wholesalers" only—Sales Management, 1953

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

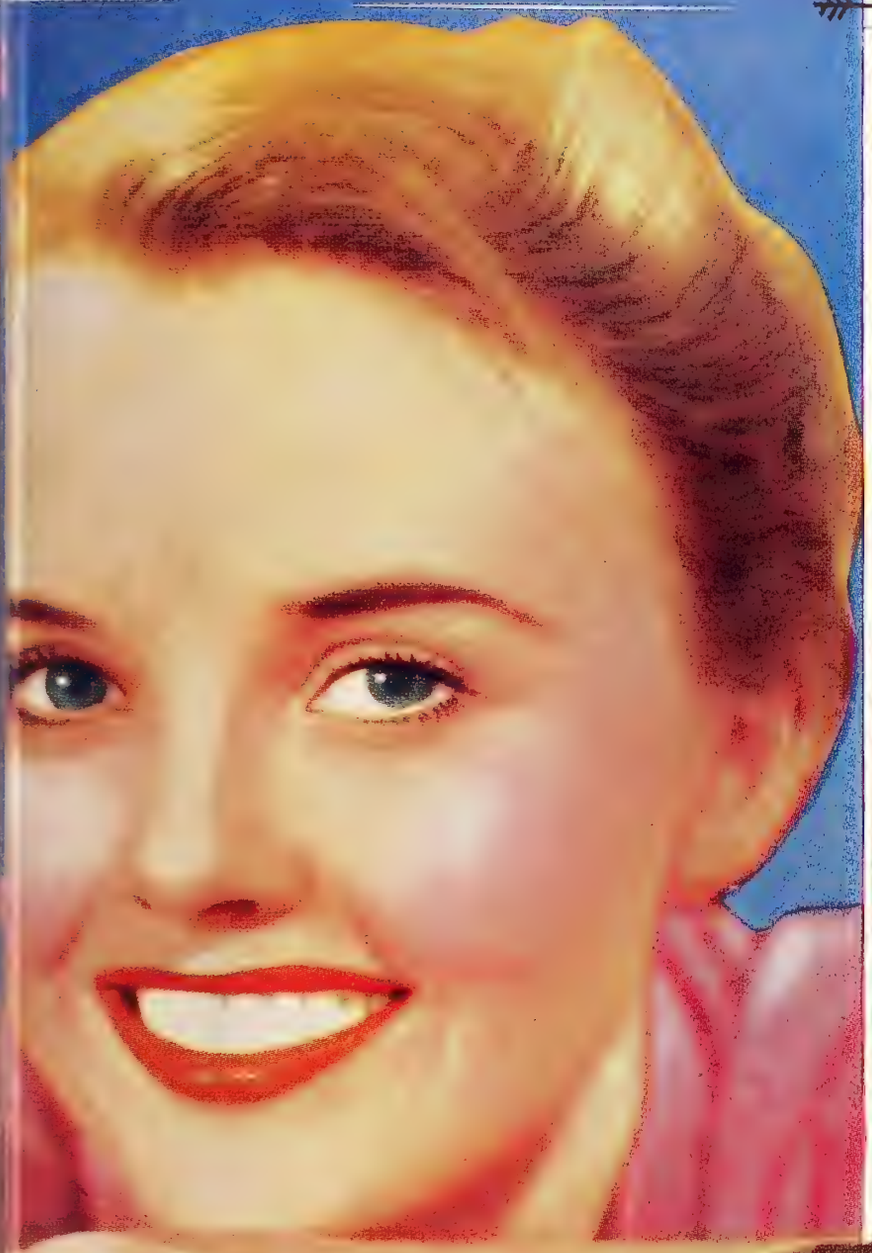
CHARLOTTE, N. C.



The Radio-TV Services of the Jefferson Standard Life Insurance Company


FUN-KISSED!
TOUCHED
Z-I-N-G!
ZIV-TV's
FUNNY, SUNNY FAMILY SITUATION COMEDY
"MEET CORLISS ARCHER"
LAVISHLY STAGED!
SPARKLING SCRIPTS!
SKILLFULLY DIRECTED!
STARRING PERT ANN BAKER IN THE HILARIOUS HOME LIFE OF
America's favorite family!
BASED ON CHARACTERS CREATED BY F. HUGH HERBERT
FRESH AS A WINK... TWINKLING WITH LAUGH AFTER LAUGH! EVERY HALF-HOUR PROGRAM A COMPLETE STORY!

THE MAGIC OF YOUTH!





DEAR MR. ADVERTISER, MILLIONS HAVE APPLAUDED US ON STAGE, RADIO, IN BOOKS AND MAGAZINES. NOW, WE'RE READY TO SELL FOR YOU IN TV's MIGHTIEST SELLING FORCE, FAMILY SITUATION COMEDY. WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS, YOU'VE GOT THEM BY THE EMOTIONS. BETTER WRITE, WIRE OR PHONE TODAY. LOVE *Corliss*

NOW READY IN ZIV-COLOR BRILLIANT, COMPATIBLE

★ BOBBY ELLIS as DEXTER
★ MARY BRIAN as MRS. ARCHER
★ JOHN ELDREDGE as MR. ARCHER



ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

DON'T "PICK BLIND" IN SHREVEPORT!



LOOK AT KWKH's HOOPERS!

KWKH's radio competition consists of three network affiliates, plus one independent. But *look* at the Hooper-proved dominance of KWKH in Metropolitan Shreveport — *morning, afternoon and night!*

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

50,000-watt KWKH obviously gives you far more than the Metropolitan area. KWKH is heard in 22.3% more daytime homes than *all other Shreveport stations combined,* and at the lowest cost per-thousand-listeners!



KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

August 2, 1954 Vol. 47, No. 5

CONGRESS IN HOMESTRETCH SPURS RADIO-TV ACTIVITY

It's been a busy two years for broadcasting. No major communications legislation has been passed, but three studies are in prospect as adjournment nears: Bricker's on networks, Potter's on uhf, Jenner's on allowing radio-tv during proceedings. Predicted at the FCC: a boost in the multiple ownership limits to five v's, two u's.

A WEARY 83d Congress is nearing adjournment, but it has enough steam left for three post-adjournment studies that could lead to tighter regulation of radio and television.

Aside from the investigations, the 83d left a warning that the 84th Congress may legislate beer and wine advertising off the air unless radio and television advertisers tone down commercials.

Although it passed no important legislation in the radio-tv field, the 83d laid the groundwork for action by its successor, and it intends to dig farther before the 84th Congress convenes. At least three projects, all in the Senate, will continue through the summer and fall:

Bricker on Networks

• On networks. Sen. John W. Bricker (R-Ohio), chairman, Senate Interstate & Foreign Commerce Committee, told B•T last week that a probe will be conducted during the coming recess. It will be in the form of a quiet and methodical staff study with findings reported to the committee in the next Congress.

• On uhf. Action here is at an increased pace:

1. Sen. Edwin C. Johnson (D-Colo.), who retires from the Washington political arena at the end of the year, managed last week to get what he called a "sliver" instead of a "slice" of his proposed 10% Federal excise tax cut for the uhf set maker.

2. The Potter Subcommittee is on the verge of coming up with an answer on whether or not a voluntary agreement can be reached by manufacturers to produce only all-band receivers.

3. This same subcommittee also is about to announce the slate of technical experts who will make up the *ad hoc* committee to lend it advice on what is economically and engineeringly feasible to break the uhf allocation bottleneck. This advisory unit will work through 1954, and come up with its uhf evaluation by the next Congress.

An interim report, summarizing the current economic status of uhf, is under preparation by the subcommittee staff.

• On radio-tv coverage of Congress. A Senate Rules subcommittee, headed by Sen. William E. Jenner (R-Ind.), is holding hearings on committee procedures. Among the top considerations: What part should live radio and tv play? This study is expected to continue at least through the summer (see story page 53).

The Congress in its second session ran the gamut of the radio-tv field. It dug into the status of uhf, license fees and live coverage of committees. It flirted with the radio-tv network structure, beer advertising on the airwaves, international tv and multiple ownership of tv stations.

The results abounded last week. Aside from the activity in uhf and on the approaching network study, these markers—all because of Congressional interest—were planted in official Washington:

• FCC now is expected to boost the limit of tv stations owned by the same entity from five outlets to seven, of which not more than five can be vhf. Speculation is that the Commission will announce its decision this week or next week. The decision would make final an original proposal by the FCC that it loosen the limitation to include uhf.

• Radio-tv media got an indirect warning from House Interstate & Foreign Commerce Committee members that they should pay less attention to "suds" commercials—beer and wine—or face the consequences in the Congress to come. This was the conclusion reportedly reached last Thursday when Chairman Charles Wolverton (R-N. J.) met with his committee behind closed doors.

Sen. Bricker last week formally confirmed B•T's exclusive story of July 19 that he planned an investigation of network operations. In a statement (see box, right) he made it plain that (1) a probe will be conducted, (2) it will be for the present on the basis of a preliminary exploration during the Congressional recess, and (3) he still believes the network role in radio-tv is a subject for the full committee to ponder in open hearing.

Also, the Senator underscored his intention to conduct an inquiry not with the purpose of enacting legislation to regulate the networks but to find out "whether such a step would be in the interests of the general public and the radio and television industry."

Is It Still Jones?

Still conjecture, however, was whether Sen. Bricker would hire an outside person to act as a consultant or as an assistant in this staff study. It is known that Robert F. Jones, Washington attorney, was seriously considered to head the project, and presumably he still is the leading contender should Sen. Bricker decide to hire an outsider.

It was pointed out that the committee believes it has the staff available to conduct a preliminary investigation, whether or not an outside expert is appointed. Two people in particular have been mentioned: Nicholas Zapple, the committee's professional staff member on communications, and Robert D. L'Heureux, also a professional staff member (business and consumer interests subcommittee).

It is doubtful now whether Sen. Bricker will make any formal statement to the full committee. The chairman of the Commerce Committee holds a powerful position. Members of the committee, for the most part, are aware of the impending staff study. And Sen. Bricker already has both the authority and the funds to start the probe at any time he sees fit. His target date: as soon as Congress adjourns.

Meanwhile, FCC Comr. Robert L. Lee, asked at a Tuesday National Press Club luncheon whether he favored the Bricker bill (S 3456) which would authorize FCC to license and regulate the networks, said he did not favor legislation nor did he think it necessary "at this time." Comr. Lee spoke to the Press Club audience on "Labels, Libels and Equal Time" (see story page 50).

Comr. Lee said FCC has under authority of

As Bricker Sees It

THIS IS the full statement made to B•T last week by Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, bringing into focus his plan for a network study:

"At the time I introduced on May 12, 1954, my bill, S 3456, to provide for the regulation of networks, I stated that it was my intention to have the staff of the Senate Interstate & Foreign Commerce Committee investigate the entire problem during the recess of the Congress and report back to the Committee in January of next year.



SEN. BRICKER

"That is still my intention. I am not committed to the regulation of radio and television networks. I do not know, pending a study of the problem, whether regulation of the networks is necessary or whether such a step would be in the interests of the general public and the radio and television industry.

"It is for this reason I have directed the staff of the Committee to study the overall problem. The results of that study will be presented to the Committee next year for its consideration of any pending legislation on the subject of network operations.

"This is a matter of great public interest. It is of great economic and political import and should be determined after thorough hearing by the full committee."

the Communications Act "a reverse English rule" (on chain broadcasting) which permits FCC to have indirect control of networks through their owned and operated stations.

The uhf scene was dominated by a twist to the federal excise reduction on uhf-equipped sets asked by Sen. Johnson.

A doubting Senate Finance Committee grudgingly approved an unusual version of the Senator's original amendment that would have eliminated the whole 10% excise.

The committee listened to Sen. Johnson in executive session Monday. When the meeting was over an amendment—only faintly recognizable as that proposed by the Coloradan—was tacked onto a House-passed catch-all tax bill (HR 6440). The committee vote split, but carried.

The amendment adopted would provide a $7 tax credit on tv sets which incorporate "a device for receiving uhf signals" sold by manufacturers on or after July 26, 1954.

Sen. Johnson, who fought an uphill battle in committee, commented later that he had asked for a "slice of bread" but had come out with a "sliver."

The committee heard Sen. Johnson and also Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee. Sen. Potter lent his weight to the Johnson argument, which was disputed during the session by an official of the Treasury Dept.

The Treasury spokesman warned that the Johnson amendment would deprive the Government of some $115 million in yearly revenue. The $7 credit was placed at a $50 million loss to the Government.

Bill Has Road to Travel

The bill still has a road to travel in Congress. The Senate must consider the measure and then it will head for conference.

A puzzled industry, which had looked to the Johnson proposal as a method of aiding uhf by building set circulation, wondered aloud just what effect the "credit" would have on set maker plans.

During the Potter hearing on uhf—which by its very nature became a Capitol Hill headliner for the broadcast industry during the 83d Congress—witnesses had estimated that the retail price differential between vhf and uhf sets varies from $20 to $40. It is estimated unofficially that the "credit" adopted by the Finance Committee possibly would cut the differential from $10 to $28. Thus, the difference would be greater for the lower priced models, smaller for the higher priced sets.

But the action also dusted off the oft-asked question when such "compromises" are struck: What will the manufacturer do about his set production if he is burdened with additional bookkeeping to keep up with his tax "credit"?

It was understood the $7 figure was selected because that was an estimated cost for a uhf tuner.

The committee also adopted an amendment which would seek to define more closely what articles in the manufacture of radio-tv receivers are subject to the excise tax. Receivers made for the military, for municipality and other services contained some parts which were subject to the excise tax. Thus, the Government was paying an excise tax on certain equipment for which it was repaid by the manufacturer. The amendment exempts from the federal excise levy articles used in the manufacture of "non-taxable articles" (certain receiver-transmitters, etc.) and specifies an exemption for "non-entertainment-type" radio and tv parts other than tubes and cabinets.

The expected FCC action in lifting the five-station limit under common ownership is seen as a direct result of the introduction of Sen. Johnson's bill (S 3350) on multiple ownership. That measure actually plowed the furrow along which the Senate Potter Subcommittee seeded its uhf study.

Upshot of the uhf inquiry, which considered multiple ownership among other things, was an apparent sentiment among Senators that FCC's plan looked good to them.

Sen. Johnson's measure, which called for a formula of tv station ownership that would have put into effect a two-for-one swap (uhf for vhf), never got off the ground but provided the uhf inquiry with wings.

At the same time, the Senate Commerce Committee during its hectic days of this Congress managed to deflect the FCC's license fee schedule which was about to be made final under direction of the Budget Bureau. Again, the play was subtle and action came via resolution of the committee, not legislation.

Honors to Big Ed

ESTEEM in which Sen. Edwin C. (Big Ed) Johnson (D-Colo.) is held by his colleagues on both sides of the aisle was demonstrated July 25 when a dozen and a half legislators attended an informal farewell dinner for him—in the midst of the Senate filibuster then in its ninth day.

Sen. Johnson has announced his intention of retiring from Congress at the close of the current session but is the Democratic candidate for the governorship of his native Colorado. He will terminate 18 years in the Senate, during most of which time he was a key figure and afterward chairman of the Senate Interstate & Foreign Commerce Committee and became its foremost expert on communications legislation. As chairman he was regarded as a sort of "super chairman" of the FCC.



SEN. JOHNSON

Attending the dinner at the Motion Picture Assn. headquarters were Majority Leader Knowland, of Calif.; Sens. Langer (R-N. D.); Schoeppel (R-Kan.); George (D-Ga.); Symington (D-Mo.); McCarran (D-Nev.); Long (D-La.); Holland (D-Fla.); Cordon (R-Ore.); Stennis (D-Miss.); Felton M. Johnson, secretary to the Minority; the four Colorado Congressmen, Rogers, Hill, Chenoweth, Aspinall, and Ed Cooper, television expert of the Motion Picture Assn. and former executive assistant to the Senate Majority Leader, former Sen. Ernest McFarland (D-Ariz.).

Sen. Johnson also was presented a gavel at a farewell breakfast for him by employes of the Senate Interstate & Foreign Commerce Committee Saturday morning at the Vanderbilt Room in the Capitol.

In both the uhf-multiple ownership and license fee studies two Senators played leading parts: Sen. Johnson, the Senator most knowledgable in the radio arts, and the newly-appointed Communications Subcommittee chairman, Sen. Potter.

The rise of Sen. Potter in the field of communications in the Senate in the past few months has been a singular development of the 83d Congress.

Sen. Johnson (in the first session of the 83d Congress) also left an imprint in a particular technical phase of the communications field which in the waning days of the Congress was undone by an apparent unknowing House committee.

International Tv

The House Foreign Affairs Committee which for many months had been toying with a resolution bequeathed it by the Senate—and originating from the Senate Foreign Relations Committee—filed a most unusual report on the resolution dealing with international tv [B•T, July 26].

At the outset, the Senate committee approved the resolution suggesting a wholesale study of telecommunications with particular emphasis on the use of transatlantic television.

When it got to the floor, Sen. Johnson amended the bill, ripping from it the provisions which would have permitted a study of the projected NARCOM relay system from North America to Europe, supported by William Halstead, president of Unitel Inc., New York, a telecommunications and planning firm.

But the House committee in its report refocused attention to NARCOM by pointing out that linking of North America to Europe was now engineeringly feasible.

As an indication of the House committee confusion—the bill was passed and sent to the White House without further consideration—the date of Dec. 31, 1954, which in 1953 was placed in the resolution to permit a period of study by a specially appointed commission, was retained. This gives the commission—which will be made up of Senators, Congressmen and industry people—less than six months to explore a field which has many ramifications.

Bryson Bill Activity

As Congress churned toward adjournment, the Wolverton Committee Thursday plunged into consideration of HR 1227—the Bryson bill which would bar alcoholic beverage advertising from all media, including radio-tv.

The House group already had held extensive public hearings on the measure. The Senate also had heard testimony on the companion Langer bill (S 3294).

Reportedly a member of the House committee asked that the newspaper provision be stricken from the bill and the measure be applied only to the broadcast media. The committee members, however, thought such a move would be discriminatory. Subsequent moves to report the bill out *en toto* were beaten down but not before members agreed that unless air commercials on beer or wine are toned down the House committee next year would be more receptive to turning the bill loose on the House floor and most likely to insure passage.

MOGUL, REPRESENTATIVES AGAIN JOUST ON SINGLE VS. DUAL RADIO RATE ISSUE

Mogul: Single-rate stations don't do a good job. Eastman, for SRA: Major agencies overwhelmingly favor a single rate.

DEBATE over the merits of a single rate card for radio stations versus two sets of rates, one for national advertisers, one for local retailers, was resumed last Wednesday in New York between Emil Mogul, president of his own advertising agency, Emil Mogul Co., and the station representatives, who had begun the argument two weeks earlier [B•T, July 19].

Again, Mr. Mogul spoke for the two rate system, declaring that stations with single rates for all advertisers don't attract retail clients and don't do as good a job for them as stations with two rate scales. He argued particularly for the extension of discounts beyond the usual rate card maximums of 312- or in a few cases 624-time rates, stating that the advertiser who guarantees a station a year-long schedule of 25,000 spots deserves a better rate than the man who buys 65 spots in 13 weeks.



MR. EASTMAN

Again, the representatives argued in favor of a single rate card for all advertisers, whether national or local. Robert Eastman of John Blair & Co.. chairman of a rate research committee set up in March by Station Representatives Assn. to study this question, read a committee report urging "all stations not already on the single rate to make plans now to get there as quickly as possible."

Again, the session started off fairly calmly and worked up to a crescendo in which emotions seemed about to take control of the situation when time was called for the day and the disputants agreed to postpone further debate to a private meeting without the presence of the advertising newsmen who attended both sessions already held.

Mr. Mogul, who had been host at the earlier luncheon, at the Waldorf-Astoria, and seven members of his staff were guests last week of SRA, at the Biltmore. The first session began with a history of the Mogul agency, given by Mr. Mogul. Last week's meeting started off with a thesis on the policies and practices of a representative organization, delivered by Mr. Eastman.

Argues for Dual-Rate

Then Mr. Mogul took the floor to present his arguments for a dual-rate structure. Like newspapers, which he said "are seven leagues ahead of radio" in this respect, "radio needs a retail rate to do a retail job. You representatives should urge them to establish one, unless you can sell so much business at the national rate they don't need any retail business."

His agency, Mr. Mogul declared, believes in buying at the best rate it can get for its clients, with maximum discounts in accordance with the volume of business placed, regardless of whether such discounts are shown on the rate cards or not. "Rates should be based on performance," he stated, and the advertiser who buys more time over a longer period is entitled to a better rate than other clients. "We pass up stations that don't give it," he said, "unless all in a market have the same policy and we have to accept it to get into that market."

Mr. Eastman then reported on the findings of the SRA research committee that "in most instances where 'retail rates' are in effect everyone was either not benefiting or was actually getting hurt," making it clear that by "everyone" he was referring to advertisers and agencies as well as to stations and representatives.

Mr. Eastman reported that the committee had found an estimated 35% of the major U. S. stations to have a single rate; that single rate stations are on the whole doing "a more brisk business than those on the double standard" and that "single rate stations enjoy a higher level of local business because emphasis is more on quality than price."

Mr. Mogul expressed disbelief at that last statement and when Mr. Eastman cited Pittsburgh, Boston, Baltimore and Los Angeles as large and competitive markets "not blighted by dual or triple rate cards for major stations," the agency president declared that in Baltimore an independent station with a dual rate does the best job and in Los Angeles the same thing is true with "an independent licking the pants off the network stations."

Reporting that the SRA committee had found the major advertising agencies overwhelmingly in favor of a single rate, Mr. Eastman concluded:

"With all of the evidence pointing in only one direction, SRA urges all stations not already on the single rate to make plans now to get there as quickly as possible. The SRA recommends that station operators work together to clean up this rate situation in their city and thereby create another single rate market that will help attract more business."

Mr. Mogul then resumed the floor, talking about some of the shortcomings of some representatives calling on his agency's timebuyers —"a minority, but a large minority"—and urging the representatives to clean out the bad actors who he said are giving all representatives a bad name just as bad acting agencies had done to all advertising. When he returned to his original demands for larger discounts for the larger users of station time, T. F. Flanagan, SRA managing director, who acted as chairman of the meeting, observed that this was not a question of local and national rates but of volume discount and "on that we all agree," and adjourned the meeting.

Miles' $4½ Million Radio Budget Entirely on NBC

MILES Labs, Elkhart, Ind., will spend its radio budget of more than four and a half million dollars on NBC Radio, effective Sept. 27, when the firm starts sponsorship of a five-day daytime strip in addition to retaining its *News of the World* and *Break the Bank*. The firm is cancelling early in September its two radio shows *Curt Massey Show* and *Hilltop House* on CBS Radio.

Miles Labs, through its agency, Geoffrey Wade, Chicago, gave the nod to NBC Radio, when it signed the contract to sponsorship of *Just Plain Bill* five times weekly, 5-5:15 p.m. on the full NBC network.

Miles Labs is also entering network television in the fall with participations on the *Garry Moore Show* and Robert Q. Lewis, both on CBS-TV, and on *Three Steps to Heaven* and *Concerning Miss Marlowe* on NBC-TV.



A CONTRACT calling for one of the largest real estate promotions on radio in Baltimore is agreed to by WITH that city and builders Ralph De Chearo and Anthony Sanzo, builders of homes in New York, New Jersey, Ohio, Florida and Maryland. The campaign will promote the sale of 300 higher-priced suburban homes, known as the Valley Crest development. L to r: seated, Mr. Sanzo; Mr. De Chearo; Dan Hydrick, WITH account executive; standing, Marshall Hawks, Marshall Hawks Advertising, and Lee Case and Colleen Schwartz, talent on a husband and wife show that is part of the WITH campaign.

UPPED TARIFF WON'T SHAKE WATCH ADS

Bulova, Benrus see little effect on advertising; Hamilton, Elgin plan no immediate advertising changes.

A TARIFF increase of 50% on imported watch movements will have little impact on advertising plans of major American watch companies, judging by first reaction to the President's tariff proclamation last week.

The increased tariff, effective July 28, adds from 9 cents to $1.15 to the duty on imported movements of non-jeweled and not over 17-jewel watches. Higher tariffs were recommended May 28 in a report made to the President by the Tariff Commission.

Figures of the American Watch Mfrs. Assn. indicate imports of Swiss movements had increased from 2,131,000 in 1936 to 10,600,000 in 1953. This so-called flood of imports was described as leaving only 18% of the market for American watch manufacturers, with American production off 47% since 1951.

The six major nationally advertised watch companies are Elgin National Watch Co., (100% American made); Hamilton Watch Co., (100% American produced); Benrus Watch Co., (100% imported); Longines-Wittnauer Watch Co. (100% imported); Gruen Watch Co., (10% American-made and 90% imported) and Bulova Watch Co., (50% American produced and 50% imported).

B•T's survey of the agency executives on the reaction to the 50% increase on watch tariffs and how it would affect advertising plans for the watch companies follows:

Terry Clyne, senior vice president in charge of radio and television at Biow Co., which handles Bulova: "In our estimation, this (the tariff) will help the sale of nationally advertised watches of the better type because the higher tariff should result in far fewer cut-rate sales of non-brand watches. Our advertising expenditures for Bulova Watch Co. will continue on the same level."

Len Tarcher, account executive of Benrus Watch Co., at Cecil & Presbrey, New York agency, said the increase of 50% tariff on watches all "happened too fast." "We were surprised and it will take us about a month before we know the full reaction," he said. "I don't predict there will be a radical change in advertising. We're firm believers in radio and television."

A BBDO executive told B•T it was too early to tell about the tariff effect on advertising plans for Hamilton watches, which are produced in America, but he could say that advertising plans already made for the next three months would not be changed.

A spokesman for Elgin National Watch Co. told B•T the tariff increase probably would have little or no impact on the company's advertising program, including radio-tv commitments, for the remainder of the fiscal year through Feb. 28, 1955. He felt the effect will be felt more next year inasmuch as Elgin's advertising plans have been set for the current year.

Elgin National will make its first venture into network tv this fall with alternate sponsorship of an hour segment on ABC-TV, Tues., 9:30 p. m. (EST), shifting with U. S. Steel Co. It will be known as the *Elgin Tv Hour*. Heretofore, Elgin (not to be confused with Elgin-American (maker of compacts), has used only spot tv in certain markets and has been out of network radio for years, it was noted. The agency is Young & Rubicam, Chicago.

Watch sales may increase in the interim but there is an inventory now on Elgin watches that might hold for some time, it was explained. Elgin's advertising budget is based on the percentage of watches sold, well in advance and hinged on a forecast of expected sales.

Selling Utah on Lamb

IN AN EFFORT to increase the consumption of lamb in Utah, the Producers Livestock Marketing Assn. has signed for 60 spot announcements per week on KDYL Salt Lake City and 12 on KTVT (TV) there. The campaign will start Oct. 31 and will emphasize the value of lamb in the basic daily diet. Gale Smith, public relations director of the association's Salt Lake City branch, said this is the first time the organization has gone to such promotional length to sell Utah on lamb. He pointed out the curious facts that while Utah is one of the nation's most important sheep producing states, it consumes only about two pounds per capita per year compared to the national average of four pounds, and a rate of almost 37 pounds per capita in New York City.

'Free' Film Promotion Technique Explained

Getting a product, service or company name on the air by inclusion in public service clip is basis of system.

GROWING use of tv film clips, offered free to stations to publicize a client or product, was explained to members of the Hollywood Advertising Club last week in what was termed a new phase of tv publicity.

Calling it a form of specialized public relations, Gene Coon, editorial supervisor, and former newscaster Jack Gardner of Publici-TV, Hollywood, told the workings of getting the film on the air.

Publici-TV prepares, produces and distributes the 45 second to 1¼ minute films locally, regionally and nationally at a basic rate of $250 for one station, plus an additional charge of $9 for each other station using the clip said Mr. Coon. First the firm gets the client's story, then edits out as much of the commercial content as needed to satisfy a news editor, he continued.

A prospective Publici-TV user has a bargain available in that he can get air time costing from $300 upward for the firm's basic rate plus additional costs fee, explained Mr. Gardner.

One client, Creole Petroleum Corp. of Louisiana, recently got as high as 60% acceptance for a film clip on oil problems offered as a public service, said Everett Hayes, assistant to Edward J. Flynn, Hollywood publicist representing Creole. The clip, which purported to show how the petroleum industry would be affected if certain legislation before Congress were to pass, featured news-style interviews with the president of Creole Petroleum on the subject.

William Stewart, former news editor, KNXT (TV) Hollywood (now publicist, CBS-TV that city), presented the other side of the picture. Acceptance of such film depends on length, he said, adding that news editors cannot be expected to trim film, but will run it, if at all, as is. A typical week has brought in tv promotion film from such divergent groups as the Los Angeles City Police and Harbor departments, the Braille Institute, Veterans Administration, Pacific Telephone and Telegraph Co., breweries, airlines, steel companies, the Las Vegas Chamber of Commerce and the Miss Universe contest, he observed.

Air-Wick's Film Proposition:

THE Air-Wick people have come up with a series of 28 five-minute dramatic films that television stations can have for $5.02 each—provided, of course, that the series is carried once on Class A time with free commercials.

After that, tv stations are permitted to run the films as often as they wish for 99 years, according to a letter sent stations over the signature of Joan Stark, chief timebuyer of William H. Weintraub & Co.

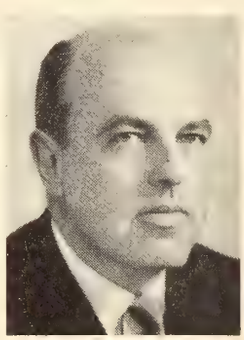
They can even sell the films to other advertisers, according to the letter on behalf of Weintraub's client, Seeman Brothers, which also manufactures Nylast.

Films run 4½ minutes, of which "slightly over one minute" consists of opening and closing commercials. They are to be run on a two-per-week schedule. After all 28 have been run, the commercials may be removed and the station has 99 years to use the films as it wishes. Miss Stark explains that "print costs are just the charges made by the labs which are approximately $5.02 per program, delivered to you with cans and reels included."

Contracts have been made with over 50 stations, Miss Stark adds, located in New York, Chicago, Los Angeles, San Francisco, Washington, D. C., Minneapolis and other markets.

Murdock Named Consultant To MacManus, John & Adams

WILLIAM D. MURDOCK, head of the Washington advertising agency bearing his name, has been retained by MacManus, John & Adams, Bloomfield Hills, Mich., as consultant on food and drug merchandising. Mr. Murdock will continue his Washington agency, servicing such accounts as People's Drug Stores [B•T, June 21], Bank of Maryland chain, Mrs. Keanes meats, Southern Hotel Supply Co. and the Food Town chain.



MR. MURDOCK

At the MacManus, John & Adams agency Mr. Murdock will work on special assignments, particularly merchandising of nationally advertised food and drug items. Among the agency's accounts are Dow Chemical (Saran-Wrap), Pontiac, Cadillac, Champion spark plugs and the 600-store Kresge chain.

Mr. Murdock entered radio in the early '30s, selling time on WJSV (now WTOP) Washington for the Arthur Godfrey programs. After 12 years he joined WOL there, moving to WOIC (TV) Washington when that station went on the air. He remained with WOIC until the station was sold and call letters changed to WTOP-TV. In 1950 he formed an advertising agency at the suggestion of People's Drug Stores, operating 154 stores in 37 cities.

Big FM Sale

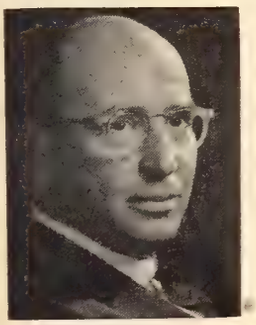
THE LARGEST contract for exclusive fm time in the history of WHLI-FM Hempstead, L. I., has been signed by Island Radio Distributors Inc., Hempstead, it was reported by Joseph A. Lenn, vice president in charge of sales for the station. Island Radio, one of the largest dealers in hi-fi equipment on the East Coast, purchased seven 15-minute programs per week for 52 weeks.

GF Spent $62 Million For Ads in Fiscal '54

Figure is $8 million over year before, Mortimer tells General Foods stockholders.

GENERAL FOODS Corp., New York, spent $62 million for advertising in its fiscal 1954 (ended March 31, 1954) or $8 million over the year before, Charles Mortimer, president, told a record turnout of 450 stockholders at the annual meeting last Wednesday.

"Our use of advertising is carefully planned both as to kind and amount," he said. "We study the advantages of various media. When there is a local job to be done we turn to local newspapers and radio. Network radio and television, point-of-sale and outdoor posters—each has its particular uses and advantages. As new advertising techniques are developed which will sell General Food brands we shall carefully consider them too. For instance, color television may offer us unusual opportunities, because our products and packages are especially suited to color reproductions.



MR. MORTIMER

"Because effective advertising is essential to our marketing General Foods is a large advertiser. We spent our advertising dollars for the hard practical purpose of increasing the use of our established brand, introducing new products, and in general insuring growth in fiscal 1954. Our total advertising expenditures were $62 million. This was an increase of of $8 million over the year before. You will recall that our net sales increased $82 million. In percentage of sales, advertising was about the same, 7.9% last year and 7.7% in 1953."

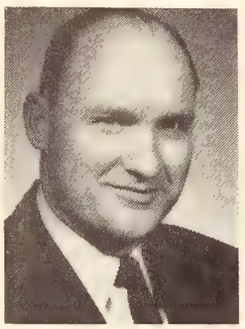
Mr. Mortimer also told the stockholders that results of the first quarter of the new fiscal year, which ended on June 30, were very satisfactory. Sales of $195 million were 12.4% greater than in the 1953 period with a net profit of $11.2 million.

Bishop to Sponsor Raye

HAZEL BISHOP Inc., New York, will sponsor Martha Raye, effective Sept. 28, for a full hour one Tuesday each month, 8-9 p.m., during the entire 1954-55 season on NBC-TV. Milton Berle will star in 20 other shows in that time period for the Buick Division of General Motors Corp. and Bob Hope in six for General Foods Corp. Raymond Spector Co., New York, is agency for Hazel Bishop.

McHUGH NAMED V.P. AT CAMPBELL-EWALD

PROMOTION of Phillip L. McHugh to a vice presidency at Campbell-Ewald Co. in charge of the agency's television and radio activities, was announced last week by H. G. Little, president.



MR. McHUGH

Mr. McHugh, who joined Campbell-Ewald several months ago to head the tv-radio department in the Detroit office, has devoted his career to broadcasting. He was with CBS New York as assistant radio director and radio director for 10 years, with four years out for Navy service. Prior to joining Campbell-Ewald he was director for four years of the tv-radio department of the Tracy-Locke Co., Dallas agency.

Mr. McHugh's headquarters will be in Detroit. Don R. Benkhart will work under his direction in the New York office.

Bernbach, Factor-Breyer Agencies Combine Forces

MERGER of Doyle Dane Bernbach Inc., New York, and Factor-Breyer Inc., Los Angeles, has been announced, effective today (Monday). Officers of the firm, to operate as Doyle Dane Bernbach Inc., are William Bernbach, president; Ned Doyle, Maxwell Dane, Ted H. Factor and Don Breyer, vice presidents.

Radio-tv accounts handled by the agency include Forest Lawn Memorial Park, Polaroid Land Camera, Cole of California, Detecto Scales, Sav-On Drug Stores, Mission Water Heaters, Diced Cream of America and J. N. Ceazan Co. (Los Angeles distributors of Crosley and Bendix products).

P&G Appoints Werner

PROCTER & GAMBLE Co., Cincinnati, announced the division of its public relations departments with the appointment of William G. Werner, who has been manager of the public relations division since 1941, to the newly-created position of director of public and legal services. His responsibilities will include the public relations department and a new legal services department. He has been with P & G since 1911.

Oliver M. Gale, who has been with the company since 1937 and has been associate manager of public relations since 1949, has been named manager of the public relations department.

Standard Names Adv. Chief

APPOINTMENT of W. H. Miller as assistant general manager for advertising and sales promotion in its Chicago general office was announced last week by Standard Oil Co. (Ind.).

Wesley I. Nunn, standard advertising manager, will report to Mr. Miller, who will be in charge of advertising, consumer sales, sales training and other activities.

NEW BUSINESS

Seaman Bros. Inc., N.Y. (Air-Wick and Nylast), will sponsor Tuesday and Thursday broadcasts of *Whispering Streets* drama series on ABC Radio (Mon.-Fri., 10:25-10:45 a.m., EDT), starting Sept. 14. Agency: William H. Weintraub Co., N. Y.

RENEWALS

Voice of Prophecy Inc., Glendale, Calif., renews for sixth year *The Voice of Prophecy* sermon program ABC Radio (Sun. 9:30-10 a.m., EDT), starting Sept. 15. Agency: Western Adv., L. A.

American Dairy Assn. renews for 26 weeks *Bob Hope Show* on NBC Radio (Thurs., 7:30-8 p.m., CST), Oct. 28. Agency: Campbell-Mithun Inc., Minneapolis.

E. I. DuPont de Nemours & Co., Wilmington, Del., renews *Cavalcade of America,* ABC-TV (Tues., 7:30-8 p.m., EST), starting Sept. 28. Agency: BBDO, N. Y.

AGENCY APPOINTMENTS

Michaels Bros., N. Y. (furniture chain) names William Warren, Jackson & Delany, same city.

Geneva Gardens Inc., N. Y., (mail order advertiser in gardening field), names Kieswetter, Baker, Hagedorn & Smith, same city.

National Van Lines Inc., L. A., appoints Geoffrey Wade Adv., Hollywood, with Snowden Hunt Jr., as account executive.

Nupla Mfg. Co., div., New Plastic Corp., Hollywood, names Walter C. Davison Co., Glendale, Calif.

Calunite Corp., Calif., Utah and N. Y. plant food producers, names Hal Stebbins Inc., L. A., with Mr. Stebbins and Jack Courtney as account executives.

Bisceglia Brothers Wine Co. and **Appliance Wholesalers,** both Portland, name Richard C. Montgomery & Associates, same city.

Mycalex Corp. of America, N. Y. (glass-bonded mica products), names Gaynor & Co., same city, effective Sept. 1.

New York Wire Cloth Co., New Canaan, Conn., appoints New York office of Wilson, Haight, Welch & Grover Inc., Hartford and N. Y., for its Durall Tension window screens and its Opal, Aldura, and Liberty Bronze insect wide screening.

General Camera Co., Chicago (photographic mail order house) appoints Al Paul Lefton Co., same city.

Perry Knitting Co., Perry, N. Y., appoints Doyle Dane Bernbach Inc., same city.

State of Oklahoma and the **Oklahoma Planning and Resources Board** appoints George Ande Adv., Oklahoma City.

New Hampshire State Planning and Development Commission appoints Hermon W. Stevens Agency Inc., Boston.

AGENCY SHORTS

McCann-Erickson Inc., merges L. A. and Hollywood offices, with new quarters at 3440 Wilshire Blvd.

J. M. Hickerson Inc., N. Y., has doubled office space at 270 Park Ave.

Leo Burnett Co., Chicago, published booklet of common terms used in broadcast media-advertising agency field.

S. K. Olympius & Staff, Stockton, Calif., opens L. A. branch with Ned K. Rosenblatt, formerly advertising manager, Shepherd Tractor & Equipment Co., same city, as vice president in charge, and Mrs. J. C. Holmes, advertising assistant,

Shepherd Co., as media director. Offices: 5420 Jillson St.; telephone: Rayman 3-4879.

Milton Weinberg Adv. Co., L. A., moves to 6523 Wilshire Blvd.; telephone: Webster 8-3811.

Guerin-Johnstone Inc. and **Crossley & Jeffries Inc.,** both L. A., adv., merge into **Guerin, Johnstone, Jeffries Inc.,** with Paul Guerin, president; Wilbur C. Jeffries, vice president, and Jack Johnstone, secretary-treasurer. Offices: 6456 York Blvd.; telephone: Cleveland 7-8271.

A&A PEOPLE

Dwight D. Thomas, former executive vice president, Gulf Brewing Co., Houston, to Maier Brewing Co., L. A., as vice president in charge of sales.

P. E. Allen, vice president in charge of marketing, western div., Tide Water Associated Oil, San Francisco, appointed newly-created vice president for marketing.

Albert D. Van Brunt, account executive, Buchanan & Co., N. Y., elected vice president.

Jack Waterman, account executive, Dudley L. Logan Adv., L. A., elected vice president.

Frank Brady elected vice president in charge of all marketing activities, Harry B. Cohen Adv. Co., N. Y.

William McIlvain, Leo Burnett Co., Chicago, elected vice president to head radio-tv operations in New York; **George Stege** and **Edward Thiele,** account executives, also elected vice presidents as account supervisors.

Lovick Draper appointed senior account executive and radio-tv director, Bozell & Jacobs Inc., Houston; **Edward Cope** appointed public relations director.

Roger Patrick, account executive, Grant Adv. Inc., Hollywood, to Walter McCreery Inc., Beverly Hills, in same capacity.

Don Hildebrant, sales manager, Foster & Kleiser Inc., Phoenix branch, outdoor advertising firm, to Jennings & Thompson Agency, same city, as account executive, effective Aug. 15.

W. R. Stanton, product group head advertising dept., Swift & Co., Chicago, to Campbell-Mithun Inc., Minneapolis, as account executive.

John J. Mojonner, advertising manager, Mojonner Bros. Co., to Allen Adv., as copy supervisor and account executive.

Robert Kunkel, head, farm dept., G. M. Basford Co., N. Y., to Leo Burnett Co., Chicago, as account executive.

Edward P. Broome and **Richard Geis** to Ralph H. Jones Co., Cincinnati, as account executives; **Paul Carter,** production staff, WLWT (TV) same city, and **Jack Gifford,** WLW that city, to radio-tv copy and production staff; **Richard Perry,** producer, DuMont's *Paul Dixon Show,* to copy department.

John Roth, formerly with Lincoln-Mercury Dealers Assn., to C. L. Miller Co., N. Y., as an account executive.

Donna Quigley, assistant tv director, Cayton Inc., N. Y., elected director of television.

Evelyn C. Douglas to Denham & Co., Detroit, as traffic director.

Charlene Hirst, Products Service Inc., N. Y., to Parker Adv. Inc., same city, as a timebuyer.

Emily Cleary and **Mary Rodger** appointed media buyers, Tatham-Laird Inc., Chicago.

Bernard London, formerly producer-director with CBS, to D'Arcy Adv. Co., N. Y., as a producer, tv-radio department.

Ben Grim to Walter S. Chittick, Philadelphia, as art director.

George Huelser, formerly sales service manager, ABC Radio, to radio-tv timebuying staff, Maxon Inc., N. Y.

Judson C. Hubbart, formerly advertising manager, Consolidated Dairy Products, Seattle, Wash., to Frederick E. Baker & Assoc., same city.

Albert V. (Bud) Cole, formerly program director, KNBH (TV) Hollywood, to McCann-Erickson Inc., same city, as supervisor-director of all commercial aspects of upcoming CBS-TV series for Chrysler Corp.

James N. Manilla, formerly head of film dept., Geyer Adv., N. Y., to tv commercial staff, McCann-Erickson, same city.

Warren Ambrose, tv creative director, Leo Burnett Inc., Chicago, and **Winfield Hoskins,** tv copy supervisor, Needham, Louis & Brorby, same city, to tv commercial staff, McCann-Erickson, N. Y.

Judy Burk, Paris & Peart, N. Y., to the copy staff, Blaine-Thompson Co., same city.

Dan W. Shields, formerly assistant program manager, WEEU-TV Reading, Pa., to tv film production dept., Biow Co., N. Y.

Theodore W. Prescott, Scott Paper Co., Chester, Pa., and **Roby Harrington,** Procter & Gamble, Cincinnati, to plans-merchandising dept., N. W. Ayer & Son, Philadelphia.

Eloise Ray Francis, publicity and sales promotion director, Dan River Mills, N. Y., to Bryan Houston Inc., same city, as a fashion coordinator.

Herb Gruber, chief timebuyer, Cecil & Presbrey, N. Y., father of girl, Jill Debra, July 12.

Harold S. Hirsch, executive vice president, womenswear div., White Stag Mfg. Co., Portland, Ore. (sportswear and play clothes), elected president, succeeding **Max S. Hirsch,** his father, now board chairman; **Lawrence L. Rennett,** assistant to president, named vice president and general manager; and **Harold Dolgenow,** assistant womenswear director, named vice president and womenswear director.

Robert W. Barnard, McKesson & Robbins Inc., N. Y., appointed liquor national sales promotion manager.

John A. Ulrich, acting advertising manager, Beech-Nut Packing Co., N. Y., named advertising manager.

Edwin H. Bostick, F. Schumacher & Co., N. Y. (Waverly Fabrics), named advertising manager.

Beatrice Mills, advertising dept., Mooresville Mills (textile manufacturers), Mooresville, N. C., promoted to advertising manager.

Robert McDonald, account executive, Erwin, Wasey & Co., N. Y., to Paper-Mate Pens Inc., Culver City, Calif., as assistant to advertising manager.

Don Laiffer, tv copy dept., McCann-Erickson Inc., N. Y., and **Baker Ostrin,** assistant to creative director, Campbell-Mithun Inc., Minneapolis, to creative staff, Warwick & Legler Inc., L. A.

UTP Plans Expansion In Sales Department

PLANS to expand its sales department were finalized during recent home office meetings by United Television Programs Inc., Hollywood. Branch offices will be organized in Minneapolis, Detroit and Baltimore, according to Wyn Nathan, vice president in charge of sales, and will bring the total number to 12 offices. The addition of four new sales executives is to be announced shortly, he added.

Topics discussed at the meetings included the program for special exploitation of *Mayor of the Town* series in production by Rawlins-Grant, which UTP will distribute regionally and locally. In preparation is a tv trailer and newspaper advertising campaign, budget on which will be determined in each city by population, station coverage and maximum audience potential.

Among those in attendance were Aaron Beckwith, vice president, New York; John P. Rohrs, vice president, Chicago; and Tom McManus, eastern sales manager. Speakers included Philip N. Krasne, UTP president; Jack J. Gross, board chairman; Lee Savin, executive vice president; Noel Rubaloff, national sales promotion manager; Dale Sheets, assistant national sales manager; Basil Grillo and Charles B. Brown, executive vice president and vice president in charge of sales, respectively, Bing Crosby Enterprises; Roland Reed and Guy V. Thayer, president and executive vice president, respectively, Roland Reed Productions.

Unity Tv Appoints Four

ADDITION of four executives to the sales staff of Unity Television Corp., New York, was announced last week by Arche Mayers, general manager, as part of a realignment of Unity's sales department.

New staff members are Harry Stern, southwestern manager; Frank Opra, northwestern district manager; Keith Goldsmith, New England district manager, and Vince Fiumano, tv film booker in the West Coast office. In other changes, Jerry Weisfeldt has been named western division manager; Noah Jacobs, eastern district manager, and Sid Weiner, national tv film booker in New York.



STAGE and screen star Gene Lockhart signs for the starring role in *His Honor, Homer Bell,* tv film series to be produced in New York for NBC Film Division distribution by Galahad Productions. With Mr. Lockhart is Carl Stanton, NBC vice president in charge of the Film Division.

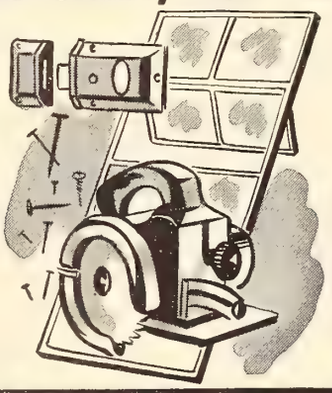
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE BUILDING MATERIALS SALES, FOR INSTANCE!

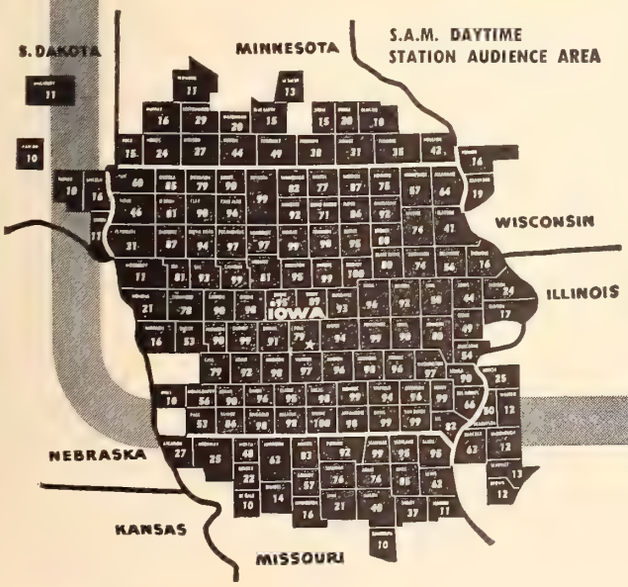
3.5% CEDAR RAPIDS • • •
2.6% TRI-CITIES • • • • •
4.4% DES MOINES • • • •
2.3% DUBUQUE • • • • •
3.8% SIOUX CITY • • • •
2.6% WATERLOO • • • •
80.8% REMAINDER OF STATE



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2% Food Stores
63.2% Eating and Drinking Places
47.9% General Merchandise Stores
57.5% Apparel Stores
61.4% Home Furnishings Stores
65.9% Automotive Dealers
74.9% Filling Stations
80.8% Building Material Groups
62.0% Drugstores

Source: 1954 Consumer Markets





FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



KOIN-TV

MOST POWERFUL IN OREGON

Now... highest tower

1530 FEET ABOVE AVERAGE TERRAIN

Now, more than ever, KOIN-TV is your single best buy in the rich, productive Oregon and Southwest Washington area. Towering 1530 feet above average terrain, the new KOIN-TV antenna is the highest in the Pacific Northwest. Advertisers are guaranteed the finest picture quality possible.

Tremendous 30-County Coverage

The giant new tower combined with the KOIN-TV power increase to the maximum 100,000 watts (Channel 6) blankets over 35,000 square miles in the prosperous "heart" of the Pacific Northwest. Now KOIN-TV delivers a consistent picture as far as 150 miles from Portland . . . reaching 30 Oregon and Southwest Washington counties. More than 185,000 sets are in use right now . . . and set sales are booming.

DOMINANT in Portland... in Oregon and Southwest Washington



...Now... maximum power*

100,000 WATTS*

Retail Market: $1,944,735,000

Over a million and a half Northwesterners work, play, buy, watch television in the huge KOIN-TV influence area . . . prosperous people who live in a family of cities whose per capita sales are *more than double* the national per capita retail sales average! (Actually 208% based on 1952-53 Consumer Markets.) These are people who can, will and *do* buy the things they want.

Only KOIN-TV Covers This Market

To reach the people with the money to spend . . . to completely cover this rich, responsive Oregon and Southwest Washington market . . . you must schedule KOIN-TV. No other station or combination of stations can reach this market. Write, wire, or phone for complete availabilities or contact our national representatives, *Avery-Knodel, Inc.*

...in the Heart of the Pacific Northwest

KOIN-TV
CHANNEL 6
CBS

Matson Sues for CBS-TV Tardiness in Returning Film

FAILURE of CBS-TV executives to return film footage of King George VI's coronation in time for owner Henry J. Matson to negotiate for its use with other networks is charged in a $10,000 suit filed in Los Angeles Superior Court.

CBS-TV rented the film, which he photographed in 1937, as a possible standby-by program feature, during preparations for telecasts of Queen Elizabeth's coronation last year, charge Mr. Matson's attorneys, John N. Frolich and Sol D. Seldin. No price was agreed upon at that time, Mr. Matson states, but the network returned the film after the coronation telecast without compensation, he alleges, even though they knew he had offers for its use by other networks.

Further, he charges CBS edited the hour-long film down to 18 minutes with his permission, but refused to make compensation.

Cantor Named Ziv Producer

EDDIE CANTOR has been named executive producer of Ziv Television Programs Inc., according to Maurice Unger, vice president in charge of West Coast operations. In addition to acting in and producing the upcoming radio-tv *Eddie Cantor Theatre* for Ziv, Mr. Cantor will take an active role in the planning and production of packages for the firm. He will act chiefly in an advisory capacity on current and proposed film packages, Mr. Unger said.

MPTV Sued for Commissions

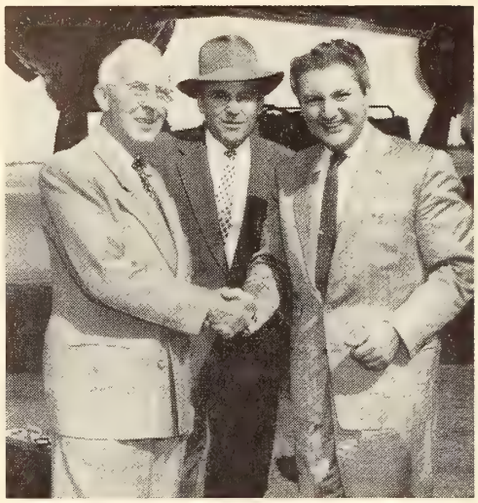
A SUIT for over $50,000 in commissions was filed last week in Los Angeles Superior Court against Motion Pictures for Television by Maurice H. Gresham, until recently West Coast sales manager of the MPTV syndication division. The plaintiff, asking 10% commission based on an oral agreement, claims his sales between October 1953 and June 1954 totaled $300,000 and that his division's sales exceeded $500,000.

Princeton, Olmstead Pact

AN AGREEMENT was signed last week by the Princeton Film Center, Princeton, N. J., tv film production and distribution company, and the Olmstead Sound Studios, New York, under which PFC will have "complete access" to all of the Olmstead facilities for the production of tv filmed commercials. According to Gordon Knox, president of PFC, the agreement provided for the turning over by his firm of more than $100,000 worth of film equipment to the almost-completed Olmstead studios.

Marine Footage in New Series

OFFICIALS of Executive Producers, Hollywood, conferred last week in Washington with the U. S. Marine Corps on a planned series of 26 films which would incorporate footage from the Marine files as well as technical advice. The half-hour shows will encompass some of the Marines' history. Representing Executive Producers last week were Col. Paul R. Davison and Bill Karns, USA, Ret., who conferred with the radio-tv branch and division of information, Headquarters USMC.



PIANIST Liberace (r) is greeted by D. Marshall Harris (l), vice president of Bowman Biscuit Co., sponsor of the Guild Films *Liberace* show in 14 markets, and Joe Herold, general manager of KBTV (TV) Denver, upon his arrival for tv and concert appearances in that city.

Screen Gems in Detroit

OPENING of an office in Detroit by Screen Gems Inc. was announced last week by John H. Mitchell, vice president in charge of sales for the company. Ernest W. Montgomery, previously in the engineering field, has been named sales manager in charge of the office. The Detroit headquarters have been established at 16603 E. Warren Road. Telephone is Tuxedo 5-5811.

FILM SALES

CBS-TV Film Sales reported last week total markets on its *Art Linkletter and the Kids* filmed program is 81, with latest sales to **Pureta Sausage Co.,** Sacramento, for KHSL-TV Chico, Calif.

WTOK-TV Meridian, Miss., has acquired two-run rights to *Craig Kennedy Criminologist,* series of 26 half-hour films from **Louis Weiss & Co.,** Los Angeles.

KNXT (TV) Hollywood is telecasting *Lash of the West* and *Adventures of Noah Berry, Jr.,* quarter-hour film series produced and directed by **Jerry Courneya.** Former program stars **Lash LaRue** in westerns and latter features **Mr. Berry's** adventures in big game hunting, whaling expedition, marlin fishing, etc..

Raisin Markets of Southern Calif., L. A., (eight-store retail chain), enters tv programming with *Abbott and Costello* film series on KTTV (TV) Hollywood today under cooperative advertising whereby manufacturers of products promoted share tv costs.

FILM DISTRIBUTION

MCA Ltd., N. Y., announced last week it has acquired distribution rights to *Touchdown,* series of 13 half-hour filmed programs of college football games this fall, and *Telesports Digest,* series of 39 half-hour films depicting highlights of leading sports events each week. Both films will be produced by Tel Ra Productions, Philadelphia.

S. W. Caldwell Ltd., Toronto, tv film distributor and producer, opened Vancouver office at 1240 West Pender St. to handle sales and service for all radio and tv activities of company. Florence Asson, former time-buyer of James Lovick Ltd., Vancouver, is representing the organization in Vancouver.

FILM PRODUCTION

Walt Disney Productions, Burbank, Calif., is filming "The Story of D. Duck" and "How Do You Doodle" for inclusion in "Fantasyland" segments of ABC-TV *Disneyland.* Both films, directed by **Richard Bare,** will combine live action and cartoon animation.

Snader Productions Inc., Hollywood, is filming 52 half-hour tv programs featuring **Korla Pandit,** organist who formerly had own shows on KECA-TV (now KABC-TV), KTTV (TV) and KTLA (TV) all Hollywood. Shooting at Goldwyn Studios, **Louis D. Snader,** president, has designed programs to be broken up into 104 quarter-hour programs if preferred. **Orval Anderson,** KABC staff announcer, is narrator; **Le Roy Prinz,** former Warner Bros. and academy award-winning director, is director; and **Harry Franklin** is production manager and assistant director.

Hotpoint Inc., Chicago, (appliances) names TV Spots, Hollywood tv production firm, to create and produce tv film commercials for forthcoming ABC-TV *Adventures of Ozzie and Harriet* series. Agency: Maxon Inc., N. Y.

RANDOM SHOTS

Lewis and Martin Films Inc., Chicago, announces opening of new slide and title department, known as **L & M Slidefilms Inc.,** for preparing slides, title-cards, balops, crawl-cards, rear-projection slides and original photography.

Mannie Baum Enterprises Corp., N. Y., announces *Greatest Fights of the Century* series available in fall for syndication, sponsored locally or regionally.

Hollywood Spotlite Newsfilm Service Inc., L. A., moves to 607 N. La Brea Ave., same city. Telephone: Webster 8-2191.

National Telefilm Assoc., N. Y., tv film distributor, opens sales office at 1737 F St. N.W., Washington, D. C., with Jack Feiffer in charge.

Grantray Animation Inc., Hollywood, formed for production of animated television film commercials, industrial films and theartical shorts announced last week by animation industry men, Grant Simmons, Ray Patterson and Robert Lawrence, president, **Robert Lawrence Productions Inc.,** N. Y.

FILM PEOPLE

John F. Sloan, formerly sales manager, WOR-TV New York, and **Stan Smith,** formerly eastern sales manager, ABC-TV, to Ziv Television Programs Inc., N. Y., as account executives.

Edward J. Chandler, formerly with FBI, to Television Programs of America, Seattle, Wash., as account executive.

Ellingwood Kay, story editor, Revue Productions, North Hollywood, to Roland Reed Productions, Culver City, Calif., in same capacity.

Louis Germonprez signed to year's contract by Gross-Krasne Inc., Hollywood, as assistant director, *Big Town* film series.

Henry Randel, 58, metropolitan New York district sales manager, Paramount Pictures, died July 25.

WATTS UP?

KLZ-TV...to 316,000 (full power)

● We've resorted to the lowest form of humor to announce the highest TV power in the Rocky Mountain West. KLZ-TV now delivers the world's greatest network entertainment and the region's sharpest local presentations with the **HIGHEST POWER** in the entire area.

Add it up: by any measure you choose, KLZ-TV is Colorado's best TV buy...

Programming: Top CBS network and local programs

Facilities: Finest, most complete in the region

Transmitter: Highest power in the entire area

Viewer Preference: Denver's most popular station by any and every survey made since KLZ-TV began telecasting.

See the KATZ man



KLZ-TV

CHANNEL **7** DENVER

NOW EQUIPPED FOR NETWORK COLOR TELEVISION

Writers Claim Support Of BMI Members in Suit

A SUIT of 33 composer-writers against Broadcast Music Inc., charging anti-trust violations by BMI, broadcasters and record subsidiaries, has received secret support of several BMI members, composer Arthur Schwartz maintained at a Beverly Hills meeting last fortnight of Songwriters of America, which is backing the suit against BMI.

Mr. Schwartz, reading a report by attorney John Schulman, representing the plaintiffs, said suit supporters within BMI ranks have contributed money and evidence against their organization. The supporters' identities are being kept anonymous to avoid retaliation, SA executives stated.

However, other support from music publishers has been refused because of BMI and ASCAP affiliation, report continued, adding that trial may start within a year.

Feldman Assumes Direction Of Oxarart Package Firm

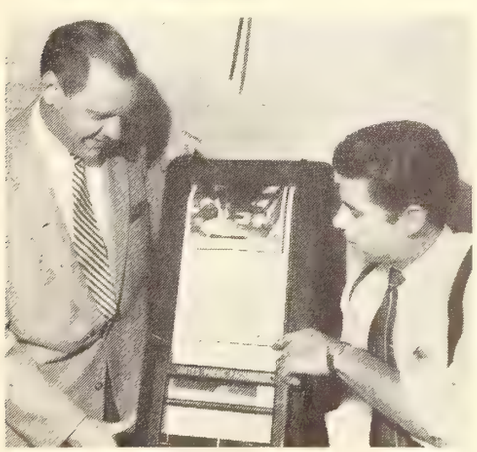
WITH the appointment of Frank Oxarart, head of his own Hollywood radio-tv package production firm, as sales manager of KFWB Hollywood July 23, Jack Feldman has assumed active management and Frank Oxarart Jr. has become a shareholder and junior partner in the firm. Mr. Feldman announced the packaging organization would continue to meet present radio-tv commercial commitments.

Meanwhile, Chef Milani, radio-tv personality and former Oxarart client, has opened his own sales, promotion and merchandising offices at KCOP (TV) Hollywood studios, with Freda Allender, food and appliance promotion specialist, as merchandising coordinator. She will work with KCOP and KMPC Hollywood Milani advertisers in promotion of their products by advertising and store displays, and supermarket personal appearances by the chef.

L.A. BMI Clinic Speakers

ADDITIONAL speakers at a BMI tv program clinic in Los Angeles, Aug. 9-10 [B•T, July 26], are Earl Hudson, ABC Western Division vice president, on "New Dimensions in Tv Programming," and George Whitney, KFMB-TV San Diego general manager, on "Effective Tv Programming Unrecognized."

Thomas C. McCray, KNBH (TV) Hollywood general manager, has been put in charge of the luncheon program for both days, with Los Angeles the only city scheduled to have such programs. Tentatively set is Jack Webb, star of NBC-AM-TV *Dragnet*, and a screening of the Warner Bros. feature film version, which is yet to be theatrically released.



LOOKING OVER first pictures on KOTV (TV) Tulsa's new UP facsimile equipment, said to be the first of its type in Tulsa, are Dick Campbell (l), station manager, and Cy Tuma, news director.

BOTV Plans Closed Circuit From Broadway to Theatres

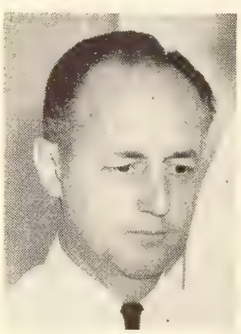
BOX OFFICE Television Inc., New York, announced last week it is negotiating with producers of seven "top" broadway productions for the rights to conduct a closed-circuit telecast of a production at cost to theatres throughout the country.

William Rosensohn, executive vice president of BOTV, said that current plans are to hold the first telecast in late October or early November. He estimated that actual costs to theatre owners would range between $.50 and $.75 per seat, with all profits to be retained by the theatres.

BOTV will produce the telecast as an experiment, Mr. Rosensohn added, to demonstrate that a series of such productions would be financially feasible. He estimated that costs of the entire production will run "well over a million dollars."

Schumann Expands Tv Services

EDWARD E. SCHUMANN announces his firm has expanded its art work, slides, opaques and film services for television. His company, Edward E. Schumann & Assoc., 1900 University Ave., Madison 5, Wis., which started two years ago to serve local stations in the area, now serves stations in the state and in Illinois, Iowa, Minnesota and Michigan. According to Mr. Schumann, his staff is organized to give any tv station in the country 48-hour service, featuring a new package for tv stations which includes art work and slides. A brochure is being mailed to all stations, he said.



MR. SCHUMANN

PROGRAM SERVICE SHORTS

Gotham Recording Corp., N. Y., completed 13-week series of 15-minute musical variety radio programs, stressing recruiting, made in cooperation with U. S. Coast Guard. Program available free to stations from Comdr. A. E. Carlson, U. S. Coast Guard, 1300 E St., N.W., Washington, D. C.

Clubtime Productions Inc., syndicated radio package producers, Beverly Hills, Calif., announces plans to open Chicago and New York studios to be used by singers in transcribing disc m.c. programs.

Indiana U. Radio and Television Service has transcribed series of radio programs describing life in Hoosier communities and is available to stations in the state.

Storecast Corp. of America, N. Y., announces "music-lantern," to be placed in grocery stores as high fidelity fm music transmitter, illuminator and section marker.

NETWORK GROSS UP 19% IN '54

Combined radio-television figure for first six months of this year near $225 million mark, though radio networks show 10% decline.

GROSS time sales of the national networks during the first half of 1954 aggregated $224,488,242, an increase of 19.4% above the total of $187,747,323 for the like period of 1953, according to data compiled by Publishers Information Bureau. Radio network billings for the six months period of this year were down 10% with a 1954 first half gross of $74,503,773, compared to a gross of $82,774,891 for the first half of 1953. Tv network billings rose 42.9%, however, totalling $149,984,469 in the January-June 1954 period against $104,972,432 for that same part of 1953.

Combined radio-tv network time sales in June grossed $35,245,568, up 15.9% from the combined June 1953 gross of $30,413,568. Radio network time sales were down 18.9% from the previous June, a decline nearly twice the average for the first six months, but the tv networks showed a gain of 42.8% over June of last year.

PIB's network-by-network gross time sales tabulation, for June and January-June of this year and last, for both radio and tv networks, follows:

NETWORK RADIO

	June 1954	June 1953
ABC	$ 2,405,994	$ 2,113,725
CBS	4,173,407	5,227,026
MBS	1,540,430	1,926,865
NBC	2,618,614	3,979,471
Total	$ 10,738,445	$ 13,247,087
	Jan.-June 1954	Jan.-June 1953
ABC	$ 15,170,597	$ 15,355,841
CBS	29,707,034	31,292,509
MBS	11,055,964	11,393,752
NBC	18,570,178	24,732,789
Total	$ 74,503,773	$ 82,774,891

NETWORK TELEVISION

	June 1954	June 1953
ABC	$ 2,310,244	$ 1,607,320
CBS	11,448,180	7,399,078
DuMont	778,920	835,768
NBC	9,969,779	7,324,315
Total	$ 24,507,223	$ 17,166,481
	Jan.-June 1954	Jan.-June 1953
ABC	$ 15,200,029	$ 9,876,272
CBS	65,916,429	44,236,751
DuMont	6,594,935	5,490,321
NBC	62,273,076	45,369,088
Total	$149,984,469	$104,972,432

Credit Study Discloses Lag in Radio, Tv Outputs

TELEVISION set production during the first five months of 1954 was 44% less than 1953 levels and radio set production in the same period was off about 34% from last year, according to a study of the financial statements of 40 manufacturers of tv sets, radio receivers and electronics equipment released last week by the National Credit Office Inc.

It was pointed out by the credit office that the slackening off of tv set production resulted not only from the imminence of color tv but also from the excess inventory of merchandise built up in 1953 when the industry produced 7,214,000 receivers. During 1954, the study observed, the ratio of inventory to sales has "improved steadily," and the finished inventory reduced to "a much more manageable level."

The Credit Office attributed the reduction of

'51 "Glad dad" February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

'53 "Red hot item" Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

'54 "man-O-man" Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

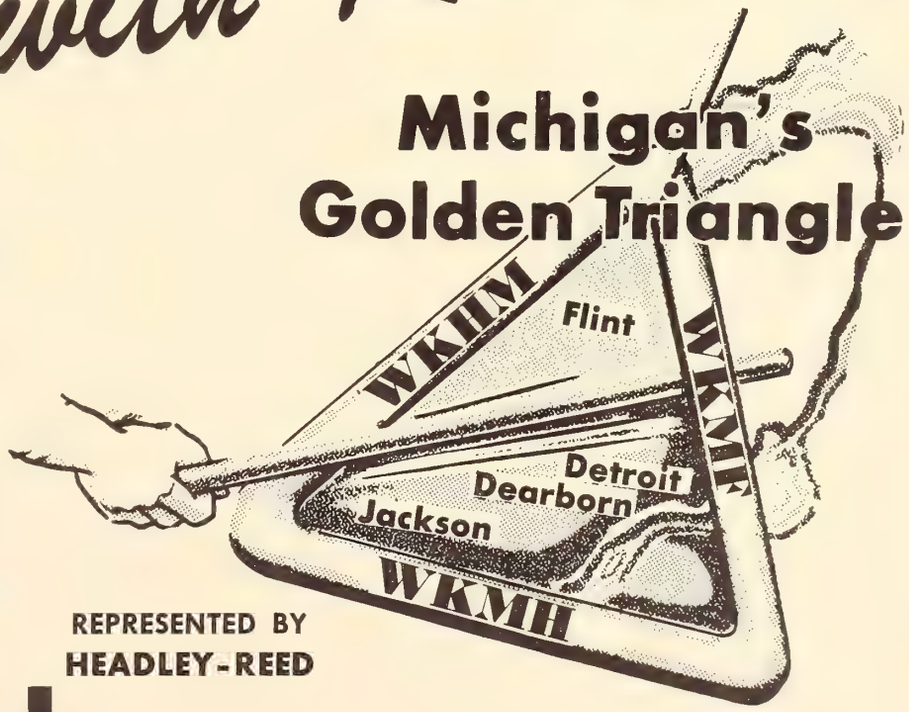


Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show . . . your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

Bobbin with Robin

Michigan's Golden Triangle

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.



REPRESENTED BY
HEADLEY-REED

WKMH
DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

Predicted Tv Volume in '56: $1.9 Billion

TELEVISION advertising is growing at a rate eight times as fast as the nation's overall advertising expenditures, according to a set of statistics whipped up last week by NBC-TV researchers, who estimated that in 1956 —only two years hence—the dollar volume of advertising in network, national spot and local tv combined will total $1.9 billion, roughly 20% of that year's all-media advertising expenditures of $9.7 billion.

Starting with 1952, the NBC tabulation charts the growth of tv advertising and of all advertising year by year through 1956, the first two years being reports of actual expenditures, the last three NBC's projections. During the interval from 1952 to 1956 the NBC figures show a 36% increase in all advertising revenue, but a 273% increase for tv advertising. Table follows:

	All Advertising (in Millions)	Tv Advertising (in Millions)	Tv's % of the Total
1952	$7,150	$ 509	7
1953	7,803	689	9
1954	8,500	930	11
1955	9,200	1,300	14
1956	9,700	1,900	20

radio set production partly to the "lower demand for automobile radio sets, which follows the curtailed buying of new cars." Another factor cited in the study was the diminishing interest of consumers in clock radios.

The study stated that 18 of the forty companies had issued interim first quarter operating results showing that sales in this period amounted to a total $789,538,000, as compared with $857,690,000 in the first quarter of 1953. Net profits of $26,874,000 were said to be 8.1% lower in the first quarter of this year. The study observed that the first quarter of 1953 was the "best period of that year," and that remaining quarters of 1954 may compare more favorably with 1953 counterparts than did the first quarter of this year.

NCO said the brightest outlook for manufacturers is in the fields of industrial and military electronics. The industrial electronics business in 1953 amounted to $400 million in estimated sales volume, the study stated, adding that on current rate of expansion, volume should be three times that of last year by 1960. Electronics devices for military use continue to be in "heavy demand," the study said, and the future looks bright for their manufacturers.

May Radio Shipments Top April's by 22,000

SHIPMENTS of radio receivers from factories to dealers increased from April to May, according to Radio-Electronics-Tv Mfrs. Assn. The May shipments totaled 406,382 radios compared to 384,390 in April. Shipments for the first five months of 1954 totaled 1,775,539 radios. No comparable figures are available for 1953 or prior years.

Radio shipments to dealers do not include auto sets, which as a rule do not move through consumer channels. The shipments of radios, excluding auto sets, to dealers by states for the first five months of 1954 follow:

State	Total	State	Total
Ala.	19,742	Neb.	11,188
Ariz.	9,333	Nev.	1,759
Ark.	13,702	N. H.	4,230
Calif.	134,412	N. J.	88,675
Colo.	11,502	N. M.	5,030
Conn.	33,673	N. Y.	307,326
Del.	3,714	N. C.	31,266
D. C.	19,052	N. D.	6,261
Fla.	42,270	Ohio	103,117
Ga.	28,549	Okla.	15,555
Idaho	3,650	Ore.	11,022
Ill.	128,350	Pa.	121,374
Ind.	33,260	R. I.	9,028
Iowa	21,162	S. C.	12,624
Kan.	15,217	S. D.	6,728
Ky.	22,520	Tenn.	26,861
La.	22,975	Tex.	73,642
Me.	6,790	Utah	5,664
Md.	28,827	Vt.	2,955
Mass.	62,379	Va.	26,884
Mich.	82,157	Wash.	25,016
Minn.	27,911	W. Va.	11,898
Miss.	13,161	Wis.	35,035
Mo.	40,063	Wyo.	2,457
Mont.	5,578		

GRAND TOTAL 1,775,539

Daytime Gains Evidenced By Nielsen Radio Ratings

NATION's favorite radio program during the week of June 20-26, or at least the program attracting the largest audience (2,705,000), was *Lux Radio Theatre,* according to the National Nielsen ratings for that week. Seven daytime serials, however, had higher average audiences than the second-highest rated evening radio program. Top Nielsen-rated programs were:

RANK	PROGRAM	HOMES REACHED (000)
EVENING, ONCE-A-WEEK	(Average for All Programs)	(1,120)
1	Lux Radio Theatre (CBS)	2,705
2	Our Miss Brooks (CBS)	2,472
3	Best of Groucho (NBC)	2,426
4	People Are Funny (CBS)	2,192
5	My Little Margie (CBS)	2,146
6	On the Line With Considine (MBS)	2,099
7	Nick Carter (MBS)	2,099
8	Charlie McCarthy Show (NBC)	2,006
9	Dragnet (NBC)	1,959
10	Gene Autry Show (CBS)	1,912
EVENING, MULTI-WEEKLY	(Average for All Programs)	(793)
1	One Man's Family (NBC)	1,633
2	News of the World (NBC)	1,493
3	Fibber McGee & Molly (NBC)	1,353
WEEKDAY	(Average for All Programs)	(1,633)
1	Young Widder Brown (Toni) (NBC)	2,612
2	This Is Nora Drake (B. Myers) (CBS)	2,612
3	Stella Dallas (NBC)	2,566
4	Romance of Helen Trent (M-W-F) (CBS)	2,566
5	Young Widder Brown (Sterling) (NBC)	2,519
6	Backstage Wife (NBC)	2,519
7	This Is Nora Drake (Toni) (CBS)	2,519
8	Wendy Warren and the News (CBS)	2,472
9	Road of Life (CBS)	2,426
10	Our Gal, Sunday (CBS)	2,379
DAY, SUNDAY	(Average for All Programs)	(700)
1	Shadow, The (MBS)	2,332
2	Cecil Brown Commentary (MBS)	1,819
DAY, SATURDAY	Average for All Programs)	(1,073)
1	Stars Over Hollywood (CBS)	2,192
2	Mary Lee Taylor (NBC)	1,959
3	Bill Shadel and the News (CBS)	1,866

Copyright 1954 by A. C. Nielsen Co.

March 7 Daytime Listening

OF THE 41,400,000 radio homes (89% of the U. S. total) tuning in during the daytime 6 a.m.-6 p.m.) hours the week of March 7, the average daytime listening amounted to 14 hours and 37 minutes for the week, or better than two hours a day. Among radio-only homes, 93% used daytime radio during the week, averaging 19 hours and 5 minutes.

$1.5 Billion for Premiums

ABOUT $1.5 billion will be spent for premiums and sales incentives this year, Premium Advertising Assn. of America announced last week, basing this estimate on an appraisal of intrends in preparation for the New York Premium Show to be held under PAAA sponsorship Sept. 20-23 at the Hotel Astor, New York.

Luckies, Chesterfield Lead Advertest 'Remembrance' Test

BEST remembered commercials on tv are those for Lucky Strike and Chesterfield, Advertest Research, New Brunswick, N. J., announced last week in reporting the results of its 64th monthly *The Television Audience of Today.*

Next best remembered commercials are those for Philip Morris and Schaefer Beer, the company reported.

Lucky Strike and Chesterfield commercials were mentioned by 15% of the respondents in an unaided recall survey of 755 tv homes in June, Advertest said. It recalled that the best remembered commercials in a 1953 survey were Chesterfield, Philip Morris, Lucky Strike and Ajax.

The Lucky Strike commercial was considered the best liked, the same as last year, Advertest said. It also said its survey showed that (1) cartoon commercials are liked best, (2) tv viewers prefer commercials showing the product in use instead of being made, and (3) only 17% of its interviewees said they paid the same attention to commercials as they did to programs; half of the respondents said they paid less attention to commercials than to programs, and the remainder said they paid little attention to commercials.

In a breakdown by product category, Advertest said Lincoln-Mercury commercials were considered the most convincing in the automotive field (it was Chevrolet last year), and Ballantines in the beer category, same as last year.

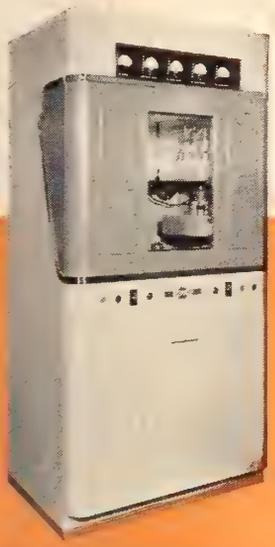
BAB Releases Pulse Report On Teen-Age Radio Audience

EFFECTIVENESS of radio in reaching the teen-age girl market is described in a new BAB report, "Radio and Teen-Age Girls in Metropolitan Markets," which shortly is to be released to BAB member stations.

The report, incorporating data gathered by The Pulse for BAB among girls between 13 and 17 years old during April in six major metropolitan areas, states that more than nine of every ten girls listen to the radio every week and more than seven of ten tune to the radio daily. The report includes details on how many teen-age girls listen to radio, how much they listen, when they listen, and what they hear. It also includes data on radio ownership.

Asking the Women

PLANS have been announced under which 2,500 club women will be questioned each week for their opinions of programs and services rendered by NBC's WNBC-WNBT (TV) New York. According to Max E. Buck, director of advertising, merchandising and promotion for the stations, arrangements have been made with "Luncheon Is Served," a fund-raising group serving 25 luncheons weekly to a total of 2,500 women in the New York area, to circulate questionnaires seeking data on programming and services of the stations. Mr. Buck said the interviews will enable the stations "to keep a day-to-day finger on the pulse of the community and obtain immediate reaction to programming changes."



INTRODUCING COLLINS SUPERB NEW

550A

500/250 WATT AM BROADCAST TRANSMITTER

THIS is the new high-fidelity Broadcast Transmitter, developed by Collins to provide a 500/250 watt transmitter incorporating the same superior features now found in the widely accepted Collins 300J, 20V, 21E, and 21M transmitters. Available for early delivery, the Collins 550A transmitter features low temperature coefficient crystal control, thermal time delay, arc-over and lightning protective circuit, the use of only seven types of tubes, filtered forced air cooling, and adjustable over-load relay protection for both the final audio and RF stages. The Collins 550A may be energized by simply pressing the "ON" button. The filament, bias, and plate power is then automatically applied in the correct sequence with the proper time delay.

Start on the path to transmitter trouble-free days by writing for Collins 550A technical descriptive bulletin today!

COLLINS RADIO COMPANY Cedar Rapids, Iowa

261 Madison Ave. NEW YORK 16 | 1930 Hi-Line Drive DALLAS 2 | 2700 W. Olive Ave. BURBANK | Petroleum Bldg. TALLAHASSEE | Dogwood Road, Fountain City KNOXVILLE

COLLINS RADIO COMPANY OF CANADA, LTD., 74 Sparks Street, OTTAWA, ONTARIO

NARTB TO OFFER SUGGESTED PATTERN FOR TV SALES PROMOTION BUREAU

Joint NARTB and TvAB meeting set for next Thursday with Oct. 15 mentioned as target date for implementation of plan.

NARTB will unveil in working form this week its long-range plan for a million-dollar tv sales promotion bureau operating on an industrywide basis in competition with other advertising media and their sales bureaus.

This major advertising void will be filled this autumn—Oct. 15 is mentioned as a tentative target date. A joint NARTB-TvAB committee will act Thursday on the advertising bureau plan for tv after a four-man task force does a preliminary screening job Wednesday.

The tv advertising project, long-sought and subject to kicking around in a recent intra-industry feud, will start out on a necessarily modest basis but should reach the half-million-dollar stage within a few months, under present planning.

NARTB's blueprint, based on two years of research, will be presented to the merger as a staff study of the association. It consists of several sections, some of which contain optional proposals for committee or NARTB Tv Board decision.

Should the merger committee approve the plan, including options, the NARTB Tv Board will be next to act. TvAB, too, may want to get the views of its executive committee, or even its membership.

Once the plans have cleared the NARTB Tv Board, the job of setting up the tv sales bureau will be turned over to an independent organization. The blueprint includes all the legal planning, charter and other routine.

Winding up the NARTB blueprint is a section that includes ways to implement the bureau plan. It goes into such details as by-laws, scope of officers' duties, dues formulas, membership recruitment, executive structure and operating routines.

Scope of Report

Carefully planned sections of the report list such functions as regular information bulletins to the membership, ways of contacting advertisers and agencies, competitive problems of the tv medium, roles to be taken by industry segments, public relations activities, publications and research.

Action this week will be taken in two ways. First, the four-man task force representing NARTB and TvAB will screen the lengthy NARTB blueprint Wednesday. Second, the full 10-man joint committee named at the June 30 NARTB-TvAB merger meeting [B•T, July 5] will meet Thursday. Both sessions will be held in Washington.

Members of the task force are: NARTB—Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman, and Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman. TvAB—Richard A. Moore, KTTV (TV) Los Angeles, TvAB acting chairman, and Roger W. Clipp, WFIL-TV Philadelphia.

Besides these four, the full committee comprises these: NARTB Tv Board members—Kenneth Carter, WAAM (TV) Baltimore; W. D. Rogers Jr., KDUB-TV Lubbock, Texas, who was active in promoting the recent NARTB-TvAB merger, and Merle Jones, CBS. TvAB—L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co., and Henry W. Slavick, WMCT (TV) Memphis.

If the 10-man committee runs into snags, or can't decide on optional proposals, a second meeting may be necessary.

The NARTB Tv Board was to have been called for a late August meeting but other meetings, including network affiliate sessions, may interfere. A mail balloting of the board has been considered. If the board meets after Labor Day, some time may be lost in opening offices and working out other details.

A substantial list of candidates for president of the tv bureau is on file at NARTB. This post will parallel that of BAB president. Selection of a president and top staff officers will be handled carefully.

Having completed its job of research and blueprinting, NARTB will step aside as the independent bureau takes up the job of tv sales and advertising promotion just as it did several years ago when BAB was formed.

Swift Action Seen

At the weekend it appeared that NARTB will act swiftly, oblivious of any possible opposition from the TvAB membership. NARTB feels it has a binding merger deal as a result of the June 30 merger meeting and intends to see that its long-range program goes into action in a hurry.

The blueprint to be shown this week will follow the all-industry line agreed upon when NARTB first approved the bureau idea in December, 1952. It is based on extensive studies of bureaus operated by competing media, including radio, newspapers, magazines and outdoor.

As TvAB's acting chairman, Mr. Moore will bring in results of a questionnaire dealing with the membership's ideas of the special types of functions a tv advertising bureau should perform. The questionnaire was sent out over a week ago, Mr. Moore said, to guide TvAB's committeemen [B•T, July 26].

If TvAB members plan a major revolt against NARTB's successful effort to carry out its long-range bureau idea, there were no signs apparent at the weekend. Some individual stations maintain their preference for the original local-national spot motif of TvAB. Station Representatives Assn., which helped finance TvAB, hasn't changed its opposition toward inclusion of networks in the bureau.

While relations were pretty thick between some of TvAB's backers and NARTB, any opposition to the bureau is kept in the background.

The NARTB plan provides for associate members, as tentatively drawn, and this could include representatives. BAB has representatives who hold associate status and John Blair, head of John Blair & Co. and Blair-Tv Inc., sits on the BAB board.

The bureau's financing plans include various industry segments, including networks as well as representatives, again following rather closely the BAB pattern. SRA is known to feel BAB promotes local radio actively without giving national spot the attention SRA wants. At the same time, SRA operates a research project and the Crusade for Spot Radio.

Representatives opposed an industrywide bureau and excluded networks in the TvAB organization days last spring on the ground that tv needs no promotion as a medium. They felt all advertisers are well aware of tv's sales impact and know of its success.

If any promoting is to be done, they argue, it should be done on behalf of local and national spot since networks are described as well-promoted. They list such firms as H. J. Heinz, Kellogg and International Harvester as sitting on the fence, wondering whether to use video, network or spot.

NARTB's detailed review of the whole promotion situation includes a history of media advertising bureaus. In expecting a budget of $400,000 or $500,000 in the early days, NARTB explains that Outdoor Advertising Inc. has a $2,500,000 promotion budget, supported by the circulation data of Traffic Audit Bureau, a non-profit research unit operated in cooperation with Assn. of National Advertisers and American Assn. of Advertising Agencies.

Bureau of Advertising, promotion bureau of American Newspaper Publishers Assn., has a $1,600,000 budget. BAB is around the $700,000 mark and shooting for $800,000, and Magazine Advertising Bureau has a $250,000 promotion fund.

The NARTB blueprint explains how these bureaus operate and how they hit hard at television because the newest medium has left a



BOARD OF DIRECTORS of the Louisiana Assn. of Broadcasters took time out from the quarterly meeting at New Iberia to have an outing at the camp of Jerry Hamm near Delcambre. At the camp (l to r): front row, Mr. Hamm, KANE New Iberia, LAB secretary-treasurer; Willard Cobb, KALB Alexandria, president; Frank Ford, KENT Shreveport, vice president; Robert Earle, WIBR Baton Rouge; second row, Bob Wehrman, WTPS New Orleans; Newton Wray, KTBS Shreveport, LAB past president; John Vath, WWL New Orleans; Ken Whitaker, KRUS Ruston; Eugene Jones, KSLO Opelousas, and Ray Dabadie, WJBO Baton Rouge.

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N.C.

HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

MT. PISGAH, N.C.

Serving 198,830 TV Families* in an area of 2,058,000 people**

Covering Four Rich Piedmont States

with

Effective Buying Income of

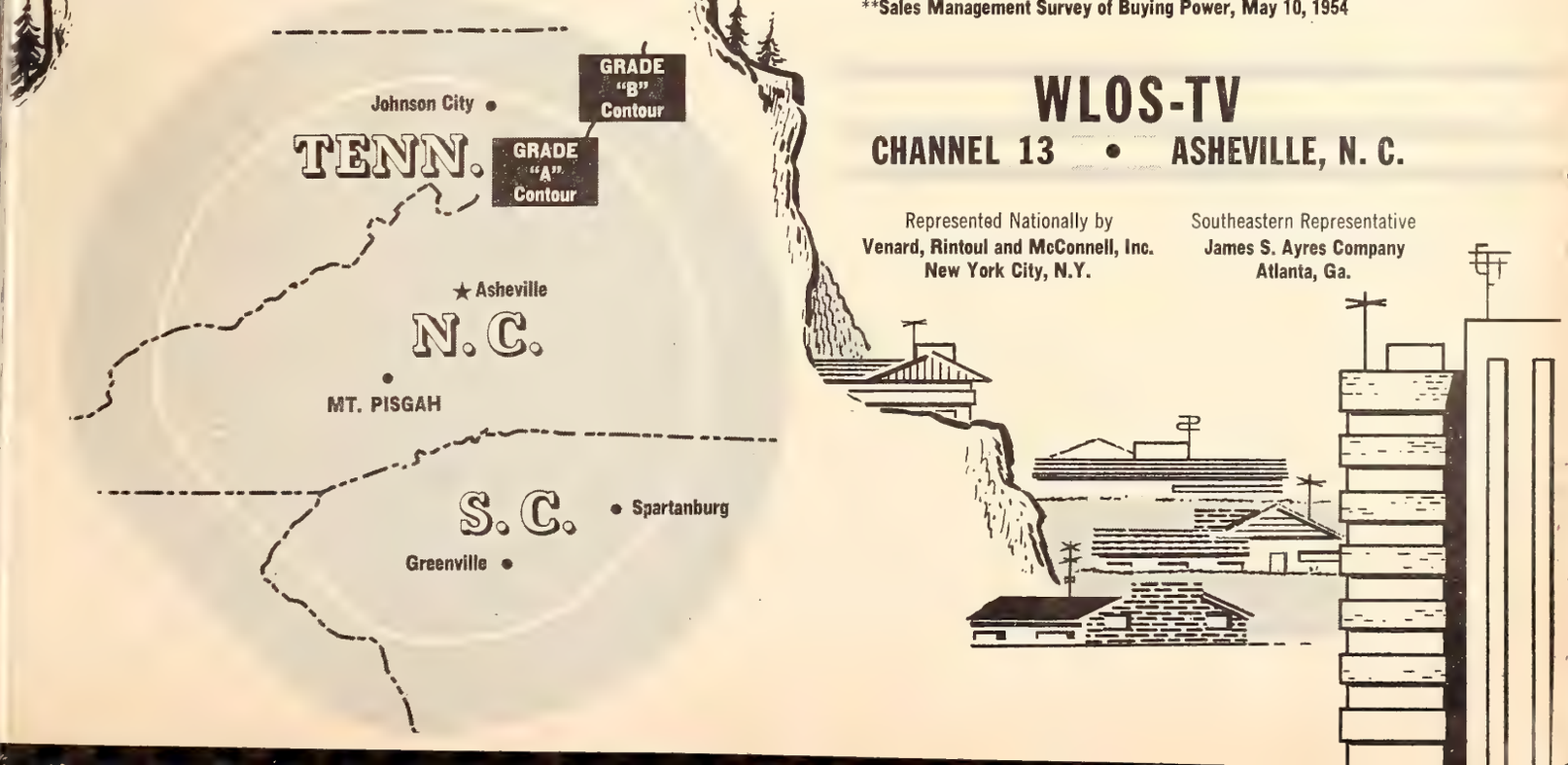
$2,411,466,000**

170,000 Watts Video—Highest Antenna in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954



WLOS-TV

CHANNEL 13 • ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.

sudden and heavy impact on advertising allotments.

NARTB's report shows the need of breaking down the complex held by advertisers who consider tv too rich for their blood and strictly a medium for those with fancy advertising budgets. Ways are pointed out by which this type of thinking can be overcome, including use of success stories and selling arguments.

Television sales should be promoted on an all-industry basis and sold against its principal competitors, Jack Harris, KPRC-TV Houston, vice president and general manager, has informed T. F. Flanagan managing director of SRA and critic of the TvAB-NARTB merger plan [B•T, July 26, 19].

Writing as "one of the people who was a member of this organizing committee of TvAB in the middle and latter stages," Mr. Harris said he did not agree with Mr. Flanagan's criticism of the merger and his stand on behalf of a local-national spot promotion bureau.

Mr. Harris said, "It was clearly stated to me when I joined the organizing group that all policies of the proposed bureau would be set by the permanent board of directors, when elected. At no time was it indicated that the original few station managers and owners who started the movement had any fixed policies which would be binding upon the organization when it was set up in permanent fashion.

"For one, I do not subscribe to the idea of the stations financing the kind of organization you outline. I believe that the TvAB should be constituted as the BAB and should seek to sell television against its principal competitors: Newspapers, magazines, outdoor and other media.

"It seems to me that our representatives are paid handsomely to represent us in the intra-industry struggle for allocation of funds, network or spot, after the funds have been allocated to the television media. I have confidence that the representatives can do this job from existing funds at their disposal, whether through your organization or individually, or both.

"Our station is anxious to become part of an industrywide selling organization, but looks with complete disfavor upon the establishment of an organization which will engage in civil war within the industry.

"Neither any network nor the NARTB has presumed to tell us what kind of a selling organization we can set up. And I believe it is equally true that neither a representative nor a representative group should seek to dictate or unduly influence the station's decision. I feel that this is a matter which should be determined by the stations themselves, and not by their agents."

DISC FIRMS, NARTB SET TALKS ON 45s

Thursday meeting in New York will air protests by a 'substantial' segment of the broadcast industry that change to 45s for station use would be expensive, undesirable.

RECORD manufacturers and NARTB representatives are scheduled to meet Thursday noon at the New York Athletic Club to discuss broadcast industry protests against the sudden changeover from 78 to 45 rpm pressings for station use.

At the weekend several major manufacturers had indicated they would accept an invitation extended by John F. Meagher, NARTB radio vice president. It was believed most if not all the majors would be represented at the discussion. Mr. Meagher's invitation was extended July 23 [B•T, July 26]. He explained "a substantial segment" of NARTB's membership had protested the shift to 45s and he contended both parties should discuss the feasibility of modifying the action.

Two possible courses will be proposed by broadcasters, judging by their positions as reflected in protests to B•T and NARTB. First, the manufacturers will be asked flatly to reconsider their action and rescind the 45 rpm order. Second, pending their decision on reconsideration they will be asked to postpone effective date (July 1) of the order.

Such major industry segments as Westinghouse Broadcasting Co. [B•T, July 19] have announced they will not convert equipment to accommodate 45 rpm discs. Those objecting to the new standard contend it is costly to convert turntables, where conversion is possible or feasible; the 45s are difficult to cue with precision and the fine grooves do not hold up under repeated performance; minor vibrations will cause the needle to jump out of the fine groove; storage facilities are designed to accommodate larger records, and technically the 45s are not up to professional standards.

Record manufacturers acted separately in announcing the shift to 45s, and the major firms deny they took concerted action in decreeing a July 1 conversion date. Some of the smaller manufacturers will continue to supply 78 rpm pressings to stations, but the major units contend the share of retail sales of records has jumped from 25% 45s a few years ago to 75%. Many of them believe the time is approaching when the 78 will disappear from store shelves.

Supply houses providing conversion equipment for broadcast turntables are getting far behind in meeting orders, judging by industry checks. They are running a minimum of a month behind, in most cases, and in some instances will not catch up to the demand for several months.

Industry opposition to the 45s is not unanimous. Lase week Lawrence A. Reilly, general manager of WTXL West Springfield, Mass., voiced approval of the action on the ground the 45s sound better, take up less room and the repertory is greater. He said the station also uses 33s extensively.

On the other hand E. F. Cahill, manager of WBCK Battle Creek, Mich., called the manufacturers' action a "dictatorial invasion, propagandized as economy." Howard C. Gilreath, general manager of WVOP Vidalia, Ga., called it a "gestapo method of pushing this service on broadcasters." John L. Cole Jr., owner-manager of WHLF South Boston, Va., wrote record companies that WHLF operators "completely despise the 45s in every respect."

Michigan Broadcasters Meet Sept. 30-Oct. 2

SALES panels for radio and tv broadcasters will feature the Sept. 30-Oct. 2 meeting of Michigan Assn. of Radio & Television Broadcasters, to be held at St. Clair Inn, St. Clair, Mich. John F. Wismer, WHLS Port Huron, is president with Jim Quello, WJR Detroit, chairman of the convention committee. All Michigan broadcasters and staffs are invited.

Other panel sessions will cover proposed government regulations, with government and industry specialists taking part, along with exchanges of ideas on other phases of broadcasting. A business meeting will close the convention, with new officers to be elected.

SCBA PANELISTS LAUD RADIO'S ADVANTAGES

Southern California Broadcasters note radio's wide use and advertising dollar value.

CALLING radio "the liveliest corpse," Frank Crane, managing director, Southern California Broadcasters Assn., told Los Angeles Advertising Club members that local station sales have increased twice the dollar volume since 1947, during a panel presentation by SCBA members on "The Effective Use of Radio."

Introducing the panel, Mr. Crane added that Southern California families average three radios a home; that the local listener uses radio approximately three hours daily; that 72% of all automobiles and 95% of new cars have radios.

Robert McAndrews, vice president and commercial manager, John Poole Broadcasting Co. and SCBA president, advised his listeners to throw away their rule books on radio use. Radio has successfully introduced new products, sold during the weekends, advertised for personnel and otherwise broken the textbook maxims, he stated. "There are practically no areas closed to radio advertising," he declared.

Advantages of "vertical" spot buying, using a radio budget to purchase multiple spots during different parts of the day to obtain the total station circulation rather than a fixed time and audience, were described by Stanley Spero, general sales manager, KMPC Hollywood and chairman, SCBA sales committee. Five minute programs offer the advantages of repetition, longer sales message and the use of merchandising and other promotion, Mr. Spero pointed out.

Discussing comparative costs of radio and tv advertising, Terry Mann, sales manager, KHJ Hollywood and vice chairman, SCBA sales committee, advised his audience that tv costs range from 3½ to 26 times that of similar radio time. The same money will buy a series of Class A radio spots—and a 20 second tv spot, he observed. "Radio delivers more families per advertising dollar all through the day," he concluded.

District 11 Ballots Mailed

NEW nominating forms to fill a radio directorate on the NARTB board for District 11 (Minn., N. D., S. D.) have been mailed by C. E. Arney Jr., secretary-treasurer, following failure of at least two persons to receive five ballots in a recent nomination.

The election is being held to provide a successor to the post vacated by John F. Meagher, formerly of KYSM Mankato, Minn. Mr. Meagher has joined NARTB as radio vice president. Nominating forms in the second round must be returned to NARTB headquarters by Aug. 5.

AAAA Roster Lists 303

THE 1954 edition of the AAAA's *Roster and Organization*, issued last week, lists 303 member agencies as of May 31, a gain of 12 over the 1953 listing and the largest membership in AAAA history. In addition to listing member agencies both alphabetically and geographically, the *Roster* reports the officers, directors and committee members and also includes the organization's standards of practice, agency service standards and the qualifications for membership.

WSLS RADIO

610 KC, 1,000 WATTS

ROANOKE, VA.

. . . *and folks are asking, "What's going to happen next?"* We like this excitement, for now the public has developed a new interest in an "old medium."

WSLS-RADIO operates 18½ hours daily in full view of the public. In gaily decorated studios, where some 24,000 persons pass each day, they observe this "radio-active" corner, with it's informative displays. They read the incoming news on the AP teletype and view the latest news photos. A large thermometer, clock, weather forecast dial, sports scoreboard and animals in a cage are but a few of the many attractions.

The feature of most importance is the display of merchandise advertised on **WSLS-RADIO**. These the air-salesmen use as they sell to the listening audience.

Yes . . . **WSLS-RADIO** is very much alive in **ROANOKE**, and our listeners know this. They take part in our broadcast day. They are impressed with **WSLS-RADIO** and by the way, they're impressed with our advertisers' good taste! Are you an advertiser on Roanoke's "radio-active" station? If not, call your Avery-Knodel man today.

LEE WOULD LIFT 'EQUAL TIME' LAWS, TRUST BROADCASTER'S RESPONSIBILITY

FCC Commissioner tells Washington's National Press Club that broadcasters, like newspapers, should shoulder their own responsibilities, without government directive.

IT'S TIME legal compulsion on broadcasters to provide "equal time" to political and non-political dissenters is lifted, FCC Comr. Robert E. Lee suggested in a talk before the National Press Club in Washington last Tuesday.

Noting that stations now far outnumber daily newspapers, whose news and editorial presentations are not reviewed by the government, Comr. Lee contended broadcasters have matured and are more responsive to local needs and civic affairs "than many government officials in Washington."

Speaking on "Labels, Libels and Equal Time," Comr. Lee said, "I know of no completely successful effort to legislate either fairness or equality. Should not the broadcaster, like the press, be permitted to shoulder this responsibility without either legislative or administrative second-guessing or directive?"

Text of the talk was put in the *Congressional Record* Wednesday by Rep. John Phillips (R-Calif.), a head-table guest.

Reviewing provisions of Sec. 315 of the Communications Act, which requires a station to grant equal time to a legally qualified candidate if time is provided his opposition, Comr. Lee noted the predicament posed for the station with respect to libel. He recalled court decisions holding station liable for damages in spite of Sec. 315's provision which prevents stations from censoring even libelous statements.

Comr. Lee said a number of states have legislated exemption from libel for stations under such circumstances and expressed the hope other states will pass similar laws to correct the inequity.

Cites Other Problems

Magnitude of broadcasters' headaches on equal time claims even in this bi-election year were pointed out by Comr. Lee. There will be 32 U. S. Senators, 435 Congressmen, 35 governors and thousands of state legislators, mayors, councilmen and others campaigning in the fall elections, many demanding time on the air, he said. Libel suits already have been filed as the result of political "talkathons" in the primary campaigns, he observed.

"The broadcasters' difficulties are further complicated by the fact that even fringe parties which are usually relegated to brief mention on the obituary page or to oblivion by newspapers are, if they qualify for a place on the ballot, entitled to equal broadcast opportunity with the two major parties," he said. Some of the legally qualified parties whose candidates appeared on the ballots of various states during the 1952 elections, he recalled, were: Republican, Democrat, Prohibition, Progressive, Socialist Labor, Socialist, American Labor, Constitution, Christian Nationalist, Liberal, Independent, Social Worker's American, American First, American Vegetarian, Greenback, Four Freedoms and the Poor Man's Party.

"The equal time provision of the Communications Act with respect to political candidates was first written into law in the mid-1920's," Comr. Lee pointed out. "The reason was because at that time it was feared that there would always be a limited number of radio stations and it would be possible that only a one-sided presentation would be made. However, that situation has long since ceased to exist. There are hundreds more radio stations today than there are daily newspapers."

Comr. Lee observed that "Congress has not tried to legislate equality of opportunity for space in newspapers. I wonder what the reaction would be if the Post Office Dept. sought authority to examine newspapers to determine equality or fairness in connection with the second class mailing privileges newspapers enjoy? I would be the first to condemn it.

"I am a great admirer of the free press we have in this country. I feel that over the course of the years, on the whole, the press has developed a sense of responsibility and a responsiveness to the needs, interests and desires of the people. I suggest that another media of communication — broadcasting — has expanded to the point over the last 30 years in both size and stature so that it, too, has reached maturity.



COMR. LEE

"Have we reason to fear that broadcasters will be unfair or irresponsible? Have we reason to distrust persons whose legal, financial and technical, and in many instances, character qualifications are so closely scrutinized before they enter this business of broadcasting? Whatever misgivings we may have evaporate when we consider that a broadcaster's operation is subject to the critical appraisal of the American listening or viewing public. His work and participation in community life are more responsive to the needs and desires of his neighbors than many government officials in Washington. As a citizen of the community he is certainly conscious of his responsibility toward it. As a businessman in the community he is aware of the necessity of treating all interests fairly."

During the question-and-answer session following his talk, Comr. Lee was asked, "Do you still love Joe?" referring to his personal friendship with Sen. Joseph R. McCarthy (R-Wis.). He answered affirmatively, commenting, "I take friendship very seriously, but I still differ with my friends."

Comr. Lee pointed to wide newspaper holdings in the radio-tv field in response to a question whether FCC discriminates on newspaper ownership.

As to educational reservations, he said he is for keeping the reservation on a tv channel as long as "some" interest in a community is indicated. But where no interest is displayed, he would consider a request to change such a channel to commercial status.

Comr. Lee said he does not favor "at this time" the Bricker proposals to put FCC in direct control of networks (story page 31).

He did not feel that a station would be guilty of censorship if it curbed political talkathons, Comr. Lee told another questioner, indicating the ad lib nature of the program puts the station in particular jeopardy as to libel.

In the long range, Comr. Lee envisioned the survival of uhf television. "I don't see anything that could be done now to help isolated cases other than direct government subsidy," he explained. He felt that the greater government control which would occur "may be dangerous."

Specialized radio stations do fill a listening need, Comr. Lee said, citing his preference locally for WGMS Washington, a "good music" outlet.

Asked what can be done about "those terrible commercials" on radio and tv, Comr. Lee replied: "We all have a little knob on the receiver. If that doesn't work, pull out the plug."

INDUSTRY FAVORS POLITICAL RATE RULE

FCC proposal to implement 1952 changes in Sec. 315 of Communications Act (to give candidates the same rates as other advertisers) meets general approval, but there is concern over discount procedures.

IN COMMENTS filed with FCC last week, broadcasters appeared generally in favor of the Commission's proposed rules to implement the 1952 McFarland Act revision of Sec. 315 of the Communications Act so as to prevent stations from charging higher rates to political campaigners than to regular advertisers [B•T, June 28].

FCC Comr. Robert E. Lee also expounded views about Sec. 315 last week in a speech (story this page).

There was concern over rate discount procedures, however, among other details. FCC's proposed amendments to its radio and tv rules would provide that if a station gave discounted rates to one group of political candidates pooling their resources to purchase blocks of time, a single opposition candidate should be afforded the same discount.

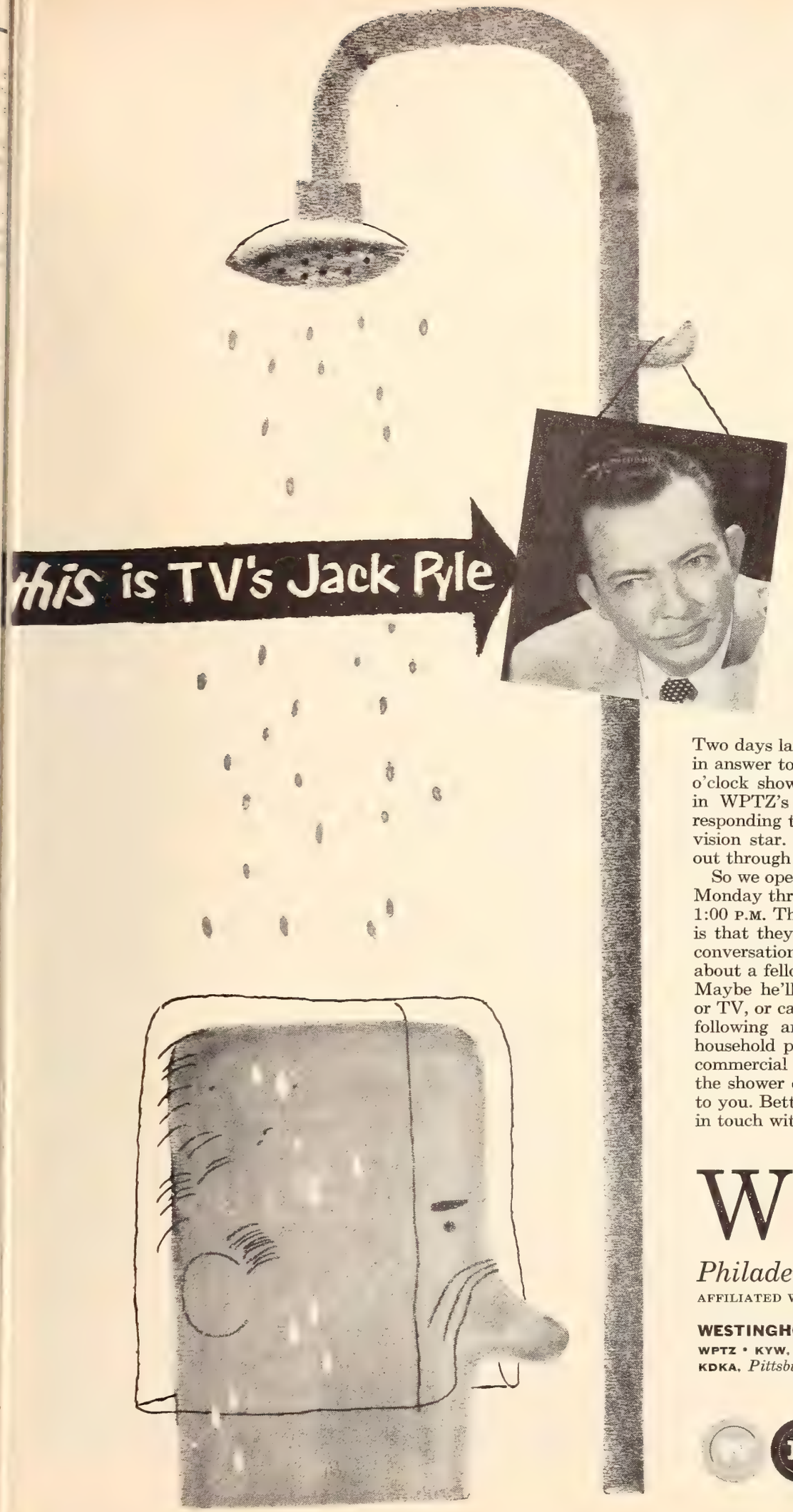
This discount interpretation was opposed by NARTB, whose brief supported the rules in general. NARTB argued the interpretation "goes unnecessarily beyond the Congressional enactment" and is "an attempt to further define 'equal opportunity' and is not related to the FCC's announced purpose of implementing the 1952 amendment to Sec. 315."

'Equal Opportunity' Problem

"In fact," stated NARTB "the 1952 amendment did not directly affect the particular situation with which this interpretative sentence is concerned. Prior to 1952, if a station sold time to a political committee or a group of candidates, it was faced with the identical problem in connection with 'equal opportunity' as it is faced today.

"Broadcasters, political parties and candidates have been living and working with the concept of 'equal opportunity' since its original enactment as a part of the Radio Act of 1927. During this time, it has been customary for political candidates to make group arrangements for broadcast facilities, in many instances, through their party committees. This practice, fairly administered by the networks and individual stations, has been effective in providing 'equal opportunity' to opposing candidates.

"The interpretative sentence propounded by the Commission threatens to disrupt this historic pattern in the purchase and sale of broadcast facilities to qualified candidates. Its application would unnecessarily compound the administrative and legal problems of the Commission, licensees, candidates and political parties. Since its inclusion is unnecessary as



. . . the fellow who peddled plastic toaster covers for people with square heads to use as shower caps

Two days later he was swamped with 1,072 requests in answer to this single announcement on his eleven o'clock show. There aren't that many squareheads in WPTZ's audience. But people just can't help responding to Jack Pyle, Philadelphia's newest television star. No wonder his nighttime show is sold out through next year.

So we opened up two new slots for Jack Pyle daily Monday through Friday at 12 to 12:15 and 12:45 to 1:00 P.M. The only way we can describe these shows is that they hold your attention like overhearing a conversation at the next table. Maybe Pyle will talk about a fellow he knows who's a lighthouse keeper. Maybe he'll interview somebody, talk about radio or TV, or call his wife. He's built such a tremendous following among women that he's a natural for household products. And the way he handles a live commercial . . . well, you know what happened to the shower caps for square heads. It should happen to you. Better call or write WPTZ for details, or get in touch with your Free & Peters "Colonel."

WPTZ

Philadelphia CHANNEL 3

AFFILIATED WITH NBC TELEVISION NETWORK

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • KYW, *Philadelphia;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland*

Represented by: FREE & PETERS, INC.

KICKOFF AUGUST 16

NEW, POWERFUL "11" IN GREEN BAY PACKERLAND

WMBV-TV

CHANNEL 11

EXCLUSIVE

NBC

FOR GREEN BAY-LAND, FOX RIVER VALLEY and UPPER MICHIGAN

115,000 Watts To Dominate This NEW Market!

- Two-thirds of a million T-V hungry viewers are waiting for you to "Come Eleven"
- The ideal complement to your Chicago - Milwaukee coverage, WMBV offers a great new market without overlapping duplication

National Representatives Geo. W. Clark, Inc.

New York - Chicago - Minneapolis - Los Angeles - San Francisco

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

far as the 1952 amendment is concerned, and for the reasons above stated, it is submitted that it should be withdrawn."

The FCC discount provision also was questioned by the Washington law firm of Haley, Doty & Wollenberg, in behalf of some 60 radio-tv interests. The petition said the regulation "might be construed as a directive to broadcasters to make available enough time on enough occasions to bring into play a quantity discount rate structure. We urge that the rules explicitly provide that the broadcast licensee shall retain absolute discretion to determine the amount of time to be made available for political broadcasts, consistent with the licensee's responsibility to provide balanced programming."

The law firm further urged that FCC adopt the proposed rules "at an early date." It noted "the current election campaigns will undoubtedly precipitate numerous problems with respect to the rates charged for political broadcast time, and we believe that the existence of the regulations proposed by the Commission will assist materially in the fair and uniform resolution of such problems."

KFRE Fresno, Calif., in comments filed by its counsel, Pierson & Ball, held that the Commission's "oversimplification" of what constitutes national and local rates may lead to confusion and/or unreasonable burden upon broadcasters when politicians claim the preferred rate.

Rate Suggestion

KFRE urged that candidates who appear on ballots in more than one county be charged the "general" or national rate, while those on municipal or single-county tickets receive the "retail" or local rate. The latter applies to advertisers promoting goods or services at a specific local address, such as a retail store, KFRE said, while the national rate applies to general promotion of a brand or product without citing a specific local store.

Harry J. Daly, counsel for 20 stations, commented that if a candidate is to have "an unbridled right over the air he should be required either to indemnify or insure the station against any loss because of his remarks or waive his rights under the law so that the station might be permitted to check his talks for libel and slander."

Mr. Daly observed that "the station renders no other service that is comparable to talks by candidates and has nothing with which, really, to compare such services for rates" as required by the rules.

"There is nothing in the Act which says that the rate charged a political candidate should be tied to the rate charged a commercial advertiser under any circumstance," he held. He continued, "The rules should specifically state also, that the station may make charge for time used to make recordings and for use of recording machines, equipment and studio facilities, etc., although this seems to be implied."

H. V. McMillan, general manager of WJNO West Palm Beach, Fla., called for application of the one-time rate to all political shows. He wrote FCC that in view of the extra time and work usually involved in taping or recording as well as live airing of a political broadcast, "we feel very strongly it would be unfair to ask the radio station to handle a political broadcast on the same discount terms enjoyed by a consistent advertiser using the station facilities on a 13 to 52 week contract basis."

F. M. Lindsay Jr., vice president of WSOY Decatur, Ill., said the rules should be applied to broadcasts "for" a candidate as well as those "by" the candidate.

NETWORKS, NARTB SET TO CHAMPION RADIO-TV SIDE OF COVERAGE ISSUE

Jenner rules subcommittee will hear the industry representatives Wednesday. At issue: whether radio and tv should be allowed access to committee proceedings.

FOUR networks and the NARTB Wednesday will place the case for broadcast and telecast coverage of Congressional hearings before the Senate Rules subcommittee, which is seeking ways to overhaul committee procedures.

Up for testimony before the Jenner group will be Ralph Hardy. NARTB government relations vice president; Robert P. Hinckley, ABC vice president; Richard Salant, CBS Inc. vice president; James L. Caddigan, DuMont Network programming and production director, and Davidson Taylor, NBC public affairs director.

Sen. William E. Jenner (R-Ind.) heads the Senate Rules group, which since June 28 has been hearing testimony on Congressional committee procedures, particularly those of investigating groups, with an eye to improving their methods of operation.

The radio-tv industry's inning before the Jenner group comes after lengthy testimony for and against broadcasting and telecasting of open Congressional hearings. Congressmen and others have presented their views and a number of proposals on the radio-tv question have been offered in both Houses.

Chairman Jenner said last week that hearings on various phases of committee procedures will be held through Aug. 10. Most of those giving testimony, by their own initiative or upon questioning by the subcommittee, have given their views on radio-tv coverage.

Wednesday's session begins at 10:30 a.m. in the Caucus Room of the Senate Office Building.

Sen. Joseph R. McCarthy (R-Wis.), in testimony before the Jenner group last Tuesday, said he had no objection to televised hearings, but thought no witness should be forced to testify against his will before television cameras.

Sen. McCarthy, who as chairman of the Senate Investigations subcommittee has been a primary target of those who have criticized the way Congressional hearings have been conducted, said he felt those Congressmen who "ham it up" before tv cameras will be "taken care of at the next election."

Answering questions from Chairman Jenner and Boris Berkovitch, counsel for the Senate Rules subcommittee, the Wisconsin Republican replied:

"I think television has done more to bring to the American people the real picture of what goes on in a hearing than anything else," adding, "It has also kept the small percentage of newsmen who formerly wouldn't report things properly in line."

He also explained that he thought the "millions" of wives who watch television "can tell when a man is not telling the truth." Sen McCarthy, referring to the televised Army-McCarthy hearing, said he sat under television lights some 36 days and "ended up with a bad sinus."

He said he also saw no reason to remove tape recording equipment for radio broadcasts, unless the witness is "afraid of the microphone and you feel you aren't getting the facts. Then I would say take the mike away."

Roy Cohn, former chief counsel of the McCarthy Senate subcommittee, was "tied up" in New York with other matters, Sen McCarthy explained, and was unable to testify Tuesday as scheduled before the Jenner subcommittee, but will be available at a latter date.

J. G. Sourwine, counsel to the Senate Internal Security subcommittee, said in testimony before the Jenner group last Wednesday that he felt no radio, television or film coverage of committee hearings should be allowed.

Mr. Sourwine said he recognized the importance of transmitting information to the public through these media, but said such coverage would only help create a circus atmosphere. He made the statement in answer to a question from Judge Robert Morris of the New York City Municipal Court, advisor to the Jenner subcommittee.

Sen. Jenner said he will invite Sen. Karl E. Mundt (R-S. D.), chairman of the recent Army-McCarthy hearings, and Ray Jenkins, counsel to the Senate subcommittee which conducted them, to appear Aug. 10.

Besides Chairman Jenner, other members of the Senate Rules subcommittee are Sens. Frank Carlson (R-Kan.) and Carl Hayden (D-Ariz.).



FILMS AND SCRIPTS for "Princeton '54" are accepted for the Voice of America by Jack Poppele (c), director, from Daniel C. Sayre (l) of Princeton's James Forrestal Research Center and Hamilton Shea, WNBC-WNBT (TV) New York general manager. The NBC stations produced the educational series for the school. All nine half-hours are to be telecast worldwide over Voice facilities beginning in the Philippines and England.

Reed Bill Amends Stand On 'Conflict of Interest'

A HOUSE bill incorporating the "conflict of interest" requests made by Attorney General Herbert Brownell Jr. to Congress has been introduced by Rep. Chauncey W. Reed (R-Ill.). Mr. Brownell had asked stronger laws to prevent former government employes from acting as representatives for persons or firms in matters on which they previously have worked in behalf of the government [B•T, July 19].

Rep. Reed's bill (HR 10000) would amend Sec. 284 of Title 18 of the U. S. Code to eliminate the former two-year period of prohibition, making the term indefinite; would apply to any claim or action involving the government, instead of money and property claims, as formerly, and would increase the penalty for violation to a maximum of $10,000 fine and two years imprisonment, instead of $10,000 and one year, the previous penalty.

INDUSTRY PEOPLE DENY COMMUNIST TIES

People listed in California State Un-American reports appear voluntarily to deny communist associations, disclose errors and recommend methods to protect the innocent.

INDUSTRY PEOPLE, whose names were inserted in California State Un-American Activities Committee reports "through testimony by others," appeared at their own request at hearings conducted last week in Los Angeles by State Sen. Hugh M. Burns (D-Fresno).

Heard by the committee last Monday were writer Jesse L. Lasky Jr., New York theatrical producer Albert Lewis, producer Art Arthur and writers Howard Estabrook and William Kozlenko.

Mr. Lasky testified he was serving in the Pacific Theatre of Operations on Gen. MacArthur's staff at the time he was reported associating with subversive organizations and that he was not the Lasky listed as having petitioned to place the Communist Party on the ballot.

Proving the Albert Lewis listed was a scientist working on atomic energy and not him, Mr. Lewis suggested that occupations be listed after names in the committee's reports.

Mr. Arthur, listed as a member of the editorial committee of Screen Writers Guild's official publication when it was edited by Gordon Kahn, now reported identified as a communist, stated the record did not also show he was one of the leaders to remove Kahn. He also declared producer-director Albert S. Rogell, now in England, was listed without mention made of the fact he had, together with Cecil B. DeMille, led the fight against communist infiltration in the Screen Directors Guild.

Declaring they were innocently involved in groups later labeled communist fronts, Messrs. Estabrook and Kozlenko denied they had knowingly aided such organizations.

Voluntary Witnesses Appear

Voluntary witnesses last Tuesday were Mary C. McCall Jr., twice president of SWG, Louis Greenspan, executive secretary of Motion Picture Industry Council, and writer Paul Franklin.

A statement, filed by Miss McCall, denounced "faulty and incomplete information, supplied by expensively inefficient private detectives, inaccurate documents like the Tenney Reports (State Sen. Jack B. Tenney [R-L. A.], defeated in primaries), profit-making compendia like *Red Channels*, gossip, grudges and rumors leading to white lists, gray lists, black lists."

Miss McCall denied she had ever been a communist and that unsubstantiated listings of her as such had damaged her economically, causing an advertising agency to reject a tv film script of hers on grounds she was "a communist." Recommendation was made by her that, to avoid unverified blacklisting, the Department of Justice supply management in communication fields with clearances of prospective employes. These would be based on reports by "highly trained investigators working with calmness, thoroughness and impartiality," handled in ways similar to clearances for defense plants.

Mr. Estabrook, returning to the stand on Tuesday afternoon, asked the committee for help in clearing innocent people whose employment in radio-tv has been affected by their unsupported listing in the committee's past reports. Labeling agencies and producers "as sensitive as rabbits," he declared the tv industry has no central source of information in relation to communists and suspected communists.

Asking the committee to take some official action, Mr. Estabrook said "it is fearful the public will stop buying the products if they see a name which has been mentioned by this committee. All they do is look in the index of the reports."

Also testifying was Paul Franklin, president of Radio Writers Guild in 1942-43 and 1949-50, who revealed he did not notice any infiltration in RWG until the latter part of his second term.

At windup of Tuesday's session, Sen. Burns indicated the committee might "work out some liaison deal to educate the tv industry to the facts of life."

Ending the three-day hearings was testimony by Ed Gibbons, editor of *Alert*, identified as an anti-communist publication, who declared the writers voluntarily appearing before committee had presented a "completely false picture." Miss McCall's statement denying any communist interest was also challenged by Mr. Gibbons. The hearings concluded with the announcement that the committee would hold sessions in Los Angeles in November or December to resolve loose ends.

Tv Delays Protested

FLORIDA Congressmen, a Senator and two Representatives, wrote FCC Chairman Rosel Hyde last week protesting the two-year delay in tv grants for Tampa-St. Petersburg chs. 8 and 13, both the subject of initial decisions and pending final rulings by the Commission. Sen. Spessard L. Holland and Reps. Courtney W. Campbell and James A. Haley, all Democrats, asked for an explanation. Both hearings were designated in July 1952. In July last year an initial ruling in the ch. 8 case favored WFLA-TV over WTSP and Tampa Bay Area Telecasting while in early December 1953 an initial ruling in the ch. 13 case favored WDAE over Orange Tv Broadcasting Co. and Tampa Tv Co. The cities have one operating tv outlet, ch. 38 WSUN-TV.

Solution to KGUL-TV Tower Problem Nears

Trouble had erupted when Galveston outlet was stymied by Washington Airspace subcommittee, despite earlier approval of the Fort Worth regional authorities.

SOLUTION to the KGUL-TV Galveston-Washington Airspace subcommittee imbroglio was in view late last week when the Washington committee scheduled another meeting on the 1,200-ft. tower proposal for tomorrow (August 3).

Indications were that the CAA, in conjunction with the ch. 11 station and the Air Transport Assn. and the Airline Pilots Assn., was prepared to adjust its opposition to permit the CBS-affiliated Galveston station to construct its tower in the general area originally chosen.

Station came to the Washington Airspace subcommittee hearing with unanimous approval of the Fort Worth regional airspace subcommittee to put its 1,200-ft. above ground tower at a site four miles northwest of Alvin, Tex. Site was chosen under the guidance of the regional subcommittee. It is now operating from a 575-ft. antenna two miles northwest of Arcadia. KGUL-TV transmits with 235 kw.

Strenuous opposition by ATA and APA at the Washington meeting caused the Washington subcommittee to withhold approval of the regional subcommittee's favorable recommendation. Bases of objections were that the proposed tower jeopardized instrument landing approach procedures, holding altitudes, and radar vectoring. What apparently made the problem worse was that CAA had recently approved the KTLK (TV) ch. 13 1,000-ft. tower in the same vicinity. This would have placed the ILS approach line between the two towers. CAA is reported to have spent $3 million in equipping Houston airport with navigational aids, including surveillance radar with precision radar in the building stage.

Two Lead Opposition

ATA and APA opposition was led by retired Brig. Gen. Milton W. Arnold, ATA operational vice president, and Capt. John Gill, chief pilot, Eastern Airlines.

In the course of the meeting, Harold Mott, of the Washington law firm of Welch, Mott, & Morgan, representing KTLK, attempted to raise questions regarding the economic and competitive situation in the Galveston-Houston area. He was ruled out of order, on the ground that the Airspace subcommittee's only jurisdiction was whether the proposed structure was a hazard to air navigation or not.

KGUL-TV began operation in March 1953. It is owned by Paul E. Taft, R. Lee Kempner, K. Kirk Johnson and James M. Stewart and associates. KTLK received its ch. 13 grant last February after a merger of three competing applicants. Stockholders include John T. Jones Jr. (*Houston Chronicle*), Roy Hofheinz, mayor of Houston, and others.

In another session last week, the Washington Airspace subcommittee approved a regional recommendation favoring the increase to 750 ft. above ground of the ch. 12 tower of WSJS-TV Winston-Salem, N. C. Transmitter is seven miles east of Winston-Salem, and is now using a 335-ft. tower.

WVOK Asks Commercial Use For Birmingham Educ. Ch. 10

REQUEST that reserved ch. 10 in Birmingham, Ala., be thrown open for commercial use was made last week by WVOK Birmingham.

WVOK pointed out that the Alabama Educational Television Commission had asked that educational ch. 7 be moved from University, Ala., to Munford, Ala., and that this was done last June, following which the AETC was granted that facility [B•T, June 7].

Munford's ch. 7 WEDM (TV) will put a Grade A signal over Birmingham, WVOK stated, and thus fulfill the desire of the Commission for a vhf educational signal in Birmingham. If ch. 10 is maintained as an educational channel and granted to an educational group, that would mean two vhf educational signals in Birmingham, the petition said.

Since the AETC was established to be the licensee of all of Alabama's educational tv stations, this would mean that AETC would be the grantee of both Munford's ch. 7 and Birmingham's ch. 10—thus violating the overlap rule, WVOK said.

WVOK also questioned the motives of WBRC-TV Birmingham (Storer Broadcasting Co.) in offering equipment and facilities to the educational station in Birmingham.

"Noontime Neighbors"



John McDonald



A SPECIAL ANNOUNCEMENT

For the first time in its nine-year history, WSM's famous daily farm program, "Noontime Neighbors" is now being offered for sale.

"Noontime Neighbors" (12:30-1:00 p.m. Mon.-Fri.) has been saluted repeatedly in the trade press and elsewhere as the biggest and best noontime farm show in American radio.

Now WSM has decided to take a limited number of Grade A accounts on a highly selective basis — selective because on this show the products will automatically carry the powerful endorsement of WSM's Farm Department, headed by John McDonald, around whom the show is built.

Also featured regularly on "Noontime Neighbors" are Owen Bradley and his band, Announcer Tom Hanserd, and regular Big Name guest stars from the Grand Ole Opry.

Contact Tom Harrison at WSM or any Petry Man for further details.

WSM *Nashville*

Clear Channel • 50,000 Watts

FCC UPHELD IN DAYTIME SKYWAVE CASE

Denial of WCKY request for hearing also upheld by U. S. Court of Appeals.

THE FCC acted correctly in the Harlingen, Tex., daytime skywave case, the U. S. Court of Appeals in Washington ruled last week.

It upheld the Commission in its order requiring KGBT Harlingen to operate directionally in daytime hours and its deferral of KGBT's application for a license until the daytime skywave case is concluded.

The court also upheld the Commission's denial of the request by WCKY Cincinnati for a hearing against the KGBT grant for 50 kw non-directional operation daytime.

Case involved the 1953 grant of 50 kw, non-directional daytime operation on 1530 kc to KGBT (formerly owned by Roy Hofheinz, now Houston's mayor). WCKY, the dominant station on that frequency, complained that the non-directional operation caused objectional daytime skywave interference within its normally protected contours 100 minutes before sunset and for 100 minutes after sunrise. It demanded a hearing, but the Commission denied that request. However, the Commission held oral argument on the WCKY complaint.

Pending the outcome of its daytime skywave case, the Commission ordered KGBT to operate with a directional antenna during the daytime. When KGBT objected to this, the Commission stayed the effectiveness of that order until the court decided that station's appeal.

The three-man circuit court unanimously held that the oral argument which the Commission held on the validity of WCKY objections fulfilled the requirements for a hearing on the legal question.

Since the Commission modified KGBT's operation to eliminate the causes of WCKY's complaint and the Commission is considering the Daytime Skywave case, the court said it thought it "sensible and just to let consideration of [WCKY's] problems await that decision [Daytime Skywave]."

Claims Ample Notice

The court also said that it considered that KGBT had been given ample notice of the Commission's revision of its grant. It also held that the Commission's refusal to act on KGBT's application for a license was not a denial but a deferral until completion of the Daytime Skywave case.

In a review of the daytime skywave situation, the court called attention to the fact that newly licensed stations have been restricted at night to prevent skywave interference to dominant stations, that in 1947 the Commission froze action on application for daytime stations on clear channel until it decided the daytime skywave situation. The FCC continued, however, to process applicants for full time operations, the court said, because the stations had to accept restrictions for nighttime operation and these restrictions could be put into effect earlier if found necessary to overcome daytime skywave interference. Because of WCKY's complaint against the KGBT grant, the Commission decided to defer processing of full-time operations on clear channels, the court said. By revising KGBT's construction permit to require directional daytime operation, the Commission was maintaining its policy but not causing undue harm to KGBT, the court said. The Commission also, the court said, has the right to determine what is in the public interest "within wide limits," as determined by the Supreme Court "many times."

The decision was written by Circuit Judge E. Barrett Prettyman, and concurred in by Judges Wilbur K. Miller and Charles Fahy.

Oral argument before the FCC *en banc* regarding the Commission's proposal to increase protection to Class I clear channel stations by recognizing and restricting daytime skywave was heard last month [B•T, July 19].

Under normal conditions daytime transmission follows the ground, and does not reach great distances. At nighttime, the ionosphere refracts radio signals back to the earth at great distances from the transmitter. An issue in the daytime skywave case is whether the Commission should recognize the existence of skywave propagation before sunset and after sunrise, and if so, attempt to protect clear channel stations from these effects.

Anthony Turns in Uhfs, Seeks Providence Ch. 12

TURNING in its two uhf permits, one for ch. 28 WTEV-TV New Bedford, Mass., and one for ch. 50 WBOS-TV Boston, E. Anthony & Sons last week filed application with FCC for a new tv station on ch. 12 at Providence, R. I., with transmitter location at Dighton Town.

FCC last year granted ch. 12 to WPRO Providence and issued a special temporary authority for WPRO-TV to commence operation but the effective dates on both the grant and the STA were stayed pending completion of hearing on a Sec. 309(c) economic protest filed by ch. 16 WNET (TV) there, now in operation. The hearing was held before an examiner and an initial decision issued citing facts but no conclusions, certifying the case to the full Commission for oral argument, scheduled Aug. 16, and final decision [B•T, May 3].

E. Anthony & Sons recited extensive technical difficulties with respect to its proposed uhf site at New Bedford as well as inability to acquire network programs. The applicant told the Commission it was surrendering its Boston permit as well as that at New Bedford because its proposed ch. 12 outlet would render Grade A service to both Providence and Boston as well as all of Rhode Island and most of Cape Cod and Martha's Vineyard.

E. Anthony & Sons related its efforts during the past 10 years to enter television, beginning with its first postwar bid for ch. 1, deleted by FCC, and its second bid for ch. 8 at New Bedford, reallocated under the Sixth Report and Order, leaving only uhf there. As to its uhf experience the applicant said in part:

> Inasmuch as New Bedford, Mass., is the 103d largest city in the country and is the heart of the important southern portion of Massachusetts, including many communities and Cape Cod, it always has appeared to Anthony that all basic economic and population factors are in favor of the location of a television station in that city, provided only that a worthwhile program service could be obtained or developed. It has always been Anthony's belief that those supporting factors are so strong that program sources would be available and Anthony's television activities and plans have been in line with this belief.
>
> However, numerous contacts, surveys and conferences in recent weeks have forced Anthony reluctantly to the inescapable conclusion that adequate program service would not be obtainable for a uhf station at New Bedford regardless of site, power, coverage, promotion activities or any other factors or actions that Anthony could take. Anthony offered to carry full network programs free of charge, paying a network fee of $500 per month as well as line charges of approximately $3,000 per month, for one year or more but could get no assurance of being allowed to carry the best programs, sponsored or unsponsored, if such were being carried by a competing vhf station. Nor could Anthony secure any network contract on a bonus basis except subject to ninety-day cancellation.
>
> Therefore, it now is clear that no network service of a satisfactory or continuing nature could be obtained. Further, an exhaustive study of alternative program sources, which necessarily would be primarily film, show that even if reasonable in quality and price most good film already has been exhibited, in many cases a number of times, over the vhf outlets in other cities which are received in the New Bedford area. It is obvious that it would be impossible to program the station with local live shows alone.
>
> Without adequate program sources the problem of conversion would be an insurmountable obstacle in any effort to provide a worthwhile television service in the New Bedford area. Furthermore, Anthony with a history of many years of public service in the New Bedford area, both in the radio and newspaper fields, cannot in clear conscience ask or attempt to persuade the public in that area to convert receivers at considerable expense without at the same time being in a position, or even hoping to be able to be in a position, to provide a type of program service that would justify such an expenditure on the part of the public.

Independent, WCAN-TV Upheld in Ch. 6 Bid

THE status of Independent Television Inc., as an applicant for Whitefish Bay, Wis., ch. 6 (Milwaukee area) and the right of ch. 25 WCAN-TV Milwaukee to participate in that hearing were upheld by the FCC last week in denying petitions by WMIL and WISN (Hearst Corp.) both Milwaukee and also applicants for the ch. 6 frequency [B•T, May 31].

WMIL had asked that the Independent application be dismissed because it had been notarized by a stockholder, violating Wisconsin law. It also alleged that Independent's application was not filed in good faith and that its validity should be an issue.

The Commission denied the request to dismiss Independent's application, saying that Independent could amend to correct this condition as it offered to do. As to the attack on the validity of the Independent application, the FCC said the motive and purposes attributed to Independent by WMIL were "grounded in speculation" and that the allegations offered no "substantial warranty for special inquiry."

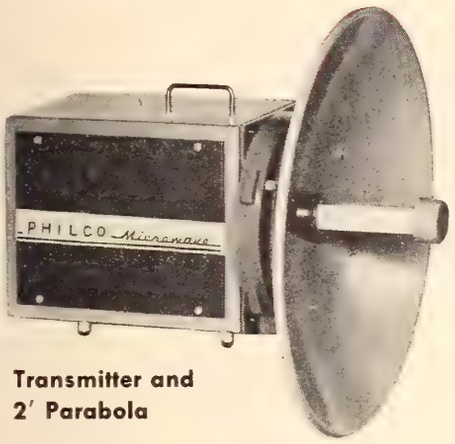
The Hearst petition to eliminate WCAN-TV from the hearing was denied on the ground that the uhf station was a proper party in interest and was entitled to participate in the hearing. FCC Comr. Doerfer dissented from this ruling. He originally had voted against permitting WCAN-TV to participate in this hearing.

Ch. 6 was assigned to Whitefish Bay, a suburb of Milwaukee, following a lengthy controversy involving the Hearst Corp., WCAN-TV and the Commission. Originally, Hearst asked that the educational reservation on ch. 10 be deleted. When the Commission refused to do this, Hearst asked that ch. 6 be allocated to Whitefish Bay. WCAN-TV bitterly opposed this move, and when the Commission granted the allocation, it appealed the decision to the U. S. Court of Appeals in Washington. This is still pending. At the same time, it asked that it be made a party to the comparative hearing, and this was granted by the Commission. The hearing began May 28, but was adjourned to Aug. 10.

A NEW PHILCO TV RELAY WITH 4000 WATTS ERP!*

FOR REMOTE PICKUP AND S-T-L

- Monochrome and full NTSC color
- Multi-band service . . . 5925-7425 mc
- Sound channel meets FCC specifications
- Built-in frequency monitors
- Completely weather-proofed RF heads
- Protective voltage interlocks
- Relay rack and suitcase mounting



Transmitter and 2′ Parabola



Transmitter Control and Power Supply



Receiver and 2′ Parabola



Receiver Control Unit



Receiver Power Supply Unit

Broadcasters! Here is the latest in TV remote pickup and S-T-L equipment . . . a Philco TV relay unit which gives you an ERP* of 4000 watts (using 4′ parabola) . . . noise-free transmission and reception . . . and *occupies no more space than present monochrome units supplying only one-tenth the power!*

Heart of this new Philco Microwave equipment, Model TLR-3, is a reliable klystron—the one used in Philco multi-channel communications equipment—which provides *a full watt* of transmitter output. Use of interchangeable klystrons permits maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are completely weatherproof and all units are suited to rack mounting in fixed installations. A light weight portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. B T today.

* EFFECTIVE RADIATED POWER

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

Portland Ch. 12 Grant Made Final by FCC

Hyde and Bartley dissent on issuance of construction permit to Oregon Television Inc.

FINAL decision granting ch. 12 at Portland, Ore., to Oregon Television Inc., was issued by the FCC last week. Comrs. Hyde and Bartley dissented with the latter issuing a statement.

The Commission upheld the initial decision of Hearing Examiner Elizabeth C. Smith proposing to deny the competitive applications of Columbia Empire Telecasters Inc. and Northwest Television & Broadcasting Co. [B•T, Nov. 23, 1953].

The final decision concluded that preference must be given to Oregon Television on grounds of local ownership, program proposals and diversification of control of media of mass communication.

Two of the principal stockholders of Columbia are Journal Publishing Co., publisher of the *Oregon Journal*, and its wholly-owned subsidiary KPOJ-AM-FM.

In his dissenting statement which preferred Columbia, Comr. Bartley took issue with the conclusion of the majority of the Commission that KPOJ and the Journal Co. will have only a "relatively small voice in the affairs of the applicant corporation." Comr. Bartley said the majority was in error in "scuttling" its finding of fact. He said: "Unlike the majority, I would give *controlling* weight to the 'outstanding record of performance' of Columbia's largest stockholders in 'meeting and giving expression to the needs of the Portland community . . .' in their broadcast and newspaper operations, '. . . not only as indicative of their awareness of the needs of the community, but also as to the reliance which may be placed upon them in relation to carrying out their program commitments'."

Imes Wins Ch. 4 Grant After Returning Ch. 28

PERMIT for a new tv station on ch. 4 at Columbus, Miss., was granted by FCC last week to Birney Imes Jr., operator of WCBI there, who earlier turned back his authorization for ch. 28 WCBI-TV. Comr. Frieda B. Hennock dissented. Grant calls for effective radiated power of 10.7 kw visual and 5.37 kw aural with antenna height above average terrain 390 ft.

In her dissent, Miss Hennock stated:

The application discloses that applicant is the sole owner of a radio station (WCBI) and a daily newspaper *(Commercial Dispatch)* at Columbus, Miss., where the tv station applied for will be located. The *Commercial Dispatch* is the only daily newspaper published in Columbus. The applicant also owns a radio station at Tupelo [WELO] and one at Grenada [WNAG], 55 and 83 air miles, respectively, from Columbus, Miss.

These facts confront the Commission with the basic and serious question as to whether the substantial increase of applicant's control of mass media in the area by the licensing to him of the only vhf tv channel at Columbus, ch. 4, would not constitute undue concentration of mass media in derogation of the public interest in access to views and information from diverse sources.

The attenuation of healthy competition among local mass media has become painfully visible in many communities in other parts of the country where the local economy is even better able to support competing media than here. This underscores the responsibility of the Commission for ascertaining fully the real extent to which applicant dominates mass media in the Columbus area. Just the bare facts contained in the application as to mass media owned by applicant indicate clearly a concentration of control which, however, canot be fully and realistically assessed without eliciting the full facts in a hearing. I therefore consider that the Commission acted improperly in granting the construction permit without hearing.

Intervention Granted

BECAUSE of allegations of economic injury, ch. 16 WENS (TV) Pittsburgh was granted the right to intervene in the Irwin, Pa. (Pittsburgh), ch. 4 television hearing by FCC memorandum opinion and order last week. Citing precedent of the Whitefish Bay ch. 6 hearing, in which ch. 25 WCAN-TV Milwaukee was allowed to participate [B•T, May 3, et seq.], FCC approved the WENS petition. WENS will oppose the ch. 4 bids of Allegheny Broadcasting Corp. (KQV Pittsburgh), McKeesport; WCAE Inc. (WCAE Pittsburgh), Wilkinsburg; Matta Enterprises (WLOA), Braddock; Wespen Tv Inc., and Irwin Community Tv Co., both Irwin.

KOLN-TV, WTSK-TV Transfers Approved

FCC last week approved the transfer of two tv stations: KOLN-TV Lincoln, Neb., and WTSK-TV Knoxville, Tenn.

The ch. 12 KOLN-TV facilities were transfered from John E. Fetzer interests to Byron J. Dunn, trustee, with eventual operation by the U. of Nebraska.

Mr. Fetzer received FCC approval for the $300,000 purchase of ch. 10 KFOR-TV Lincoln on condition that he dispose of his ch. 12 station [B•T, March 29, Feb. 22]. Mr. Fetzer plans to use the call letters KOLN-TV on the ch. 10 facility.

In letters answering the FCC's pre-hearing McFarland letter Mr. Fetzer told the Commission the sale of the ch. 12 KOLN-TV does not involve violation of FCC's duopoly rule. The purpose of first transferring the ch. 12 facility to a trustee, he explained, was to expedite a switch of KOLN-TV to ch. 10 since the university was not prepared to assume direct ownership at this time [B•T, July 26, May 17].

At Knoxville, ch. 26 WTSK-TV was sold to South Central Broadcasting Co., licensee of WIKY-AM-FM Evansville, Ind. Consideration is the assumption of obligations in amount not to exceed $216,000 [B•T, June 21]. South Central is headed by John A Engelbrecht and Vice President George F. Stoltz.

Bill Makes Newspaper Losses Deductible from Tv Profits

A CORPORATION which owns a profitable television station but a newspaper which is in the red, may apply the newspaper's losses against the tv outlet's gains for taxation purposes under the tax revision bill passed by both Houses last week.

This was indicated in an exchange between Reps. Hale Boggs (D-La.) and Daniel A. Reed (R-N. Y.) on the bill (HR 8300).

Rep. Boggs said he had in mind a case where a corporation owning a newspaper intends to start a television station or a motion picture producing company. He asked Rep. Reed whether he thought the newspaper's losses could be applied against the expected profits in the new operation, under a provision in the bill allowing related businesses in the same owning corporation to carry forward tax losses from its losing operation to its profitable one.

Rep. Reed said he saw nothing to prevent it, provided all are owned by the same corporate entity.

FCC TO GIVE LAMB LIST OF CHARGES

ALTHOUGH refusing indefinite postponement of the license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., FCC last week voted to supply Mr. Lamb with additional details on its charges that the broadcaster-publisher falsely represented that he never had communist associations.

A resume of "basic allegations," not to include details on prospective FCC witnesses and sources of information, is to be supplied to Mr. Lamb by the chief of the FCC Broadcast Bureau by Aug. 15, the Commission ruled Thursday. This will give Mr. Lamb 30 days to prepare his case, based on the new material, FCC said.

A fortnight ago FCC Examiner Herbert Sharfman postponed the WICU hearing until Sept. 15 [B•T, Sept. 26]. The postponement was sought by Mr. Lamb's counsel, J. Howard McGrath, ex-U. S. Attorney General, to allow the Commission to act on the petition for deferment and bill of particulars.

FCC was urged to supply the bill of particulars in a letter signed by Chairman John W. Bricker of the Senate Interstate & Foreign Commerce Committee. Mr. Lamb had appeared before the committee to protest the confirmation of Comr. John C. Doerfer to a new term on FCC on the charge Mr. Doerfer was the 'key" to Mr. Lamb's problems. Comr. Doerfer denied the allegations and was unanimously confirmed [B•T, July 5, June 28].

In its order last week, FCC said in part:

It is our view that furnishing the petitioner more detailed information would facilitate the disposition of the proceeding. Accordingly, the Chief of the Commission's Broadcast Bureau is directed to furnish petitioner by August 15, 1954, a resume of basic allegations. Included in such a resume would be a specification of the alleged false statements of Edward Lamb and the other basic facts which are planned to be established. We do not believe, however, that petitioner is entitled to information as to witnesses, sources, etc. The object of pleadings in the nature of a bill of particulars is to provide more definite information to enable a party to understand the nature of the charges against him. This should prevent surprise and permit the proper preparation of a party's defense. The purpose of such pleadings is not to furnish the opposing party with the names of witnesses and other evidentiary information by which the moving party expects to establish the facts on which he relies.

Meanwhile, a second trio of damage suits totaling $1.5 million has been filed in Nashville against Rep. Pat Sutton (D-Tenn.) and several local stations. They were filed by J. Lacey Reynolds, Washington correspondent for Mr. Lamb's *Erie Dispatch*, and charge slander by Rep. Sutton in his political talkathon over WSIX-AM-TV, WSM-AM-TV and WLAC. Earlier, defamation of character suits totaling $1.5 million were filed by Mr. Lamb against Rep. Sutton and the stations [B•T, July 19].

Chesterfield Claims Upheld in FTC Ruling

CHESTERFIELD cigarettes may continue to be described in advertisements as "milder," "cooler smoking," as leaving no "unpleasant after-taste" and as "soothing and relaxing," if a Federal Trade Commission hearing examiner's initial decision holds up.

FTC Hearing Examiner William L. Pack said there is no "substantial public interest" in an attempt to settle these claims by litigation, and ordered partial dismissal of charges against Liggett & Myers Tobacco Co. Hearing will continue, however, on a charge that the firm has falsely advertised that Chesterfields have no adverse effect on the nose, throat and accessory organs.

Federal Restriction Bill Faces Revision in Senate

THE House-passed bill to get the government out of certain activities competing with private enterprise may be due for a re-working in Sen. Joseph McCarthy's Senate Government Operations Committee.

Radio and television came up in hearings on the subject in the first part of July by the House Government Operations Committee. An Army Signal Corps radio system in Alaska was among government operations mentioned, as were military taping and filming studios.

The bill (HR 9835), introduced by Rep. Clare E. Hoffman (R-Mich.), now is in the Senate committee, where elimination of certain language, said to be not intended by the House group, is being considered.

Under the bill, the Secretary of Commerce would receive complaints about government commercial activities and make suggestions, where appropriate, for turning these activities over to private enterprise.

As now worded, the bill would authorize the President to examine and terminate any business-type operation in government if this would not impair essential Federal activities, with the following exceptions: (1) those in operation by specific Congressional authorization and (2) those in operation on the effective date of the bill. Spokesmen for both the House and Senate committees say the latter exception should apply only to those in operation by Congressional intent.

Initial Decision Grants Uhf Channel to Notre Dame

INITIAL decision proposing to grant uhf ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., owned by Notre Dame U., was issued last week by FCC Hearing Examiner Basil P. Cooper.

The initial decision became matter of routine after the introduction into the record a fortnight ago of an agreement whereby the university buys its competitor, WHOT South Bend, for $140,000, subject to FCC approval [B•T, July 26]. The sale is on condition that the Commission grant the ch. 46 facility to the university.

WHOT is sold by the Universal Broadcasting Co., operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, all in Indiana.

Uhf WCOC-TV Suspends

WCOC-TV Meridian, Miss., ch. 30 outlet, advised FCC last week it is suspending operation pending reorganization of its programming facilities which it hopes to complete not later than Sept. 15. WCOC-TV has no network affiliation. It claims 32,500 set circulation. Meridian also is served by ch. 11 WTOK-TV, claiming 44,300 sets and affiliated with all four national networks. WCOC-TV is the 29th post-freeze station to suspend operation.

Channel Changes Proposed

ON PETITION by WKOK Sunbury, Pa., FCC last week issued a notice of proposed rule making to substitute ch. 38 for 65 at Sunbury, substitute ch. 74 for 38 at Lewiston, Pa., and add ch. 65 at Shamokin, Pa., the latter without a channel. WKOK indicated it would file for the lower uhf facility. Comments are due Aug. 30.

TVS TOTAL 390 WITH 4 NEW VHFS

FOUR new tv stations, all vhf, were scheduled to begin commercial operations yesterday (Sunday). This would increase to 390 the total number of operating stations.

The stations, bringing first local tv to three cities, are:

WPBN-TV Traverse City, Mich. (ch. 7), NBC; represented by Hal Holman Co.
KXJB-TV Valley City, N. D. (ch. 4), CBS; represented by Weed Tv.
WCHS-TV Charleston, W. Va. (ch. 8), CBS, DuMont; represented by The Branham Co.
WKBT (TV) La Crosse, Wis. (ch. 8), CBS, NBC, DuMont; represented by Paul H. Raymer Co.

This gives Traverse City, Valley City and La Crosse their first home video outlets and Charleston its second.

WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5), expects to begin commercial operations Friday affiliated with CBS and represented by The Katz Agency.

Reports from other stations:

WLOS-TV Asheville, N. C. (ch. 13), scheduled to go on the air Aug. 28 with effective radiated power of 169.84 kw, will be affiliated with the DuMont Tv Network.

WJNO-TV West Palm Beach, Fla. (ch. 5), second local station but first vhf there, plans to debut Aug. 22.

WBTW (TV) Florence, S. C. (ch. 8), affiliated with CBS, has reported that construction of both tower and studio facilities is proceeding on schedule. Start is set for Sept. 26.

Two U. S. tv stations are expected to put signals into Canada when they begin regular operations. WMVT (TV) Montpelier, Vt. (ch. 3), scheduled to begin commercial programming Sept. 15, is located 77 miles from Montreal. It will be affiliated with CBS. WIRI (TV) Bloomingdale (Lake Placid), N. Y. (ch. 5), expects to go on the air Oct. 1, and is located about 65 miles from Montreal. A. A. McDermott, Toronto, is Canadian representative.

KETC (TV) St. Louis, Mo. (ch. 9), educational, has reported that construction of its 600-foot tower started last week. It is expected to be completed in mid-August. Target date for start of operations will be announced after equipment tests.

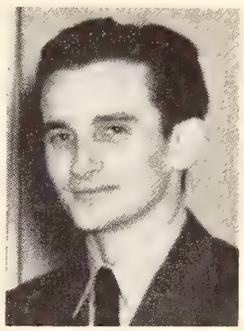
WTVS (TV) Detroit (ch. 56), educational, plans to begin programming "before the end of the year." A goal of $1,250,000 has been set, with $400,000 having been collected thus far. Studios will be located at the U. of Detroit and Wayne U.

Safety Sign Pays

WCKY Cincinnati has been showing the local police how to do it when it comes to a traffic safety campaign. The plan, which is designed to make people "stop sign" conscious, awards a five dollar bill to the first telephone call received on the *Paul Miller Safety Show* that correctly identifies the location of the "Stop: It Pays" sign, which is spotted daily at a different site. Winners have been collecting daily for the past year except for two days when it was discovered the sign had been stolen. The police, whose traffic safety division is cooperating in the drive, are convinced that Cincinnati motorists are observing signs more carefully.

Kelly to Take New Post For Westinghouse in N. Y.

APPOINTMENT of John J. (Chick) Kelly to the newly-created post of assistant advertising and sales promotion manager of Westinghouse Broadcasting Co. was announced last week by Chris J. Witting, WBC president. Mr. Kelly has been promotion and publicity manager of WBC's WPTZ (TV) Philadelphia since 1950.



MR. KELLY

Mr. Kelly will assume his new duties in the company's New York office on or about Sept. 1. He will report to David E. Partridge, advertising and sales promotion manager of the company. Mr. Kelly began with Westinghouse's KYW Philadelphia in 1938, remaining there until 1946 when he joined Carl Byoir & Assoc., New York public relations firm. He joined WPTZ in 1950.

Westinghouse currently operates WPTZ and WBZ-TV Boston, and recently acquired KPIX (TV) San Francisco. In radio, WBC operates KDKA Pittsburgh, WBZ-WBZA Boston-Springfield, WOWO Fort Wayne and KEX Portland and KYW.



PLANS for construction of this new WFBC-AM-TV Greenville, S. C., studio and office building, to begin this month, were announced last week by R. A. Jolley, president of WMRC Inc., stations' licensee. The new building will comprise approximately 25,000 square feet of space. It will be functionally designed with the three major divisions of the stations—administration, operations and production—each occupying a separate quarter with its own entrance and corridors. The two tv studios will be on the first floor, with one measuring 40 by 60 feet and the other 20 by 27.

Mortenson Leaves Don Lee To Manage KFMB San Diego

ART MORTENSON, national advertising manager for Don Lee Broadcasting System in Hollywood, resigned effective yesterday (Sunday) to join KFMB San Diego as manager, it has been announced by George Whitney, general manager of KFMB - AM - TV. Hobby Myers, who has resigned as KFMB manager, will reveal his future plans after an extended vacation, it was said.

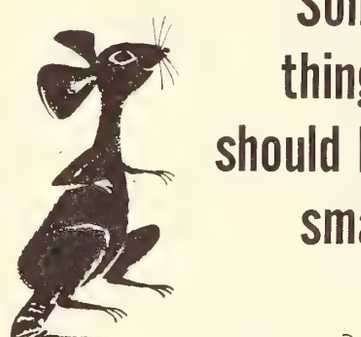


MR. MORTENSON

Mr. Mortenson's broadcasting career includes service with KLO Ogden, Utah, as announcer and radio sales manager; KOVO Provo, Utah, as program director; KALL Salt Lake City as account executive; CBS Hollywood as merchandising manager, and with Earle C. Anthony Inc., which then owned KFI-TV (now KABC-TV) Hollywood.

F & P Names Exline

FREE & PETERS Inc. has announced appointment of William A. Exline, account executive with KRON-TV San Francisco, as tv sales manager of the firm's San Francisco office. He succeeds Richard C. Rothlin, who transferred to the firm's Chicago office.



Some things should be small

Take the price of talking to a prospect to move goods *now*. Smart advertisers using broadcast media today spend the least-per-message-delivered by buying *spot radio, on key stations.* Compared with any other advertising, the cost is small indeed. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit

50,000 Watts CBS Radio Network



WJR's primary coverage area: 15,000,000 customers

Defends Child Shows

SUGGESTION has been made to station clients by Joseph J. Weed, president of Weed Television Corp., station representatives, that "loose and general attacks on children's programs" be counteracted by stations on the local level. He advocated that plans be laid in the summer months for a fall schedule of local talks by an outstanding program personality of each station to parent-teacher, scout and church groups in which the standards of program acceptability by the station be outlined. Mr. Weed contended that criticisms generally have been made "without documentary specifics," and that children shows have been "tacked on indiscriminately to campaigns against children's comic books and movies."

CBS Radio Spot Sales Stresses Women Audiences

IMPORTANCE of women's radio audiences to advertisers is underlined in a new presentation being released today (Monday) by CBS Radio Spot Sales through its various offices throughout the country.

Titled "Radio's Ladies-in-Waiting," the presentation stresses that only through radio advertising is it possible "to get an advertising message across to so many women so frequently and effectively and yet for so little cost." As an example, it points out that in New York, women's radio programs reach more than one out of every three housewives in a single day. The presentation outlines several examples of successful women's shows in markets represented by CBS Radio Spot Sales and gives reasons why these programs have been successful.

The presentation contains market data and other research material on stations represented by CBS Radio Spot Sales, which include WCBS New York, WEEI Boston, WBBM Chicago, KNX Los Angeles, KCBS San Francisco, KMOX St. Louis, KIRO Seattle, WBT Charlotte, KSL Salt Lake City, WCAU Philadelphia, WTOP Washington, WCCO Minneapolis-St. Paul, and WRVA Richmond.

Wayne Kearl Resigns, KGMB-AM-TV Reorganizes

KGMB-AM-TV Honolulu has been reorganized on the executive level following the resignation of Wayne Kearl, manager of KGMB-TV, C. Richard Evans, vice president of Hawaiian Broadcasting System, has announced.

Mr. Kearl, who plans to return to the mainland for reasons of family health, will remain as a consultant for an interim period to help with reorganization and other problems, Mr. Evans said.

Under new plans all department heads for radio and tv will report directly to Mr. Evans in a move to give additional service to radio listeners and advertisers by emphasizing music and news.

Melvin B. Wright, former KGMB manager, becomes national spot account executive, reporting to Ralph Davison Jr., tv sales manager. John D. Allison, local radio sales manager, becomes radio sales manager. John T. Quinlan, tv promotion manager, becomes radio-tv promotion manager.

WRC-WNBW (TV) Note Rise In Local, Spot Business

NBC-owned WRC and WNBW (TV) Washington have increased business in both local and national spot advertising for the first six months of 1954 over the same period last year, it was reported last week.

WRC's income from local and national spot for the first half of 1954 was 13.6% over the same period in 1953, with June business 15.4% higher than the corresponding month last year —and higher than any June since 1947.

WNBW's non-network business rose 31.2% for the first six months of 1954 compared with the same period in 1953. For June, WNBW sales were 34.7% higher than the same month last year.

The largest increase for both stations has been in national spot business, Joseph Goodfellow, sales director for the two stations, said. He reported that more than 40 advertisers used the stations for the first time.

Washington now rates as the 10th U. S. market and is second in family income, Mr. Goodfellow pointed out. Annual retail sales run at more than $2 billion—11th highest in the nation, he said.

Byron Taggart Named WTVN General Manager

BYRON TAGGART, in charge of promotion and publicity at WKRC Cincinnati, has been appointed general manager of WTVN Columbus, it was announced last week by Hulbert Taft Jr., president, Radio Cincinnati Inc. and Radio Columbus Inc. WTVN was WHKC until its recent purchase by Radio Columbus, subsidiary of Radio Cincinnati, licensee of WTVN-TV Columbus.



MR. TAGGART

Mr. Taggart has been in radio 18 years, joining WFBM Indianapolis in 1936. He later traveled with Lum 'n' Abner's "Pine Ridge Follies" as impersonator and m.c. In 1940 he joined WINN Louisville and in 1942 affiliated with WIBC Indianapolis as play-by-play sportscaster. Mr. Taggart then joined the WKRC staff in 1943, serving there for 11 years.

Sales High on WNBT (TV)

VOLUME of business at WNBT (TV) New York for the first six months of 1954 has reached an all-time high, with a 16% increase in sales over the same period of 1953, it was announced last week by Jay Heitlin, sales manager.

Mr. Heitlin commented that advertisers apparently are realizing "the importance of summer impact," pointing out that fewer clients have taken summer hiatuses and fall starts are beginning early. Among the active advertisers on the station since the beginning of 1954, Mr. Heitlin said, have been Ballantine beer, Benrus watches, Brown & Williamson tobacco, Procter & Gamble, the Chevrolet Dealers of New York and the New York District Ford Dealers.

KNBH (TV) Breaks Ground For Transmitter Tower

KNBH (TV) Hollywood has broken ground for a new transmitter tower on Mt. Wilson. The structure will be 508 feet above ground, 6,170 feet above sea level.

The self-supporting tower's base consists of four footings, each containing 500 cubic feet of concrete and weighing approximately 50,000 pounds. Each footing, which must withstand a pull of 1,800,000 pounds, has eight radiating 25-foot holes, nine inches in diameter, attached to the concrete and extending down into solid granite. Each hole has a two and one-half inch steel rod which, with a special expanding cement, will seal itself to the base, according to General Manager Thomas C. McCray.

A platform will be erected at a 200-foot level, upon which will be mounted a six-foot parabolic reflector for receiving telecasts from the KNBH remote unit. The reflector will be directed by remote control, both as to direction and elevation, from the control room to the transmitter.

The antenna portion, specially built at the RCA plant in Camden, is over 58 feet high and is an RCA three-element superturnstyle type.

WSAZ-TV Opens Operations From Charleston Studios

WSAZ-TV Huntington, W. Va., last week began remote operations from a new tv studio in Charleston, W. Va., the state capital, 40 miles from its home city. The pickup from Charleston is made on the station's own three-stage microwave relay system which cost $100,000 to build.

L. H. Rogers, vice president and general manager, said the new studio and relay system would permit the station not only to produce programs but also local commercials. The station will operate a Charleston sales office as well as the studio origination point. Both sales office and studio are in the building occupied by WGKV Charleston.

Power Boost by KEDD (TV) Adds to Coverage Area

INCREASED coverage area is reported by KEDD (TV) Wichita, which has boosted power to 245 kw visual and 132 kw aural, sending a signal to viewers in some 22 Kansas and Oklahoma counties within an 80-mile radius of Wichita. KEDD is on ch. 16.

Reportedly KEDD, which programs NBC-TV and ABC-TV, now has a signal scope extending as far south as Medford, Okla., north to Salina, Kan., east to Eureka, Kan., and west to Pratt, Kan. Power day for the station was July 11. The wattage increase is supplied by KEDD's new GE 12 kw transmitter. Stanley H. Durwood is president; John North vice president-general manager.

KFMB Switches, Ups Power

KFMB San Diego, following FCC approval, switched to new facilities of 5 kw fulltime on 540 kc, directional, on July 22. The station formerly was on 550 kc with 1 kw. Licensee is Wrather-Alvarez Broadcasting Co.

Wells, Parker Buy WTAN

SALE of WTAN Clearwater, Fla., from Brannon Casler Jr., Otis Pruitt and associates to William G. Wells and H. D. Parker for $106,000 was announced last week. Application for FCC approval is due to be filed soon.

Mr. Wells, who will be president and 75% owner of WTAN Inc., owns WMOA Marietta, Ohio, and has a one-third interest in WWCO Waterbury, Conn. Mr. Parker, who is the present general manager of the 1340 kc, 250 w, full-time independent, will be vice president and 25% owner.

Sale was arranged through Allen Kander, station broker.

WKMI Celebrates Power Boost

WKMI Kalamazoo, Mich., was host at a civic celebration honoring boost in the station's daytime power to 5 kw on July 13. Some 5,000 balloons were released over the city, with 1,000 containing merchandise certificates from WKMI sponsors. WKMI now operates on 1360 kc with 5 kw day, 1 kw night, directional day and night.

KPRC-TV Color Signal Received in New Jersey

REPORT of reception of its color bar pattern more than 1,300 miles away was reported last week by KPRC-TV Houston.

The signal was picked up for about 19 minutes shortly after noon by RCA color expert R. K. Lockhart at his home in Moorestown, N. J., July 11. In a letter to KPRC-TV Chief Engineer Paul Huhndorff, Mr. Lock' said:

Contrary to my expectations, color quality was good with little or no quadrature distortion (including good phase and amplitude relationship between subcarrier and color sidebands). There was some color hold "hunting" immediately following vertical blanking on NBC bars but not on Victor bars [KPRC-TV was transmitting both NBC and RCA Victor type bars at the time]. Phase on yellow was very close to that of reception from WNBT (TV) New York on NBC bars, but yellow was greenish on Victor bars.

KPRC-TV operates on ch. 2 with 100 kw from a tower 630 ft. above average terrain.

SPECIFICATIONS
INPUTS: Three low impedance microphone (50/250/600 ohm); One high impedance; Phone jack connector; One bridging; W. E. type dual jack connector.
EQUALIZATION: Separate "Speech-Music" switch for each channel.
RESPONSE: 30 to 20,000 cps ±1 db.
TALK-BACK: Built-in microphone with key switch.
MICROPHONE GAIN: 100 dbm.
POWER REQUIREMENTS: 117 volts A.C. 50-60 cycles or battery pack.
LINE OUTPUT: Balanced 50/250/600 ohms.
MONITOR: Two phone jack outputs with volume control; 4½" V.U. meter.
PANELS: Etched aluminum with light grey baked enamel background.
CASE: Grey leatherette with matching hard fiber edge binding.
WEIGHT & SIZE: Closed case 7" x 13" x 16", gross weight—19 pounds.

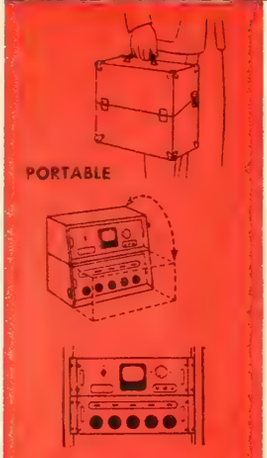
FEATURES:
Breaks apart into "regular" or "console-style" Mixer; A.C. or D.C. operation; Full, 100 dbm gain; Built-in "talk-back" system; Individual speech equalization network for each channel; Compact lightweight and rugged construction for portable field duty; Attractively designed and packaged.

REVOLUTIONARY NEW MIXER
for Motion Picture Sound Recording and Broadcast Remote Transmission



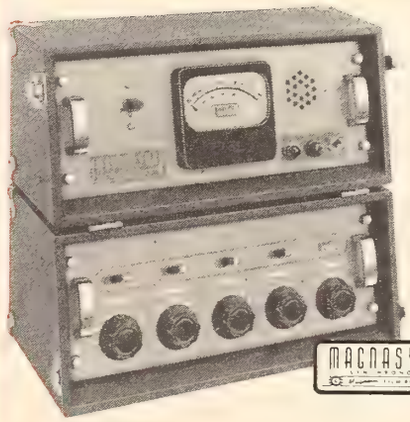
CONSOLE SETUP

IDEAL FOR PORTABLE FIELD DUTY



PORTABLE

RACK-MOUNTED



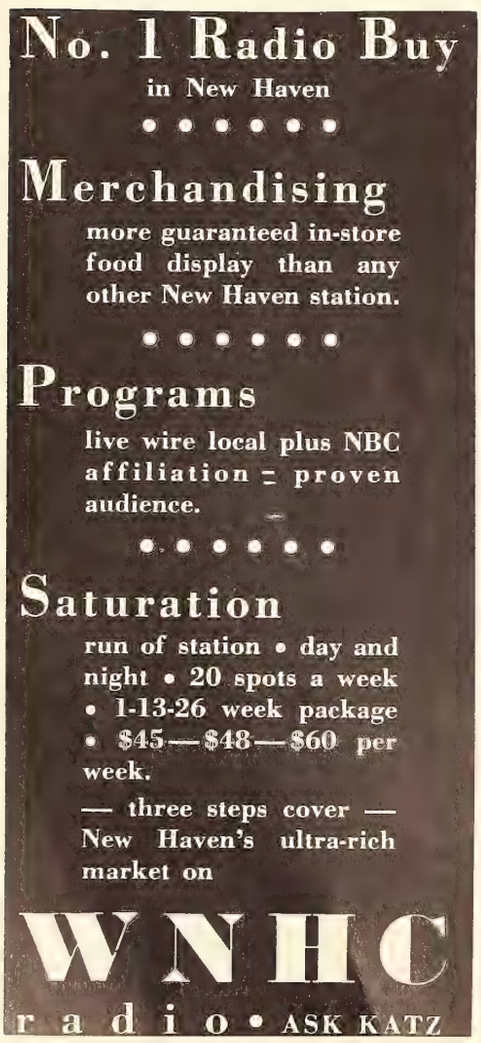
Model G-924
CONVENTIONAL SETUP

MAGNASYNC
Magnaphonic SOUND SYSTEM



MAGNASYNC MANUFACTURING CO., LTD., 5521 SATSUMA AVE., NO. HOLLYWOOD, CALIF., POplar 6-1692





Antenna Rent Issue Stayed

TELEVISION station operators in the New York area were granted a stay of arbitration until Sept. 14 by the Appellate Division of the New York Supreme Court July 22 in an effort by the Empire State Building to raise its rents for antenna sites on the building. The decision, which reverses an earlier verdict by the New York Supreme Court, permits a stay until station operators can argue their plea for determination of whether or not emergency rent laws of the state apply to antenna space as they would to space in the building.

WCEF Names Executives

WCEF Parkersburg, W. Va., established this year and licensed to C. E. Franklin, general manager and chief engineer, has announced its roster of executives: R. A. Sadler, commercial manager-sports director; Bill Walton, program director-production manager; Gene Snyder, sales manager; Cliff Miller, news-farm director; Neika Lee, women's director, and Mary Poling, promotion manager. WCEF operates on 1050 kc with 250 w day. Address is P.O. Box 228; telephone: 2-1844.

WABI-TV Goes to 30 Kw

WABI-TV Bangor, Me. (ch. 5), will boost power to 30 kw this Wednesday, it was announced last week by Leon P. Gorman, general manager. He said the move will "greatly increase" the station's Grade A and Grade B coverage areas in eastern Maine.

WISR Completes New Quarters

WISR Butler, Pa., has completed a new building to house its offices and news department in an expansion project which included installation of a modern remote control transmitter, according to Joel W. Rosenblum, president of Butler Broadcasting Co., licensee. The new structure adjoins the station's production control rooms, record library and studios.



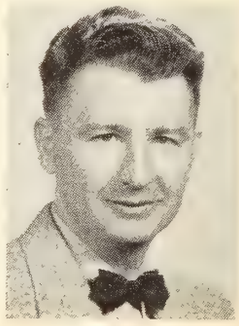
LEO L. LEABO (seated), Bay Petroleum Corp. vice president in charge of sales, signs with KOA Denver, to carry the full 1954 10-game Colorado U. football schedule. John Henry (r), veteran sportscaster, will handle the play-by-play with color and commentary by Pete Smythe (l), KOA personality. Jay Tallant (center l), Bill Bonsib Agency account executive, handled the contact. Sales representative for KOA was Bob Bohrs (center r).

STATION PEOPLE

Bill Jefferay to KXLW St. Louis as general manager.

George Willard, announcing staff, WGSM Huntington, L. I., N. Y., appointed general manager.

Danny Shaver, sports director, WHHH Warren, Ohio, additionally promoted to sales manager.



MR. SHAVER

Richard E. Barrett, continuity and sales promotion, WEOL Elyria, Ohio, promoted to station manager; **Douglas H. Lillico** promoted to office manager.

Lowell Jack, formerly with KWBG Boone, Iowa, to KMAN Manhattan, Kan., as general manager, succeeding Warren L. Mowder, to KGGF Coffeyville, Kan., as time salesman.

William T. Selander, Crosley Broadcasting Co., Chicago, to WVKO Columbus, Ohio, as sales manager.



MR. SELANDER

John D'Auitolo, formerly with sales dept., WCBS New York, to WTRI (TV) Albany, N. Y., as national sales manager.

Rollie R. Williams, general manager, KSOO Sioux Falls, S. D., to WCCO Minneapolis-St. Paul, as account executive; **Jack Lucas,** WCCO national sales representative, promoted to account executive; **Bayliss Corbett,** radio free-lancer, Corpus Christi, to news staff.

Len Gumley, formerly sales manager, Television Specialty Corp., N. Y., to WAAT Newark, N. J., as an account executive.

Mrs. Vonne Monsell, formerly publicity director, WSAI Cincinnati, to Storer Broadcasting Co., N. Y., as assistant to advertising and promotion manager.

Leon E. Kelley, program manager, WRAK Williamsport, Pa., to WEAV Plattsburg, N. Y., as program director.

Jack Hoskins, film director, WICS (TV) Springfield, Ill., appointed tv program director, succeeding **James Harelson,** resigned.

Hank Elliott, WMEX Boston, to WORL same city as news and sports director.

Harrison W. H. Eagles, news and special events director, WKJF-TV Pittsburgh to WJNO-TV Palm Beach, Fla., as news director.

Norman C. Locke, film director, WWOR-TV Worcester, Mass., promoted to production manager, succeeding **Richard C. Huntley,** to WCAX-TV Burlington, Vt., as program director; **Harold Eckman,** assistant film director, succeeds Mr. Locke.

Louis G. Jacobs returns to WTVJ (TV) Miami, Fla., as public service director upon U. S. Army release; **Jay Weand,** news-cameraman, WGAL



WRVA Richmond General Manager C. T. Lucy (c) presents service pins to (l to r) Cecil Sheets, engineering staff, and Emma Glinn, public relations, both five years; Lynn Woods, 10 years, and Don Vest, production, five years. Pins for 15 years service went to three, not shown: James Clark, sales manager; Hardy Sydnor, engineering, and Bob Almond, remote department.

Lancaster, Pa., to station in similar capacity; **Leona Softness,** to news dept. as film librarian; **Adrian Cox** to station as receptionist, succeeding **Ruth Jones,** to public relations department.

Bill Balaban, assistant program manager, WABC-TV New York, assumes new duties supervising all daytime programming.

Mike Kizziah, newscaster, CBS Radio Hollywood, transfers to KNXT (TV) Hollywood in similar capacity.

Mac Sheheen, announcer and program director, WACA Camden, S. C., to announcing staff, WIS Columbia, S. C.; **Jay Mullen,** WTMA Charleston, S. C., to staff.

Jim Vinall, KICA Clovis, N. M., to WJR Detroit as newscaster; **Bates Farrell,** WCAR Pontiac, Mich., to station as announcer-disc m.c.

Stan Shaw to WICC Bridgeport, Conn., as disc m.c.

Gordon Lochwood, announcer-pianist, to KPDN Pampa, Tex., in same capacity.

Linda Campbell, WDFM State College, Pa., rejoins continuity dept., WWSW Pittsburgh.

Merle Harmon, formerly director, Kansas U. Sports Network, to sports staff, KMBC-AM-TV Kansas City, Mo.

Robert Weber, KOOS Coos Bay, Ore., to promotion and advertising dept., KPTV (TV) Portland.

Cynthia Olson, former women's news editor, Miami Beach News Service, to KUAM Agana, Guam, as women's program activities director.

Phil Baldwin to promotion manager, CKDA Victoria, B. C.

Howard Goldberg, formerly writer, WNUR Evanston, Ill., to writing staff, WBBM-TV Chicago.

Leonard Leibfreund, graduate, Crescent Television School, N. Y., and **Maurice Dicker,** graduate, Pierce Institute, same city, to engineering staff, WHLI Hempstead, L. I., N. Y.

Tom Livezey, WKAP Allentown, Pa., to WAEB same city, conducting *Melody Ranch* program.

Mrs. Oscar Hendricks to WKBN-TV Youngs-

"SUNRISE"

Hawaii's first and only morning TV show presents

KINI POPO and "PEACHES" O'ROURKE *

greatest sales power team in Hawaii



6:15 to 9:00 A.M. Monday–Friday custom made series for Hawaii's early rising audience

YOUR OPPORTUNITY FOR GREATER SALES!

* Legit-tag: "Frances" O'Rourke

Free & Peters: Inc., Nat'l Representatives

KGMB-TV CHANNEL 9

Honolulu, Hawaii

CBS Affiliate



First in Viewing Audience

Place your Kansas television budget with the station that from the very beginning, geared its programming to build loyal viewing habits. Buy this attentive audience on **KTVH** and derive more impact from repeated sales messages.

See Your KTVH Sales Representative Today!

CHANNEL 12 **KTVH** HUTCHINSON - WICHITA VHF 240,000 WATTS

CBS BASIC—DU MONT—ABC
REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers



Jim Deline and the Gang

After 16 years, the Jim Deline show is still the top radio variety show of Central New York. Sponsors' sales figures prove it. Participating, Monday through Saturday,

9:15 – 9:55 a.m.
(Also 1:00—2:30 p.m.)

Henry I. Christal Co., Inc.
National Representatives

WSYR ACUSE 570 KC

NBC AFFILIATE



VISITING the site of WWIT Canton, N. C., new am station scheduled to begin operation this month, are (l to r): Kermit Edney, vice president; Bruce Morford, Bill Schull (kneeling), Sam Robinson, directors; Bevo Middleton, president; D. A. Gilmore, treasurer, and Frances Roberson, secretary. Messrs. Edney, Middleton and Gilmore hold similar positions in sister station WHKP Hendersonville. The two Carolina stations, which will be connected by direct lines, will offer special tie-in advantages for advertisers.

town, Ohio, as featured performer, *Home Cooking* program.

Will Jones, released from U. S. Army, rejoins WSYR-TV Syracuse, N. Y., in former capacity of photographer; **Maurice Dady** and **Charles Tooley** to am-tv engineering staff.

Hiram Higsby, originator and producer, *Brush Creek Follies* program, KMBC Kansas City, Mo., to KANS Wichita, conducting *Hiram Higsby Show.*

George Menard to WBBM-TV Chicago handling new farm program.

Ann Gillis, radio, tv and motion picture star, to KDKA Pittsburgh, doing own recorded musical show.

Parket H. Vincent, chief engineer, WHDL-AM-FM Olean, N. Y., to WMTW (TV) Poland, Me., in same capacity.



MR. VINCENT

Richard D. Johnson, tv director, WMAQ and WNBQ-TV Chicago, promoted to production manager, succeeding **Alan Beaumont,** resigned to serve as director, NBC-TV serial *A Time to Live.*

Bill DeCorrevont, former professional and college grid star, to handle WAIT Chicago broadcasts of upcoming season's Notre Dame and Illinois football games.

Robert Fierman, formerly with NBC-TV, to WRTV (TV) Asbury Park, N. J., for short period as television program consultant before returning to West Coast in fall.

Charles Brink, announcing staff, WHAM Rochester, N. Y., resigns to enter industrial machine business.

Ben Chappel, Virginia Dept. of Agriculture's Div. of Markets staff member, who broadcasts farm market reports, WRVA Richmond, Va., father of boy, July 26.

Mrs. Hugh Potter, wife of **Hugh O. Potter,** manager, WOMI-AM-FM Owensboro, Ky., and conductor, *Joanna of Stork News* program, recovering in hospital from injuries sustained in auto accident July 1.

John Kluge, owner, WGAY Silver Spring, Md., and **Mark Evans,** host-m.c., WTOP Washington, D. C., accompanied by six of Mr. Evans' sponsors, to Belgian Congo on five-week safari.

John P. Kelly, engineer, WEEI Boston, and Lt. Comdr., U. S. Naval Reserve, named Commanding Officer, Naval Reserve Submarine Div. 1-8.

Edwin K. Wheeler, general manager, WWJ-AM-FM-TV Detroit, appointed to Detroit-Tomorrow Committee, civic group planning that city's future.

Godfrey Hudson, news director, CFQC Saskatoon, Sask., and **Claude Lapointe,** CKAC Montreal, Que., representing English and French language groups of Canadian Assn. of Radio-Television Broadcasters, accompanying Duke of Edinburgh on tour of northern Canada.

George Heinemann, program director, WMAQ and WNBQ (TV) Chicago, presented the 1954 award for distinguished service, Illinois Div. of American Cancer Society, for service as radio-tv chairman, annual fund drive.

Austin Heywood, assistant press information director, KNXT (TV) Hollywood, spoke to public relations institute of California's Hospital Assn., on "How Hospitals Can Use Radio and Tv Most Effectively," in Riverside, Calif., July 23.

Freelon Fowler, director, network film programs, ABC-TV, discussed "Tv Programming" last week in his lecture series for students of communications course, Pace College, N. Y.

Larry Finley, host-emcee, KFWB and KNXT (TV) Hollywood, and owner, packaging-production firm, that city, father of boy, Gene, July 23.

Frank Valenti, sports director, KGMB-AM-TV Honolulu, father of boy, Mario Anthony, July 21.

Dave McElhatton, KCBS San Francisco, father of boy, Terrence Michael, July 20.

Bill Holm, general manager, WLPO La Salle, Ill., father of boy, July 16.

David A. Carlisle, sales representative, WFIL-TV Philadelphia, father of boy, David A., Jr., July 13.

J. S. Sinclair, director of public relations, WJAR-TV Providence, R. I., father of girl, Jodie Carol.



NEW director of engineering at WHEN-TV Syracuse, N. Y., is Frank Spain (l), formerly the station's chief engineer, who now will handle development, design, construction and installation of new equipment. Here Mr. Spain goes over blueprints with Donald F. Langham, who has moved up from chief engineer of WHEN-AM to become director of technical operations for the tv outlet.

Harold Smith Dies; Figured In Famed Revocation Case

HAROLD E. SMITH, 62, one of the principals in the famous WOKO revocation case in the early post war years, died July 23 in Albany, N. Y., after a long illness. Mr. Smith, operated radio stations in Newburgh, Poughkeepsie and Peekskill, all New York, before taking over the operation of WOKO in Albany in the mid-30's.

The WOKO case was based on charges of misrepresentation of ownership and involved the late former Federal Radio Commissioner Sam Pickard. The Supreme Court upheld the FCC's right to revoke WOKO's license in 1947.

Present owners of WOKO, 5 kw on 1460 kc, were the successful applicants for the facility in 1947. The station is owned by the Gov. Dongan Broadcasting Corp. (Jim Healey).

STATION SHORTS

WAVE-TV Louisville, Ky., telecast first color network tv program (*The Marriage* on NBC-TV) in Kentucky and southern Indiana July 29, according to the station.

WILS-TV Lansing, Mich., announces it has first United States facsimile photo machine in Michigan.

WNAM-TV Neenah, Wis., has affiliated with ABC-TV, carrying kinescopes since July 12 and to be interconnected by AT&T within the next 45 days, the station reports.

KSL-TV Salt Lake City announces purchase of new $80,000 remote telecasting unit.

WABI-TV Bangor, Me., will increase power to 30 kw Aug. 4, according to the station.

KTLA (TV) Hollywood, with six new advertisers, has brought time sales up to 10% over spring months, station reports.

WGLV (TV) Easton, Pa., (ch. 57), received word from RCA Communications Frequency Measuring Laboratory that station's signal established a distance record for uhf signals.

WTHI-TV Terre Haute, Ind., hooked into AT&T nationwide tv facilities network to receive live program service, AT&T announces.

KDKA Pittsburgh will take over *Cordic & Company* program Sept. 6, which moves from WWSW same city.



THE 5,000th consecutive broadcast of the *Malco News* over KGFL Roswell, N. M., is the occasion for the program participation of Malco Refineries President Robert O. Anderson (l), shown with KGFL Manager Jud Roberts. The special newscast, which originated in Mr. Anderson's office, featured news events as reported on the first broadcast of June 1, 1938.

REPRESENTATIVE APPOINTMENTS

WCBM Baltimore appoints George W. Clark Inc., N. Y.

CKGR Galt, Ont., 250 w station on 1110 kc expected to start operations this autumn, appoints H. N. Stovin & Co., Toronto.



HELLER CITES AFTRA NEEDS AT DETROIT

Four-day union convention opened in Motor City Thursday with secretary's report.

RADIO and television artists affiliated with the American Federation of Labor heard their national executive secretary declare that lack of a welfare and pension plan leaves "an impressive gap" in their contracts with the industry.

Opening the four-day convention of the American Federation of Television and Radio Artists, George Heller of New York told some 150 delegates that the gap exists "regardless of the improvements we make in our basic floor—all of the rates and conditions and rules and regulations applying to performance."

"Our members continue to need medical and surgical treatment, hospital, life insurance, death benefits and pensions for their retirement in old age," Mr. Heller told the convention.

No specific demands were spelled out by AFTRA leaders in advance of closed sessions of the national executive board and local representatives.

But in an interview, Mr. Heller declared that 80% of the union's claimed 15,000 members make less than $2,000 a year from radio and tv work.

Most of the members, he said, supplement their incomes by working in night clubs, theatres and other odd jobs.

"There are a few fortunate members who have regular shows and earn $700 to $800 a week," he said. "But the idea that most radio and tv artists spend their time lolling around in privately-owned swimming pools couldn't be farther from the truth."

Varied Membership

The union draws the bulk of its membership from radio and tv actors, but also represents singers, announcers, dancers, sportscasters, disc jockeys and other industry workers.

Mr. Heller said the average actor receives from $200 to $250 for rehearsals and appearances on a half-hour tv show.

"And as a rule", he said, "the work is very irregular. You run the risk of getting typed or becoming too familiar to the audience. An actor who works on ten half-hour shows a year is lucky."

Reviewing the union's accomplishments, Mr. Heller told the convention: "It is interesting to note that where we have members who are willing to take the strongest action—strike if necessary—the interval between our completion of organization and recognition is relatively short, despite all problems. Whereas with less militant memberships we invariably become bogged down in Taft-Hartley complications, and the time lag runs as much as a year due to the procrastinating devices so easily available to employers nowadays."

One of the "outstanding examples" of "AFTRA ingenuity," he said, "is our cherished kinescope clause."

He said in the past year it has brought to members in the form of re-use fees the "sizable" total of $117,956 paid to 402 members.

'Unique Control'

These, he said, "are payments made because of AFTRA's unique control over kinescope reuse, and AFTRA members are indeed fortunate in having a union that does not permit their services to be used for little or nothing."

Mr. Heller reviewed various network disputes in the past year, noting one in Chicago at the local ABC-TV outlet WBKB (TV), where, he said, "musicians were appearing on tv programs performing services clearly within AFTRA's jurisdiction."

The dispute currently is before the NLRB at the network's petition, and Mr. Heller said:

"Sometimes, as with ABC, we are forced into the National Labor Relations Board. But with the change in personnel of the board and the drastic change in attitude and approach which this board is now taking, having reversed many long established policies, we must avoid using this governmental agency as much as possible."

Mr. Heller reported that the union's number of paid-up members this year totaled 10,710. compared to 8,626 a years ago.

He said the membership is now in 33 locals and nine chapters in the U. S. and Hawaii. Of 101 contracts negotiated in the last year, he said, 15 represented first contracts—13 covering television, one for a radio and tv operation, and one for radio only. All, he said, brought "substantial improvements in pay, fees or conditions."

In addition to formulating new demands on the nation's five big radio and tv networks (the union's two-year contracts expire Nov. 15), delegates were to consider a constitutional amendment providing for biennial instead of annual AFTRA conventions. Economy reasons were cited

UP Stands Firm

UNITED PRESS reported last week it has rejected a request by the American Newspaper Guild (CIO) to employ Theodore S. Polumbaum, who was discharged from his post as tv script writer in the Boston bureau in April 1953, after refusing to tell the House Un-American Activities Committee whether he was or ever had been a Communist.

Wage-Hour Regulations Unaffected by NLRB

FEDERAL wage-hour regulations still apply to broadcast stations despite the recent rule of National Labor Relations Board dropping jurisdiction over stations grossing less than $200,000 a year. The NLRB rule applies only to provisions of the Taft-Hartley Act and collective bargaining.

Asked by B•T if the NLRB ruling would have any affect on wage-hour procedure for stations, Charles H. Tower, NARTB Employe-Employer Relations Dept. manager, said, "The NLRB rule has nothing to do with application of the Wage-Hour Law. The NLRB administers only the Taft-Hartley Act and its decisions have no bearing on the Fair Labor Standards Act, under which the wage-hour rules are issued.

"As far as broadcasters are concerned, no matter what their gross revenue may be they are covered by wage-hour rules now just as they were before the new NLRB policy was announced.

"Some broadcasters have raised a hope that the NLRB action might set a favorable precedent for a similar wage-hour ruling. This is extremely unlikely because of entirely different conceptions of jurisdiction which are found in the two acts.

"The Wage-Hour Law has two significant parts which are of practical importance to broadcasters. One is the minimum wage section; the other, the overtime pay provision.

"The minimum wage requirement set up in the act is that all employes subject to the law must get 75 cents an hour or more. The overtime rule states in effect that time-and-one-half must be paid for hours worked in excess of 40 in any given work week.

"At the present time all commercial broadcasting stations are regarded by the wage-hour administrator as subject to the Wage-Hour Law. However, not all the people employed by stations are covered. Bonafide administrative, professional, supervisory and outside sales employes are excluded from the coverage of the act in the broadcasting industry as they are in other industries. The official wage-hour rules set forth the standards for the application of these definitions."

Stagehands, Networks Negotiating in L.A.

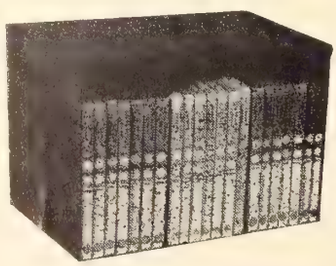
STAGEHANDS from IATSE Local 33, Los Angeles, last week were considering counter-proposals from NBC-TV, CBS-TV and ABC-TV in negotiations for a two-year contract to cover Hollywood network operations.

Union negotiators, headed by local president



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WALLACH & ASSOCIATES
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Carl G. Cooper and King Mansfield, proposed a 10% across-the-board wage increase and improved working conditions during an initial meeting last fortnight. Network representatives, Oscar Turner, assistant to director of public relations, NBC-TV Hollywood; Eugene Purver, director of public relations, CBS-TV there, and Cliff Anderson, director of public relations, ABC-TV there, made an unrevealed counter-offer which was under consideration by union membership last week.

The contract between the networks and stagehands expired yesterday (Sunday).

TWA, NETWORKS STILL AT ODDS

STRIKE by members of the independent Television Writers of America against NBC-TV, CBS-TV and ABC-TV enters its 13th day today (Monday) with no prospects for a settlement in sight and both sides maintaining a "sit-tight" policy.

Spokesman for the union and the networks told B•T last Thursday they had no plans for further negotiation, though the TWA official said he expected a "significant development" to emerge this week. The union struck against the networks on July 21, seeking a new wage scale and union shop clause in the contract for free-lance script writers [B•T, July 26].

One sidelight to the dispute is that TWA's one-year certification by NLRB is scheduled to be reviewed, starting today (Monday). At the same time, the Author's League has had an appeal before the NLRB since last May, claiming it now has majority support among free-lance tv script writers.

On the West Coast, a meeting of the Hollywood AFL Tv and Film Union last week recommended against issuance of a federal charter to TWA. In effect, this kills any chance AFL national headquarters will issue such a charter.

Union representatives, assembled by AFL organizer Tom Randall, said the TWA affiliation, requested on the eve of strike, would force them to support a strike without prior consultation. They also objected to the "idealogical background" of several TWA executives, including Joan La Cour, western region executive secretary who invoked the Fifth Amendment at a House Un-American Activities hearing at Los Angeles last year, in face of a strong AFL anti-communist policy.

RCA Reinstates Writers After Arbitration Decision

THREE MEMBERS of the Radio Writers Guild have been reinstated in script writing jobs with RCA Thesaurus as a result of a decision by the American Arbitration Assn. holding RCA and NBC in violation of a 1953 union agreement in the radio field, it was announced last week by RWG.

Last February, the writers—Geraldine Merkin, Thomas Langan and Frances Rickett—were dismissed by RCA through NBC, to which they reported, and an arrangement was substituted whereby the trio could furnish scripts to RCA Thesaurus on a free-lance rather than a staff basis. RWG protested this change, claiming it was in violation of the 1953 contract covering staff writers at NBC and noting it had reduced the weekly salaries of the writers. The dispute was placed before the American Arbitration Assn. April 20 and a decision was rendered July 14.

MILESTONES

► ANN HUBERT, women's editor, WAVE Louisville, Ky., has celebrated her seventh anniversary with the station.

► WENT Gloversville, N. Y., marked its 10th anniversary last month, and commemorated the occasion with a special broadcast and a party for area youngsters born in July 1944, the station's birth-month.

► GLENN MILLER, national sales manager, WCPO-AM-TV Cincinnati, celebrated his 10th anniversary with the station July 20.



GOLD RECORD of the 5,000th *Judy & Jane* program, sponsored in various markets by Folger coffee, is presented to the advertiser's agency by United Film & Recording Studios, program packager. At the luncheon celebration in Chicago were(l to r) Linton Bagley, advertising manager of J. A. Folger & Co.; Egmont Sonderling of United; Howard A. Jones, Grant Adv., and W. C. Hutchins, United. The serial first was aired in 1932 on CBS after origination by Joseph S. Atha of Folger and Irene Wicker (The Singing Lady). Folger has been only sponsor.



Ford Reports $10 Million In Educ. Radio-Tv Grants

Most ($9 million in the last three years) went to the visual medium, the Foundation reports to a House committee.

THE Ford Foundation in the last three years has made grants totaling $9 million for the establishment of educational tv, and has put out more than $1 million for recorded educational radio programs.

This was reported last fortnight by H. Rowan Gaither Jr., Foundation president, in a statement to the House Committee Investigating Tax Exempt Foundations.

Mr. Gaither said that of the $119 million committed in the last three years (to Dec. 31, 1953), $22.4 million went to the Fund for Adult Education. This fund made the $9 million grants to bulwark educational tv—through matching funds to community groups for the establishment of city educational tv stations; to the Joint Committee on Educational Tv, to the National Citizens Committee for Educational Tv, and to the Tv & Radio Educational Center at Ann Arbor, Mich.

Through its Tv-Radio Workshop, the Foundation itself supported the production of *Omnibus*, a 90-minute tv program "designed to demonstrate that commercial television may serve as a cultural and educational medium and still attract a large audience," Mr. Gaither said.

Although figures were not given in Mr. Gaither's report, it is understood that the Fund for Adult Education has contributed more than $500,000 to JCET, more than $600,000 to NCCET and $3 million for the Ann Arbor Center [B•T, July 26].



Electronics Scholarships

NEED for research and development engineers, presently limiting expansion in electronic field, was cited by West Coast Electronic Mfrs. Assn. as reason for its establishing 12 annual scholarships, valued at $7,400. Students of 11 western colleges and universities who entered electronics will be eligible, according to WCEMA fund trustees.

Deans of California Polytechnic Institute, UCLA, U. of California, Oregon State College, San Diego State College, U. of Southern California, U. of Santa Clara, San Jose State College, Stanford U. and U. of Washington will have sole responsibility for selecting students to receive the scholarships.

RETMA Service School Guide

STANDARD training course procedure for schools and other groups desiring to organize courses in tv servicing, or improving courses for advanced tv service technicians, has been published by Radio-Electronics-Television Mfrs. Assn. Titled "Instructor's Guide for Advanced Television Service Techniques," the booklet is one of three publications in the industry-approved radio and tv service program operated through school and industry groups.

Alaska U. Radio Study

NATIONAL SCIENCE FOUNDATION has reported a $20,000 grant to the U. of Alaska for "Ionospheric Research Using Both Radio Waves of Extra Terrestrial Origin and from Controlled Transmitters," under the direction of C. T. Elvey, director, Geophysical Institute. The grant is for two years, and was one of the 176 made last week by the government-underwritten foundation.

Offers Guide

EDUCATIONAL Television Committee of the National Social Welfare Assembly has prepared a guide for a two-day institute to assist local and welfare organizations in working more effectively with television stations in planning and coordinating programs. Among subjects suggested for study in the guide for the two day meeting are: operation of tv stations, audience potential and interests, procedures for setting up good agency-stations relations, uses of slides and other visual aids.

EDUCATION PEOPLE

E. Finley Carter, vice president and technical director, Sylvania Electric Products Inc., N. Y., to Stanford (Calif.) Research Institute Oct. 1 as manager of research operations, retaining Sylvania association by assisting in contracts with Dept. of Defense and consulting on major research and development contracts.

Charles F. Prickett, 54, executive vice president and general manager, Pasadena Community Playhouse Assn., Pasadena, Calif., died July 25.

EDUCATION SHORTS

Iowa U. is completing radio recording room for radio jouralism students' use at State University of Iowa Communications Center.



A SUM of $4,000 has been raised by Spanish language radio stations in Texas for the aid of Rio Grande flood victims. Raoul A. Cortez (r), president of KCOR San Antonio, presents the contributions to Edward Neill (l), executive secretary, San Antonio American Red Cross chapter, and R. W. Carner, executive vice president of the West Side State Bank there.

Farm Safety Promotion

PROMOTION of National Farm Safety Week in Kansas was aired recently by WIBW-AM-TV Topeka. Ben Ludy, station general manager and a member of the State Committee for Farm Safety, believing that others would profit from the experience of those who lived to tell about their farm accidents, had first-hand reports taped by Wilbur Levering, WIBW associate farm director, and five Kansans who had experienced mishaps. Recordings were made from the tapes and distributed without charge by WIBW to over 40 radio stations in the state, according to the station. These people pointed out how their accidents probably could have been prevented, urging caution and the use of preventive measures in an effort to save more lives.

KEX Aids Japanese Am

KEX Portland, Ore., following a request by JOKR Tokyo, has sent the Japanese station taped examples of successful U. S. radio commercials. JOKR is making a study of American methods in an attempt to develop its commercial messages. Until post-war years, Japanese radio was solely noncommercial. A government-controlled company held a monopoly. The Tokyo station has advised KEX that the material submitted has contributed greatly to its progress.

Roy Thompson,

WITH 28 years . . .

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TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

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ABC

ABC-TV, NCAA RELEASE 13-WEEK GRID PLAN

Card runs from Sept. 18 through Dec. 4. Network plans complete sports series.

THE SCHEDULE of 1954 National Collegiate Athletic Assn. football games to be presented this fall over ABC-TV was announced jointly last week by Harvey Cassill, director of athletics at the U. of Washington and chairman of the NCAA television committee, and Robert H. O'Brien, executive vice president of ABC.

The 13-week schedule will offer 15 games of colleges throughout the country. The schedule follows:

U. of California vs. Oklahoma at Berkeley, Calif., Sept. 18; U. of Iowa vs. Michigan State College at Iowa City, Iowa, Sept. 25; Stanford U. vs. U. of Illinois at Palo Alto, Calif., Oct. 2; U. of Wisconsin vs. Rice Institute at Madison, Oct. 9; U. of Oregon vs. U. of Southern California at Portland, Oct. 16; Pittsburgh vs. Northwestern at Pittsburgh, Holy Cross College vs. Boston U. at Worcester and U. of Montana vs. Brigham Young U. at Provo, Utah, Oct. 23 (split coverage); U. of Pennsylvania vs. Penn State College at Philadelphia, Oct. 30; Baylor U. vs. U. of Texas at Waco, Nov. 6; Georgia Tech vs. U. of Alabama at Atlanta, Nov. 13; Ohio State U. vs. U. of Michigan at Columbia, Nov. 20; U. of Maryland vs. U. of Missouri, at College Park, Md., Nov. 25; Army vs. Navy at Philadelphia, Nov. 27, and Southern Methodist U. vs. U. of Notre Dame at Dallas, Dec. 4.

Mr. O'Brien reported that the series has not been sold, but said there is "strong support" for a national sponsor. He added that ABC-TV is giving consideration to regional sponsorship but expressed the view that the series will be sold as a national package.

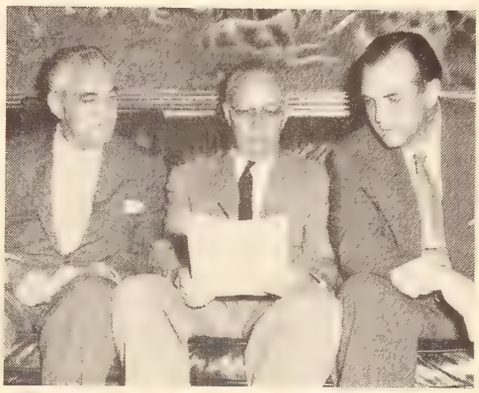
In reply to a question at the New York news conference, Mr. O'Brien said that ABC-TV had been awarded the rights to the NCAA-TV games for a price understood to be the same as paid by NBC-TV last year. He pointed out that cost to an advertiser may be "slightly higher" this year because more tv outlets are expected to be available to carry the series.

Other Sports Coverage

It was announced at the news conference that in addition to the football games, ABC-TV also will telecast a special 26-week schedule covering other outstanding collegiate sports events, starting on Dec. 11. This coverage, according to Mr. O'Brien, will include such attractions as the IC4A indoor track meet, the Drake and Penn Relays, the Skyline Rodeo, the Collegiate crew race at Lake Onondago in Syracuse, N. Y., as well as wrestling, gymnastics and college basketball games.

Asa Bushnell, NCAA tv program director, said that the bid to telecast the football games was granted to ABC-TV because it had offered, in addition to a financial proposal similar to other networks, an all-around plan for college sports development. He added:

"Football is exciting and football is big, but all collegiate sports have certain important things in common—they teach young men discipline, team play and fairness. That is why we are delighted that other fine collegiate sports, in addition to football, will be included in the special winter and spring series that ABC-TV will bring to the American living room."



ROBERT M. WEITMAN, (l) ABC vice president in charge of programming, Asa Bushnell (c), tv program director of the NCAA, and Robert H. O'Brien, ABC executive vice president, confer at the news conference announcing the coming season's schedule of 15 NCAA football games and 26 additional weeks of college sports events over ABC-TV.

At a simultaneous news luncheon in Chicago, James Stirton, director of the tv network, ABC Central Div., described the NCAA-ABC football package as a $4 million deal. He said ABC-TV would entertain the possibility of two or four advertisers on a national scale, or sponsors who would be willing to come in on a regional basis. It would cost national advertisers perhaps $900,000 each. He stressed that ABC-TV will not offer the package on a co-op basis as previously reported because of NCAA restrictions on sponsorship.

Kenneth (Tug) Wilson, Big 10 commissioner, expressed favor with the schedule announced jointly by ABC-TV and NCAA. He acknowledged that the Western Conference still favors its own regional plan, but felt the 1954 slate offers televiewers better football than last year's and will prove acceptable.

Remote Tricks

DESCRIBED as another "television first," an artist-packager was to make a pilot film of a new panel show via DuMont Television Network's closed-circuit operation last Saturday. In order to use the special effects generator at DuMont's Tele-Centre and still preserve the authentic setting he wanted for his program, artist Clifford Saber arranged with DuMont to run three lines between the Tele-Centre and his Greenwich Village apartment. The show, *Past the Line*, was to be telecast from Mr. Saber's apartment while split-screen and wipe effects were to be relayed through the generator several miles away.



Do You Know This Man?

He is Frank S. Barc, Jr., general manager, KRUX, Phoenix, Ariz. He says—

"Coming from Sales into Management it is very easy to recommend to the Sales Department the many, many advantages of the SESAC Library and the many, many sales ideas that I have put to practical use while in Sales. Something old, something new, something blue, but nothing borrowed. That's SESAC."

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ABC REVAMPS HOLLYWOOD STAFF

AMOS BARON, manager of KABC Hollywood, ABC key am station, has been named general manager of KABC-TV succeeding Frank King, resigned. John Hansen, sales manager of KGO San Francisco, joins KABC in management post. Jim Beach, program director of ABC-TV Hollywood, also has resigned along with John Asher, KABC-TV sales promotion manager.

Kenneth B. Craig, former director of CBS Radio business affairs in Hollywood, was named to succeed Mr. Beach in ABC-TV program post. Mr. Asher joins CBS Radio in Hollywood as sales promotion manager.

Future plans of Mr. King and Mr. Beach were not announced as of last Friday.

All-Day Religious Clinic Scheduled Today by NBC-TV

NBC-TV will stage an all-day clinic in New York today (Monday) for 60 protestant ministers participating in a two-week religious radio and television conference, which began last Monday and continues through Friday.

The morning session of NBC-TV's clinic, devoted to technical aspects of broadcasting, will meet at RCA Institutes. The afternoon session will be held in the Johnny Victor Theatre and will be devoted to talks by NBC radio and television personnel. Speakers will include Edward Stanley, manager of public service programs; Doris Ann, supervisor of religious programs, NBC-TV; Marilyn Kaemmerle, supervisor of religious programs, NBC Radio, and Martin Hoade, director of NBC-TV's *Frontier of Faith* program.

The workshop is sponsored by the Union Theological Seminary, the National Council of the Churches of Christ in the U. S. A., the Protestant Council of the City of New York and the World Committee for Christian Broadcasting.

Bingham Has Close Call

WADE BINGHAM, Far East bureau manager for CBS-TV Newsfilm, was reported as having had a "narrow escape" from death in Indo-China a fortnight ago when a land mine on the Haiphong-Hanoi road exploded 15 yards in front of the vehicle in which he was riding, destroying two French military trucks and killing one of the French drivers.

Shawhan Named to Head NBC Hollywood Press

APPOINTMENT of Ralph (Casey) Shawhan, city editor of the *Los Angeles Mirror* for the past six years, as director of press and publicity for NBC Hollywood, effective Aug. 23, was announced last week by Sydney H. Eiges, NBC vice president for press and publicity. Leslie Raddatz continues as manager of the department. Mr. Shawhan, who started his newspaper career in Los Angeles in 1929, and spent five years with 20th Century-Fox as a publicist, will be in charge of an expanded publicity operation for network programs originating on the West Coast.

Cy Howard Plans Own Firm

WHEN his current contract with CBS-TV expires Aug. 21, Cy Howard, producer-writer-director, plans to form his own free-lance production firm in Hollywood, he revealed last fortnight. However, Mr. Howard will continue to produce a new filmed format of CBS-TV's *My Friend Irma,* to be called *My Wife Irma,* as well as *That's My Boy* for the network on a free-lance basis.

The reported reason for Mr. Howard's move was refusal of CBS-TV executives to allow outside independent assignments.

The new firm, to be activated shortly, will be called Cy Howard Productions.

NBC's 'Tonight' to Be Counterpart of 'Today' and 'Home'

NBC-TV's often-discussed *Tonight* program will be launched on Sept. 27 and will be presented Monday-through-Friday, 11:30-1 a.m. EST and 11 p.m.-12 midnight CST.

In announcing plans for the program last Thursday, Sylvester L. (Pat) Weaver Jr., NBC president, termed *Tonight* a late evening show of entertainment and service features, "the logical evening extension" of *Today* (NBC-TV, Mon.-Fri., 7-9 a.m., EDT and CDT) and *Home* (NBC-TV, Mon.-Fri., 11 a.m.-12 noon, EDT and CDT). He said that these two programs, typifying the magazine concept of television, have paved the way for smaller-budgeted national advertisers to use network tv, and added that *Tonight* will make "big-league nighttime tv available to the client who might otherwise not be able to afford class A network time."

Steve Allen Selected

The new program will star Steve Allen and present other entertainers, as well as coverage of the latest news, sports and weather. Though the bulk of the show will originate from NBC-TV's Hudson Theatre, in New York, Mr. Weaver stressed there will be mobile unit-remote pick-ups from various points of the country.

No plans were announced for presenting the program in color. It was pointed out by an NBC-TV spokesman that the Hudson Theatre is not equipped for color, but he added that it was "conceivable" that use could be made of NBC-TV's mobile color unit, as is done for *Today* and *Home.*

Same Selling Plan

Mr. Weaver announced that the program will be sold under the same sales plan as that of *Today,* with four one-minute commercials sold per half hour of the program. He noted that *Today* had 83 different sponsors in 1953.

Executive producer of *Tonight* will be Richard A. R. Pinkham, who has been executive producer of *Today* since August, 1952. Mr. Pinkham came to NBC in 1951 as manager of planning for the television network.

CLEGHORN ELECTED BY GEN. TELERADIO

ELECTION of John Cleghorn, general manager of WHBQ-AM-TV Memphis, which recently was acquired by General Teleradio Inc., as a vice president and member of board of directors of parent company announced Friday by Thomas F. O'Neil, GT president. Mr. Cleghorn, associated with broadcasting industry for past 25 years, has been general manager of WHBQ since 1949 and of WHBQ-TV since 1953 when the station went on air.



MR. CLEGHORN

Five Buy on 'Today,' 'Home'

ORDERS from five clients for a total of 115 participations on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m., EDT and CDT) and *Home* (Mon.-Fri., 11 a.m.-12 noon EDT) were announced last week.

Ralston-Purina Co., St. Louis, through Gardner Adv. there, 20 participations on *Today,* starting Oct. 4, and 19 on *Home,* starting Oct. 21; Armour & Co., Chicago, through John W. Shaw Adv. there, 10 participations on *Today* during the pre-Thanksgiving and pre-Christmas seasons for its poultry; Nebraska Consolidated Mills, Omaha (Duncan Hines mixes), through Gardner Adv., St. Louis, 31 participations on *Today,* to be seen in Central time zone only; The Maytag Co., Newton, Iowa, through McCann-Erickson, Chicago, 28 participations on *Today,* starting Aug. 4, and Swift & Co., Chicago, through McCann-Erickson, five participations during the pre-Thanksgiving period.

WMTW (TV) to CBS-TV

WMTW (TV) Mt. Washington, N. H., will join CBS-TV as a primary affiliate effective Aug. 15, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The ch. 8 WMTW, with studios located in Poland, Me., is owned and operated by Mt. Washington Tv Inc., with John H. Norton Jr. as station manager.

Hutton on First 'Spectacular'

BETTY HUTTON has been signed to star in "Satins and Spurs," an original musical comedy, which will be presented as the first of NBC-TV's 90-minute, Sunday color "Spectaculars" on Sept. 12, 7:30-9 p.m., EDT. Max Liebman will produce 26 of the 39 Sunday productions, including "Satins and Spurs," and of which all but six will be in color.

Sothern in NBC-TV Color

ANN SOTHERN has been selected to star in the first of Max Liebman's Saturday night series of 90-minute color productions and will appear in the leading role in Moss Hart's "Lady in the Dark" on NBC-TV, Sept. 25, 9-10:30 p.m., EDT. The series, which will be sponsored by the Oldsmobile Division of the General Motors Corp., will consist of one such production each month on Saturday night.

MBS REFUSES TIME TO PUBLISHER GORE

Wisconsin editor, given time to answer Fulton Lewis jr. earlier in McCarthy dispute, is turned down at second request.

LEROY GORE, editor of the country weekly Sauk City-Prairie (Wis.) *Star,* was party to an equal time dispute again last week.

Mr. Gore founded the "Joe Must Go" club in Wisconsin which sought the recall of Sen. Joseph R. McCarthy. In April, Mr. Gore asked for and received time on Fulton Lewis jr.'s MBS news show to answer what the editor said was criticism made by the commentator [B•T, April 19].

A similar request by Mr. Gore last week brought a refusal from MBS. An MBS spokesman said: "After reviewing the text of Fulton Lewis jr.'s program we feel they [remarks] constitute legitimate commentary and we believe there is no justification to Mr. Gore's request for equivalent time."

The new incident involved Mr. Lewis' July 23 broadcast which questioned Mr. Gore's motives in refusing to disclose the names of citizens who signed petitions for the recall of the Wisconsin Republican.

In Sauk City, Mr. Gore was quoted as saying Mr. Lewis' broadcast was a "malicious fabrication." The editor said he would confer with the FCC in Washington and had turned over the matter to his attorneys.

Meanwhile, Frank C. McIntyre, vice president and general manager, KLIX Twin Falls, Idaho, and MBS affiliate, reported that Mr. Gore had accepted a station offer of time to answer Mr. Lewis. Mr. McIntyre also said he wired Thomas F. O'Neill, MBS president, that he was "very disturbed" at the equivalent time refusal.

"Lewis has been attacking this man repeatedly and many of your listeners feel this does not constitute 'legitimate comment' but rather vicious and malicious attacks. Common decency aside from FCC regulations dictates the necessity of your reversing your decision," Mr. McIntyre said in his protest to Mr. O'Neill.

Mr. McIntyre said he understood that other MBS affiliates which carry the Fulton Lewis jr. commentary also would be offered the taped reply used by KLIX.

Geismar Named Assistant To Bergmann at DuMont

RICHARD L. GEISMAR, for the past year business manager of the programming and production department of the DuMont Television Network, has been appointed administrative assistant to Ted Bergmann, managing director of the network, effective Aug. 1.



MR. GEISMAR

Mr. Geismar started with DuMont in the summer of 1948 when he was attending Renssalaer Polytechnic Institute. He later studied at the Harvard Graduate School of Business Administration. After finishing there in the summer of 1951, he joined DuMont full time as assistant to the budget director, becoming account manager in the sales department a year later.

During the political campaign of 1952, Mr. Geismar served DuMont as station and client liaison man. Since his appointment in July 1953 as assistant to James L. Caddigan, director of programming and production of the network, he has worked closely with agency executives, packagers and producers. As the department's business manager, he has handled the administrative end of the non-creative side of program operations.

Louis J. Arnold, most recently assistant to Mr. Geismer, succeeds him as the network's business manager. Mr. Arnold was television traffic supervisor of BBDO before joining DuMont.

Henry J. Opperman, a supervising producer at DuMont, has been promoted to the newly-created post of manager of program procurement. He has served the network since 1952, starting as an account executive with DuMont's WABD (TV) New York, and serving later as manager of the account managers group for the network sales department.

Clayland Morgan Dies; Publicist, NBC Executive

SERVICES were held in New York Wednesday for Clayland Tilden Morgan, 60, long-time assistant to the president of NBC and a noted publicist, who died Monday after an illness of many months.

Mr. Morgan entered public relations after World War I, when he served overseas as a second lieutenant of infantry. He joined the publicity department of the French Line, where he remained as director of promotion and advertising until 1936 when he resigned to join NBC. His success in publicizing the maiden voyage of the *Normandie* built interest to such a pitch that newspapers got out extra editions as the ship neared its mooring in New York.

Mr. Morgan stayed at NBC until 1949, when he organized his own public relations firm. He subsequently handled public relations for Air France, French national air line. In 1940 he was named a Chevalier of the Legion of Honor for his services to France.

His wife, Ellen, died last January. He is survived by his mother, Mrs. Frank Bangham.

ABC-TV 'Smilin' Ed' Dies; Show to Continue on Film

FUNERAL SERVICES for James Edwin McConnell, 62, entertainer and host of *Smilin' Ed's Gang* over ABC-TV, were held last Wednesday in Corona Del Mar, Calif. Mr. McConnell died of a heart attack while on vacation July 24.

It was reported by ABC-TV that many of his shows filmed in advance for the new fall series will permit it to continue for a "considerable period of time." The program, which will return to the air Aug. 21, will be presented on Saturday, 10:30-11 a.m. EDT. It will be sponsored by the Brown Shoe Co., St. Louis (Buster Brown shoes) through Leo Burnett Co., Chicago.

Hilton to CBS

ROBERT HILTON, since 1946 head of his own advertising agency, Robert Hilton Co., has been appointed assistant manager of sales development of CBS Radio Spot Sales, effective today (Monday). Before forming his agency, Mr. Hilton served with William Von Zehle Co., J. W. Pepper Co., BBDO and *The Brooklyn Eagle.*

NETWORK PEOPLE

Robert J. Smith, head of own public relations firm and president, chain of weekly newspapers, to DuMont Tv Network as account executive.

Richard H. Campbell, former advertising salesman for *Parents* and *Collier's* magazines, to NBC-TV Chicago sales staff as account executive, succeeding **Charles Standard,** transferred to New York network sales staff.

Paul Martin, account executive, KHJ Hollywood, to Don Lee Brodcasting System, same city, as national sales contact, succeeding **Art Mortenson,** now manager, KFMB San Diego.

Hal Cranton, formerly assistant director of national promotion, BAB, appointed senior writer, NBC-TV sales presentations.

George E. Yonan, former continuity editor, ABC central div., to MBS midwest operations staff as representative for network co-op sales, also working on sales promotion.

Bill Stewart, assistant director, news and special events, KNXT (TV) Hollywood, to CBS-TV, same city, as publicist in press information department.

Jean Paul Masse to tv coordinator administrative assistant and **Donald C. West** to tv coordinator assistant, Canadian Broadcasting Corp., Ottawa; **Peter A. Meggs** to director of press and information assistant.

Virgil Pinkley, editor and publisher, *Los Angeles Mirror,* signed by MBS to conduct news commentary (Mon.-Fri., 10:15-10:30 p.m., EDT) starting Aug. 15.

Barney Miller, night news editor, Columbia Pacific Radio Network, Hollywood, named assistant director for news broadcasts.

Karl Hoffenberg, producer, NBC-TV *Martha Raye Show,* signs to produce program next season.

Worthington Miner, executive producer, NBC-TV, will direct Broadway production, *Home Is the Hero,* and co-produce it with Theatre Guild.

Helen Traubel, opera, concert and night club singer, signed to contract by CBS-TV for exclusive rights to television appearances next season.

Mary Martin will star in first of Leland Hayward's Monday night color spectaculars on NBC-TV on Oct. 18 (8-9:30 p.m., EST), playing lead in three playlets of Noel Coward's *Tonight at 8:30;* **David Niven, Joseph Cotten** and **Cyril Ritchard** cast opposite Miss Martin in each playlet.

Albert McCleery, producer-director, NBC-TV *Hallmark Hall of Fame,* and **Elna Verdugo,** star of CBS-AM-TV *Meet Millie,* named judges for "Junior Jubilee," talent competition, sponsored by Downtown Business Men's Assn. of Los Angeles.

Lou Ann Simms, singer, Arthur Godfrey radio and tv programs, and **Loring Buzzell,** New York music publisher, married July 24.

Ralph Hodges, production coordinator, Columbia Television Pacific Network, Hollywood, *Panorama Pacific* program, and **Mary Ann Edwards,** tv and theatrical film actress, married July 20.

Arch Robb, NBC-TV director of color administration, bruised and his car demolished July 24 in an auto accident near Pickens, S. C. Mrs. Robb suffered two fractured ribs.

PATENT FOR 'G-LINE' ISSUED GOUBAU

Operators of uhf outlets among those who may find advantages in surface wave transmission line invention.

BROADCASTERS and viewers will both benefit from the superior transmission qualities claimed for a surface wave transmission line for which a patent was issued Tuesday to Georg J. E. Goubau, of the Coles Signal Lab, U. S. Signal Corps, at Fort Monmouth, N. J., and assigned to Surface Conduction Inc., New York, which is handling the civilian uses of the invention.

As explained to B•T by Theodore Hafner, patent attorney and physicist, who represents Surface Conduction, the invention, called the "G-Line" for its inventor [B•T, Dec. 1, 1952], transmits energy on the surface of a single wire instead of inside a wire or between two wires as is usually done. This new method of transmission, he said, transmits energy with much less loss than either wires or coaxial cables, particularly in the uhf region.

Broadcasters, particularly operators of uhf tv stations, Mr. Hafner said, will find the "G-Line" of great value for use as a transmission line connecting the transmitter to the antenna. That's very important, he pointed out, as power lost here can never be regained. Of the two methods used now, he noted that coaxial cables reach only to frequencies of 200-300 mc and that wave guides, while very efficient, are also very expensive, costing about $30 a foot. With mass production, he said, it is expected that "G-Line" can be produced at 20% of this price ($6 a foot) or less.

"G-Line" is also being used, Mr. Hafner said, for lead-in wires from receiving antennas to tv sets, particularly for fringe area uhf reception. David Bogen & Co., manufacturers of uhf converters and other equipment, has been licensed to use "G-Line" in this way.

The new transmission line will also be valuable in the community antenna system field, he stated, where it can be used to connect the mountaintop antenna with the sets in the valley. The coaxial cable now in use is expensive both to install and to maintain, he said. Closed circuit connections between stations or theatres or for subscription tv are other potential uses of "G-Line," he said.

Perhaps the most important use of "G-Line," Mr. Hafner said, will be for long distance tv program transmission, supplementing the coaxial cable and microwave relay circuits now used for this purpose. Under mass production, "G-Line" could be installed for 10-15 cents a foot, or $500 to $750 a mile, he said, about the same for a 30-mile stretch as a radio relay link spanning that distance. But he emphasized that while a microwave radio relay link can transmit only one channel, "G-Line" is able to transmit 20 or 30 channels, or 10 to 20 tv programs at the same time.

Secret of the ability of the "G-Line" to transmit energy with an extremely low power loss in comparison to other methods, Mr. Hafner said, is in the use of horns to focus the field of energy to a limited space surrounding the single line, rather than to radiate energy as horns are normally used. The dimensions of the horns, as well as the thickness of the insulating material—polyethelene—around the line are gauged with great exactness to the wavelength of the signal being transmitted. This is a feat of delicate engineering, he said, as at frequencies of hundreds of megacycles a variation of a thousandth of an inch would alter the frequency being transmitted.

"G-Lines" cannot be stretched between towers as overhead wires or cables are, Mr. Hafner said, but must be suspended by nylon strings. Tests have demonstrated, however, that these strings are so impervious to weather and wind that they are an asset rather than a handicap, he explained. The "G-Line" itself, he said, is not affected by rain, but it is by ice, so de-icing elements would be needed for long distance transmission across cold areas.

THE SPOTLIGHT'S ON
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IN THE
EVANSVILLE MARKET

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CBS shows ex-
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Evansville, Indiana
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U.H.F. dream market, isolated
from ANY consistent V.H.F. coverage
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MEEKER TV, Inc.

Regionally by
ADAM YOUNG
St. Louis, Mo.

WEHT Channel 50

Westinghouse Reports Record for Six Months

HIGHEST six-month sales and earnings in the history of Westinghouse Electric Corp. were reported last week by Gwilym A. Price, president, for the first half of 1954. Net sales billed were listed at $811,709,000, as compared with $780,489,000 for the first six months of 1953, and net income at $45,359,000, as against $35,660,000 for 1953.

It was noted by Mr. Price that net sales billed were 4% higher than those of 1953 and net income 27% over last year. He said that the higher volume of sales billed and more efficient use of plant facilities were significant factors in the improved earnings for the first half of the year. He indicated that continued high volume of sales during the second half is expected to result in an all-time sales record for the year.

Earnings per share in the first half of 1954 were reported at $2.75 on 16,117,026 shares of common stock, compared with $2.19 on 15,870,271 common shares outstanding a year ago, representing an increase of 25.6%. Earnings per dollar of sales for the first six months of the year, Mr. Price noted, were 5.6 cents, as against 4.6 cents for the same period a year ago.

Provision for estimated federal taxes on income was said to amount to $54,300,000 in the first six months of 1954 and to $59,755,000 a year ago. Taxes per share of common stock during the first half of 1954 were $3.37.

In the second quarter of 1954, both net sales billed and earnings were reported as "slightly ahead" of the same period in 1953, with net sales of $405,172,000, as against $308,263,000 last year, and net income of $19,073,000, as against $18,802,000 last year.

Long-Life Batteries Claimed by Ohmart Corp.

OHMART Corp., Cincinnati, last week demonstrated a new three-electrode battery which the company claims will result in self-powered radio receivers, signal control devices and similar devices that can operate for long periods of time—as much as 25 years—without attention.

The demonstration was held in New York under the auspices of Creative Frontiers Inc., a non-profit membership corporation serving as a clearing house for the release of scientific news during the early stages of scientific endeavors. The organization plans to incorporate the story of new scientific developments into a tv series entitled "Creative Frontiers."

The new atomic battery embodies a control element—the third electrode—which is said to make possible the varying of output current of the atomic battery. It was announced that the battery, which measures only 1½ inches in diameter by 3 inches long, will be put on the market this fall.

Columbia, B&H Plan Recorders

COLUMBIA RECORDS Inc. and Bell & Howell Co. have joined together in a cooperative program to develop and market a line of tape recording equipment consisting of a table model and a portable unit, it was announced jointly last week by James B. Conkling, president of Columbia Records, and Charles H. Percy, president of Bell & Howell. Bell & Howell's TDC division will manufacture and Columbia Records will sell the new line of tape recorders through authorized Columbia distributors in the music field.

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KANSAS CITY, MISSOURI

Houston-Fearless Announces New Tv Camera Cradle Head

DEVELOPMENT of a new cradle head which makes tilting and panning of tv cameras easier and smoother was announced last week by Houston-Fearless Corp. The degree of tilt ranges from 38 degrees down to 30 degrees up. Adjustable tilt drag is provided.

When the camera is tilted in either direction, the cradle rotates around a constant center of gravity, maintaining absolute balance at all times. The head ". . . rides on four phenolic-covered ball bearings mounted in the base, resulting in . . . smooth . . . silent movement." In panning, a vertical load is carried by two precision ball bearings in the case of the head, the announcement said.

Two models of the cradle head are available: one for standard monochrome, the other for RCA color tv cameras.



A NEW cradle head for tv cameras was announced last week by Houston-Fearless Corp. Two models are available: one for standard monochrome and the other for RCA color tv cameras.

Magnavox to Hold Off On Color Tv for Present

MAGNAVOX Co., Fort Wayne, Ind., does not plan to place a color television set on the market at this time because "the industry is not ready with a marketable product," Frank Freimann, president, stated last week at a trade and press showing of the company's new line of television, radio and phonograph models in New York.

Mr. Freimann declared that 19-inch color tubes now being manufactured will be "obsolete even before they are placed on sale," pointing out that a 21-inch tube already has been announced. Mr. Freimann apparently was referring to CBS-Hytron's 19-inch tube announced earlier this month [B•T, July 12] and RCA's promise of a 21-inch color tube by Sept. 15 [B•T, July 19].

Mr. Freimann reported that the company's gross sales for the fiscal year ended June 1954 amounted to $62½ million, as compared with $57,979,000 in the previous year.

Magnavox's new television line included 21 different models, ranging in price from $149.50 for a 17-inch table model to $595 for a 27-inch receiver. The company also introduced its first table radio line, comprising four sets in wood cabinets and priced from $49.50 to $99.50.

Job Assured

OUTSTANDING graduate of the New York U. College of Engineering for the second straight year has been an industrial engineer employed by the Emerson Radio & Phonograph Corp. while attending classes in the evening, it was reported last week by Dorman D. Israel, Emerson's executive vice president. He said that a fortnight ago, Eugene D. Homer was graduated Magna Cum Laude with the degree of Bachelor of Industrial Engineering and duplicated the record compiled last year by Leonard E. Stevens by receiving an award given to the university's outstanding engineering graduate. Both men are employed in Emerson's Central Planning Section.

RCA VOLUME HITS ALL-TIME RECORD

ALL-TIME record volume of sales of RCA products and services was reached during first half of 1954, with gross of $444,369,000, a gain of 8% over the $410,686,000 previous peak reached in the first six months of 1953, Brig. Gen. David Sarnoff, RCA board chairman, announced Thursday.

Earnings before taxes also hit a new high of $39,603,000 for the first six months of this year. Net profit after taxes for the period was $19,268,000, up 6% from the first half of 1953, when the net was $18,185,000. After payment of dividends on preferred stock, earnings on the common stock were $1.26 a share, compared with $1.18 a share for the first half of 1953.

Second-quarter RCA sales also reached a new high of $217,760,000, up 7% from the $202,679,000 gross for the like period of last year. Common share earnings for the quarter amounted to 60 cents, compared with 57 cents for the same quarter of 1953.

Radio Corporation of America and domestic subsidiaries consolidated statement of income

For the quarter ended June 30	1954	1953
Products and services sold	$217,760,000	$202,679,000
Cost of products and services sold and other operating costs	198,627,000	184,326,000
Profit before federal taxes on income	19,133,000	18,353,000
Federal taxes on income	9,931,000	9,461,000
Net profit for the quarter	9,202,000	8,892,000
Preferred dividend	788,000	788,000
Balance for common stock	8,414,000	8,104,000
Earnings per share on common (14,031,016 shares)	.60	.57
For the six months ended June 30		
Product and services sold	$444,369,000	$410,686,000
Cost of products and services sold and other operating costs	404,766,000	371,877,000
Profit before federal taxes on income	39,603,000	38,809,000
Federal taxes on income	20,335,000	20,624,000
Net profit for the six months	19,268,000	18,185,000
Preferred dividend	1,576,000	1,576,000
Balance for common stock	17,692,000	16,609,000
Earnings per share on common (14,031,016 shares)	1.26	1.18

Sales Upswing Predicted For Tape Recorder Field

SALES of tape recorders will rise from $15 million to $100 million in a few years, with an average price of $200 and projected production of 500,000 units throughout the industry, Richard A. Graver, vice president in charge of marketing for Hallicrafters Co., predicted at the firm's recent sales meeting in Chicago.

He claimed tape as a source of recorded music has been held back until recently looking toward development of a master recording machine, now perfected. He reported 50,000 units turned out in 1951 at an average price of $300, 100,000 at the same average in 1952 and 275,000 at a price of $275 last year. Hallicrafters has entered the tape recorder field because of its rapid growth, Mr. Graver added.

RCA Reports Vicksburg Uhf Booster Successful

SUCCESSFUL operation of a tv booster station, which produced a Grade A signal in a uhf station's shadow area, was announced by RCA last week.

The experimental booster was operated in Vicksburg, Miss., 37 miles from ch. 25 WJTV (TV) Jackson, Miss., and "shadowed" from the Jackson transmitter by a range of hills [B•T, April 26].

Not only were the Vicksburg area signals boosted to Grade A proportions, RCA reported, but there was little interference between the direct transmission from WJTV and that from the booster. The experimental booster used horizontally polarized transmissions, same as that used by the "mother" station. The experiment also included the use of vertical polarization.

The booster station was located on a bluff overlooking the historic Mississippi River community. It received direct signals from WJTV, amplified them to 10 w and fed them into a highly directionalized antenna which hiked them to 1 kw for broadcast.

Dr. George H. Brown, David Sarnoff Re-

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WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

search Center, Princeton, N. J., developed the equipment. He also supervised the Vicksburg tests.

A detailed report of measurements of picture quality, and other factors is being prepared for submission to the FCC, T. A. Smith, RCA Engineering Products vice president and general manager, said.

Westinghouse V. P. Predicts Color Boom

COLOR tv sales will boom "in a couple of years," paralleling recent black-and-white set sales, predicted John M. McKibbon, vice president and general manager of consumer products, Westinghouse Electric Corp., to radio-tv and appliance dealers at a Western Summer Market dinner-meeting in San Francisco last week.

Commenting on the future market, he pointed to estimates that the U. S. population will rise 21 million by 1963. "Market is people," he continued. "Ten years from now, we will have 6 million more families. That's like adding 25 cities the size of San Francisco, St. Louis or Washington."

MANUFACTURING SHORTS

RCA Service Co., Camden, N. J., announces second edition of "Practical Color Television," prepared for use by television service industry and technical schools, is ready for distribution. The 80-page manual contains text, drawings and photographic explanations of electronic operations of color tv.

Newcomb Audio Products Co., Hollywood, introduces the Compact 10, a complete single 10 watt amplifier, pre-amplifier and control unit weighing only nine pounds, for high-fidelity systems.

Califone Corp., Hollywood, Calif., announces new 1955 line of 15 portable phonographs, transcription players and sound systems, with a new emphasis on high fidelity in all models. Further information, including an eight-page catalog is available from the company, 1041 N. Sycamore Ave., Hollywood 38.

Audio Devices Inc., N. Y., announces type EP Audiotape, recording tape manufactured "with extra precision to meet the most exacting requirements in new fields of science and engineering." Details and prices are in Bulletin #117, which may be obtained from the company at 444 Madison Ave., New York 22.

Westinghouse Electric Corp., Pittsburgh, Pa., has announced it will build a multi-million-dollar sound laboratory and test center for transformers at its transformer div. plant, Sharon, Pa. Project is due to be ready by early next year.

Ballantine Labs, Boonton, N. J., announces Model 620 high-voltage multiplier, described as allowing measurement of alternating potentials up to 60 kilovolts peak with all types of Ballantine voltmeters and with many other makes also, and serving as a potential divider with most CRO's for displaying high potential waveforms.

Hoffman Radio Corp., L. A., announces profits for first six months of 1954 have risen 17% to $818,683 from $697,320 for like 1953 period. Dividends for 1954 half-year rose to $1.15, compared to previous period's 98 cents. However, Hoffman executives disclosed tv set sales have declined somewhat during past fiscal year, with added income derived from increased government work and expiration of excess profits tax.

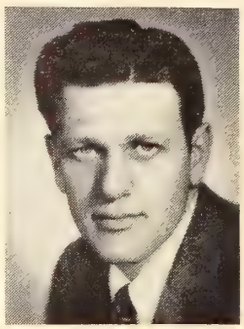
First public demonstration of the new Berlant Broadcast Recorder was held at the studios of **Gotham Recording Corp.,** N. Y. Produced by **Berlant Assoc.,** L. A., and marketed in the eastern area by **Fisher Radio Corp.,** N. Y., new device is designed for use by radio stations, recording studios, churches and schools.

Hetherington Inc., Sharon Hill, Pa., announces new holding coil switch that performs functions of a relay plus two conventional switches. Designated Hetherington A1200 series holding coil switch, unit has built-in solenoid which holds the switch on contact until the solenoid coil circuit is externally interrupted, according to the company.

Clarke Instruments, div. of NEMS Inc., Silver Spring, Md., announces model TR-1 tv rebroadcast receiver for use in direct pickup and rebroadcast of tv signals. Receiver response extends to 4 mc and is adaptable to color reception without modification, according to the company. Additional information may be obtained from the company at 919 Jesup-Blair Dr. Telephone is Juniper 5-8300.

MANUFACTURING PEOPLE

Neal F. Harmon, sales manager, two-way radio equipment, General Electric Co., Syracuse, N. Y., appointed southwestern regional manager for communication equipment, headquartered in Dallas; **James D. Helm,** sales manager, special accounts, appointed sales manager for mobile communication equipment and special accounts; **Wells R. Chapin,** district sales manager in St. Louis, radio and tv broadcast equipment, named to similar post in New York; **Robert E. Lauterbach,** district sales representative in Atlanta, succeeds Mr. Chapin.

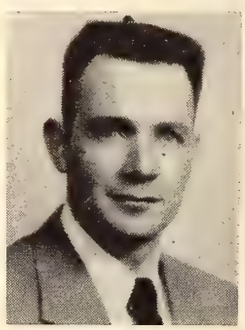


MR. WEXLER

William W. Wexler, director, marketing research programs, Raytheon Mfg. Co., Waltham, Mass., appointed advertising and sales promotion manager, equipment sales division.

Robert G. Scott, manager of sales engineering, Cathode-Ray Tube Div., Allen B. DuMont Labs, named assistant sales manager; **Thomas C. Flynn,** formerly with publicity staff, David O. Alber Assoc., named public relations representative; **Jack J. Baxter** and **Lawrence H. Arnold** to Mobile Communications Dept., as sales and service representatives.

James W. Safford, New York district sales manager for radio-tv div., Sylvania Electric Products Inc., N. Y., appointed eastern regional sales manager; **Virgil W. Wittman,** Raleigh district sales manager, named southern regional sales manager; **John C. Taylor,** merchandising staff, equipment picture tube sales div., appointed merchandising supervisor; **Frederick W. Fulle,** sales manager, fluorescent fixture dept., lighting div., Sylvania Electric Ltd., Montreal, Que., appointed general sales manager for lighting products.



MR. HUMPHREY

Richard A. Humphrey, active for past eight years in research on synthetic mica, appointed chief of research and development, Mycalex Corp. of America, Clifton, N. J., plant.

A. E. Cascino, director of market research, Crosley and Bendix home appliance div., Avco Mfg. Co., N.Y., appointed director of marketing.

James Ruff, director of market research, Apex Electrical Mfg. Co., Cleveland, to Norge appliance div., Borg-Warner Corp., Chicago, in same capacity.

E. R. Sliger, vice president's market research staff, Westinghouse Electronic Tube Div., Pittsburgh, appointed newly-created assistant general sales manager of division.

Charles J. Merchant, Walter J. Brauer & Assoc., Cleveland (manufacturers' representatives), to Wallace's Telaides, Jamaica Plain, Mass., as sales manager.

Andrew H. Bergeson, U. S. Navy (retired), to Stromberg-Carlson Co., Rochester, N. Y., as consulting engineer.

Clifton H. Davis, formerly chief electronics engineer, aircraft div., Globe Corp., Joliet, Ill., to Neomatic Inc., L.A. (precision subminiature relays for advanced electronic equipment), as assistant chief engineer.

S. S. Stevens, engineer in charge, antenna research and development lab, Douglas Aircraft, Long Beach, Calif., to Tubergen Assoc., L. A., electronic representatives, as consulting engineer.

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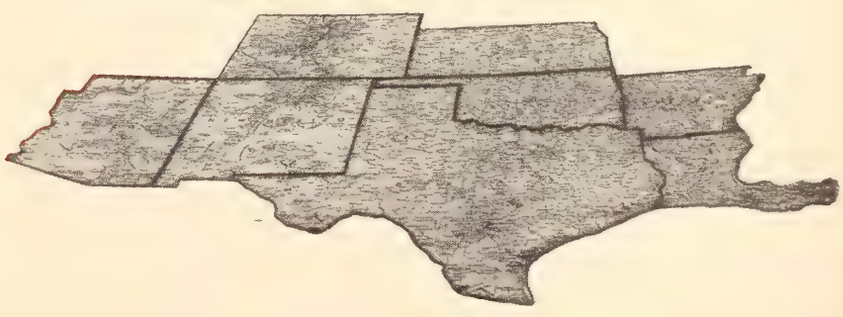
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use the truly effective, economical method . . .
WOAI! With this one advertising "buy"
you get radio coverage throughout the Southwest
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can give you nearly as economically.
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blankets the entire Southwest. And WOAI's
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For that fall schedule you're planning,
get the lowest cost radio coverage of
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★ Seen throughout the country for the past three seasons FOREIGN INTRIGUE is a pre-sold product. It stands alone, acclaimed by both trade and general press — and loyally supported by the viewing public—as the pre-eminent TV film show of its type.

★ In addition to the 117 available FOREIGN INTRIGUE episodes, there is an entirely new group of films now before the cameras in Europe which will unveil a dramatically revamped format.

★ Prices for groups of 26, 39 and 52 films can be had upon request.

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★

features

- **High tv standards on a low budget. Page 78.**
- **Animation with slides. Page 79.**
- **KOMO finds jobs in Seattle. Page 80.**

Top 10 of WGN's 75,000

THERE ARE some 75,000 transcriptions in the music library at WGN Chicago. Each week the station enlists the services of its listeners to pick the favorite 10 of those records.

It's all part of *Your Big 10 on WGN,* a program idea which seems to have caught on in the Chicago area. A sort of Midwest *Hit Parade,* it reaches into downstate Illinois, the surrounding midwest states and all other points covered by the station's clear channel signal.

The idea is credited to Saxie Dowell, a disc jockey who formerly was with the Hal Kemp band for 15 years. The top 10 are played on Mr. Dowell's 9:05-10 p.m. show each Monday.

All Disc M.C.'s Participate

The other 11 WGN disc m.c.'s participate in the weekly survey through their own shows. They are Bill Albert, George Bauer, Buddy Black, Dick Coughlan, Howard Dorsey, Bill Evans, Jack Fuller, Jim Lounsbury, Jim Mills, Fred Reynolds and Ernie Simon. Altogether they receive anywhere from 700 to 1,000 listener votes each week.

WGN sent out a form letter to selected listeners to launch the drive, asking them to serve on a special committee. This course was designed to prevent fan clubs from sending in large blocs of votes for favorite performers.

A release on each week's record choices is mailed out to over 300 persons, including record companies, music publishers and promotion experts, as well as the trade press and newspapers. WGN has printed some 500 counter or window displays, half for local distribution, half for downstate Illinois.

No Tie-In with Record Stores

There is no tie-in with record stores, but Bruce Dennis, WGN program director, feels it is to their advantage to feature the record choices as played by the station. He adds:

"The selections picked by our listeners usually run about three or four weeks ahead of the *Hit Parade.* We like to feel, furthermore, that our Big 10 is really closer to what people want here in the Midwest."

The "Big 10" idea has been lauded by BMI's Vice President Robert J. Burton and others interested "in the welfare of the music industry." He wrote Mr. Dennis:

"It is indeed refreshing to see programs where listeners pick music on the basis of their choice instead of the usual run-of-the-mill program where a disc jockey or other person connected with the selection of music relies almost exclusively on trade paper charts which, even if accurate, can only reflect the opinion of a very small-sized group of professionals."

LOCAL, LIVE and INEXPENSIVE

HOW THE SMALL-BUDGET STATION CAN KEEP TV STANDARDS HIGH

By Dan Shields

THE PROBLEM: bringing good live television out of a small budget. This is the puzzler which today confronts an increasing number of stations across the country, stations with limited equipment, personnel and capital. More often than not the solution falls to the producer.

Until recently, Dan Shields was assistant program manager for WEEU-TV Reading, Pa. He now is with the tv film production department of the Biow Co., New York. While with WEEU-TV (and before that, WFMY-TV Greensboro, N. C.) Mr. Shields ran head-on into many of these problems. Here are some of his ideas on licking them:

ALMOST every format for a television show is wrapped around an idea or conglomeration of ideas. In developing an idea for our small station programming, the program or production manager, the talent, and the producer must keep several very important concepts in mind. First, *keep it simple*. Simplicity is the key word in television. Careful development of a single important idea is far more desirable than making one program try to put across six or seven ideas. Strangely enough, it is sometimes easier to make a television show complex than it is to simplify it. All suggestions and ideas that are extraneous to the central theme should be mercilessly pruned. In the end result they will only complicate the production and confuse the viewer. The subject matter should be considered in relation to the time of the show, the expected audience, the adjacent programs, and the possible special appeal because of timeliness. For both professionals and non-professionals working on television, a rule of thumb is to sell one idea and to sell it well.

At this point we will assume that we have agreed upon a single good idea for the proposed program and that we have embellished and added only where necessary to further this central theme. It will be found that the program will divide itself into several natural parts or segments. To tie one segment to the next and to change or establish a mood, transitions are needed. They are an important part of a performance, and many times they can either make a program stand out or label it amateurish. If they are poor or missing, the pace will be dropped completely and the program must struggle to pick up the thread of interest and continuity again.

Often the commercials are used to divide one segment from another, which is perfectly acceptable. However, the nature of the material in the commercial and in the program immediately before and after the commercial must be kept in harmony. Juxtaposition of two incompatible elements can detract seriously from a production. A large network production comes to mind wherein an outstanding reporting job showing starvation and disease rampant in some blighted area was followed by a sales job for foods.

Transitions are best when they too are simple. They can be photographs, film clips, miniatures, artwork symbols on slides or flipcards, or one or two individuals with dialogue. This can be placed very effectively



THE AUTHOR AT WORK

in limbo. A musical bridge added to some visual cliche will add polish and movement to a transition. Both the open and the close are in a sense transitions—changing from the previous program to something new and usually different. The beginning is important in that it sets the mood for the whole show and hopes to hold the channel-changer back. The close should leave the viewer with the thought, "well done," coupled with a desire to see next week's epic. Time spent on these two important transitions is well worth the effort.

At this point in the life of our hypothetical program, we can draw up the format. There are generally two types of formats: one is the program structure which remains unchanged from show to show, and the other is the format of the particular show that is filling out the skeleton for this performance. In the budget-minded station with a tight schedule, generally the only format that will be written down is the standard weekly schedule. This will contain information as to the music and booth used for open and close, together with video instructions, the titles and their sequence, and will have notations as to which standard procedures shall be adhered to during the body of the show. This format will indicate the approximate length of each of the various segments of the show, where the commercials should be placed, and, if necessary, the various getout times for the segments. For instance, the format will tell the producer that all the acts of an amateur talent show must be concluded by twenty minutes into a show.

Once the format for his particular show has been determined, it is up to the producer to line up all the segments in his mind and to decide how much time to allot to each. It is at this time that all talent with specific acts, such as musical numbers, are timed with a stopwatch. This dry run will feature a producer-talent conference with *all* participating talent present. It is difficult to play a part in a production without knowing the total picture.

After the program is thus outlined and

the times blocked out, the producer can select the sets, scenery, props, and, if any, incidental music. In a large operation this would mean further conferences with musical directors and art directors. In our local operation this will mean pulling his own records, hammering together his own sets, and begging or borrowing whatever props are needed.

The first studio rehearsal will most likely be a dry run, i.e., there will be no hot mikes or cameras. However, the camermen should be included here if at all possible. They will be the people concerned with lensing the show, and they can forestall later complications by their presence and advice. With the talent and the cameramen, the producer then blocks the action of the segments and the transitions. Lighting is considered, and the audio man called in to determine mike placement, boom swing, and similar audio problems. All major bugs should be ironed out at this stage, such as boom shadow, getting cameras crossed or cornered, the time necessary for talent to get from one set to another. At the conclusion of this rehearsal, the crew should know pretty well what to expect during the whole show.

The "hot camera" rehearsal divides itself naturally into three parts. First, the producer runs through the individual segments on camera. Then he should have a camera rehearsal of the transitions. Finally, these will be put together and a full dress rehearsal run through, putting emphasis upon overall pace and timing. Ideally, this session should be the day of the show, usually a few hours or immediately before air time.

The above sequence of events is, in relation to larger operations, simple enough for any fairly elaborate production. However, it is realized that there will be many instances where it will be unnecessary or impossible for the producer to enjoy the luxury of the situation as outlined. For practical reasons, the show must go on with a very minimum of pre-air-time work. This puts the burden heavily upon the crew and the talent to take best advantage of what time there is to prepare for the show and the familiarity of a weekly format.

The talent, cameramen, and audio man, as well as the producer, must be able to think two or three jumps ahead of the show, be able to act and react with lightning speed, and above all, keep a cool, almost objective, approach to the whole proceeding. For such limited preparation, the following steps are the most important and should never be glossed over or left out, even if the people concerned just make mental notes.

First, the program should be outlined in the producer's mind and the segments blocked for time. He will, of course, decide upon the set if it is not a standard backdrop. Prior to air time, he should discuss the action with the talent and cameramen. Remember, camera movement is as integral a part of the action as movement of the talent and both should be worked out together. Camera movement is taken here to mean not only dollying and trucking, but also panning, tilting, and lens changes. At the same time, the producer should be working out in his mind the

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LOW-COST COMMERCIALS WITH ANIMATED SLIDES

PULL ONE LEVER on the projector and the screen shows a girl in the still transparencies starting to strut. Pull another and she starts to swing her hands. Move your hand back and forth over aperture of glass on the device and the picture becomes one of an atomic-like explosion.

These effects of almost complete animation are produced from stills projected on a device called the H-R Cellomatic, which its proud and youthful inventors claim can fulfill the same purposes as tv film and live commercials at approximately half the cost.

Four years ago Tom Howell and Milt Rogin worked as commercial artists at the same advertising agency and learned they had a mutual interest: a fascination for television. In bull-sessions together, they tossed around ideas on the application of commercial art to the medium. Out of these discussions came the decision to form their own art studio devoted full-time to television, namely Howell-Rogin Studios, New York.

The deeper they became immersed in television commercial art, the more they became convinced that a method should be devised to provide animation for commercials and other programming more cheaply than by standard techniques. Although neither Mr. Howell nor Mr. Rogin had any previous background in mechanics or optics, they spent hours upon hours studying technical data on these subjects. Three years ago they turned over their plans for a device to a projection manufacturing company in New York. Together with engineers and technicians there, they worked out the principles for the first machine, called the H-R Animator. The current improved model is protected by forty-odd patents held by Messrs. Howell and Rogin.

The Cellomatic is a portable unit resembling a kitchen range and weighing under 300 pounds. It has its own self-contained screen and projector and an installed optical effects system, and can project blown-up pictures up to six-by-eight feet.

Because the Cellomatic projects the required picture on its own screen, only a single television camera is required to pick up the picture. Its inventors contend that in this phase of tv operation alone advertisers can effect a substantial savings.

"You can imagine the value of this machine," Mr. Howell explains, "when you consider that it produces effects which heretofore required a battery of telecameras, such as wipes, superimpositions, round and square iris, vertical and horizontal crawl, instantaneous cuts and lap dissolves." Mr. Rogin contends Cellomatic provides "the closest thing to complete animation ever devised."

The present model, Mr. Rogin adds, represents considerable improvement over the Animator introduced three years ago and still is "by no means the last word." Machines now under construction embody 14 new improvements.

The machine is color-corrected for color television and was tested on the first color telecast of NBC-TV's *Camel News Caravan*. Mr. Howell notes that NBC-TV executives credited it with having solved "difficult color problems."

Messrs. Howell and Rogin have come up with an impressive list of clients. Currently, NBC-TV has exclusive rights to the machine for special events, current events and news programs, but otherwise it is available for rental by all tv networks and advertising agencies.

Among the television programs that have used Cellomatic for animation, Mr. Howell reports, are NBC-TV's *Judge for Yourself, Two for the Money, Show of Shows* and *Goodyear Playhouse;* CBS-TV's *Beat the Clock, Omnibus, Man Behind the Badge* and *Tommy Dorsey Show,* and DuMont's *Chance of a Lifetime.*

The machine currently is available for rental only in the New York metropolitan area. The cost is $85 for weekday use, $100 for Sunday, including the services of a trained operator. Howell-Rogin is geared to provide art service, including typography, at additional cost, but a client with his own facilities for art work still may lease the machine.

Messrs. Howell and Rogin have seen their enterprise grow from a two-by-four office set up with borrowed money to a firm employing 19 and occupying a suite of seven offices. They currently own six Cellomatic projectors. Others under construction will raise the total to 11 by October. They ardently believe that their brain-child will have a revolutionary effect on the film animation field, and they see widespread application for it in a host of enterprises.

"For a couple of Rube Goldberg characters we can't complain," Mr. Howell comments. "And don't forget—our machine works!"

RADIO FILLS JOBS

KOMO's 'Jobfinder' is winning public service laurels for filling Washington civil service job openings.

A TWO-WAY public service radio program—one which both informs listeners of jobs to be had and provides prospects for job vacancies in two civil service organizations in the state of Washington—is enjoying a prolonged success on KOMO Seattle.

The weekly *Jobfinder* was conceived and put into action some nine months ago by Reg Miller, KOMO public service manager, with the cooperation of Fred Patterson, KOMO program director.

Mr. Miller, whose experience also includes several years as a newsman and announcer on KJR Seattle, became public service manager of KOMO in May 1953. One of the first things he noticed were the "run-of-the-mill" announcements listing job vacancies in the Seattle Civil Service Commission, the Washington State Personnel Board and the U. S. Civil Service Commission.

From his experience as a newsman, Mr. Miller knew most of the announcements went into the waste basket, largely because, as he puts it, they were not suitable for spot announcements and could not be rewritten for newscasts without being made into feature stories. Besides, he says, there were plenty of other worthy organizations that needed what free time KOMO had to spare.

Worried about KOMO's inability to help these groups, Mr. Miller soon hit upon an idea which he thought would perform this service and at the same time provide the station with a public service show both interesting and informative. He suggested to the city and state groups that KOMO would furnish an announcer to write and voice scripts and give air time for the proposed *Jobfinder* program, provided the civil service groups would pay a reasonable talent fee for the announcer's extra time.

The two organizations also agreed that KOMO could air, as they came in, various announcements from the Washington State Employment Service and other governmental agencies regarding employment.

Mr. Miller also realized that the program would have to be a public relations job. The public seemed reticent to apply for city and state jobs for several reasons: lack of knowledge of the job itself, or how to apply; fear that changing politics might endanger job security; fear of taking examinations, and misconceptions that wages were too low and that to have a city or state job was to admit failure in getting anything better.

Requirements for *Jobfinder* were that it (1) inform the public on job openings and the type of job and (2) point out the advantages of civil service work, such as good working conditions, fair wages, retirement and better security than most other types of employment.

The *Jobfinder* program, written and announced by Merrill Ash, KOMO newsman, not only carries information about civil service jobs, but also incorporates in each show an interview with someone working as a fireman, transit operator, clerk-typist, etc., or someone in an administrative position who can talk about the job offerings with first-hand knowledge.

The program is producing results. The city and state both report a steady flow of applicants who mention hearing about the vacancies on *Jobfinder*. Some 450 applicants answered an announcement for a typist's position and some hard-to-fill jobs have been filled through the program, says Mr. Miller. The U. of Washington has indicated the program is attracting interest on the campus. Responses have come from all over Washington and Oregon and from California, Nevada and Canada.

Spot announcements on city and state jobs also are being telecast on affiliated KOMO-TV.

KOMO has received letters of appreciation from the Seattle Civil Service Commission, the Washington State Personnel Board and the Puget Sound Chapter, American Assn. of Social Workers. The U. S. Civil Service Commission also has indicated an interest in the program, and will be welcome if it can find a way to participate, says Mr. Miller.

Roy A. Palm, secretary of the Seattle Civil Service Commission, has reported to Mr. Miller that the KOMO *Jobfinder* program has given the city a higher level of employe and has given the public a much clearer conception of the variety and importance of the work done by the various city departments.

LOCAL, LIVE and INEXPENSIVE

(Continued from page 79)

sequence of camera shots. Actual camera rehearsal may be non-existent, but if there is any, first consideration should be given to the all-important transitions, and any drastic or unusual movements. Standard cut and dried sequences can usually be handled without previous rehearsal if necessary by a competent crew. Finally, thought must be given to mike placement for each sequence. More than once a producer who has forgotten "the other half" of tv has been caught with a sequence starting out with no mike—and a ruined show.

At this point in our discussion, a word about camera work is appropriate. As in all television production discussed here, simplicity is again the keyword. Both the cameraman and the producer should keep in mind the total picture presented when lining up shots or planning camera movement. Since many individual shots are not set up ahead of time, the cameraman must be able to follow the meaning of the show and pick his shots accordingly. He must always be looking for a new or better camera angle. All camera changes and camera movement should have some motivation, otherwise they become meaningless. This is perhaps the greatest fault of local station personnel. Fascinated with the equipment and its possibilities, and eager to do a job, the crew frequently overproduces camera work and switching. Meaningless camera movements are made too frequently. Slight imperfections in a dolly or truck do not look too noticeable on the cameraman's seven-inch monitor, but they become very prominent on the viewer's 21-inch set. In like manner, the relatively new producer will sometimes cut back and forth at a pace incongruous to that of the show and with little meaning or advantage to the viewer. Camerawork that becomes obvious has detracted from the content of the show and is therefore without purpose—a detriment. At its best, camerawork is subservient to the subject being viewed—not a showcase for a hot cameraman. On a one-camera show, the cameraman, of course, has the live production in his own hands. The producer merely switches in and out of whatever slides and film are called for and watches timing. He will also advise his creative interpretation of the camerawork as it is happening; watching a monitor in the control room is a different subjective reaction to the show from working the camera(s).

By air time, the television show should be completely mapped out in the mind of everyone connected with the show. This is an obvious fact, but one that is amazingly overlooked at times. While the show is on the air, the producer is the originator of all cues, timing, and talent or camera movement . . . either directly or through the floor manager. If there is no floor manager, floor cues are usually given either by the cameramen or the boom operator. The producer during the show should not have to explain in detail what to do—just when to do it.

His commands should be clear, concise and non-emotional. As in the Army, commands over the order wire should be in two parts always—the command of prepara-



Acres of casing are mobilized in readiness at a well site. Last year an average of 1⅓ producing wells were drilled every day by

CITIES SERVICE

A Growth Company

tion first, followed by the command of execution. Even when the producer himself does the job—such as switching—he should give all commands as if he were telling others to do it. Thus all the members of the crew will know exactly what is going on, and better teamwork will result. In giving commands to others, the producer will always give the man time to prepare for the action desired. This time lag will depend upon what is wanted, how badly it is needed, as well as the ability of the man doing the job. The wise producer, in lining up his camera shots, will always have a cover shot ready, or immediately available if that cannot be achieved. This can always save him if something unexpected turns up. A person speaking out of turn, unplanned audio or video adlibs from both human and non-human subjects—all can be lost entirely if a cover is not almost immediately ready to catch any and all action.

The producer, working three shots ahead whenever possible, anticipates the action. When he is on camera one, for instance, he is planning the next shot for camera one, having already set up the next shot for camera two. When this is not possible, the producer must then depend upon the ability of his studio crew to get what is needed without being told.

Live television in the small market is a different species from the network show. The crew is a small group of men working together on a great variety of shows. Whereas large market television production is highly specialized and categorized, small stations operate best with personnel having wide interests and many talents.

Time and manpower are always short, and careful planning in the idea stages of a program series can avoid later headaches. Keeping everything as simple as possible helps cut down the possibility of error and usually results in a better show.

There always will be the problem of the client who sees an elaborate production on network and demands a similar job from the overworked local station, and the public service groups who cannot recognize the requirements of the medium. But patience, ingenuity, and a long, hard educational job can help convince the worst offenders. The viewer, after all, is looking for entertainment, and if he can be given a good idea wrapped in a clean format and production and handled by relaxed talent with a sense of showmanship, he will be entertained.

Pulchritude on WPEN

WPEN Philadelphia reports a "history-making" 80-hour introduction and promotion of the local run-off of the Miss Universe contest, the first time, the station claims, a promotion of this type was planned, announced and conducted in less than 100 hours. The actual judging of the contest was conducted on the air and the crowds waiting to enter the studios were so large that the station had to supply street amplification for the overflow. Sponsors of the Miss Eastern Pennsylvania division of the contest praised the station, stating it would have been impossible for them to have conducted it without WPEN's cooperation.

PROGRAMS & PROMOTION

WCPO-TV JIGSAW PUZZLE

A TELEVISED jigsaw puzzle has been launched with considerable success over WCPO-TV Cincinnati, that station reports. The contest, "Who's it? What's it?" consists of a scrambled picture each weekday, which is flashed on the screen some five times a day at unscheduled times, and viewers are asked to provide identification. Over 2,400 entries were received in the first week's contest and incomplete tabulations for the second week indicate an even greater number of entries. Thirty prizes weekly are awarded to jigsaw puzzle winners, who send in their five identifications at the end of the week. WCPO-TV says that in addition to offering exciting summer fare, the program acquaints viewers with local and network personalities (thus far used for scrambled pictures) and gives the family a chance to enjoy a quiz by participating in it themselves.

INTEREST RISE BROADCAST

SURPRISE announcement of a bank interest increase from 2½ to 3% was made on the 11 p.m. news over WGAR Cleveland. C. W. Grove, president of the Second Federal Savings & Loan Assn. in that city, handles the closing commercial on the bank sponsored program and immediately following his announcement, according to WGAR, most of the city's savings and loan associations followed suit with interest rises. It also is claimed that for three days following the WGAR announcement, Second Federal set a record for new deposits.

TV LISTINGS TIE-UP

WPEN Philadelphia, in a bid to catch the tv viewers who are among the late stay-uppers, has contracted with the *Philadelphia Inquirer* to close out the tv program listings in that paper every day with small boxes which promote the station's new all night program format. After the listing of the last tv show, readers are advised to tune to 950 "the long night thru." The new program format starts at 10 p.m. and according to WPEN, it has attracted large studio crowds until 5 a.m.

WLWT (TV) MONKEY BUSINESS

WLWT (TV) Cincinnati began a recent promotion contest by announcing that a "world traveler" was to soon visit that station's studios. For a week, viewer suspense was built up by "telegrams" from "Mr. X" from the African West Coast, Rome, London, Newfoundland and New York City. Finally, on July 12 the weary, wayward wanderer arrived in a long, black limousine, complete with a motorcycle escort—straight from the Cincinnati Zoo. The VIP was a trained two-year-old chimpanzee, coming to make his tv debut on the *Walter Phillips Show*. At the same time WLWT announced its "Name the Chimp" contest. People are asked to submit names for the chimp and the person sending in the best suggestion is to be awarded the chimpanzee. Over 100 additional prizes will be awarded.

'BUSINESS AIDS BULLETINS'

WCUE Akron, Ohio, reports an enthusiastic response to its special monthly promotional bulletins sent to advertisers and prospects. "Business Aids Bulletin" are prepared by the J. K. Lasser organization and distributed by the Benjamin Agency, New York, and contain helpful information on business and personal taxes. Over 400 copies are distributed by the station in the Akron area. "Business Aids Bulletins" is similar to a news letter and at the same time offers WCUE an opportunity to make a subtle sales pitch to advertisers in a front page box. Stations contract with the Benjamin Agency on a territorial basis for exclusive distribution rights; they provide the agency with about 75 words of rough copy for advertising purposes. A great deal of favorable comment from those receiving the reports is claimed by WCUE.

WARL 'LAWN PARTY'

HILLBILLY fans in the Washington, D. C., area now have their own version of *Grand Ole Opry* with WARL Arlington, Va., conducting during the summer months a two-and-one-half hour hillbilly frolic every Saturday night. The *Lawn Party*, as the shindig is known, is held on an acre of ground behind the station's studios and is broadcast during its entirety. The whole affair is free, including refreshments which are products of, and supplied by, WARL advertisers. According to the station, *Lawn Party* attracts people from six states and the District of Columbia.



JACK SWENSON, news director, KFYR-AM-TV Bismarck, N. D., interviews Mr. and Mrs. Earl F. Tucker as the stations conducted their first simulcast to bring the state's primary election coverage to viewers and listeners. Mr. Tucker is president of Universal Motors, Bismarck Ford dealer, which sponsored the simulcast until it ended at 2 a.m. when a definite trend in voting was established.

'MONEY NUMBERS' EXTENDED

WOV New York reported last week that it has extended its "Musical Money Numbers" promotion to its early morning *Wake Up New York Show* (Mon.-Sat., 6:30-8:30 a.m. EDT). Listeners may participate in this feature by sending in requests for musical numbers. At unannounced intervals on both the early-morning and late-evening broadcasts, some of the requests will become "Musical Money Numbers." The standard prize is from $1 to $9.99, but occasionally the top figure is doubled and tripled. It was pointed out by a station spokesman that payoff checks to winners are accompanied by a letter urging the purchase of WOV-advertised products.

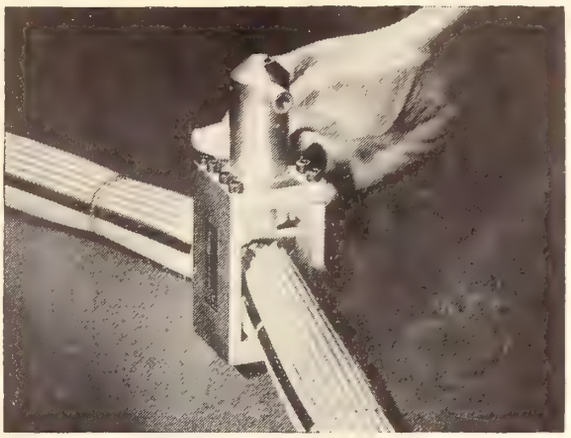
WMTW (TV) 'KICKLESS COKE'

WMTW (TV) Poland, Me., is sending to advertisers and agencies a Coca-Cola bottle with a card attached stating "You won't get 'high' on this . . . but you get well over a mile high on Mt. Washington Tv—the station that covers

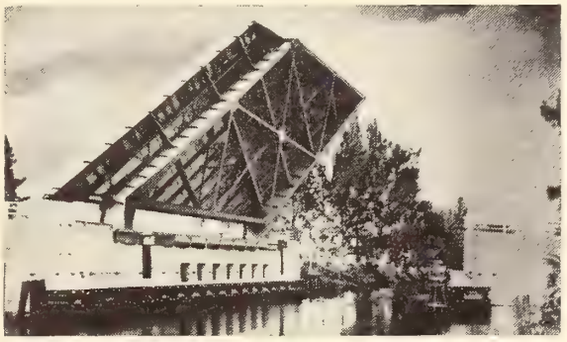
Only STEEL can do so many jobs so well



Hung by the Heels. This new diagnostic X-ray machine makes it possible to hang a patient by the heels while a fluid that is opaque to X-rays is injected into her spine, and travels slowly down toward her head as the doctor fluoroscopes her spine in the search for a possible tumor. The support for the huge geared ring on which the X-ray table is mounted, as well as most of the sheet steel panels used on this unit, is made from USS Steel.



Modern Guillotine. Cutting loose a guided missile from the launching sled, or severing the cables and tubing between various elements of a multi-stage missile, presents a number of problems. But this explosive driven chopper, which can be actuated by remote control, and makes a clean, fast parting of wires and cables, helps solve some of them. The case-hardened steel knife blade in the device is of USS Steel.



Ever See a Skew Bascule Bridge? This is one, crossing at a 45° angle over Miami Canal in Miami, Florida, at S.E. 4th Avenue. Like its mate, built at N.E. 36th Street, it is floored with I-Beam-Lok Open Steel Flooring, made by U. S. Steel. The use of this flooring saved 272 tons of deadweight! This bridge recently received the A.I.S.C. award for the most beautiful bridge of its class.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel



Roof Raised in a Hurry. 260 tons of USS Structural Steel went up in just 25 days for the roof of this new Municipal Civic Auditorium in Corpus Christi, Tex. "Lamella" construction was used . . . a kind of on-the-bias system with diamond-shaped areas between intersecting members. Only steel can do so many jobs so well.

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1814

most of Maine, New Hampshire and Vermont. . . ." The station also claims it costs 54% less than the combined cost of the three tv stations giving the next best coverage.

CBS FILM 'TOUGH GUY'

"I'm Jeff Jones. I shoot at . . . Audiences . . . Clients . . . Results . . . And I get 'em! That comes straight from the tough guy's mouth in CBS Television Film Sales Inc.'s promotion piece designed to sell its 39 half-hour mystery series *Files of Jeffrey Jones*. The gimmick is a 7" x 5" folding card with an outline of Jeff Jones on the front, which stands open while he "smokes" and "shoots." Miniature "cigarettes" are inserted into mouth and gun holes in the card and Jeff puffs white clouds of smoke while telling you about himself and where to get in touch with a CBS Television Film Sales Inc. office for the "full story."

NBC-TV 'DREAM RACE' COVERAGE

AS PART of its exclusive telecast in the United States of the Roger Bannister-Jack Landy "Dream Race" at the Empire Games in Vancouver, B. C., Aug. 7, NBC-TV will present a full-hour program originating in New York and Vancouver at 5-6 p.m., EDT, featuring outstanding personalities in American sports. Messrs. Bannister and Landy both have run the mile in less than four minutes.

WSJS-TV 'RICH MARKET'

WSJS-TV Winston-Salem, N. C., is sending to advertisers and agencies a brochure titled "North Carolina's Golden Triangle . . . Pivot for more than a million people with more than 1½ billion dollars to spend!" The triangle is the station's home city, Greensboro and High Point in Forsyth and Guilford counties and the people and money are in WSJS-TV's claimed 24-county coverage area. Detailed information and statistics about WSJS-TV's market are contained in the gold and black illustrated folder. The station is currently working to increase ERP to a maximum 316 kw and is now equipped to transmit network color programs.

CONEY ISLAND RECORD

NEW ATTENDANCE record for a weekday night at Coney Island was set during WCBS New York's "Fireworks Night" July 20, according to the station. More than 600,000 people were on hand to greet station personalities, including Jack Sterling, Lanny Ross, Herman Hickman and John Henry Faulk, who made personal appearances around the island. A promotional campaign on behalf of the event was carried out by WCBS and the Coney Island Chamber of Commerce, who were co-sponsors along with the F. & M. Brewing Co., Brooklyn.

WFBR IS HOST TO ESSO

WFBR Baltimore's Studio A—scene of the station's daily audience participation show, *Club 1300*—was used recently by Esso Standard Oil Co., when that company transported more than 500 employes from its Baltimore, Washington and Inland Waterway districts there for a special meeting. Arranged through the cooperation of Robert B. Jones Jr., vice president and general manager of the station, and C. A. Newland, Baltimore division manager of Standard Oil, the meeting was designed primarily to educate Esso employes on the selling points of their products. Movies, sound effects and spotlights highlighted the "Total Selling Power" theme and the program was climaxed by the appearance of Jim Boles, radio and tv actor, in the guise of Diogenes seeking an "honest answer to advertising claims."

KUAM AGANA'S 'PICTORIAL'

KUAM Agana, Guam, the first commercial broadcasting venture in an area of over three million square miles (bounded by the Philippine, Hawaiian, Aleutian and Australian islands) has started publication of *KUAM Pictorial*, a bi-monthly magazine designed to promote the station. The magazine, prepared by station owner-operator Harry Engel, with the assistance of Berkeley, Calif., publisher Bern Porter, gives pictorial feature coverage to civilian, military and local governmental activities on Guam, as well as acquainting readers of KUAM's role in the island's economy.

GOMEZ ON WKNB-TV SHOW

VERNON "LEFTY" GOMEZ, former baseball star, has launched his own television show over WKNB-TV (ch. 30) New Britain, Conn., according to Peter B. Kenney, station general manager. Mr. Gomez is sports director of the station. On his *Lefty Gomez Show* the former Yankee star interviews sports personalities, spins human interest yarns about sports greats, analyzes scores and other developments in athletics. Sponsored by Country Club Malt

Ten Years With the Right Medium



TWO MIAMI department stores begin their second decade of advertising on WGBS Miami. AT TOP, Maynard Ream, advertising manager for Byron's Department Store, signs a contract starting Byron's 11th year with WGBS. Others (l to r): Horace Scott, account executive, M. N. Babcock, managing director, and Frank Riordan, sales manager, all WGBS, and Byron B. Freeland, president of Byron's. AT BOTTOM, E. M. (Doc) Leighton, general manager of the Sears, Roebuck & Co. store, begins Sears' second decade on WGBS. Others (l to r): Brad Lewis, Sears advertising manager; Mr. Riordan; Homer Rowe, Sears merchandising manager; Mr. Babcock, and Mr. Scott.



AGENCIES
ADVERTISERS

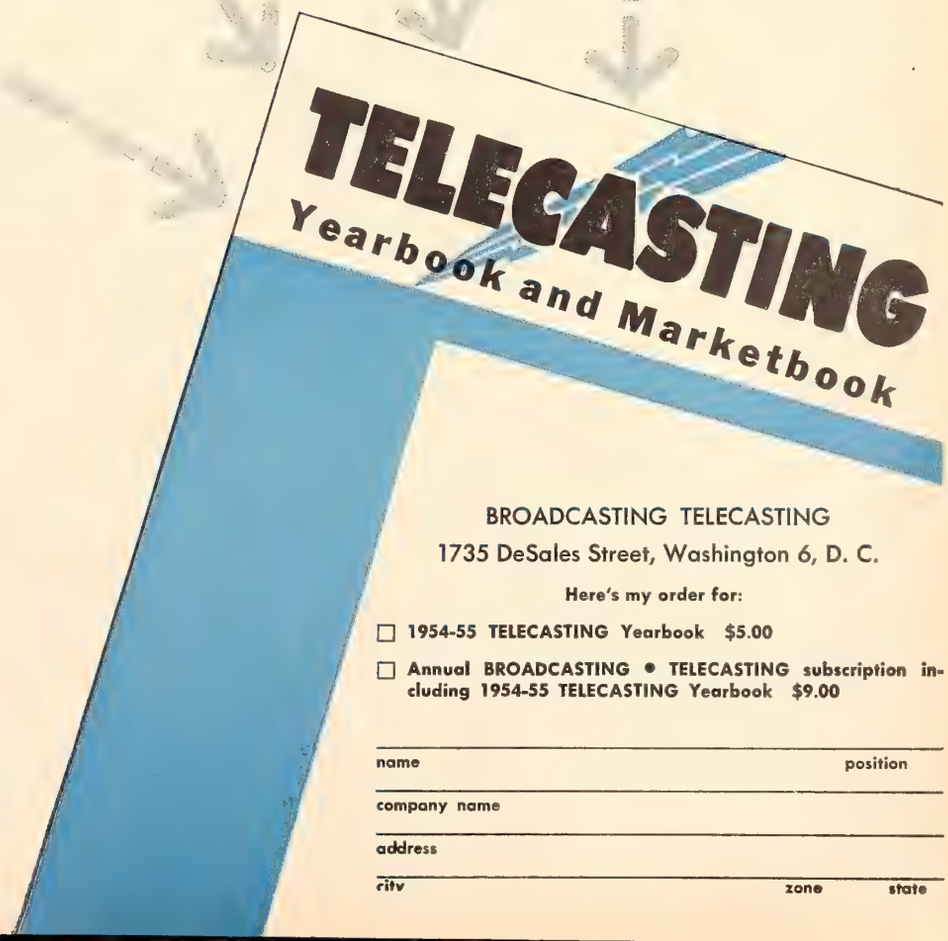
FILMS
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television's one book library

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Just about everything . . .
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1954-55 TELECASTING Yearbook and Marketbook will be published in August. The cost is $5.00 per copy. Or you may receive this 500-page volume and 52 weekly issues of BROADCASTING • TELECASTING for only $9.00.

BROADCASTING TELECASTING
1735 DeSales Street, Washington 6, D. C.

Here's my order for:

☐ **1954-55 TELECASTING Yearbook $5.00**

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name _____ position _____

company name _____

address _____

city _____ zone _____ state _____

Radio Proves Its Potency in Pierce Promotions

"RADIO remains a potent merchandising medium which is far from being on its last legs," asserted Eugene MacArthur, account executive of Harold Cabot & Co., Boston, agency for S. S. Pierce Co., Boston grocer and importer, as a result of the latter's two radio promotions.

S. S. Pierce sponsors the Charles Ashley quarter-hour news show three times weekly at 7:30 a.m. on WEEI Boston. For six shows during the weeks of June 7 and 14 a test offer was made of a free copy of the firm's house organ, *The Epicure*, and a "surprise."

The response to the offer was over 3,000 requests for *The Epicure* and the "surprise," which turned out to be a coupon good for a one-pound tin of S. S. Pierce Red Label Coffee ($1.33) with every purchase of $5 or more of S. S. Pierce brand foods in the company's eight retail stores. Several hundred coupons already have been redeemed. Requests came from places as far from Boston as Maryland and Canada, as well as every section in New England. The number of requests is considered exceptional for a one-station promotion in this area, Mr. MacArthur said.

The other promotion was handled during the week of June 21, when three broadcasts advertised four-pound pre-cooked chickens in tins for $1.62. Sales tripled during the week compared with a similar week last year when the chickens were on sale without any radio promotion.

Sales of 1,250 tins were directly traceable at retail to the radio promotion. This amount meant that the radio time cost was less than 20% of gross additional sales and less than 10% of overall gross sales.

In addition, although the promotion was aimed only at consumers, many of the over 700 dealers in New England who carry S. S. Pierce brands ordered the tinned chicken in quantity, asking for the "radio chicken."

As a result of the success of the two promotions, S. S. Pierce will extend its use of radio in the future, Mr. MacArthur said. Every week, a radio "leader," similar to the chicken, will be offered. Dealers will be notified two weeks in advance of what the radio special will be and what price the radio commercials will quote. Pierce will provide point-of-sale-aids so that dealers can tie in directly the radio promotion with in-store displays.

Liquor, the show has already produced "a phenomenal amount of fan mail," says Mr. Kenney.

HOLE-IN-ONE AWARDS

WXYZ-AM-TV Detroit, Mich., in the interest of golf in that area, plans to publicize all holes-in-one made in a regulation round of golf on a regulation course since July 1 of this year. A sterling silver belt buckle will be awarded by the station to every man or woman who makes an "ace," complete with that person's name, the name of the club and date of the score engraved on it. All resident golfers in the station coverage area will be eligible to receive the buckle. The pro or manager of each club will confirm all holes-in-one made on his course by submitting an attested card signed by members of the party.

GOP MEETING BROADCAST

LIVE broadcast of county Republican Committee endorsement meeting, which was styled after state and national conventions, was carried by WALL Middletown, N. Y., a "first" that station claims, in Orange County. The event ran three hours with WALL's mikes picking up all the speeches and the endorsement balloting. During routine portions of the meeting, newsmen commented on highlights, interviewed candidates and invited other reporters to participate in the broadcast, which lasted until midnight. The station reports favorable comments from listeners most of whom follow the program from beginning until end.

NO CANE NECESSARY

ANY PERSON in the Trenton, N. J., area needing rest or relaxation may join the "Sittin', Starin' and Rockin' Club" of disc m.c. Wes Hopkins of WTTM that city. The only requisite is a rocking chair. If you don't happen to have one, Mr. Hopkins advises a visit to grandmother and if no luck there you might try WTTM, where a drive for them is being conducted. Mr. Hopkins believes that in these days of hustle and bustle people don't take enough time for relaxation. So every morning during the club portion of his program a period of silence is observed. Claiming club membership of over 1,300, Mr. Hopkins explains, ". . . what better way is there to relax than to just sit, stare and rock in an old-fashioned rocking chair?"

CJON USES TELEPHONE BOOK

CJON St. John's, Nfld., lists its principal newscasts and a calendar on the back pages of St. John's and nearby telephone books. Station reports the calendar keeps people turning to the telephone book thus seeing the station's advertising.

'ZOO PARADE' IN PRINT

NBC-TV's *Zoo Parade* has been adapted to print as a weekly newspaper column being offered by Newspaper Features Syndicate Inc., Chicago. Marlin Perkins, conductor of the zoological series, writes the feature, now appearing in 12 major metropolitan papers. The newspaper adaptation consists of a column of copy plus a line drawing. Some papers add elaborate layouts and photos from the Sunday tv series.

WNYC JOURNALISM STUDY

WNYC-AM-FM New York featured leading American critics and journalists among the participants in its *Press Perspective* series, a detailed examination of American journalism, broadcast in a number of special programs during the week of July 25. A 30th anniversary jubilee event, the series is the sixth of ten "festivals" scheduled for 1954 in celebration of the station's founding in 1924. The purpose of the programs, defined by Seymour N. Siegel, director of radio communications for New York City, was to examine the "vital aspect of our democratic heritage" and "the history, function, influence and role of the press" with critical objectivity.

WTRF-TV BRINGS CLOWN

MORE than 6,000 persons crowded into the streets of Wheeling, W. Va., recently to see Clarabel, the clown featured on NBC-TV's *Howdy Doody*, present free shows there. Clarabel appeared through the cooperation of WTRF-TV that city and the Retail Merchants



WHEN Schindler's Jewelry Store ran five spots on KVTV (TV) Sioux City, Iowa, promoting a special golf clubs offer, nine KVTV staff members fell for their own commercials. Some 120 sets were sold in the exclusive KVTV promotion. L to r: kneeling—Gene Christianson and Arlo Lehr; standing—Mr. Schindler, store owner, and Ken Lawson, Johnnie White, Roger Miller, Gene Hays, John Anderson, Bob Baustone and George Hutchins all of the KVTV staff.

Paper Towel Copy

IN CONNECTION with the Hudson Paper & Pulp Co. sponsorship of a schedule of programs and spot announcements on WNBC-WNBT (TV) New York amounting to approximately $1 million in gross billings [B•T, June 14], the stations report they have completed a sales presentation for Hudson on a roll of paper towels. The presentation, prepared by Max Buck, director of advertising, sales promotion and merchandising, is said to be equivalent to 40 pages of copy on standard paper.

Div. of the Ohio Valley Board of Trade and was brought to the Wheeling-Steubenville area as part of a nation-wide tour by the Doughnut Corp. of America and the local distributors of Howdy Doody Ice Cream. In conjunction with the event the station sponsored a drawing and coloring contest for youngsters under 10 years of age. WTRF-TV ran drawings of Howdy Doody in three area newspapers and called attention to them with on-the-air announcements. Nearly 600 children entered the competition for a wrist watch and hat.

KDRO-TV INAUGURAL

INTERVIEWS with the public with the participants seeing themselves on a tv set highlighted the inaugural of KDRO-TV Sedalia, Mo. Following a U. S. Marine color guard opening and a short formal ceremony by the mayor of Sedalia and owner Milton Hinlein, the public was invited to visit the studios. People were interviewed on-the-air and allowed to see themselves on a tv set. A continuous line streamed through the studios during the four days of open house, according to the station. In addition, refreshments were served and a first hand look at the KDRO-TV in action was viewed.

WSBT-TV 'CINDERELLA WEEKEND'

NEW contest program, *Cinderella Weekend,* has been started by WSBT-TV South Bend, Ind. In progress for only two weeks the program now has a backlog of five weeks' contestants, according to the station. Each day four women appear on the show from which one is picked as winner. On Friday these winners appear and a weekly winner is chosen. The grand prize—an all-expense paid weekend trip for two to New York—is competed for by the weekly winners at the end of the month. Women in the South Bend area are chosen for the show on the basis of letters they write the station telling why "I want to go to New York City."

WNAO-TV COVERAGE INCREASE

REPORT, prepared by Avery-Knodel Inc., station representative, and distributed to advertisers and agencies, declares that the number of homes reached by WNAO-TV Raleigh, N. C., has increased 94% in the last few months as a result of the station's recent ten-fold increase in power and normal tv set sale. Titled "There Is Something New About Raleigh-Durham," it is the latest of five similar studies issued in as many months. The report includes detailed county market statistics and comparisons with previous market coverage and tv set circulation. It points out that during the past year of operation, WNAO-TV has evolved a format suited to the area through programs of three networks and its own locally produced shows which provide "front yard" reports of news, weather and community affairs.

AWARDS

SIX SHOWS NAMED BY 'SAT. REVIEW'

Public interests awards go to broadcast programs along with citations to others in advertising and allied fields.

SIX radio and television shows last week were selected by the *Saturday Review* in announcing its Second Annual Awards for Distinguished Advertising in the Public Interest. In all, 26 major corporations and industry associations were honored.

The radio and television programs selected, networks, sponsors, and citations, follow:

SEE IT NOW, CBS-TV, Aluminum Co. of America.
(For responsible journalism with fine institutional commercials. The sponsor has scrupulously maintained the correct relation with the directors of the program, has permitted skill, intelligence, and integrity to acquire a prominent place in television production.)

OMNIBUS, CBS-TV, Greyhound Bus Co., Scott Paper Co., American Machine & Foundry Co., Kelvinator.
(For willingness to underwrite above average content on television and to maintain correct relations between sponsor and program content, to associate themselves with a program which broke through established formulas to please the judicious without patronizing the larger public.)

NBC SYMPHONY WITH TOSCANINI, NBC-TV and Radio, Socony-Vacuum; NBC-TV OPERA, NBC-TV, NBC.
(For distinguished presentation of fine music by fine artists.)

50TH ANNIVERSARY SHOW, CBS-TV, NBC-TV, Ford Motor Co.
(For superb taste in presenting light, entertaining Americana on a national scale with no overt commercials.)

DING DONG SCHOOL, NBC-TV, General Mills.
(For genuinely motivated and socially constructive pre-school age show.)

The following programs were runners-up:

VOICE OF FIRESTONE, NBC, NBC-TV, Firestone Tire and Rubber Co. (now ABC, ABC-TV).
(For faithfully adhering to the standard of making available to the public, at a choice evening hour, the finest musical artists in a repertory from the light classics; and especially for gallantry above and beyond the call of a sponsor's duty, in maintaining this standard even at the cost of its place after many years on the NBC program schedule, and a resultant shift to the ABC network.)

THEATRE GUILD OF THE AIR, ABC-TV, United States Steel.
(For consistent production excellence with high-level commercials.)

HAMLET, AMAHL AND THE NIGHT VISITORS and other individual productions, NBC-TV, Hallmark Greeting Cards.
(For giving talented producers and players an opportunity to create serious and impressive works, original or classic; for honorable successes and for honorable mistakes.)



JAMES W. LUCAS (r), general manager, on behalf of KTAG-TV Lake Charles, La., accepts a citation of the Lake Charles Assn. of Commerce from J. Walker Owens, general manager of the association, for contributions to Lake Charles and southwest Louisiana during its seven and one-half months of operation.

PROFESSIONAL SERVICES

Meyers Forms Research Firm

PERRY MEYERS, research director of Allied Stores Corp. for the past nine years, has resigned to form his own research firm, Perry Meyers Inc., with headquarters at 7 Park Ave., New York. The organization will specialize in the analysis of changes in the consumer market affecting retailers, manufacturers and advertising media. A member of the New York Economic Council and the Textile Analysts Group, Mr. Meyers is a consultant to *Fortune* magazine on its "Changing American Market" series and chairman of the subcommittee on planning of regional shopping centers of the National Retail Dry Goods Assn. Committee on the Relations of Dynamic Retailing in the Modern Economy. He has been retained as economic consultant by the American Retail Federation.



MR. MEYERS

PROFESSIONAL SERVICES PEOPLE

David H. Utley, formerly public relations account executive, West-Marquis Inc., L. A., to Ettinger Co., Hollywood, as account executive.

Stanley Morris, formerly publicist with Columbia Pictures and United Artists, Hollywood, to Mickey Gross-Len Simpson, public relations firm, same city.

Madelyn Tuttle, producer, KCOP (TV) Hollywood, to staff, Gardner & Ross, Beverly Hills publicity and public relations firm.

Gladys Simon, formerly with publications dept., Douglas Aircraft Corp., L. A., and field director, Facts Consolidated, same city, to Gould, Gleiss & Benn Inc., marketing consultants, that city and Chicago, as assistant to president.

Julian Olenick, partner, Stempel-Olenick Agency, Beverly Hills, and **Irving Kumin,** owner of another Beverly Hills talent agency, form Kumin-Olenick Agency to represent tv talent, with offices at 355 N. Canon Dr. Telephone is Crestview 4-5221.

A. Harry Becker, Washington, D. C., radio-tv attorney, father of boy, July 20.

Arthur J. (Mickey) Freeman, publicist, Foladare, Greer and Bock, Hollywood publicity and public relation firm, father of boy, Brendan Michael.

Mrs. Benito Gaguine, wife of the Washington radio-tv lawyer, injured last fortnight when her car went out of control and struck a parked car and tree. Mr. Gaguine is a member of Fly, Shuebruk, Blume & Gaguine.

Josef Israels, Ruder & Finn, N. Y., public relations firm, died July 17.

PROFESSIONAL SERVICES

Howard G. Mayer & Dale O'Brien, Hollywood and Chicago public relations firm, incorporates as Mayer & O'Brien Inc., with Mr. Mayer as board chairman and Mr. O'Brien, in charge of Chicago office, as president. Paul Simqu remains manager of Hollywood office.

A. A. Schechter Assoc., New York public relations firm, moves to 17 E. 48th St. Telephone is Plaza 9-3420.

SAARLAND PIONEERS COMMERCIAL TV

European region's video will be counterpart of U. S. system.

SAARLAND, the small independent region between West Germany and France, is on its way to become Europe's first area with fullscale commercial television [B•T, June 21].

Saarland television was launched early this year by Saarlaendische Fernseh A. G. and has since been operated under the name of Telesaar.

SAARLAND

Telesaar has a weekly schedule of 16 hours, including 10 to 11 hours of feature films. Total weekly operation costs are from $23,800 to $28,570, and only small revenue is coming in yet from spot advertisements. This is due to the small power of the provisional transmitter which covers only the area of the town of Saarbruecken.

However, a second much more powerful transmitter will be constructed shortly. It will be at the Felsberg Mountain near Saarlouis, and according to the Stockholm European Frequency Plan the station will have a power of 100 kw.

The power of 100 kw will make Telesaar the only international commercial television station in Europe. It will reach well into France, West Germany and Luxembourg besides covering all of the Saarland.

A major stumbling block yet to be overcome by Telesaar is the different technical television systems used in France and Germany. While West Germany has adopted the 615-line system, France is using 819 lines.

Technically speaking, the problem of the two different systems can be solved by a simple adapter which actually is in use in some cases in the Saarland where both French and German stations can be received.

Up to now Telesaar has used the 819-line system but it is very likely that the company will do something about its 615-line audience in West Germany when the 100 kw station starts operations.

Telesaar has been seeking close connections to a television station project in Monte Carlo, Monaco. Monaco is the smallest independent European country, and there are plans to set up another continental commercial television station there soon. Close cooperation of the two stations has been promoted by Television Europeenne, Paris, France, a private company which is active in various fields of commercial television.

Shareholders of Telesaar are a group of 15 French, Belgian and American businessmen. The company is capitalized at about $43,000, and there are close connections to Radio Reklame G.m.b.H., a Saarland advertising agency which has sole radio advertising rights at the Saar radio stations, and the Saarlaendische Rundfunkverwaltung which is a semi-official body running the Saar radio stations.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

Canadian Viewing Report Shows U.S. Shows on Top

AMERICAN network and film shows, with local and network sports, ranked most popular with television viewers in the first week of July in most parts of Canada, according to the *Teleratings* report of Elliott-Haynes Ltd., Toronto.

CANADA

In the Toronto-Niagara district, where three stations now compete for the most densely saturated tv set audience in Canada (about half the sets in the country), WBEN-TV Buffalo still maintained the largest percentage of the audience. Top shows seen by Canadians on the Buffalo station were *Top Plays of 1954* rating 57.1, *Truth or Consequences* 54.6, *Kraft Theatre* 51.8, *Premier Theatre* 49.9 and *Summer Playhouse* 48.3.

On CBLT (TV) Toronto, the top shows were *Toast of the Town* 34.5, *Four Star Playhouse* 27.9, *Times Square Playhouse* 24.9, *Ladies Fastball* 24.3 (Canadian) and *Our Miss Brooks* 22.9. On CHCH-TV Hamilton, the top shows were *House of Chills* 14.3, *Feature Film* 13.6, *Charlie Chan Theatre* 12.2, *Inner Sanctum* 11 and *Kraft Theatre* 10.9.

In Montreal, with both English and French stations, top programs on CBMT (TV) (English) were *Four Star Playhouse* 81.4, *Toast of the Town* 79.9, *Life with Elizabeth* 73.3, *Duffy's Tavern* 73 and *Feature Film* 70.5.

At CBUT (TV) Vancouver, the top shows were *Swimming Trials* (Canadian) 43.9, *Our Miss Brooks* 39.3, *Living* 39.1 (Canadian), *Jackie Gleason Show* 37.9 and *Stock Car Races* 37.7 (Canadian).

Independent CFCM-TV on Air

CFCM-TV Quebec, ch. 4, went on the air July 22, the first independent tv station in Quebec province and the first in the province outside Montreal. The station will have both English and French language programs. Jos. A. Hardy & Co., Montreal, is exclusive Canadian representative.

CANADA



MOHAMAD REZA ATEFI (c), director of the Tehran Air Forces radio station, examines the inside of a tv camera at WBTV (TV) Charlotte, N. C. Explaining the camera's operation are Frank Bateman (l), WBT-WBTV engineer, and Thomas G. Callahan, WBTV audio-video supervisor. The State Dept. arranged Mr. Atefi's tour through the station.

British Unions Threaten

A THREAT to retaliate if Hollywood unions stop American film companies from producing U. S. tv programs in Britain has been made by four British labor unions, representing all segments of that country's film making. The British unions are concerned with reports that the Film Council of the AFL was insisting that American productions in Britain be returned to the U. S. The statement pointed out that with the advent of British commercial tv, it was likely that even more American tv films would be used in Britain than in the past. However, it declared that "counter-measures" would be taken . . . "if the restrictionist attitude of the Hollywood council is maintained."

BRITAIN

CJBR-TV Sets First Rates

CJBR-TV Rimouski, Que., ch. 3, scheduled to go on the air late this summer, has issued its first rate card with Class A time starting at $200 an hour. The station will have RCA equipment and a tower 1,257 ft. above sea level. Andre Lecomte;, manager of CJBR Rimouski, will also be manager of CJBR-TV, with Francois Raymond as program director. The station will be represented in Canada by Horace N. Stovin Ltd., Toronto, and in the U. S. by Adam Young Inc., New York.

CANADA

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

Elliott-Haynes Taking Canadian Tv Set Count

A SURVEY is being made this summer throughout most of Canada by Elliott-Haynes Ltd., Toronto, to determine the number of tv homes in each area. Audience measurements are being made at Montreal for both English and French language groups (present estimate for the 75-mile Montreal area—166,000 sets), at Ottawa (38,500 sets are estimated with a 50-mile radius), at Toronto (180,000 tv homes), in the Hamilton-Niagara area (present estimate, 96,500 sets), in the Kitchener-Waterloo area (an estimated 22,500 sets), in London, Ont., and five surrounding counties (an estimated 27,000 sets), in Windsor, Ont. (opposite Detroit) and three counties (81,200 tv homes) and Vancouver (estimated 29,400 tv homes). Surveys also are to be made at St. John, Winnipeg and Sudbury. The complete report on tv homes in Canada will be ready in September.

CANADA

Six Agencies Join CARTB

SIX MORE advertising agencies have been enfranchised by the Canadian Assn. of Radio & Television Broadcasters, Ottawa, bringing the total to 59 Canadian and U. S. agencies. Latest agencies to be admitted are Nattal & Maloney Ltd., Montreal; S. W. Caldwell Ltd., Toronto; Garry J. Carter of Canada Ltd., Toronto; Ardiel Advertising Agency, Toronto; Dominion Broadcasting Co., Toronto, and Whitehall Broadcasting Co., Montreal.

CANADA

Canadian Code in Prospect

PLANS ARE UNDERWAY to set up an industry advertising code committee to pass on continuity which station managers feel exaggerates claims or is in bad taste. The advertising standards code committee of the Canadian Assn. of Radio & Television Broadcasters, under chairmanship of J. A. Hammond, CFCF Montreal, is now canvassing CARTB members on the establishment of the code committee.

CANADA

BBC Looks, Likes

AS PART of a two-week tour of American television facilities, a group of BBC executives inspected DuMont Network's New York Tele-Centre and reported "great interest" in the new features of the building. Executives revealed later that the proposed studio control room layout for BBC's new tv studios in White City, London, would be patterned after the Tele-Centre's split arrangement.

The BBC group included R. H. Howell, chief of building construction and maintenance; H. W. Baker, supervising engineer of the BBC's television studios; S. W. Watson, head of television design engineering; R. H. Mannons, head of television planning and installation, and Reginald Patrick, chief engineer for BBC's New York office. Guiding the group through the Tele-Centre were Rodney D. Chipp, DuMont's director of engineering; Harry C. Millholand, manager of technical operations, and John Morrisey, international division, Allen B. DuMont Labs.

Station Authorizations, Applications
(As Compiled by B • T)
July 22 through July 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through July 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,589	2,573	144	164	129
Fm	559	534	42	8	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	250	308	558[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	262	117	379
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Ninety-one CPs (16 vhf, 75 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 590 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Portland, Ore.—Oregon Television Inc. granted vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,014 ft., above ground 280 ft. Estimated construction cost $413,579, first year operating cost $250,000, revenue $175,000. Post office address: 1003 Loyalty Bldg., Portland. Studio location: Block 92, Holladay's Addition. Transmitter location: 4854 S. W. 19th St. Geographic coordinates 45° 29′ 19″ N. Lat., 122° 41′ 40″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel M. R. Barnes, Washington. Consulting engineer John Mullaney, Washington. Principals include President **Henry A. White** (15.1%), former executive vice president and general manager of Commercial Iron Works, foundry and ship building firm; Vice President-Treasurer **Stephen Eberly**



In the Detroit Area, CKLW-TV with its 325,000 watt power penetrates a population grand total area of 5,416,375 in which 82.7% of all families own TV sets. Of these 1,305,520 TV families 88.2% are covered by CKLW-TV channel 9, or a grand total coverage of 1,151,554 TV families..

CKLW-TV

Guardian Bldg. • Detroit

Adam J. Young, Jr., Inc., National Rep. ★ *J. E. Campeau* President

Thompson (15.1%), lumber executive; Secretary Robert L. Sabin (7.6%), attorney; Director Julius L. Meier Jr. (22.6%), divisional merchandise manager, Meier & Franks Co., department store; William A. Healy (15.1%), vice president in charge of sales, Doernbecher Mfg. Co. Granted July 27.

Big Spring, Tex.—Big Spring Bcstg. Co. (KBST) granted vhf ch. 4 (66-72 mc); ERP 1.33 kw visual, 0.802 kw aural; antenna height above average terrain 323 ft., above ground 440 ft. Estimated construction cost $129,707.60, first year operating cost $144,000, revenue $150,000. Post office address P. O. Box 1632, Big Spring. Studio and transmitter location 600 Kentucky Way, Big Spring. Geographic coordinates 32° 15′ 16″ N. Lat., 101° 26′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President William J. Wallace (40%); Vice President Howard Barrett (20%), general manager and 8% stockholder of KRBC Abilene, Tex.; Secretary-Treasurer Lewis O. Seibert (20%), owner of KGKL San Angelo, secretary-treasurer and 45% stockholder KPLT Paris, Tex. Granted July 22.

APPLICATION

Providence, R. I.—E. Anthony & Sons Inc., vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 882 ft., above ground 827 ft. Estimated construction cost $967,000, first year operating cost $800,000, revenue $1,000,000. Post office address 555 Pleasant St., New Bedford, Mass. Studio location to be determined. Transmitter location in Dighton town at the intersection of Williams & Wellington Sts. Geographic coordinates 41° 49′ 54.5″ N. Lat., 71° 09′ 46″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Applicant is owner and operator of WNBH-WNBR (FM) New Bedford, Mass., and WOCB-AM-FM West Yarmouth, Mass., publisher of *Standard-Times* in New Bedford and *Cape Cod Standard-Times* in Hyannis, Mass. Principals include President Mayhew R. Hitch (0.1%), former Probate Court judge; Vice President-Treasurer Basil Brewer (58.91%), publisher and manager of applicant's enterprises, and Joseph P. Dunn (5.94%), attorney. Simultaneously with the filing of this application, applicant requested deletion of its CPs for ch. 50 WBOS-TV Boston and ch. 28 WTEV-TV New Bedford. Filed July 26.

Existing Tv Stations . . .

ACTIONS BY FCC

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co. granted mod. of CP for ch. 7 to change ERP to 170 kw visual and 89.1 kw aural. Granted July 19; announced July 27.

KHSL-TV Chico, Calif.—Golden Empire Bcstg. Co. granted mod. of CP for ch. 12 to change transmitter location to 2.2 miles N. of Cohasset School on Cohasset Rd.; antenna height above average terrain 1,260 ft. Granted July 21; announced July 27.

KALB-TV Alexandria, La.—Alexandria Bcstg. Co. granted mod. of CP for ch. 5 to change ERP to 28.2 kw visual, 15.1 kw aural; antenna height above average terrain 550 ft. Granted July 21; announced July 27.

WTVN (TV) Columbus, Ohio—WTVN Inc. granted mod. of CP for ch. 6 to change transmitter location to Obetz Rd. between Parsons Ave. and Lockbourne Rd.; antenna height above average terrain 570 ft. Granted July 22; announced July 27.

APPLICATION

WAGA-TV Atlanta, Ga.—Storer Bcstg. Co. seeks CP for ch. 5 to change transmitter location to Briarcliff Rd. near Emory Rd.; antenna height above average terrain 1,076. Filed July 27.

CALL LETTERS ASSIGNED

WTVY (TV) Dothan, Ala.—Ala-Fla-Ga Television Inc., ch. 9

WMFJ-TV Daytona Beach, Fla.—Telrad Inc., ch. 2.

WTVS (TV) Detroit, Mich.—Detroit Educational Television Foundation, noncommercial educational ch. 56.

WTVG (TV) Mansfield, Ohio—Fergum Theatres Inc., ch. 36.

WTVN-TV Columbus, Ohio—WTVN Inc., ch. 6. Changed from WTVN (TV).

New Am Stations . . .

ACTIONS BY FCC

Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service granted 1570 kc 250 w daytime. Post office address 1547 Maplewood, Memphis, Tenn. Estimated construction cost $9,228, first year operating cost $24,000, revenue $36,000. Mr. Daly is employed as general supply clerk at U. S. Naval Air Station, Memphis. Granted July 28.

Killeen, Tex.—Highlite Bcstg. Co. granted 1050 kc, 250 w, daytime; estimated construction cost $17,450, estimated first year operating cost $33,600, estimated first year revenue $52,800. Partners are **William A. Lee** (33⅓%), operating manager Arrow Coach Lines, Brownwood, Tex., and general manager-partner of Arroway Coaches, Brownwood; **A. W. Stewart** (33⅓%), chief engineer KBWD Brownwood, partner in Stewart & Stewart (radio consulting engineers), and 20% owner KSTA Coleman, Tex., KGNB New Braunfels, Tex., and in Eastland County Bcstg. Co. (applicant for station at Eastland, Tex.), and **Franklin T. Wilson** (33⅓%), general manager and 20% owner KGNB New Braunfels. Granted July 21.

Chippewa Falls, Wis.—Harold R. Murphy d/b as Chippewa Falls Bcstg. Co. granted 1150 kc, 1 kw daytime. Post office address % Charles E. Brennan, 3666 S. 17th St., Milwaukee. Estimated construction cost $22,850, first year operating cost $48,000, revenue $60,000. Mr. Murphy is president-50% owner North Shore Pub. Co., secretary-minority stockholder WMAW Menominee, Mich., WDUZ Green Bay, Wis.; secretary-treasurer-46.7% stockholder WIGM Medford, WPFP Park Falls, and WLDY Ladysmith, all Wis. Granted July 28.

APPLICATIONS

Clifton, Ariz.—Henry Chester Darwin d/b as Darwin Bcstg. Co., 1340 kc, 250 w unlimited. Post office address Box 1394, Banning, Calif. Estimated construction cost $8,410, first year operating cost $21,600, revenue $27,000. Mr. Darwin is owner of KPAS Banning, Calif. Filed July 22.

East Hartford, Conn.—Regional Bcstg. Co. (WACE Chicopee, Mass.), 1230 kc 250 w unlimited. Post office address 164 N. Elm St., Manchester, Conn. Estimated construction cost $19,300, first year operating cost $65,000, revenue $75,000. Principals include President David Hayes (⅓), and Treasurer John S. Begley (⅔). Filed July 22.

Laurel, Miss.—Carroll F. and D. N. Jackson d/b as American Southern Bcstrs., 790 kc, 1 kw daytime. Post office address 118 W. Kingston St., Laurel. Estimated construction cost $3,900, first year operating cost $20,000, revenue $35,000. Principals include **Carrol F. Jackson** (½), pastor, and **Dr. D. N. Jackson** (½), president of Conway (Ark.) Baptist College. Filed July 22.

Columbia, Mo.—Cecil W. Roberts, 1580 kc, 250 w daytime. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $11,000, first year operating cost $30,000, revenue $40,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., KCRB Chanute, Kan., and WBLN-TV Bloomington, Ill. Filed July 26.

Vinita, Okla.—John M. Mahoney and John Q. Adams d/b as Vinita Bcstg. Co., 1470 kc, 500 w daytime. Post office address % John Q. Adams, Box 495, Vinita. Estimated construction cost $14,841, first year operating cost $37,000, revenue $50,000. Principals include **John M. Mahoney** (½), appliance store owner, and **John Q. Adams** (½), attorney. Filed July 21.

Jackson, Tenn.—Dr. Alexander Leech and William E. Leech d/b as Jackson Bcstg. Co., 1460 kc, 1 kw daytime. Post office address Elks Building, Jackson. Estimated construction cost $15,500, first year operating cost $30,000, revenue $42,000. Principals include **Dr. Alexander Leech** (½), vetinary clinic, and **William E. Leech,** attorney. Filed July 21.

Existing Am Stations . . .

ACTIONS BY FCC

WCTA Andalusia, Ala.—Andalusia Bcstg. Co. granted CP to change from 1340 kc 250 w unlimited to 920 kc, 1 kw day, 500 w night, directional. Granted July 28.

WICH Norwich, Conn.—Eastern Conn. Bcstg. Co. granted CP to change from 1400 kc 250 w unlimited to 1310 kc 1 kw unlimited, directional. Granted July 28.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. granted mod. of CP to increase power from 100 w to 250 w on 1340 kc unlimited. Granted July 28.

KLRS Mountain Grove, Mo.—Kickapoo Prairie Bcstg. Co. granted mod. of CP to change transmitter location to State Hwy. A, 0.6 mile N. of Mountain Grove; studio location to corner of 9th St. and Hubbard Ave. in N.E. corner of Mt. Grove. Granted July 23; announced July 27.

KLIQ Portland, Ore.—Mercury Bcstg. Co. granted authority to remain silent for period of 90 days from July 12. Granted July 23; announced July 27.

KNEW Spokane, Wash.—Inland Empire Bcstg. Co. granted CP to change to directional night on 790 kc 5 kw unlimited. Granted July 28.

Existing Fm Station . . .

ACTION BY FCC

WJTN-FM Jamestown, N. Y.—James Bcstg. Co. granted request to cancel CP to move antenna. Granted July 19; announced July 27.

Ownership Changes . . .

ACTIONS BY FCC

KWID (1 and 2) San Francisco, Calif., Associated Bcstrs. Inc.—Granted assignment of CP's of these two international broadcast stations, both in San Francisco, to International Bcstg. Corp. All stock in both corporations is owned by Wesley I. Dumm. Granted July 22.

Aurora, Colo.—Arline S. Hodgins granted voluntary assignment of permit for new am station on 1430 kc to David M. Segal tr/as Mid-America Bcstg. Co. for $3,000. Mr. Segal is owner of KUDL Kansas City, Mo., KDKD Clinton, Mo., 77½% owner WGUM Greenville, Miss., and 79% owner KTFS Texarkana, Tex. Granted July 28.

WOPA-AM-FM Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc. and Egmont Sonderling d/b as Village Bcstg. Co. granted voluntary assignment of license to Richard Goodman, Mason Loundy and Egmont Sonderling d/b as Village Bcstg. Co. through sale of 35% interest by Oak Park Arms Hotel to Richard Goodman for $39,952. Mr. Goodman will now own 55%. Granted July 23; announced July 27.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. granted assignment of CP for ch. 12 to Byron J. Dunn, Trustee, with eventual operation by the U. of Nebraska, which is not prepared to assume direct ownership presently. Granted July 28.

WSYR-AM-FM-TV Syracuse, N. Y.—Central N. Y. Bcstg. Corp. granted voluntary relinquishment of control by Samuel I. Newhouse through sale of 44.6% interest to his sons Samuel I. Newhouse Jr. and Donald E. Newhouse for $563,500. Mr. Newhouse will now own 44.1% interest and his sons will each own 26.6% interest. Granted July 19; announced July 27.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

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Miami, Florida

WGLV (TV) Easton, Pa.—Easton Pub. Co. granted assignment of CP for uhf ch. 57 to wholly owned subsidiary WGLV Inc. Granted July 23; announced July 27.

WIAC Santurce, P. R.—Radio Station WIBS Inc. granted voluntary relinquishment of control by Jose E. del Valle through sale of 12½% interest for $15,000 to WIAC chief engineer Tomaz Muniz who will now own 25% interest. Granted July 19; announced July 27.

WBEU Beaufort, S. C.—Louis M. Neale Jr. and John M. Trask d/b as Beaufort Bcstg. Co. granted assignment of license to Beaufort Bcstg. Co. for $20,900. John M. and Flora G. Trask will now be sole owners. Granted July 28.

WTSK-TV Knoxville, Tenn.—Tv Service of Knoxville Inc. granted assignment of license for uhf ch. 26 facility to South Central Bcstg. Corp. (WIKY-AM-FM Evansville, Ind.) for assumption of obligations in amount not exceeding $216,500. Principals include President **John A. Engelbrecht** (39.6%); Vice President **George F. Stoltz** (39.6%), and Secretary-Treasurer **Eileen O. Stoltz** (0.5%). Granted July 28.

APPLICATIONS

KOCS, KEDO-FM Ontario, Calif.—The Daily Report Co. seeks voluntary assignment of license to identical stockholders and James Quay House who purchases 2% interest from Mrs. Jerene Appleby Harnish for $9,854. Mr. Quay is managing editor of *The Daily Report*. Filed July 23.

WJBF Augusta, Ga.—Georgia-Carolina Bcstg. Co. seeks voluntary assignment of license to Media Inc. for $125,000. Principals include President **V. E. Fountain Sr.** (30%), president-36% stockholder WCPS-AM-FM Tarboro, N. C., and 16% stockholder WOXF Oxford, N. C.; Vice President-Treasurer **J. T. Snowden Jr.** (15%), manager WCPS, and Secretary **H. Vinxon Bridgers** (15%), attorney. Filed July 23.

KFWR Grangeville, Idaho—Far West Radio Inc. seeks voluntary transfer of control of permittee to Hub and Helen H. Warner through purchase of ⅔ interest from Eugene Pournell and James S. Cooper for $803. Hub Warner is radio announcer KSPO Spokane, Wash., and Helen Warner is radio communications specialist for CAA. Filed July 22.

KMDO Ft. Scott, Kan.—Lloyd C. McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. seek voluntary assignment of CP to Lloyd C. McKenney tr/as Ft. Scott Bcstg. Co. Upon dissolution of partnership Mr. Daly receives KDMO Carthage, Mo., and Mr. McKenney also receives KRMO Monett, Mo. Filed July 21.

KDMO Carthage, Mo.—Lloyd Clinton McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. seek voluntary assignment of license to John Joseph Daly tr/as Carthage Bcstg. Co. This is dissolution of partnership with Mr. McKenney receiving KRMO Monett, Mo., and KMDO Ft. Scott, Kan. Filed July 21.

KRMO Monett, Mo.—Lloyd C. McKenney and John Joseph Daly d/b as Carthage Bcstg. Co. seek assignment of license to Lloyd C. McKenney tr/as Monett Bcstg. Co. This is part consideration of the dissolution of the partnership with Mr. Daly receiving KDMO Carthage. Mr. McKenney also receives KMDO Ft. Scott, Kan. Filed July 21.

Hearing Cases . . .

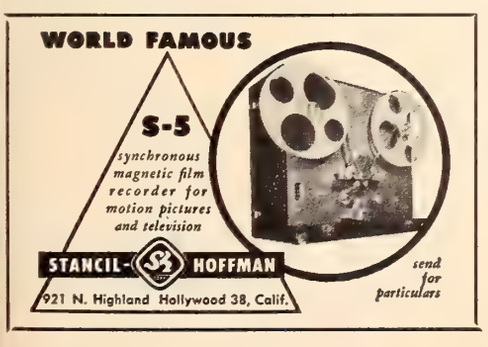
INITIAL DECISION

Notre Dame-South Bend, Ind.—New tv, uhf ch. 46. FCC Hearing Examiner Basil P. Cooper issued his initial decision looking towards grant of the application of Michiana Telecasting Corp. for permit to construct new television station on ch. 46 serving the Notre Dame-South Bend, Ind., area, with principal studio at Notre Dame, Ind., and denial of competing application of South Bend Bcstg. Corp. Action July 28.

OTHER ACTIONS

KNGS Hanford, Calif.—FCC, by order, granted petition of the Chief of the Broadcast Bureau to modify issues and add Station KXXL Monterey, Calif., as a party to the proceeding in re application of KNGS Hanford, Calif., for CP to increase power from 5 kw to 1 kw operating on 620 kc, which was designated for hearing Feb. 24. Action July 26.

Daytime Skywave Proceeding—FCC changed the date for filing comments from Aug. 2 to Oct. 15 and the date for filing replies to Nov. 1. Action July 22.



Jacksonville, Fla.—Ch. 12 proceeding. FCC, by memorandum opinion and order, granted an appeal by Florida-Georgia Television Co. from an examiner's order denying its petition for leave to amend its tv application to change antenna height from 549 to 1,000 ft., and accepted the proffered amendment. Florida-Georgia is in consolidated proceeding with applications of City of Jacksonville and Jacksonville Broadcasting Corp., for ch. 12 in Jacksonville, Fla. Action July 23.

Miami, Fla.—Ch. 10 proceeding. FCC denied petition by Public Service Television Inc., which sought reconsideration of a Commission Order of June 17 denying a petition to review a hearing examiner's action of April 13 in granting motion by L. B. Wilson Inc., to strike reference to Public Service color studio technical equipment in proceeding involving four competing applications for new tv station on ch. 10 in Miami, Fla. Action July 23.

WINT (TV) Waterloo, Ind., Tri-State Television Inc.—By memorandum opinion and order, denied protest of WKJG-TV Fort Wayne, Ind. (ch. 33), filed June 23, directed against Commission's grant on June 11, of the application of Tri-State Television Inc. for an extension of time to complete construction WINT (TV), ch. 15, Waterloo, Ind. Action July 22.

St. Louis, Mo.—Ch. 11 proceeding. FCC by Memorandum Opinion and Order (1) denied motion of Ozark Television Corp. requesting dismissal of application of Columbia Broadcasting System; (2) denied motion of CBS for deletion of issues "1" and "2" relating to CBS; (3) granted motion of Ozark to intervene providing that its participation be limited to the issues set forth in its petition for intervention; and (4) denied motion be Ozark for enlargement of issues to include one with respect to Sec. 3.658(f). Commissioners Bartley and Doerfer dissented.

By separate Orders of same date, denied following petitions by St. Louis Amusement Co. (1) request for review of examiner's order striking supplemental program data filed by petitioner; (2) request for review of examiner's denial of petition for prior and separate hearing on issues "1" and "2"; and (3) request for dismissal of St. Louis Telecast Inc., application. Action July 26.

Buffalo, N. Y.—Ch. 7 proceeding. FCC by Memorandum Opinion and Order denied petition filed by Greater Erie Bcstg. Co. to enlarge hearing issues with respect to comparative engineering proposals of Greater Erie and WKBW-TV Inc., in consolidated proceeding involving these applications and Great Lakes Television Inc., for ch. 7 in Buffalo, N. Y. Action July 23.

KSPI Stillwater, Okla.—FCC by Order granted petition of the Chief of the Broadcast Bureau to modify an issue and add KANS Wichita, Kan., as a party to the proceeding in re application of KSPI Stillwater, Okla., to change from 780 to 1490 kc, and hours of operation from daytime to unlimited, which was designated for hearing Feb. 17. Action July 26.

Proposed fm Channel for Jasper, Ind.—Proposed rule making to amend the Revised Tentative Allocation Plan for Class B fm broadcast stations to delete ch. 284 from Louisville, Ky., and assign that channel to Jasper, Ind. Comments may be filed on or before August 27. Action July 28.

Huntington, W. Va.—Ch. 13 proceeding. FCC granted July 6 petition by Huntington Bcstg. Corp. requesting dismissal of its application for new tv station on ch. 13 in Huntington, W. Va.; further ordered application by Greater Huntington Bcstg. Corp. for same facilities retained in hearing status. Action July 23.

Routine Roundup . . .

July 23 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Erie, Pa., Dispatch Inc.—By memorandum opinion and order, granted motion for deferral, to the extent that the hearing now scheduled for July 28 is continued to Sept. 15, and ordered that counsel for the Chief Broadcast Bureau and Dispatch Inc. are directed to exchange memoranda of law on the Petition for Information, etc., and Motion to Defer Hearing (insofar as the latter seeks information) by Aug. 6, the time within which Bureau counsel may file oppositions (to be comprehended within its memorandum) being extended from July 22, and oral argument on the Petition for Information, Motion to Defer Hearing and oppositions is scheduled for Aug. 9 (Docket 11048; BPCT-42).

By Hearing Examiner Annie Neal Huntting

Fort Worth, Tex., Texas State Tv Network Inc.; Forth Worth Tv Co.—Ordered that the balance of the proceeding in re ch. 11 shall be conducted under the revised hearing procedures released on July 15; that the motion to strike filed by Texas State and other related pleadings are dismissed as moot, and that further conferences and hearing shall be held as follows: Aug. 26, conference for purposes set forth in Sec. 1.813 of the rules as revised; Oct. 1, exchange of exhibits; Oct. 15, conference after exchange of exhibits, and Oct. 25, hearing for receiving exhibits and taking testimony (Dockets 10872, 74).

By Hearing Examiner Hugh B. Hutchison

Central City, Ky., Central City-Greenville Bcstg. Co.; Muhlenberg Bcstg. Co.—Granted petition of Muhlenberg for leave to amend its application to change frequency from 1380 to 1600 kc, to change location of proposed transmitter site, and removal of application as amended from hearing docket (Docket 11028; BP-9174); also removed from hearing docket application of Central City-Greenville (Docket 10849; BP-8951).

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.; Klamath Falls Tv Inc.—Granted petition of KFJI for leave to amend its application for ch. 2 to delete all reference to H. Richard Maguire, etc. (Dockets 10980-81).

By Hearing Examiner Fanney N. Litvin

Hartford, Conn., The Travelers Bcstg. Service Corp.; Hartford Telecasting Co.—On motions of applicants ordered that the transcript of testimony in proceeding in re ch. 12 (Dockets 8621, 10699), be corrected as shown.

By Hearing Examiner James D. Cunningham

Granted petition of South Florida Television Corp., Miami, Fla., for extension of time to Aug. 16, 1954, in which to file proposed findings in re applications for ch. 7 and further ordered that the time within which each party will submit replies to proposed findings of the others, is extended to Sept. 7, 1954 (Dockets 10854 et al.).

By Hearing Examiner Elizabeth C. Smith

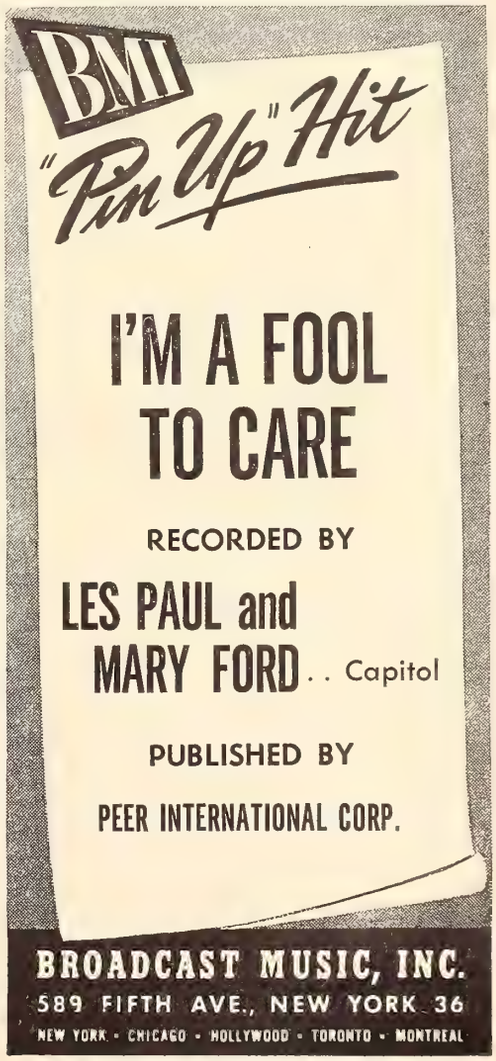
By memorandum opinion and order ordered that Loyola University furnish counsel for James A. Noe and Co., on or before Aug. 31, 1954, a statement by Father W. Patrick Donnelly, president of Loyola U., setting forth the extent of control, if any, which has been, is now or would be exercised by the Society of Jesus or by the Roman Catholic Archdiocese of New Orleans over Loyola U., insofar as such control relates in any manner whatsoever to the construction and operation of proposed television station contemplated by application of Loyola U. in re proceeding for ch. 4 in New Orleans (Dockets 8936 et al.); further ordered, that on the same date, a statement be furnished to same counsel, listing all radio broadcast (am, fm and tv) stations and other media of mass communication under common control, directly or indirectly, with Loyola U., its officers or directors. Except for the data hereinbefore ordered to be furnished, denied motion of James A. Noe and Co.

July 23 Applications

ACCEPTED FOR FILING

Modification of License

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Mod. of license to change name of licensee



to Wilkins Broadcast Inc. (BML-1594).

KRIO McAllen, Tex., Frontier Bcstg. Co.—Mod. of license to change name of licensee to Valley Bcstg. Co. (BML-1593).

Modification of CP

KBIE-TV Sacramento, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1007) as mod., which authorized new tv station for extension of completion date to 5-1-55 (BMPCT-2309).

WNLC-TV New London, Conn., The Thames Bcstg. Corp.—Mod. of CP (BPCT-1217) as mod., which authorized new tv station for extension of completion date to May 1955 (BMPCT-2312).

WCTV (TV) Thomasville, Ga., E. D. Rivers Sr.—Mod. of CP (BPCT-1254) which authorized new tv station for extension of completion date to 2-23-55 (BMPCT-2308).

WPMT (TV) Portland, Me., The Portland Telecasting Corp.—Mod. of CP (BPCT-1528) as mod., which authorized new tv station for extension of completion date to 11-15-54 (BMPCT-2311).

License for CP

WHIO-TV Dayton, Ohio, Miami Valley Bcstg. Corp.—License to cover CP (BPCT-890) as mod., which authorized changes in existing tv station. Transmitter location specified as 3316 Germantown St., Dayton (BLCT-220).

Modification of CP

WCMB-TV Harrisburg, Pa., Rossmoyne Corp.—Mod. of CP (BPCT-966) as mod., which authorized new tv station for extension of completion date to 11-1-54 (BMPCT-2315).

KGBS-TV San Antonio, Tex., San Antonio Bcstg. Co.—Mod. of CP (BPCT-832) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 2-19-55 (BMPCT-2313).

July 26 Applications

ACCEPTED FOR FILING

Modification of CP

WMEN Tallahassee, Fla., WMEN Inc.—Mod. of CP (BP-8190) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6593).

KLOQ Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8674) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6594).

Remote Control

WCLD Cleveland, Miss., Voice of the Delta—(BRC-459).

WWNH Rochester, N. H., Strafford Bcstg. Corp.—(BRC-460).

WVJP Caguas, P. R., Borinquen Bcstg. Co.—(BRC-461).

Renewal of License

WPWA Chester, Pa., Lou Poller—(BR-1810).

WBUX Doylestown, Pa., Charles M. Meredith—(BR-2095).

WROV Roanoke, Va., Radio Roanoke, Inc.—(BR-1502).

WETZ New Martinsville, W. Va., The Magnolia Bcstg. Co.—(BR-2918).

Application Returned

KBSF Springhill, La., Springhill Bcstg. Co.—License to cover CP (BP-8160) as mod., which authorized new standard broadcast station.

Modification of CP

KIVA (TV) Yuma, Ariz., Valley Telecasting Co.—Mod. of CP (BPCT-1600) as mod., which authorized new tv station for extension of completion date to 12-25-54 (BMPCT-2318).

WELI-TV New Haven, Conn., Connecticut Radio Foundation Inc.—Mod. of CP (BPCT-456) as mod., which authorized new tv station for extension of completion date to 8-24-55 (BMPCT-2319).

WTVO (TV) Rockford, Ill., Winnebago Television Corp.—Mod. of CP (BPCT-1052) as mod., which authorized new tv station for extension of completion date to 8-24-55 (BMPCT-2316).

WFBM-TV Indianapolis, Ind., WFBM Inc.—Mod. of CP (BPCT-807) as mod., which authorized changes in facilities of existing tv station for extension of completion date from 9-1-54 (BMPCT-2323).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Mod. of CP (BPCT-940) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 1-28-55 (BMPCT-2321).

WQCY (TV) Allentown, Pa., Queen City Television Co.—Mod. of CP (BPCT-1001) as mod., which authorized new tv station for extension of completion date to 4-10-55 (BMPCT-2325).

WLBR-TV Lebanon, Pa., Lebanon Television Corp.—Mod. of CP (BPCT-1011) as mod., which authorized new tv station for extension of completion date from 8-26-54 (BMPCT-2320).

WJAR-TV Providence, R. I., The Outlet Co.—Mod. of CP (BPCT-772) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 12-1-54 (BMPCT-2324).

WROW-TV Albany, N. Y., Hudson Valley Bcstg. Co.—Mod. of CP (BPCT-389) as mod., which authorized new tv station for extension of completion date to February 1955 (BMPCT-2310).

July 26 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

WFRM Coudersport, Pa., Farm and Home Bcstg. Co.—Granted petition insofar as it requests dismissal of its application; and said application (Docket 11018; BP-9058) was dismissed with prejudice. (Action of 7/20.)

Passed over request of Westinghouse Radio Stations Inc., Portland, Ore., applicant for ch. 8, to dismiss petition for clarification of order (Dockets 9138 et al.). (Action of 7/20.)

Chief Broadcast Bureau—Granted petition for extension of time to and including Aug. 2, 1954, within which to file a response to petition by Midwest Bcstg. Co., Milwaukee, Wis., protesting grant of application of Milwaukee Area Telecasting Co. (Docket 10793; BPCT-1578). (Action of 7/21.)

Boston, Mass., Mass. Bay Telecasters Inc.—Granted petition for an extension of time to and including July 23, within which a reply may be filed to petitions of Matheson Radio Co. in proceeding re ch. 5 (Dockets 8739 et al.). (Action of 7/21).

Biloxi, Miss., WLOX Bcstg. Co.—Granted petition for an extension of time to and including Sept. 1, within which to file exceptions to initial decision re ch. 13 (Dockets 10844-45). (Action of 7/21).

By Hearing Examiner Herbert Sharfman

Latrobe, Pa., Latrobe Bcstrs.—Granted request for continuance of hearing from Aug. 2 to Aug. 30 in re application for am CP (Docket 10428).

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WMPS Inc.—Granted petition for extension of time from July 26 to July 30, 1954, in which to file proposed findings in proceeding re ch. 3 (Dockets 10761-62).

July 27 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 23

Granted License

WTMJ-TV Milwaukee, Wis., The Journal Co. (The Milwaukee Journal)—Granted license covering changes in existing tv station (BLCT-158).

Remote Control

Granted authority to the following stations to operate transmitters by remote control: WWNH Rochester, N. H.; WVJP Caguas, P. R.; WCLD Cleveland, Miss.

Modification of CP

The following stations were granted extension of completion dates as indicated: WKVM San Juan, P. R., to 1-25-55, condition; KIVA Yuma, Ariz., to 1-25-55; WCTV (TV) Thomasville, Ga., to 2-23-55; WCMB-TV Harrisburg, Pa., to 2-23-55; KCTS (TV) Seattle, Wash., to 2-23-55.

Actions of July 22

Granted License

WSEI Effingham, Ill., Illinois Bcstg. Co.—Granted license for fm station; ch. 239 (95.7 mc); 20 kw (BLH-976).

WMFR-FM High Point, N. C., Radio Station WMFR Inc.—Granted license covering changes in fm station (BLH-984).

WXYZ-FM Detroit, Mich., WXYZ Inc.—Granted license covering changes in fm station (BLH-985).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WOPI-FM Bristol, Tenn.; WDEC Americus, Ga.; WMUU Greenville, S. C.; KWEW Hobbs, N. M.; WMFS Chattanooga, Tenn.; WOKJ Jackson, Miss.; WISR Butler, Pa.; WEDO McKeesport, Pa.; WKOA Hopkinsville, Ky.; KJCK Junction City, Kan.; KSLV Monte Vista, Colo.; KRSD Rapid City, S. D.

Modification of CP

The following stations were granted extension of completion dates as shown:

WRTV (TV) Asbury Park, N. J. to 2-1-55; WERE-TV Cleveland, Ohio, to 2-17-55; WWJ-TV Detroit, Mich. to 2-1-55; WPGT (TV) Clearwater, Fla. to 2-2-55; KTAG-TV Lake Charles, La. to 2-17-55; WPMT (TV) Portland, Maine, to 2-16-55; WHP-TV Harrisburg, Pa. to 2-18-55; WNLC-TV New London, Conn. to 2-18-55; KGBS-TV San Antonio, Texas to 2-19-55; KBIE-TV Sacramento, Calif. to 2-15-55.

Actions of July 21

Granted License

WDQN DuQuoin, Ill., Ava Bcstg. Co.—Granted license covering changes in studio and transmitter locations (BL-5363).

Remote Control

KEXX San Antonio, Tex., Leal Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted extension of completion dates as shown:

KFSD-TV San Diego, Calif. to 2-18-55; KHOL-TV Kearney, Neb. to 2-16-55; WIS-TV Columbia, S. C. to 2-11-55; KTNT-TV Tacoma, Wash. to 2-19-55; KXYZ-TV Houston, Tex., to 2-17-55; WJTV Jackson, Miss. to 2-12-55.

Actions of July 20

Granted License

WHBT Harriman, Tenn., The Harriman Bcstg. Co.—Granted license covering changes in antenna system (BL-5353). Also granted license for new transmitter (BL-5354).

KLAN Cordova, Alaska, Northern Light Bcstg. Corp.—Granted license for am broadcast station; 1450 kc, 250 w, S.H. (BL-5296).

KBOR Brownsville, Tex., Brownsville Bcstg. Co.—Granted license covering changes in nighttime directional antenna (BL-5219).

Remote Control

The following were granted authority to operate transmitters by remote control:

KCXY Gila, Ariz.; WALB Albany, Ga.; WCLI-FM Corning, N. Y.

Modification of CP

The following were granted extension of completion dates as shown:

WLWC (TV) Columbus, Ohio to 2-12-55; WRNY-TV Rochester, N. Y. to 2-1-55; WKAR-TV East Lansing, Mich., to 2-15-55; KTVQ (TV) Oklahoma City, Okla. to 2-11-55; WTHI-TV Terre Haute, Ind. to 2-12-55; WPAG-TV Ann Arbor, Mich. to 2-11-55; WLOS-TV Asheville, N. C. to 2-9-55; WCBF-TV Rochester, N. Y., to 2-10-55.

Actions of July 19

Granted License

WJBS DeLand, Fla., John B. Stetson U.—Granted license covering increase in height of am antenna (BL-5355).

WNVA Norton, Va., Blanfox Radio Co.—Granted license covering changes in facilities and in-

(Continued on page 97)

- We have a multitude of buyers for radio and television stations.
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Help Wanted

Managerial

Sales manager wanted, network station. Preference given man who can announce. Must be good copywriter, strictly sober, dependable. Salary-commissions arrangement. Furnish complete data, photo, references. Box 99E, B•T.

Need top-notch local sales manager. Established 5,000 watt Mutual station. NBC-ABC-DuMont tv. Midwest. Real opportunity for experienced, hard hitting, energetic person. Send complete resume of background, experience, availability and salary desired. Box 139E, B•T.

Midwest radio-tv operation needs director of operations to coordinate both organizations. 5,000 watt Mutual. 100,000 watt NBC-ABC-DuMont tv station. Send complete information Box 141E, B•T.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Time salesman wanted. Combined radio-television operation. Guarantee and commission. Send complete experience resume to Box 4E, B•T. Here is opportunity for permanent connection.

Radio salesman-announcer for estabished 1 kw southern indie. Good salary and commission if you are looking for a permanent position. Send qualifications, references, family status and salary expected. Box 163E, B•T.

Salesman at once, man or woman, 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman. Some announcing. Commission and salary. WLRP, New Albany, Indiana.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Combo-announcer-engineer: (1st class license) First class announcer. Midwest independent, market 300,000; excellent working conditions. State general information on background and experience. Send tape. Box 115E, B•T.

Western Pennsylvania, network affiliate, needs experienced announcer, capable of handling phone requests during nighttime DJ, personality show. Must have ability to write and deliver local news. Box 154E, B•T.

Announcer, first phone for combination operation with one of the south's fastest growing multiple ownership operations. Top salary for right man. Supply tape, picture and full particulars with first letter. Box 186E, B•T.

5,000 w station located in Florida needs two personality DJ's, must have two or more years experience, pop and hillbilly, two first class engineers. Send complete details and tapes first letter. Box 201E, B•T.

Announcer and combo needed. 100 watt fulltime MBS station located in progressive Gulf Coast. Excellent opportunity for outstanding announcer. Send photo and tape to KIOX, Bay City, Texas.

Anouncer for network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, La.

One play-by-play, three announcers, one continuity writer by station expanding staff for am-tv operation. Personal interview necessary. Ken Gilmore, KPLC, Lake Charles, La.

Wanted by Sept. 1, combination sportscaster-salesman. Send audition and data to KPUG, Bellingham, Washington.

Help Wanted—(Cont'd)

Experienced capable announcer, well educated, able type, who wishes to work into sales, permanent position, send picture, full particulars. Air-mail audition, salary desired, CBS, Wyoming Pioneer station KSPR, Casper, Wyoming.

Need top-notch DJ who can do acceptable newscast. Excellent working conditions and salary. Send audition of news and DJ work to Bill Edgar, Program Director KTRN, Wichita Falls, Texas.

Opening Sept. 1, first class engineer-announcer. Top announcing ability necessary. $90 week. KUDL, Kansas City, Missouri.

5000 watt station in west Michigan, has an opening for combination announcer-engineer, first phone required. Pleasent working conditions and a salary of $82.50 per week to start. Emphasis on both engineering and announcing, send tape and resume, to John Hunter, Chief Engineer, WKNK, Muskegon, Michigan.

Experienced woman announcer-continuity writer capable handling well established participating show. Send photo, references, details of background. Save time by submitting tape which will be returned. WLAC Radio, Attn. General Manager, Nashville 3, Tennessee.

News sportscaster. Emphasis gathering, writing, delivering local news. WLRP, New Albany, Indiana.

Experienced announcer, ability to sell merchandise on the air necessary. Competitive Washington metropolitan market. Send disc or tape and resume first letter, WPIK, Alexandria, Virginia.

Combination announcer-copywriter — 5,000 watt independent daytime station, east Tennessee. Mail information on background plus recent photograph to Box 227, Kingsport, Tennessee.

General staff announcer, experienced for new midwest dayliter. Send tape, data, to Box 191, Nevada, Mo. Pay above average.

Technical

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

First class licensed engineer for am-fm transmitter located in northern Ohio. Possibility of tv future. Permanent position open immediately. Box 95E, B•T.

Transmitter engineer, no announcing. $65.00 for 44 hours. 1000 watts, fulltime, eastern seaboard. Send full particulars and photograph in first letter. Box 166E, B•T.

Engineer, with 1st class license, for 1,000 watt educational radio station. Write Edward J. Slack, KUSD, Vermillion, South Dakota, for details.

Chief engineer, 250 watt independent: New equipment, light maintenance, 30 hour announcer shift. Give background, photo, tape and salary requirements, WDSR, Lake City, Florida.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Experienced newscaster in big market. Experience in gathering and writing news as well as broadcasting desirable—Local news stressed. Box 14E, B•T.

Traffic or continuity girl experienced for midwest. Give complete background experience. Box 96E, B•T.

Program director with experience. Give complete details, references and recent snapshot. Box 97E, B•T.

Help Wanted—(Cont'd)

Girl wanted to handle traffic. Must have experience in am or tv. Excellent opportunity for versatile girl in Pennsylvania's NW new uhf station. Box 132E, B•T.

If you're old-fashioned enough to believe in loyalty to your employer, but still young enough to work first before becoming an executive, you may be the man I'm seeking. The reason you would leave your present job is that there is no opportunity for advancement there. You've had at least five years experience as an announcer and you have proven programming ability. You're promotion minded . . . you're sales-minded, with a thorough knowledge of small station operations. Fact is you're probably from a small town in the south or perhaps out west. You're also an older man, married and college educated. You also like people and they like you. If this sounds like you, there's a real opportunity here with an old, established 1000 w CBS affiliated in the Middle Atlantic area. Here you would oversee and train announcers and announce at least 20 hours a week yourself. You would supervise traffic, work remotes (sports and public service; misc. sales programs); initiate, build and supervise saleable programs, and be available for public appearances in the interest of the station. If you know you can meet these requirements and know you want to become an integral part of a community as well as a station, then give full particulars in first letter. Write Box 200E, B•T.

Nebraska new editor. Gather, write, broadcast, local news . . . general news editing. Must have news background. Write for application form. Gene Ackerley, KCOW, Alliance, Nebraska.

5,000 watt NBC station needs an experienced continuity writer, male or female. Pleasant working conditions, retirement income plan, insurance benefits. Send detailed letter, photograph, salary required, references, etc., to Doug Gary, KVGB, Great Bend, Kansas. Prefer someone from middle-west.

Wanted yesterday: Miss America, IQ of 200, madly in love with daybook makeup and copywriting, no marriage plans, work for peanuts till midnight. If you offer 50% of this delicious dream, contact WELM, Elmira, New York, quick.

Commercial copywriter, male or female. Experience helpful but intelligence and imagination more valuable. WTVB, Coldwater, Michigan.

Television

Help Wanted

Managerial

Salesmen

Sales opening. Excellent opportunity for hustling salesman in new television market. Rich area, good potential. Salary plus commission. Radio or television sales background a must. Write or wire for interview. Manager, WTVO, Rockford, Illinois.

Technical

Television engineers: Southeastern Michigan vhf desires experienced tv studio, maintenance and transmitter engineers. Ideal working conditions. State qualifications, education, references and salary desired. Write Box 202E, B•T.

Television electronic technician. Immediate opening. Kinescope recording. Experience desired. Will consider video experience and then train for kinescope. Attractive position. Write or wire H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Southeastern vhf tv station needs young, energetic person with writing ability to handle audience-program promotion. Prefer television or radio background. Furnish complete details and salary expected, along with photograph. Box 112E, B•T.

Photographer-writers. Two young men, probably single, at least free to travel continuously throughout U. S. for well known national organization that produces community tv shows of industry, schools, churches, parks, etc. Write for complete details. Box 118E, B•T.

Newsman and farm reporter combination. Must be midwesterner with experience and authority. Send resume and picture to Box 135E, B•T.

Here's a real opportunity as executive producer for NBC-ABC-DuMont tv station in midwest. Unlimited possibilities. Send complete background, experience, salary desired and availability. Box 140E, B•T.

Situations Wanted

Managerial

Good right hand! Now station manager leading tv operation market of half-million. Solid background in program, promotion, sales. Know agencies, advertisers, networks coast-to-coast. Stable broadcast history covering 14 years. Forced seek relocation by family health problems. Right for station manager, commercial manager, top assistant. Finest references and full endorsement of present company. Box 138E, B•T.

Situations Wanted—(Cont'd)

Sales-promotion manager—with ideas to sell. Presently employed 250 indie. Station has shown steady increase since my arrival. Verification of this available from present employer. Ready for larger market. 29 years old, married. Box 144E, B•T.

Hard selling assistant manager, sober family man, wants sales manager southern or central California. Eight years radio managerial, sales, writing. Box 171E, B•T.

I've delivered! 13 years as sales manager-station manager with three major market stations. Nine years one city. Now employed manager am also sales manager am and tv, top eastern market. Thorough practical experience every phase radio-tv. College and business administration graduate. Happily married, two children. Change not imperative. Contemplating move, personal reason. Box 175E. B•T.

I can prove that your organizational need will be fulfilled, be it sales, administration or programming. A much experienced, valuable man, aggressive, industrious and flexible seeks a greater radio-tv opportunity. Write Box 191E, B•T.

General manager thoroughly experienced major market station manager, now employed in the south, desires change. Have designed two vhf and uhf stations. Have been salesman, sales manager and general manager. Excellent New York agency contacts. Box 192E, B•T.

Outstanding northern Wisconsin radio administrator—age 39—all phases—20 years experience—seeks responsible and permanent administrative position in am-tv plant. Family man of 7, clean, honest, keen and dependable. Box 193E, B•T.

Excellent background of sound, profitable management in small, medium, large all-media markets. Mature, aggressive. Will invest from salary. P. O. Box 5031, Dallas, Texas.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Stop looking! I've got it. Send for tape—then judge! Box 68E, B•T.

Experienced announcer-sportscaster. Versatile in all phases. College grad., draft exempt. Presently with CBS affiliate. Top references. Box 119E, B•T.

Announcer, light experience, good DJ, news, sports, board. Third class restricted license. Disc, tape. Box 130E, B•T.

Announcer, experienced, seeking permanent position with good station. Will travel. Box 134E, B•T.

Top announcer—11 years experience. Now employed, desire change. Age 35, married, family. Will send tape by return mail. Two weeks availability. Box 143E, B•T.

Top-flight sports announcer desires college football play-by-play. 13 years experience. Currently broadcasting major league baseball. Air checks available. Outstanding references. Box 149E, B•T.

Spanish area. Announcer-newsman, programming, university graduate. Six years each, radio and Spanish. Objective: Fulfill Spanish radio desires by permanent residency, southwest. School town preferred. Box 150E, B•T.

Announcer—some experience—commercials, control board, strong preference for sports—for station staff. Single, veteran, travel, resume and tape. Box 151E, B•T.

Top sports announcer, can handle complete sports job; also staff work; five years radio and television, looking for position in either or both. Box 156E, B•T.

Announcer—radio-tv. Strong musical and platter personality. Pops-rhythm-classical-news-commercials-play-by-play sports. Travel for interesting staff connection. Qualified experience and sales background. Single—veteran—tape. Box 157E, B•T.

Announcer staff. One year experience, travel, veteran, single, tape. Box 158E, B•T.

Announcer-control board operator, reliable, experienced. Desires station staff connection. News, DJ, strong on commercials. Resume, tape, references. Box 159E, B•T.

Rockum-sockum rhythm blues jockey. Sell top market. Personal interview. Box 160E, B•T.

Situations Wanted—(Cont'd)

Versatile announcer. Experienced newsman, DJ. Trained voice. First phone. Negro. Box 168E, B•T.

Announcer. Experienced both network and independent, some tv. College grad., married. Presently employed. Box 179E, B•T.

Staff-sports announcer. Four years play-by-play experience. Looking for good opportunity for fall season. Presently employed 5 kw independent. Tape and resume on request. Box 180E, B•T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 181E, B•T.

Announcer—1st phone, disc news, sports—5 years. Family, permanent, northeast preferred. Box 182E, B•T.

Program director, 7 years experience, first phone, fair on engineering. 30, married, seeking advancement in midwest. Box 185E, B•T.

Experienced sportscaster, play-by-play, special events, newswriter. Top references, veteran, married, reliable. Will travel. Box 188E, B•T.

Cincinnati and Miami stations, power packed sports commentator, sports director. Age 35. Box 189E, B•T.

Experienced sports announcer. All sports play-by-play, radio and television. Prefer college color or high school play-by-play. Box 195E, B•T.

Sportscaster—radio or television. Experienced all play-by-play. Selling experience. Box 197E, B•T.

Am-tv announcer-sportscaster, 6 years experience radio, 2 years experience tv; special events, play-by-play, staff; married, 28, journalism grad. Write Box 198E, B•T.

Football, basketball, baseball play-by-play man. 6 years experience. Looking for sports station with opening in September. Excellent references—family man. Air checks available. Box 199E, B•T.

Negro DJ, tape, references. Jimmy Byrd, 107 Princeton, Hempstead, N. Y.

Announcer, school training — experience light. Walter Dickman, Metuchen, N. J. 6-0916W.

Announcer-staff, news-talent, commercials, strong ad-lib play-by-play sports, friendly platter shows. Mature, married, settle permanently. Limited experience, accent on future. Travel, tape. Joseph Lynch, 195 Elmwood Drive, Clifton, N. J.

Announcer—versatile, young, limited experience, 3rd phone. Prefer DJ. Conscientious hard worker. Dave Millan, 14662 Wisconsin, Detroit 38, Michigan.

Situations Wanted—(Cont'd)

Announcer—strong on news, DJ, commercials, play-by-play. Tape, photo, data available. Prefer South. Robert Miller, 1145 N. W. 6th Avenue, Ft. Lauderdale, Florida.

Versatile announcer—commercial appeal—strong language background. Pops and classical platters—plus news and continuity copy. Single, travel, reliable, tape, resume. Ralph Martin, 108-10 65th Ave., Forest Hills, N. Y.

Announcer-control board, staff personality-news, sports, commercials, smooth platter specialties, light experience, hard worker—bright potential, single, travel anywhere, tape, resume. Reno Martin, 111 Orchard Street, Mount Vernon, N. Y.

Announcer, news, sports, DJ, strong sales background. Good commercial voicing—light experience, high potential, 3rd class license. Single, veteran, travel, permanent connection. Tape, resume. Bob Nelson, 45 4th Ave., Atlantic Highlands, New Jersey. AT 1-0866.

Experienced announcer wants station offering permanent, life-time, position. 29, married, don't drink or smoke. Not a floater. Contact Edward H. Osborn, 1639 North Meridan, Indianapolis, Indiana. Phone Wabash 2680.

Reliable capable announcer, DJ, good news, strong commercials, veteran, light experience—travel—tape. Don Richards, % Staiti, 180 Grace Church Street, Port Chester, New York.

Staff announcer, platter personality, news, commercials, sports-listener appeal, capable continuity writer, control board, 3rd ticket—single, veteran, tape, resume. Mark Shor, 751 E. 178th Street, Bronx 57, N. Y.

Announcer: Good news and commercial voice. Original DJ. Limited board operations. Reliable, ambitious. Married and recent Midwestern Broadcasting School graduate. Midwest desired. Disc on request. Donald Susong, 1741 N. Kimball Avenue, Chicago 47, Illinois.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75.00. 2225½ 2nd Street S. W., Rochester, Minnesota.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Chief engineer, eighteeen years experience operation, maintenance and installation. Desires permanent position as chief engineer or will consider transmitter position with progressive station. Box 133E, B•T.

Experienced 1st phone engineer wishes to relocate in or near New York City. Box 145E, B•T.

Practical engineer—supervisory experience, eight years broadcast includes recent tv. Congenial. Likes responsibility. Box 153E, B•T.

First phone, 5 years experience am. Seeks permanent employment. Box 155E, B•T.

First phone. Six years studio, transmitter, maintenance. Desires position—5 kilowatt or larger, New York, Jersey, Pennsylvania area. Box 161E, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted (Cont'd)

First phone, 4 years studio control, tapes, remotes, desires studio control. Jersey, New York, Connecticut, Massachusetts. Box 170E, B•T.

Chief. 17 years radio. First phone. Second telegraph. Extra class amateur. 8 years combination. Desire affiliation with progressive station anywhere. Minimum $100. Single. Sober. Car. Available two weeks working notice. All inquiries answered. Box 177E, B•T.

Production-Programming, Others

Program director, experienced director-producer, presently on staff of leading television network in New York City, desires change. Box 137E, B•T.

Program director-announcer-operator seeking employment with am-tv. Want job with future, good salary. Midwest. Best qualifications. Box 148E, B•T.

Program director—pleasing personality—good air delivery. Experienced all phases indie operation. Looking for right opportunity. Go anywhere. Box 178E, B•T.

Former army producer—seven years commercial experience, family man—three children. Interested in program director or newscasting. Will accept DJ or staff. Best reference—deep unaccented voice. Operates board. Available immediately. $80.00 plus talent. Bob Elliott, 2315 Spain Street, Baton Rouge, La. Phone 8-1597.

Television

Situations Wanted

Managerial

Sales manager with outstanding record at network radio station—which has just been sold. New owner asked me to stay but I desire tv as future. I am seeking sales or sales management job with station looking for intelligent application of maximum effort without high pressure. Excellent radio experience all phases but technical. Top references, 33, married. Now on west coast. Box 184E, B•T.

Announcers

Employed west coast radio announcer, six years experience, wants to enter tv. Neat appearance, versatile. Box 172E, B•T.

Draft exempt veteran, first phone, announcer; radio experience. Fully trained, television (Hollywood, California). Prefer east, southeast. Box 193, Sebring, Florida.

Technical

Experienced first phone operator. 10 years all phases am-fm, last 6 as chief. Age 29, married, family, good habits, capable. Completely reliable. Desire permanent employment as transmitter operator with tv or well established am. Box 994D, B•T.

Ambitious, reliable and thoroughly trained in all tv studio operations. Desires opportunity in technical department as cameraman. Available now, anywhere. Age 24, veteran. Box 142E, B•T.

Five years experience tv transmitter installation, operation, maintenance; also microwave and some studio. Box 147E, B•T.

Tv studio tech. and broadcasting, tech. school graduate. Seeks future, studio or telethon. Box 183E, B•T.

Attention tv-am grantees or established "live wire" stations: 1st class engineer, 13 years solid background all phases am, network master control, directional arrays, 4 years tv operations, maintenance and construction, desires permanent position at supervisory or executive level. If you demand top efficiency, technical "know-how," plain hard work and have a salary to match, let's get down to business. John B. Ledbetter, KCKN, 901 N. 8th, Kansas City, Kansas. Phone DR 4300 or NI 2464.

Production-Programming, Others

Five years experience radio production, programming, sales, major markets. Graduate SRT TV course. Seeks opportunity tv production and/or sales. Creative hard working, top references. Box 164E, B•T.

Television film director-buyer-supervisor. Ten years California film experience—color. Now employed eastern uhf. Purchased equipment, placed film dept. in operation. Practical experience film buying, programming, screening, sound cutting, splicing, shading. Some boom work. Top references. Box 187E, B•T.

Situations Wanted—(Cont'd)

Television production—young man, 24, single, graduate leading university having outstanding radio and television department. Experience in production and directing on college level. Ambitious. Box 196E, B•T.

For Sale

Stations

Network radio station in fine southern market. Can be had on reasonable terms by man with real ability. Needs resident owner. Box 98E, B•T.

Carolina daytime kilowatt, two station market in 50-100,000 population category. $15,000 down payment required, current earnings will pay balance on reasonable terms. Paul H. Chapman, 84 Peachtree, Atlanta, Ga.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Get on air economically. RCA 250 watt transmitter. Any offer considered. Ideal for Conelrad. Box 146E, B•T.

500 w am broadcast transmitter, approved composite of modern compact design, $700. Box 152E, B•T.

7 Blaw Knox type CN 229′ self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

3 speed kit converts Presto 10-A turntables for instant selection of 33-45-78 rpm. Prepaid or C.O.D., $17.50. Lee Electronics, Wilmington, N. C.

1 kw Raytheon am transmitter 5 years old, all motorized controls. Now operating. Available September 1954. Make offer, WINA, Charlottesville, Virginia.

Your third hand—Modelli Workbench, 48″ x 24″ x 33″, knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Experienced broadcaster wants all or part of established or new small am station, Texas, southwest. Box 94E, B•T.

Small station, reasonably priced. Or, part of small station as active partner. Box 190E, B•T.

Equipment, etc.

Wanted, used 5 or 10 kw fm broadcasting transmitter. Prefer equipment which operated near 100 mc. Give price and full details on reliability, tube life, etc. Box 110E, B•T.

Channel 12 used 5kw transmitter and 12 bay antenna. Cameras, synch generator, power supplies, projectors, etc. Box 136E, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Used RCA, pre-emphasis filter model MI-4926 A. WHTB, Talledega, Alabama.

Wanted . . . All equipment for new channel 7 station including 5 or 10 kw transmitter and associated equipment, 500 foot tower, 12 section antenna, film and studio cameras audio and master controls. STL and remote link. What have you? Dixie Network, Jackson, Tennessee.

Wanted—1 WE or RCA reactance tube type fm modulator in good condition. Output frequency unimportant. Advise price and availability to Walter Druz, Zenith Radio Corporation, Chicago.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Technical

ENGINEERS WITH MODEST CAPITAL WANTED

A profitable, going concern expanding on the West Coast can use two experienced engineers. This is a chance for you to secure your future. Only men with excellent references and experience should apply. TV experience desirable, but not essential.

Box 101E, B•T.

Television

Help Wanted

Announcers

Announcer

. . . for Major Midwest Market. Must have one specific specialty and must have TV experience. Send complete background to

Box 162E, B•T

Technical

TV ENGINEERS

Television engineering personnel needed for top power regional VHF station in Southeast. First phone required. Application should include experience, salary required and availability. Write Box 174E, B•T.

Situations Wanted

Managerial

GENERAL MANAGER
STATION MANAGER

Live wire team combining super-salesmanship-promotion with solid administration, programming and intelligent personnel management. Native Southerners; prefer South.

Box 165E, B•T.

ATTORNEY-ENGINEER

Age 39. Seeks position combining law and seventeen years of broad engineering experience. B.S.E.E., 1937, LL.B., 1954. Electrical construction and maintenance, TV-broadcasting, radio communications and electronic design.

Box 169E, B•T.

Production-Programming, Others

SPORTS-PROGRAM-PROMOTION

Sports play-by-play with outstanding record—major colleges and semi-pro. Seven years experience includes five as PD. Know sales and promotion. Present earnings good—but seek more aggressive operation in larger market, AM and/or TV. College. Married. Available September.

Box 173E, B•T.

Television

Situations Wanted

Technical

TELEVISION INDUSTRY
N. Y. TECH. (Crescent School)
GRADUATE
WILL RELOCATE
Practical Training as
CAMERAMAN
FLOORMAN
AUDIO OPERATOR
VIDEO TECHNICIAN
SCRIPT WRITER
ANNOUNCER-COMBO MAN
PROGRAM DIRECTOR
INQUIRE BOX 109E, B•T
For Resume

Production-Programming, Others

TV DIRECTOR

Due to staff reduction major midwest station in 6th year of operation has available a top-notch TV Director. This highly recommended person has experience in all phases of TV directing from basketball remotes to studio spots. Over 5 years in radio-TV. Exellent references.

Box 131E, B•T.

For Sale

FOR SALE

The following items of television equipment, all in first class condition are offered for sale with immediate delivery:

1—300′ Blaw Knox LT Tower
1—149′ Stainless Twin Tower with 2 10′x14′ passive reflectors.
1—RCA TF-3AM superturnstile.
1—Federal FTL-27A 2000Mc microwave relay (receiver and transmitter) w/ 6 ft. dishes.
1—Raytheon RTRIC 2000 mc microwave relay (receiver and transmitter)—1—6 ft., 1—8 ft. dish.
1—RCA TTC-3A switcher with console housing.
1—RCA TT-5A TV transmitter in excellent condition with S.B. Filter, Diplexer, RF load and wattmeter, with operating set and FCC spare tubes, crystals for channel 6.
400 feet 3⅛″ steatite insulated transmission line used but in good condition.
1—RCA 715B Oscilloscope.

Available due to purchase of higher tower and 100,000 watt transmitter. Call or write Charles Brady, Director of Engineering, WJIM-TV, Lansing, Michigan.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Stations

WANTED

On long term lease VHF Television Station. By financially responsible—Experienced operator. Replies held in strictest confidence.

Box 176E, B•T

(Continued from page 92)

stallation of new transmitter; 1050 kc, 1 kw, D. (BL-5360).

WLOK Lima, Ohio, WLOK Inc.—Granted license covering expired CP which authorized installation of new tower and ground system (mount tv antenna on top) (BL-5352).

Modification of CP

The following were granted extension of completion dates as shown:

WOC Davenport, Iowa to 11-11-54, condition; WCAR-FM Pontiac, Mich. to 2-11-55; WJLN-TV Birmingham, Ala., to 2-10-55; WMFL Miami, Fla. to 2-9-55; WTLB La Crosse, Wis. to 2-16-55; WCIO-TV Detroit, Mich. to 1-19-55; WIFE (TV) Dayton, Ohio, to 2-4-55; WPTR-TV Albany, N. Y. to 2-1-55.

July 28 Applications

ACCEPTED FOR FILING

License for CP

WPKO Waverly, Ohio, Hi Kinco Bcstrs.—License to cover CP (BP-8614) as mod. which authorized new standard broadcast station (BL-5381).

Remote Control

WTAD Quincy, Ill., Lee Bcstg. Inc.—(BRC-462).

Modification of License

KLZ-FM Denver, Colo., LTF Bcstg. Corp.—Mod. of license to change name to Aladdin Bcstg. Corp. (BLH-76).

Miscellaneous

——ATTENTION——

Anyone knowing the whereabouts of PHIL ARNOLD, extremely near sighted person, d/b/a Independent Broadcasters of America or JAMES (JIM) A. HILL, radio promotion salesman contact

Box 167E, B•T.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Modification of CP

WHFM (FM) Rochester, N. Y., Stromberg-Carlson Co.—Mod. of CP (BPH-1905) as mod., for extension of completion date (BMPH-4933).

Renewal of License

WRRN (FM) Warren, Pa., Northern Allegheny Bcstg. Co.—(BRH-268).

WWOD-FM Lynchburg, Va., Old Dominion Bcstg. Corp.—(BRH-514).

Modification of CP

KLZ-TV Denver, Colo., LTF Bcstg. Corp.—Mod. of CP to change corporate name to Aladdin Bcstg. Corp. (BMPCT-2327).

License for CP

WCAU-TV Philadelphia, Pa., WCAU Inc.—License to cover CP (BPCT-1734) as mod. which authorized changes in facilities of existing tv station. (BLCT-221).

July 28 Decisions

BROADCAST ACTIONS

The Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WKAP Allentown, Pa.; KQV Pittsburgh, Pa.; WARM Scranton, Pa.; WAVL Apollo, Pa.; WEDO McKeesport, Pa.; WGBI Scranton, Pa.; WGPA-AM-FM Bethlehem, Pa.; WHUN Huntingdon, Pa.; WICK Scranton, Pa.; WJPA Washington, Pa.; WMBS Uniontown, Pa.; WNAR Norristown, Pa.; WPTS Pittston, Pa.; WSBA York, Pa.; WWSW-AM-FM, Pittsburgh, Pa.; WAZL-FM Hazelton, Pa.; WBRE-FM Wilkes-Barre, Pa; WCAU-FM Philadelphia, Pa.; WEEX-FM Easton, Pa.; WGBI-FM Scranton, Pa.; WLAN-FM Lancaster, Pa.; WLYC-FM Williamsport, Pa.; WPEN-FM Philadelphia, Pa.; WRZE-FM York, Pa.; WSAN-FM Allentown, Pa.; WVAM-FM Altoona, Pa.; WUSV Scranton, Pa.; WDFM State College, Pa.; WKJF Pittsburgh, Pa.; WVCH Chester, Pa.; WMBO-AM-FM Auburn, N. Y.; KBYR Anchorage, Alaska; WMCA New York; WFIL-AM-FM-TV, Philadelphia, Pa.; KGBS-TV San Antonio, Tex.; KPRC-TV Houston, Tex.; KRLD-TV Dallas, Tex.; WBAP-TV Fort Worth, Tex.; WCAU-TV Philadelphia, Pa.; WFAA-TV Dallas, Tex; WFBM-TV Indianapolis.; WOAI-TV San Antonio, Tex.; WPTZ (TV) Philadelphia, Pa.; WSM-TV Nashville, Tenn.; WGAL-TV Lancaster, Pa.; WJAC-TV Johnstown, Pa.

Pontiac, Mich., The First Baptist Church—Granted extension of authority to transmit religious programs to station CKLW, owned and operated by Western Ontario Bcstg. Co., Ltd., Windsor, Ontario, Canada, each Sunday, from 8:30 to 9:00 a.m. and 11 to 11.30 a.m. EST, for the period ending Aug. 13.

SSA

Extended Special Service Authorizations for the following stations for the period ending Sept. 30, 1954:

WNYC New York, N. Y., for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York, and from sunset Minneapolis to 10:00 p.m. (EST).

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., for use of 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi, Tex.

WOI Ames, Iowa, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

Radio Station and Newspaper
Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

Bonus from Mt. Washington TV

$30,000 Summer Home in Maine



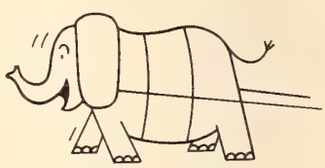
Use America's only "3-state one station TV network" and save — in 23 weeks of a 5 per week ¼ hour show — the complete cost of a $30,000 summer home on the Maine coast.

Average time costs run 54% less than the combined costs of the three TV stations giving next best coverage.



HITS ALL THREE

WMTW, transmitting from the top of Mt. Washington, covers most of the three states of Maine, New Hampshire and Vermont. Over 445,000 U. S. families live within the WMTW primary coverage area which has 224,572 TV sets. RETMA — May 28.



OUT-PULLS THEM ALL

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach — serves a one and a half billion dollar market — retail sales comparable to Richmond, Omaha, Akron, and Syracuse *combined.* On the air in August.



CBS-ABC

Channel 8

WMTW

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

TELESTATUS

August 2, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52—Unknown
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 95,300
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (8) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 65,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Coronat—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,861,132
►KCOP (13) Katz; 1,861,132
►KHJ-TV (9) DuM; H-R:; 1,861,132
►KNBH (4) NBC; NBC Spot Sls.; 1,861,132
►KNXT (2) CBS; CBS Spot Sls.; 1,861,132
►KTLA (5) Raymer; 1,861,132
►KTTV (11) Blair; 1,861,132
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC, Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27). 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 220,843
WILM-TV (83), 10/14/53-Unknown

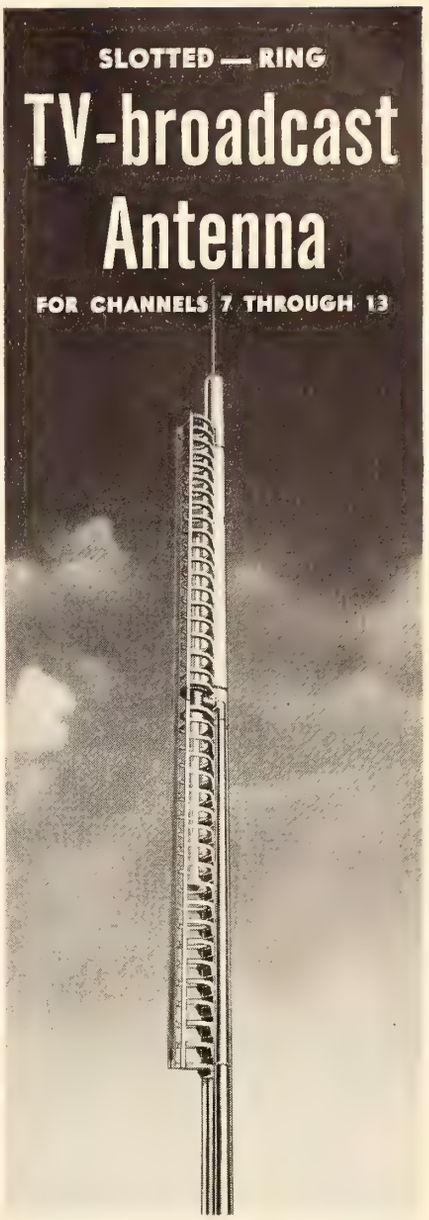
DISTRICT OF COLUMBIA

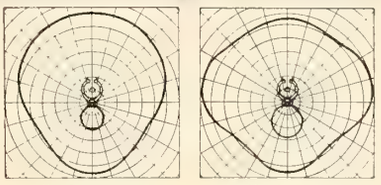
Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 624,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.




12" diam. mast 16½" diam. mast

The Type 1040 slotted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin B-654.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co., Inc
299 ATLANTIC AVE., BOSTON, MASS.

KHQA 7 A-TV

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are
129,405
Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 117,776
TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need
KHQA-TV—Channel 7
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Represented by
WEED TELEVISION
Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2), 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 10,250

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-3/15/54
(granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 59,919
► WRBL-TV (4) CBS; Hollingbery; 73,647

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV 11 ABC, CBS, NBC, DuM; Avery-Knodel; 46,760
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12), 11/4/53-Unknown

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000.

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 549,284 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 58,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 494,000
► WISH-TV (8) CBS; Bolling
► WTTV (4) See Bloomington

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) Initial Decision 7/27/54

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 110,765

Terre Haute†—
► WTHI-TV (10) CBS, DuM; Bolling

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 137,874

Manhattan†—
KSAC-TV (*8), 7/24/53-Unknown

Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 63,678

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 54,481

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC; Petry; 101,292

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown

Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54

Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55

Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown

Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000

Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown

Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 20,039

Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54

Portland—
► WCSH-TV (6) NBC; Weed; 116,627
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 44,200

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 552,235
► WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-Aug. '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,191,210
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000

Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 54,250

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)

Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160

Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 47,699

Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,407
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,306,200
*WTVS (*56) 7/14/54-Late '54*

East Lansing†—
► WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922

Lansing—
► WILS-TV (54) Venard; 51,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000

Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54

Muskegon†—
WTVM(35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown

Traverse City †—
Kalamazoo—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
► KMMT (6) ABC, DuM; Pearson; 92,869

Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)

Hibbing†—
KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) CBS; Free & Peters; 467,300
► WTCN-TV (11) ABC, DuM; Blair; 454,863
KEYD-TV (9) 6/10/54-1/1/55

Rochester—
► KROC-TV (10) NBC; Meeker; 76,648

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 467,300
► WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 80,000

Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 117,776
► WGEM-TV (10) See Quincy, Ill.



The Greatest Draw In Wichita!.....

"BAR 16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"
Mon. – 24.9	17.8 (Amos & Andy)
Tue. – 15.7	16.2 (Superman)
Wed. – 25.4	10.3 (Kit Carson)
Thur. – 21.6	11.9 (Hopalong Cassidy)
Fri. – 24.9	5.4 (Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6* for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double-barreled pull!

See PETRY For Regional and National Participations!

KEDD
WICHITA KANSAS
NBC • ABC
REPRESENTED BY
Edward Petry & Co., Inc.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 402,796
► KMBC-TV (9) CBS; Free & Peters; 402,796
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735

St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360
► KSTM-TV (36) ABC; H-R; 215,000
► KWK-TV (4) CBS; Katz
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 11,000

Missoula†—
► KGVO-TV (13) CBS; Gill-Perna

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 38,853

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington Righter & Parsons; 407,023. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/14/54
*WTVF (*23) 7/24/52-Unknown*

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Kingston—
► WKNY-TV (66) CBS, NBC, DuM; Meeker; 8,650

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) ABC, NBC; Hollingbery; 225,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000
► WTRI (35) CBS; Headley-Reed; 901,938

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,855

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 143,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 27,950
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222

Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 233,474

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 63,676

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 213,267
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,680

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-8/1/54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710

Ashtabula†—
► WICA-TV (15) 20,000

Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,035,503
► WNBK (3) NBC; NBC Spot Sls; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 52,348

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 121,774
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) ABC, NBC, DuM; Bolling; 90,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
*Oklahoma Educational Tv Authority (*11). 7/21/54-Unknown*

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,900
Portland—
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
Bethlehem—
►WLEV-TV (51) NBC; Meeker, 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
►WSEE (35) CBS; Avery-Knodel; 26,269
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/15/54
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 773,494
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 151,200
New Castle†—
►WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,780,046
Pittsburgh—
►WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
►WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
►WHUM-TV (61) CBS; H-R; 175,000
Scranton—
►WARM-TV (16) ABC; Hollingbery; 160,000
►WGBI-TV (22) CBS; Blair; 165,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 163,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 175,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
►WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

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Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.
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SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 46,700
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 113,048
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54
Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 56,800
►WIS-TV (10) NBC; Free & Peters; 107,450
►WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
►WFBC-TV (4) NBC; Weed; 277,662
►WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 81,296
►WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
►WHBQ-TV (13) CBS; Blair; 285,737
►WMCT (5) ABC, NBC, DuM; Branham; 285,737
Nashville—
►WSIX-TV (8) CBS; Hollingbery; 191,810
►WSM-TV (4) NBC, DuM; Petry; 191,810
Old Hickory (Nashville)—
WLAC-TV (5) CBS; Katz; 8/5/53-8/6/54 (granted STA July 6)

TEXAS

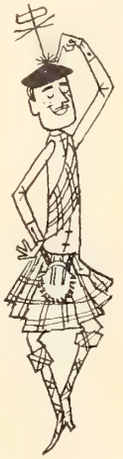
Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803
Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 51,831
►KGNC-TV (4) NBC, DuM; Katz; 51,831
KLYN-TV (7) 12/11/53-Unknown
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
KTRM-TV (6) Initial Decision 7/22/53
Big Spring†—
Big Spring Bcstg. Co. (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) NBC; Young; 13,950
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 393,971
►WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
►KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
►KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 378,300
Galveston—
►KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.

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MacDougal's pipes are getting hoarse from overwork. All day long the glens echo to, "Hail to the Chief — Channel 8!"



MacDougal, N. Y. is having its best fling in years! Even the dour Scot can't resist the fun on WHEN-TV.

But they're canny spenders, these upstaters. Tho their sporrans are plump and well-lined, they've a close way with tuppence and thruppence. It takes Channel 8, as full of witchcraft as Very Old Scotch, to turn a reluctant silver trickle to a fat, golden stream.

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ABC
DUMONT
A MEREDITH STATION
WHEN TV
CHANNEL 8
SYRACUSE, N.Y.

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,280

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,076

Lubbock—
► KCBD-TV (11) ABC, NBC, Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,000

San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 200,702
► WOAI-TV (4) NBC; Petry; 200,702
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 39,770

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,280

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KTVT (4) NBC; Blair; 163,200
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 322,759
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,679
Louis Wasmer (2) 3/18/54-Sept. '54

Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 25,056

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 52,500
► WMTV (33) ABC, NBC, DuM; Meeker; 54,000

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/12/54

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 322,981
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 681,953
WTVW (12) 6/11/54-Unknown

Neenah†—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBS; 35,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,822
7,326

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 386; total cities with stations on air: 259. **Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets** that are operating. Total sets in use 31,531,518.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

UPCOMING

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 4: Radio-tv testimony before Senate Rules subcommittee studying committee procedures, U. S. Capitol.

Aug. 4: NLRB hearing on AFM-AFTRA dispute resumes in New York.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

Aug. 5: NARTB-record manufacturers, N. Y. Athletic Club, New York.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Hotel Tulsa, Tulsa.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.

Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.

Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.

Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

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Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 28: New England film directors, Hotel Statler, Boston.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS

BAB Clinics

Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

BMI Clinics

Aug. 2-3: Hotel Biltmore, New York.
Aug. 5-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

HOCKEY
BASKETBALL
RODEO
ICE SHOWS
BOXING
WRESTLING



The MADISON SQ. GARDEN Show

26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD

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STEVENS PICTURES for TV
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Dallas, Tex. Richmond, Va.
Nashville, Tenn.
RUSSELL-BARRY ASSOC.
Chicago, Ill.
CROWN PICT. INT'L.
Hollywood, Cal.
TELEPIX MOVIES Ltd.
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Narrated by Marty Glickman & Stan Lomax
15-minute & half-hour versions
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produced by
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PLaza 9-5350

FCC Should Adopt Anti-Red Rule

IN THIS era of atomic fever, we still find those who shout "civil liberties" whenever Government seeks to tighten security in the vital field of communications.

The dissenters are at it again on the proposed FCC rule to make ineligible for commercial or amateur operator licenses anyone who is a communist, or communist front, or anyone who isn't of good moral character. This proposed rule is in keeping with the judgment of the Senate Foreign Relations subcommittee on espionage, sabotage and subversion.

We're not unmindful of the obvious truism that committees of Congress may be prone to exaggerate the extent of red infiltration. But we begin on the premise that, in communications, even one communist is one too many.

Those who protest derisively about new security rules as constituting a curb on freedom of expression seem to ignore the requirements in the law and the FCC regulations on the character of the licensees themselves. No one having communist connections could conceivably get an FCC license for any kind of operation, if that fact were known. One who is not of good "moral character" could not qualify as a licensee either.

The station licensee, of necessity, delegates authority in the technical operation of his station. The responsibility of the man at the transmitter is the concern of ownership and management. It is within his control to activate or inactivate the transmitter. His is a key position "when the whirlwinds blow," to use the highly descriptive phrase uttered by Comr. John C. Doerfer at the recent hearing on his confirmation for a new term on the FCC.

Four years ago FBI Director Hoover warned that the communists had as their primary objective the control of communication facilities in a national emergency. As early as 1946, he said, the party was given a special directive to penetrate the radio field, and their schools offered training courses in radio writing, acting and directing. In 1950, the CIO expelled a number of unions because of pro-communistic leanings, including one in communications which then had many licensed radio operators in its membership.

The proposed FCC rule should be adopted. Even with its adoption, broadcasters should continue to screen carefully all those people who have access to microphone, camera or transmitter.

Bare Spot on the BBC Wall

TEN YEARS have gone since those grim days of broadcasts direct from London, when Big Ben's chimes were as well known on Main Street as on Piccadilly. Ed Murrow's "This is London," or Raymond Swing's authoritative commentaries were awaited eagerly by a hundred million Americans. And, likely as not, their word pictures became the headlined newspaper stories of the next day.

One of the many newsman who had broadcast from BBC's underground studio B-24 in Broadcasting House was Richard L. Strout, the *Christian Science Monitor's* veteran reporter. Mr. Strout has just revisited London, and in a nostalgic report titled "BBC—Rendezvous With Memory," tells of his return to that underground studio, whence came the BBC's *9 O'Clock News,* the U. S. broadcasts, and other transmissions to people the world over, theoretically out of range of Hitler's night bombers.

"French and Dutch Governments-in-exile broadcast here," Mr. Strout reported in the *Monitor* "and their leaders have now sent plaques and sentimental gifts to BBC, hung on the entrance walls, as quiet thanks for the historic spot. It seems a shame that the Americans who used these wartime facilities have not yet done likewise."

Indeed, it is a shame. Here is a project that should be handled, in the name of American broadcasting and broadcasters, now. It is a project for the NARTB and the networks.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Don't tell me *people don't still listen to radio!"*

Off Their Records

IN THE normal pattern of American business it is considered good policy to consult affected parties when a major change in techniques or specifications is contemplated. Unfortunately the nation's major phonograph record manufacturers neglected this important step when they decided abruptly to stop supplying broadcasters with 78 rpm pressings, shifting to 45 rpm discs.

Injury has been done to the relations of broadcasters and recording companies—injury that might easily have been averted. Obviously there is a common benefit in the submission of records to stations and their performance. Manufacturers get what they need most—performance and merchandising, without which few records can attain wide distribution. Stations get program material and can satisfy the public appetite for hit numbers as well as serious selections.

A sensible suggestion has come from NARTB. John F. Meagher, new radio vice president, asked record manufacturers to meet with him and the suggestion was accepted. The manufacturers will enter the meeting room Thursday with the realization they committed what is privately conceded to have been a public relations blunder.

There is some private fear that the record companies agreed to meet with NARTB more in the hope of salvaging industry goodwill than of rescinding the sudden shift of standards. They appear at this time to be more concerned with a swing in public preference for the small 45s than with the ability or willingness of stations to meet high technical and cueing standards. They cling to the belief that the 78 is disappearing and they like the economy of the 45s as against the more costly 78 pressings.

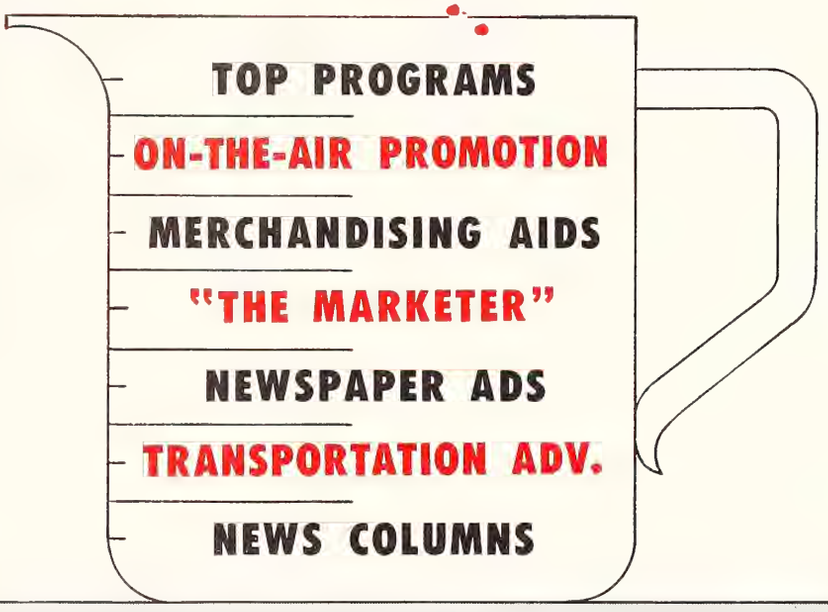
While some stations have approved the change, a considerable segment of the broadcasting industry is not equipped to play 45s and the companies supplying conversion facilities are a month and more behind orders. Another segment refuses to convert because of purported inferior technical qualities of the fine grooves, from a broadcast standpoint, and plans to get along with present libraries augmented by 78s from smaller manufacturers and over-the-counter purchase of desired records.

The record makers know they acted unwisely and with haste. They know that broadcasters have supplied a substantial share of the sales stimulus behind their product. They know, too, that radio silence would cripple their business.

The answer is simple. They have been offered a chance to reconsider an ill-conceived action. If they want their records performed, all they need do is supply stations with a usable and durable product, suitable for professional performance.

WWJ/WWJ-TV, together with the George P. Hollingbery Co.

give you FULL MEASURE...





EDWIN K. WHEELER
General Manager
WWJ - WWJ-FM - WWJ-TV



GEORGE P. HOLLINGBERY
President
George P. Hollingbery Co.
Chicago
New York
Atlanta
Los Angeles
San Francisco

Clients and agencies all across the country are familiar with the hard-working staff of the George P. Hollingbery Company, and with the plus services offered by WWJ and WWJ-TV . . . with the carefully supervised quality of WWJ and WWJ-TV programs—the heavy schedule of on-the-air announcements that backs every show—the publicity resources of the WWJ stations—and such thorough merchandising aids as "The Marketer" which goes monthly to 3100 food and drug retailers.

This combination of foresighted planning, comprehensive promotion and friendly client contacts has made the WWJ stations leaders in the Detroit market. ***Together, the George P. Hollingbery Company and the WWJ stations pledge themselves anew to give advertisers a full measure of support in every selling effort.***

WWJ AM FM and WWJ-TV

NBC AFFILIATES

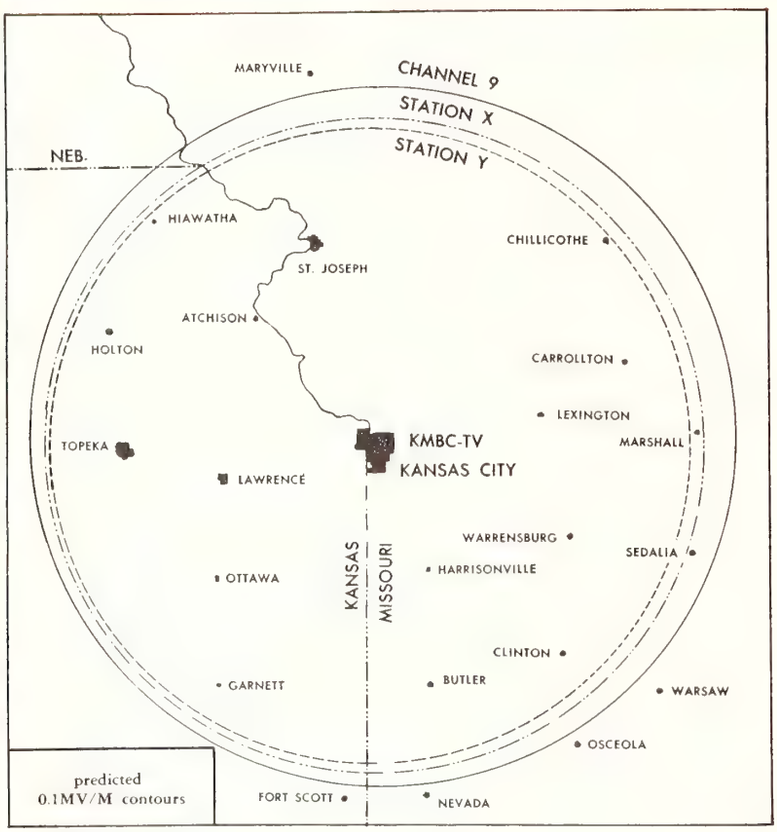
FIRST IN MICHIGAN • *Owned and Operated by* **THE DETROIT NEWS**
National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

The BIG TOP goes up in Kansas City—

KMBC-TV "Tall Tower" Ready in September...

1,079-foot tower . . . . 316,000-watts power

As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.



BIGgest power TOPmost tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage *plus* the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.



Get on the CHANNEL 9 Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.



FREE & PETERS, INC.
National Representatives

CBS TELEVISION

Basic Affiliate



ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.



KMBC-TV

The BIG TOP Station in the Heart of America

Harry Bannister
Vice President

John T. Schilling,
Vice President and General Manager

George Higgins,
Vice President and Sales Manager

. . . and in Radio it's KMBC, Kansas City, Missouri

KFRM for the State of Kansas

AUGUST 9, 1954

35c PER COPY

BROADCASTING TELECASTING

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Promotion Plans
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For Equal Access
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eet With Affiliates
Page 98

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Begins on Page 77

23RD year

THE NEWSWEEKLY
OF RADIO AND TV

Because it works... more advertisers use WOR radio than any other New York radio or tv station

Broadcast Advertisers Report, June 1954 (National Spot & Local Advertisers)
WOR • 1440 Broadway, New York 18 • Key Station of Mutual Broadcasting System

WLS

personalities build LISTENER LOYALTY



WLS has long been noted for its station personality — and for the personalities on the station. One of those who is helping to build that reputation is . . .

WOODY MERCER

Woody Mercer is one of the newer members of the WLS staff. But he's quickly proved his right to a top spot in a Star Studded group of National Barn Dance entertainers.

Another native Arizona ranch boy, where he learned to sing in the natural style of the west, and the composer of some one hundred songs, Woody has been an immediate hit with WLS listeners. For instance:

> This summer he's been featured on an hour long, Monday thru Friday afternoon program. In three of the four quarter-hour periods, he's first in listenership in the Nielsen Chicago area according to the latest NRI report.

In Woody Mercer, WLS has another star in the high tradition of the great personalities who have built WLS listener loyalty. A fine talent, an easy, casual manner, a genuine liking for people, combined with the sincerity that characterizes all WLS personalities, have already won for him the audience confidence and loyalty that always means *Results* for WLS advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

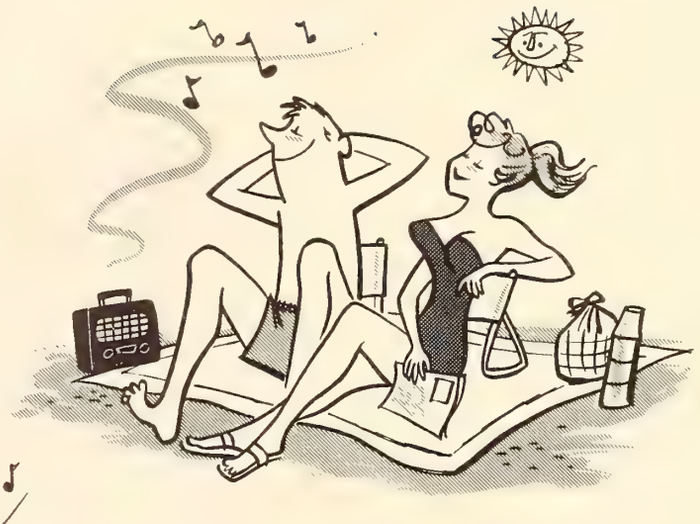
CHICAGO 7

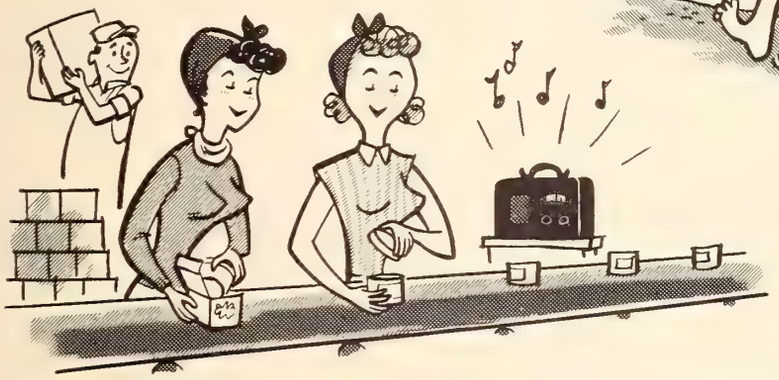
CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

in PROVIDENCE –
wherever you go,

WHIM
it's radio!





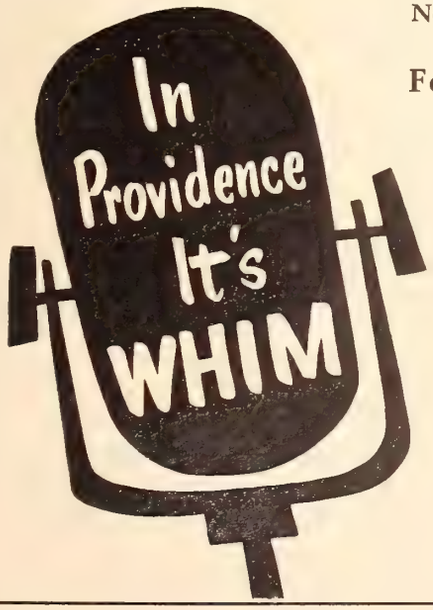
Any day of the week, WHIM delivers the largest out-of-home audience* of any Providence radio station
For example:

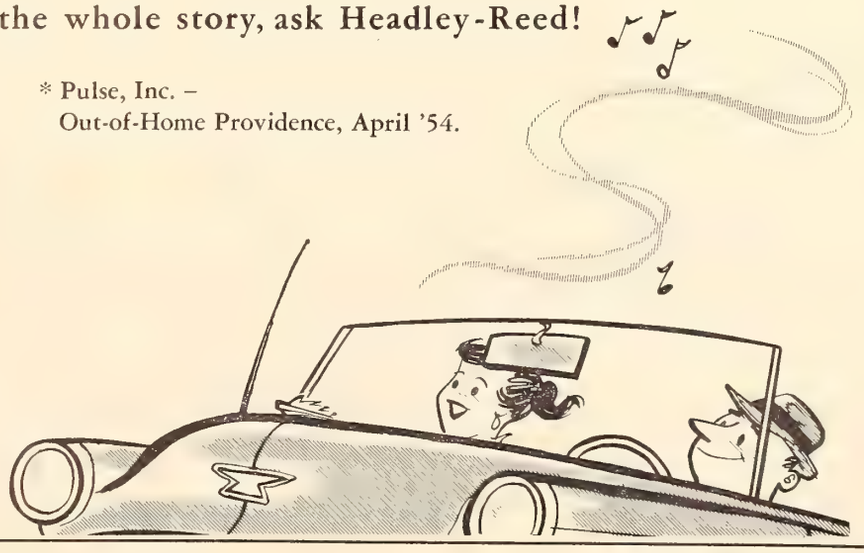
Mon. - Fri. 12 noon — 6 PM

WHIM	**26%** share
Net. Sta. A.	14%
Net. Sta. B.	13%
Net. Sta. C.	12%
Net. Sta. D.	12%

For the whole story, ask Headley-Reed!

* Pulse, Inc. –
Out-of-Home Providence, April '54.





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Covers a vast, prosperous territory — a rich target for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Westminster	Carlisle	Shamokin
Hanover	Harrisburg	Shippensburg	Coatesville
Gettysburg	Lebanon	Martinsburg	Lewisburg
Chambersburg	Sunbury	Reading	Huntingdon
Frederick	Lewistown	Pottsville	Waynesboro
Hagerstown			

STEINMAN STATION

Clair McCollough
President

Representatives

MEEKER TV, INC.

New York
Los Angeles
Chicago
San Francisco

closed circuit®

FOX-WELLS Co., New York investment firm, is negotiating for KFSD-AM-TV San Diego for $2.8 million. Acquisition would include substantial real estate as well as plant and equipment of ch. 10 station and KFSD, NBC Radio-affiliated 5 kw regional. Tom Sharp, who holds two-thirds, and other entities which merged to get ch. 10 outlet last year would sell to new corporation, KFSD Inc. George A. Wells, of South Bridge, Conn., and New York, is former president of American Optical Co., and Heywood Fox is former top executive of optical firm. Also in group is William T. Lane, Syracuse advertising agency owner and former directing head of WAGE Syracuse and WLTV [now WLWA (TV)] Atlanta.

★ ★ ★

TV STATION OWNERS in secondary markets (below first 75) are beginning to exert pressure looking toward "full network" discounts which would bring them daytime programs not now being bought beyond top markets. They argue this was done in radio and that with program-talent costs already underwritten by advertisers, additional time costs for expanded network coverage would be bargains.

★ ★ ★

SOME Television Bureau of Advertising committeemen indicated privately Thursday they wouldn't need to go outside their own ranks to find choice for TvB presidency. Mentioned was Richard A. Moore, KTTV (TV) Los Angeles, acting head of original TvAB, who impressed NARTB committeemen with his enthusiasm for project following merger decision.

MULTIPLE ownership proposal to boost tv station limit from five to seven (with not more than five vhf) will be made final by FCC "the day after the Senate goes home," says Comr. Frieda B. Hennock. "I'm not talking out of school," she says, "since I'm the only dissenter."

★ ★ ★

STORER BROADCASTING Co. is being hit at rate of $1,000 per day on its $8.5 million-plus acquisition of Empire Coil Co. [and its stations, WXEL (TV) Cleveland; KPTV (TV) Portland, Ore.], now awaiting FCC approval. Cut-off date of July 21 applied and interest on money involved is running to that figure.

★ ★ ★

MARTIN B. CAMPBELL, veteran broadcaster who has supervised activities of *Dallas News'* stations (WFAA-AM-TV) for 22 years, is on leave of absence preparatory to retirement. Two years ago he delegated management of WFAA to Alex Keese and of WFAA-TV to Ralph Nimmons. Mr. Campbell's retirement coincides with that of another veteran, H. K. Carpenter, from supervisory operation of WHK, *Cleveland Plain Dealer* station (story page 96).

★ ★ ★

IN LINE with expansion plans, John Blair & Co., New York, station representative, intends to appoint Tucker Scott, now coordinator and time administrator, radio-tv department, BBDO, New York, as its new sales development manager, and to promote Wells Barnett, current sales development manager, to assistant to president. Other personnel changes expected, effective in mid-August.

★ ★ ★

WITH departure of Tucker Scott (see above) from BBDO, realignment of timebuying personnel is planned to absorb Mr. Scott's duties. Richard McKeever, timebuyer, will assume some of functions with other timebuyers shifted to take over his current accounts.

★ ★ ★

AFTER MONTHS of consideration, Civil Service Commission has cut back grades of secretary and assistant secretary of FCC on ground that functions do not justify classifications of $10,800 and $9,600, respectively. Although cutbacks would be small (perhaps $200 for secretary and less than $100 for assistant secretary), FCC nevertheless has appealed action, protesting implied reduction in status. Mary Jane Morris, former attorney, is incumbent secretary, and William P. Massing, veteran staff executive, is assistant secretary.

★ ★ ★

NEGOTIATIONS underway with MBS to carry proposed weekly radio broadcasts for Manion Forum of Opinion, now in organizational stage. Details being worked out by E. Ross Humphrey & Assoc., Chicago agency which handles For America advertising and which arranged talk by Dr. Clarence E. Manion, former dean of law at Notre Dame U., on 472 Mutual stations June 16. Fifteen-minute talks pegged to start around Labor Day. Forum would be privately-financed, non-profit group. Dr. Manion was former chairman of President Eisenhower's government relations commission.

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Now you can reach even more of Indiana with WFBM-TV!

HIGHER TOWER AND HIGHER POWER RAISE NO. OF TV HOMES COVERED BY 65.4%

Our recent power increase (to 100,000 watts ERP) and our new tower (1019 ft.) accomplished this:

- Extended our coverage area to 80 miles from Indianapolis in all directions
- Added 76.1% more households
- Upped no. of counties covered by 122.2%

When you consider the number of tv homes now within reach of your commercial on WFBM-TV—more than 660,000—you must consider Indiana's Number One Television Station. For further details, check with the Katz Agency.

WFBM-TV Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

at deadline

WITNESSES WILL TESTIFY LAMB LIED ABOUT COMMUNIST TIES, FCC PROMISES

BROADCASTER-publisher Edward Lamb Friday charged FCC with "smear and run" tactics in making public bill of particulars alleging he lied in saying he never had communist associations. "They have sought to convict by headlines," he said.



MR. LAMB

Resume of FCC charges was delivered by hand Thursday to law firm of McGrath & Brown (J. Howard McGrath, ex-U.S. Attorney General and Mr. Lamb's counsel) and made public at FCC about noon Friday. It summarized case FCC will present at license renewal hearing Sept. 15 on Mr. Lamb's WICU (TV) Erie.

Reciting sworn statements by Mr. Lamb that he never had communist ties, never advocated overthrow of government by force and in fact is militant anti-communist, FCC resume said witnesses would testify to following information, which "if true and correct," indicates:

Mr. Lamb during 1934-48 "knowingly associated" with members of Communist Party and in particular 1934-40 with Party in Toledo; at gathering in Marion, Ohio, in 1934 he "urged formation of certain organizations . . . one of which . . . was to function secretly under the leadership and direction of the Communist Party."

Mr. Lamb contributed to Communist Party in Toledo in or around 1934 after solicitation by individual he knew to be a Communist. During 1936-41 executive board of Communist Party in Lucas County (Toledo) "considered Edward Lamb a source of funds" and in response to solicitations, he contributed. "More particularly, in this period Edward Lamb contributed funds to aid in (1) sending delegates to a National Convention of the Communist Party, (2) financing a Communist Party gathering, and (3) defraying expenses attendant upon an official visit to Toledo, Ohio, of a National Official at the Party."

During 1944-48 he was considered source of funds by Lucas County organization and contributed. During same period he was "regarded by certain Communist Party officials as being subject to Communist Party discipline." His reputation among members of Party in Toledo 1934-48 "was that of an individual who intellectually accepted Communism, who consciously adhered to the Communist Party line, and who could be counted upon for assistance by the leadership of the Communist Party in Ohio."

On or about Sept. 18, 1944, he was one of principal speakers at dedication of Communist Political Assn.'s headquarters in Toledo, commonly known as Lincoln House, "at which dedication he pledged and contributed money and promised his continuing aid and support for said headquarters."

In connection with Mr. Lamb's statement he "used all instruments of public information at his disposal to attack vigorously and effectively the Communist Party and everything it stands for," FCC resume said Broadcast Bureau "proposes to introduce into evidence certain writings of Edward Lamb, including his book *The Planned Economy in Soviet Russia.*"

Resume continued, "During the pendency before this Commission of the instant application, Edward Lamb has made statements . . . [which] all bear upon the issues in the instant proceeding and, if the information in the possession of the Commission hitherto referred to is true and correct, Mr. Lamb . . . has misrepresented facts to the general public, to a Committee of the U. S. Senate, and to the Federal judiciary in such degree as to seriously reflect upon his qualifications to continue to be a broadcast licensee or to receive further authorizations from this Commission. . . .

"Because of what appear to be contradictory statements by Mr. Lamb as to the period of his membership in certain organizations (that is, whether he belonged thereto when those organizations were on the Attorney General's list or whether he resigned therefrom prior to or at the time of their designation by the Attorney General) . . . the Chief, Broadcast Bureau . . . hereby informs Mr. Lamb that he intends to inquire into Mr. Lamb's membership in and resignation from these organizations, all listed by the Attorney General as being either subversive, totalitarian, fascist, or communist." Organizations cited, with Mr. Lamb's alleged affiliation, were:

Civil Rights Congress, sponsor—1947; Committee for the Protection of the Foreign Born, vice chairman—1941-43 incl., 1945-48 incl.; Inter-National Labor Defense, legal advisory committee—1936-39, national committee, 1939 and 1943; National Federation for Constitutional Liberties, member executive committee—1940-43.

Resume was signed by Curtis B. Plummer, Broadcast Bureau chief, and attorneys Walter R. Powell Jr. (chief of Renewal and Transfer Division), Thomas B. Fitzpatrick and Arthur J. Schissel.

LAMB ISSUES WARNING

EDWARD LAMB, through J. Lacey Reynolds, Washington correspondent for his *Erie Dispatch*, warned Friday that "anyone, whether in the government or out, who challenges my loyalty and Americanism is going to face the courts for an accounting." Mr. Lamb said he will prosecute damage suits totaling $1.5 million at Nashville against Rep. Pat Sutton (D-Tenn.) and several local radio-tv stations for talkathon utterances. Mr. Reynolds said he will press his suits there also totaling $1.5 million [B•T, Aug. 2, July 19].

THE AMENITIES

STATEMENT expressing delight at plans worked out by tv stations for new TvB (see story, page 34) issued Friday by T. F. Flanagan, managing director, Station Representatives Assn., on behalf of SRA "members who originated the TvAB movement." SRA from beginning had two-fold purpose, he said: "to get a tv promotion bureau established now instead of an indefinite several years hence, and to establish the kind of bureau which the stations want. The fact that for the first time in this type of all-industry organization there is a separate department for the promotion of national spot is a great triumph for the stations."

• BUSINESS BRIEFLY

CHESTERFIELD BUYS • Liggett & Myers Tobacco Co. (Chesterfields) on Oct. 4 starts sponsoring *Perry Como Show* on CBS Radio, Mon., Wed., Fri., 9-9:15 p.m. On Oct. 2, L & M will shift *Gunsmoke*, now on CBS Radio, Mon., 9-9:30 p.m., to Sat., 8-8:30 p.m. Chesterfield agency is Cunningham & Walsh, N. Y.

STAG BEER TO EW • Griesedieck Western Brewing Co., St. Louis, appoints Erwin, Wasey & Co., Chicago, to handle advertising for Stag beer effective Oct. 1. Broadcast media to be used. Account formerly serviced by Maxon Inc.

NABISCO FOR 'IVY' • National Biscuit Co. will co-sponsor *Halls of Ivy*, TPA film series, with International Harvester Co. [B•T, July 19] on CBS-TV, according to report late Friday. Leo Burnett Co., Chicago, is agency for International Harvester; McCann-Erickson, N. Y., for National Biscuit.

EXPANDED RADIO • Life Savers Inc., N. Y., whose sales are soaring, presumably because smokers are turning from cigarettes to candy [CLOSED CIRCUIT, July 26], is contemplating expanded radio spot campaign for fall. Young & Rubicam, N. Y., is agency.

WINE SPOTS • Garrett Wine Co., N. Y., through David J. Mahoney Inc., N. Y., seeking availabilities for fall radio spot announcement campaign to start early in October for 12 weeks in more than 25 major radio markets.

'Today,' 'Home,' 'Tonight' Become NBC-TV Department

CREATION of NBC-TV participating programs department—comprising *Today, Home* and *Tonight*, network's three magazine concept programs sold under participation sales plan—announced Friday by Robert W. Sarnoff, NBC executive vice president. New department is headed by Richard A. R. Pinkham, former executive producer of *Today* and *Home*, now director of participating programs. Mort Werner, former producer of *Today*, becomes executive producer of participating programs; Matthew J. Culligan, former sales supervisor for *Today* and *Home*, is named director of sales for participating programs; Richard Jackson, former unit manager of *Today*, is now senior unit manager of new department.

Mr. Sarnoff pointed out that during 1954 *Today, Home* and *Tonight* will have more sponsors than are on any other tv network, will "be capable of producing an annual gross revenue of more than $20 million," will represent about one-third of NBC-TV network schedule and require full-time efforts of over 100 people.

All-Star Game Coverage

TWENTY-FIRST annual All-Star football game between college stars and Detroit Lions, champions of National Football League, at Chicago's Soldiers Field Aug. 13, will be on 570 MBS radio and over 160 DuMont tv outlets. Miller Brewing Co., through Mathisson & Assoc., Milwaukee, will sponor radio-tv coverage. Broadcasts also to be relayed overseas by Armed Forces Radio Service. Joe Boland and Red Grange will handle tv, and Earl Gillespie and Chris Schenkel radio.



an electrifying fact:

More than six billion kilowatt-hours of electricity are being generated within Greater Cleveland during 1954. This is energy enough (so our Dept. of Fantastic Calculating tells us) to lift every man, woman and child in the world as high as the top of Mount Everest.

A more practical use of this staggering potential has been made, however, by Cleveland's 3,000-plus manufacturing plants. They consume a major share of it in their production of diverse goods valued at about *five billion dollars* — thereby lifting Cleveland to a new and Everest-like peak among U. S. industrial centers. (Since 1950 this productivity has climbed almost 70%.)

And, as Cleveland pours on the power, an equally impressive current of cash has been flowing into the pay envelopes Clevelanders bring home. Money (like electricity) makes things happen.

A small yet vitally effective percentage of Cleveland's electrical output goes to run the one television station exerting the most influence on customers in this tumultuously growing market. Inductively coupled to the interests and tastes of Clevelanders, WXEL has a high-voltage wallop where it counts most—the unlatching of pocketbooks! If you want to learn how truly electrifying WXEL's potential is (and you *should),* ask the KATZ agency.

cleveland **wxel** *channel 8*

at deadline

Tampa, Beaumont Grants Made Final by Commission

FINAL decisions to grant new tv station on ch. 8 at Tampa-St. Petersburg to Tribune Co.'s WFLA and another on ch. 6 at Beaumont, Tex., to KFDM were announced by FCC Friday.

In Florida case, Commission majority supported hearing examiner's recommended ruling to grant WFLA and deny competitive bids of WTSP and Tampa Bay Area Telecasting Corp. Comrs. E. M. Webster and Robert T. Bartley dissented and voted for WTSP while Comr. Frieda B. Hennock dissented in separate statement indicating preference for Tampa Bay Area Telecasting as only applicant without radio-newspaper interest, citing principle of mass media diversification.

In Texas case, FCC majority reversed recommended ruling of examiner whose initial decision proposed to grant KTRM and deny KFDM and KRIC. Majority favored KFDM over others on mass media diversification factor but Chairman Rosel H. Hyde and Comrs. Robert E. Lee and John C. Doerfer dissented. Comr. Lee issued statement (in which Comr. Doerfer concurred) favoring KTRM on basis of greater integration of local ownership and operation.

W. P. Hobby, president-chief stockholder of *Houston Post*-KPRC-AM-TV Houston and husband of Oveta Culp Hobby, Secretary of Health, Education & Welfare, is director and holds option for up to 35% interest in KTRM, decision noted. D. A. Cannan, president-29.7% owner of KFDM, is president-majority stockholder KFDX-AM-TV Wichita Falls, Tex. KRIC is owned by Enterprise Co., publisher of only daily papers at Beaumont.

George W. Harvey, manager of Tribune Co. broadcasting operations, and J. C. Council, president-publisher, late Friday estimated it will take about six months to complete construction of WFLA-TV. John Blair & Co. is national representative. WFLA is NBC outlet.

Nelson Poynter, WTSP president, renewed offer for joint "interim" ch. 8 station "while litigation continues." Proposal for operation similar to ch. 12 KSLA (TV) Shreveport was made to FCC earlier in week (story page 62).

Two More Tv's Quit

FCC Friday announced ch. 36 KSTM-TV St. Louis, Mo., and ch. 12 KUON (TV) Lincoln, Neb., have suspended operations, raising total tv suspensions to 26.

Letter to FCC from KSTM-TV attorney disclosed that ch. 36 facility had quit telecasting Aug. 3 and "it is believed that the company plans to surrender its CP for uhf ch. 36 and to concentrate its energies and resources on its application for vhf ch. 11 . . . in East St. Louis." Letter added:

"Broadcast House Inc. has been reluctant to give up the opportunity of serving the people of St. Louis with uhf service, but has been forced to do so by the fact that a uhf tv station cannot operate in the public interest in competition with established vhf service in the same area."

Upon hearing of KSTM-TV suspension, John D. Scheuer Jr., executive vice president and general manager of ch. 54 WTVI (TV) Belleville, Ill.-St. Louis, informed B•T: "WTVI regrets that KSTM-TV found it necessary to suspend operations. At the same time we want the public to know that WTVI looks to the future with confidence. . . . We believe that St. Louis can and will continue to support uhf . . ."

Suspension of operations of KUON on the ch. 12 facility is result of switch of John E. Fetzer's KOLN-TV from ch. 12 to ch. 10 effective Aug. 1. Mr. Fetzer received FCC approval for $300,000 purchase of ch. 10 facility, formerly KFOR-TV, on condition that he dispose of his ch. 12 station [B•T, March 29, Feb. 22]. Transfer of ch. 12 facility to Byron J. Dunn, trustee, with eventual operation by U. of Nebraska, was approved by FCC fortnight ago [B•T, Aug. 2].

Record Makers Stand by 45 RPM Broadcast Policy

RECORD manufacturers won't budge from policy of distributing only 45 rpm pressings to broadcast stations though they will try to supply 78s during period of equipment conversion, NARTB disclosed Friday.

After meeting with executives of five major record makers and voicing broadcasters' objections to 45s, John F. Meagher, NARTB radio vice president, said, "The record companies uniformly state that the standard 78 rpm record rapidly is passing out of existence and is being replaced by the 45s in the pop tune field and LPs in the classical field." They told him broadcast conversion is but one step in transition with similar changeover taking place in juke boxes.

Half of records now bought by public are 45s, Mr. Meagher was informed, about 25% LPs and 25% 78s. Majors said they did not want 45 policy to work unfair competitive hardship on any station. Those interviewed by Mr. Meagher Thursday and Friday were Frank B. Walker, MGM Records; James B. Conkling, Columbia Records; William H. Fowler, Capitol Records; Leonard Schneider, Decca, and H. L. Letts, RCA Victor.

Mr. Meagher reviewed with each representative of record firms principal objections to use of 45s and cited objections of seven state broadcasting associations and individual NARTB members. Companies are arranging to supply broadcasters with 45 rpm versions of standard tunes. They said stations paying fees for record packages can expect cost to be reduced 25% to 50%, with more stations served on no-fee basis. They upheld quality of 45s though conceding cueing problems. Capitol has sent cueing records to many stations, it reported. They conceded station performance is greatest single promotional spur to public sale of records.

McCarthy Probe Bars Radio-Tv

LIVE TV or radio coverage will be barred from Senate committee studying censure motion against Sen. Joseph R. McCarthy (R-Wis.), Sen. Arthur Watkins (R-Utah), chairman of special committee, said Friday.

UPCOMING

Aug. 9: International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 9-10: BMI tv clinic, Hotel Statler, Los Angeles.

For other Upcomings see page 123.

PEOPLE

ROBERT J. RUNGE, former advertising-sales manager, Thor Corp., appointed advertising manager of Norge Div., Borg-Warner Corp.

S. JOHN SCHILE, for six years executive vice president of Rocky Mountain Broadcasting System, resigns effective Aug. 21. .

ROBERT FINE, formerly of Geyer Advertising, N. Y., has joined Hilton & Riggio, N. Y., as account executive.

RICHARD M. STONE, most recently account executive with Audio-Video Recording Co., N. Y., and previously sales manager for Petri Wine Co., N. Y., has joined N. Y. radio sales staff of Avery-Knodel Inc., station representative.

LYMAN E. G. SUITER, in charge of production line activities of Westinghouse Electric Corp. home radio division, appointed assistant to vice president, Fairchild Recording Equipment Co., Whitestone, N. Y., to assist in general manufacturing problems.

HILDA SIMMS, actress who won acclaim for stage portrayal of "Anna Lucasta" and was co-starred in movie, "The Joe Louis Story," joins WOV New York today (Mon.) as mistress of ceremonies of *Ladies' Day,* broadcast daily, 8:30-9 a.m.

Storer Earnings Up

STORER BROADCASTING Co. earned $1,564,836 ($1.41 per common) after taxes during year's first half, directors heard Friday at Miami headquarters meeting. Figure compares with $1,086,645 (98 cents per common) earned for same period last year. This year's second quarter profits of $787,850 (71 cents per common) beats first quarter's $776,985 (70 cents per common). Last year's second quarter profit was $591,885 (54 cents per common).

IT&T Forms Research Firm

FORMATION of new domestic company to handle research, development and technical products operations of Capehart-Farnsworth Co. announced Friday by International Telephone & Telegraph. Capehart will concentrate on monochrome and color tv production, as well as on radio-phonograph output. New group will be known as Farnsworth Electronics Co., Fort Wayne, Ind., with Dr. Harvard L. Hull as president and Philo T. Farnsworth vice president and technical director. Fred D. Wilson, Capehart president, moves to New York as vice president of IT&T for industrial relations. Capehart Consumer Products Div. to be headed by Lawrence C. Haggerty, heretofore vice president over technical products.

CBS-TV, SAG Pact in Works

CBS-TV and Screen Actors Guild scheduled to sign pact this week to cover network's entry into direct filmmaking [B•T, July 26]. Contract reportedly will parallel 1952 agreement with Alliance of Tv Producers. New features said to include guaranteed employment to series actors on one side, exception of news commentators from Guild jurisdiction on the other.

Air Force to Pick Agency

AIR FORCE is expected to announce new agency today for its $1 million recruiting advertising contract for fiscal 1955. AF board of officers went into executive session at Pentagon late Friday to select agency from among seven who had been making presentations over two-day period. Current AF agency, Dancer-Fitzgerald-Sample, was among those being considered, it was understood.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

4,387
EMPLOYEES
AT WORK BY
7:00 AM
IN 12 OF
HUNTINGTON'S
MAJOR
PLANTS

REACH THIS
VAST AUDIENCE
OF BUYERS
BEFORE
THEY GO TO WORK
ON THE
RISE & SHINE
SHOW

SEGMENTS AVAILABLE
5:35-6:00 AM
6:10-6:45 AM

THE KATZ AGENCY
NATIONAL REPRESENTATIVES

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Selma Gersten, Barbara Plapler.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

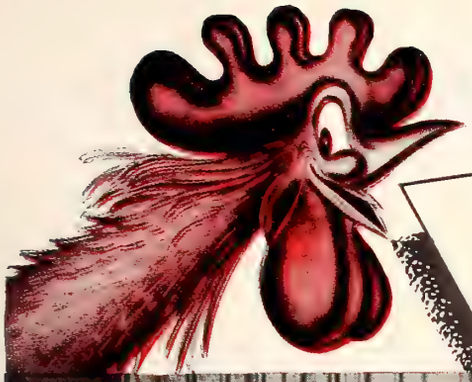
Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: **$7.00.** Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00,** or TELECASTING Yearbook (54th issue): **$9.00.** Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00.** Add **$1.00** per year for Canadian and foreign postage. Regular issues: **35¢** per copy; 53d and 54th issues: **$5.00** per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.



Better join us for

"Breakfast at the Sheraton!"



Another Channel 10 First, starting July 19th!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room.* Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

stay in the news





with sports news!

Whether it's August or September, December or June, sports are always in the news.

That's why leading radio stations give sports big broadcast coverage.

And only **local** sportscasts report **both** national and hometown news. Only **local** broadcasts are edited for local listeners.

That's why it pays to place your selling messages on **local** sports programs . . . on the local sports programs on these outstanding stations:



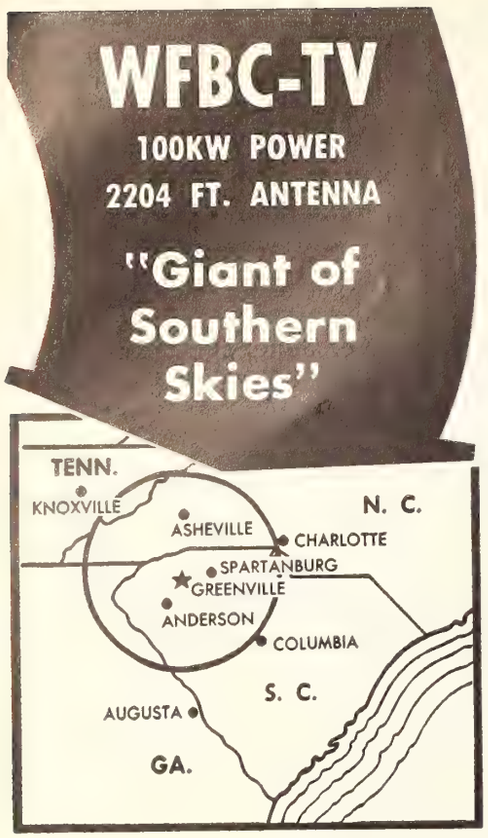
WSB	Atlanta	NBC
WFAA *	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC *	Houston	NBC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI *	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah, Iowa	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

* Also represented as key stations of the *TEXAS QUALITY NETWORK*

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS



. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville, Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population	**2,924,625 People**
Income	**$3,174,536,000**
Sales	**$2,112,629,000**
Television Homes	**277,622***

Market Data from Sales Management *TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—plus RETMA set shipments in the 100 mv. contour since Nov. 1, 1953.

Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.



NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

OPEN MIKE

Naughty, Naughty

EDITOR:

Shame on you for using "hell, helluva" and other similar vulgar words in your periodical, of which KFUO has been a subscriber for many years.

Why not keep your literary standards high instead of dragging them down into the gutter?

Herman H. Hohenstein, D.D., Director, KFUO St. Louis

Anti-Discrimination

EDITOR:

. . . I think your magazine, BROADCASTING • TELECASTING, has earned a niche in every radio and tv station in the country for your valiant and fearless fight against the pending discriminatory legislation governing policies of radio and tv stations.

I am concerned especially with the pending bill attempting to bar the acceptance of wines and beers from radio advertisers. I realize the networks will be deprived of a great deal of revenue, but they are in a better position to cover their losses with 'lush' profits from television. The people who will really be hurt if this legislation is passed will be the independent stations. They are just about keeping their heads above water as it is and any wholesale losses in the sponsorship of wines and beers would further jeopardize their existence. . . .

Max M. Leon, President, WDAS Philadelphia

Surprise, Surprise

EDITOR:

Edward J. Fitzgerald, general manager of WGSM Huntington, Long Island, is going to be pretty surprised when he reads in your Aug. 2 issue (Station People, page 62) that his announcer, George Willard, has been appointed general manager of the station.

So is George, the new program director.

Knowing your penchant for accuracy, we will be more than surprised if a correction doesn't show up in an early issue. . . .

Robert S. Keller, Pres., Robert S. Keller, Inc., New York

Film First

EDITOR:

. . . I'd like to take issue, through you, with WFIL-TV's claim of a news scoop on the Chestertown explosion and fire.

Publicity director Hyland claims to have had film on the air at 6:45. 6:45 indeed! We not only had a sound-on-film story on the air at 3:30 but additional silent and sound film at 6:30. As publicist Hyland can plainly see, we beat him by not only 3¼ hours with a flash story but by another 15 minutes with a regularly scheduled news show.

Robert S. Darby, Prod. Mgr., WDEL-AM-FM-TV Wilmington, Del.

Hints on Building

EDITOR:

I've had experience in helping construct and operate WSVA-TV from the "snakes" up. It was and still is fun. Here's some advice to new stations.

It is very important that you locate your tv site in the loneliest, most inaccessible and highest spot you can find. Aside from greater coverage you'll get from this great height, the other benefits include:

A. It will be difficult for visiting engineers to see and comment about your boners.

B. No private citizen in his right mind would own such a piece of property, so you can probably get it real cheap.

The building should be a prefab eyesore as this is the easiest construction to put up, and anyway who but your operators will see it? For operators you will need color-blind, near-sighted, college-educated men, as they are sufficiently muddle-headed to go for this type of job and location.

For transportation to and from the site, I recommend elephants. They would effect a tremendous saving on gas, oil and repairs and can be fed discarded kines. Besides, think of all the free publicity.

Dave Frankel, Engineer, WSVA-TV Harrisonburg, Va.

Stockholders Report

EDITOR:

. . . Why put me in with Hope D. Pettey and Evelyn Dolph?

Charming girls, without a doubt, but still without any stock interest in WFOX as you say in your article on page 86 of the July 19 issue. They are stockholders in WEMP, but the stock in WFOX is confined to the Nastals (20%), the Wasielewskis (19.6%), Judge Tehan (10%) and myself (50.4%).

This merger has so many names now it's no wonder that even you could become confused.

Charles J. Lanphier, Pres., WFOX Milwaukee, Wis.

[EDITOR'S NOTE: B•T had the wrong station but the right merger. WEMP and WFOX each have 30% of the merged Milwaukee Area Telecasting Corp. which has been granted ch. 12 in Milwaukee].

Round and Round (Cont.)

EDITOR:

. . . As the song goes—"To Each His Own." But I would take issue with anyone who seriously would state that it's impossible to install equipment for playing 45's that is not as satisfactory as existing 78 playing equipment.

We have two machines — side by side, equipped with automatic instantaneous starter switches on the console, which assure us better, more satisfactory musical reproduction than that possible when using 78's.

KSUN salutes the record industry for a forward step in providing the radio industry with the 45 disc.

Ray Helgesen, Prog. Dir., KSUN Bisbee, Ariz.

EDITOR:

I have been reading with interest news items and letters to the editor the past few weeks—all objecting to the new 45 record service.

I think it's time we flipped the record and listened to the other side. Briefly, here is the way we look at it. We like 45's. We have been using them for about two years on a limited basis, and although we are using an inexpensive 45 player, we have had no trouble with vibration or cueing and the 45's are still in good condition. . . .

S. C. Thompson, Mgr., KSOK Arkansas City, Kan.



Cover All of New England for One-Third the Cost

WBZ-WBZA

Wherever you go in New England, WBZ-WBZA's 1030 on the dial is the most consistently strong frequency *in the six states!*

That's because WBZ-WBZA and its 1030 clear channel frequency is directed *inland* from the coast for maximum coverage.

You would need a Boston station plus seven others—AND 3 TIMES THE BUDGET—to cover the same markets you can reach with WBZ-WBZA alone!

For availabilities call W. J. Williamson, WBZ-WBZA Sales Manager, Algonquin 4-5670, or Eldon Campbell, WBC National Sales Manager, Plaza 1-2700, New York.

NEW FACTS FOR
NEW ENGLAND ADVERTISERS

If you are planning any schedule in any media in the New England market, you should see our new comprehensive Market Manual. Call any Free & Peters "Colonel" or WBZ-WBZA.

WBZ-WBZA
BOSTON-SPRINGFIELD
51,000 watts
1170 Soldiers Field Road, Boston 34, Mass.

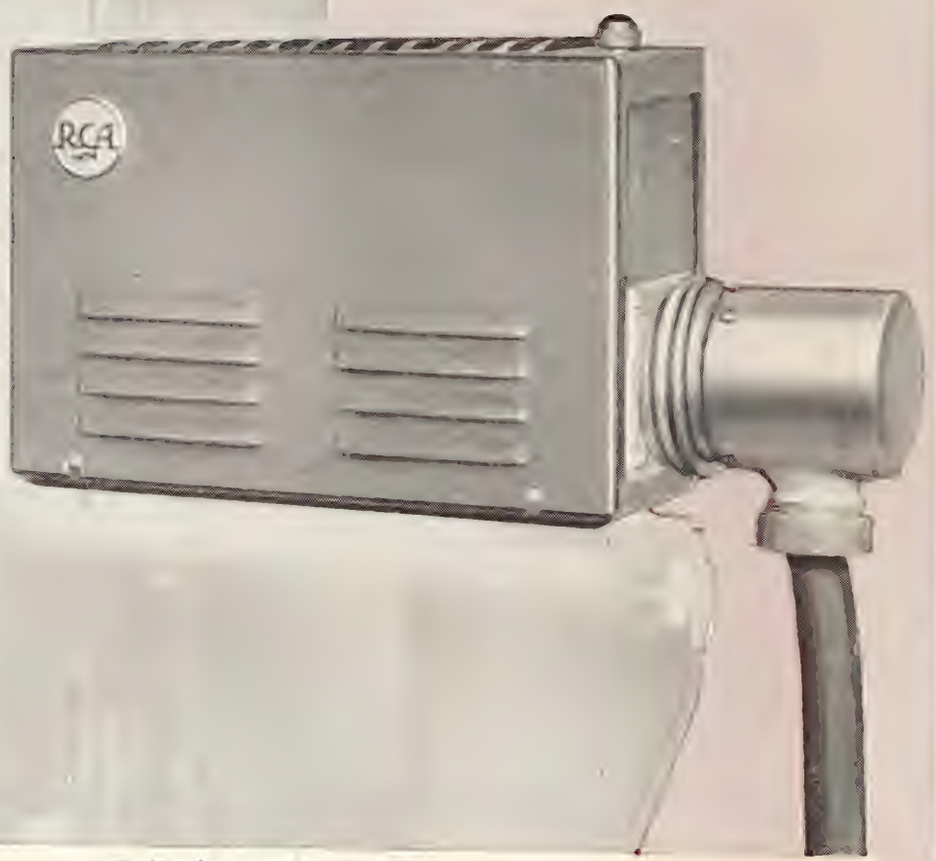
WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ (TV)**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland, Oregon*

Represented by: FREE & PETERS, INC., 444 Madison Ave., New York 22, N.Y.

NEW VIDICON

RCA's Superior

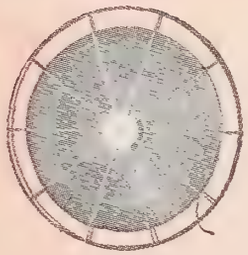


For MULTIPLEXING, or direct use!



RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).

film-camera

film  camera chain

DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA's TK-21 Film Camera does for *film* picture quality what the RCA Image Orthicon Camera has done for *"live"* picture quality.

"Live" picture sharpness!

For unsurpassed picture detail, choose the RCA Vidicon film camera! It's the only film pick-up system with enough signal output (and low enough noise in the signal) to use *aperture response correction.* Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. *Benefit:* You produce finer film pictures . . . with a quality you get from your studio camera.

"Live" picture contrast!

The RCA Vidicon adds "studio" realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction . . . 0.65, constant over a dynamic range of 150 to 1. *Benefit:* You get more realistic film pictures than ever before possible.

Low light source requirements!

The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!

The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beam" from day to day . . . *then this camera virtually runs by itself.*

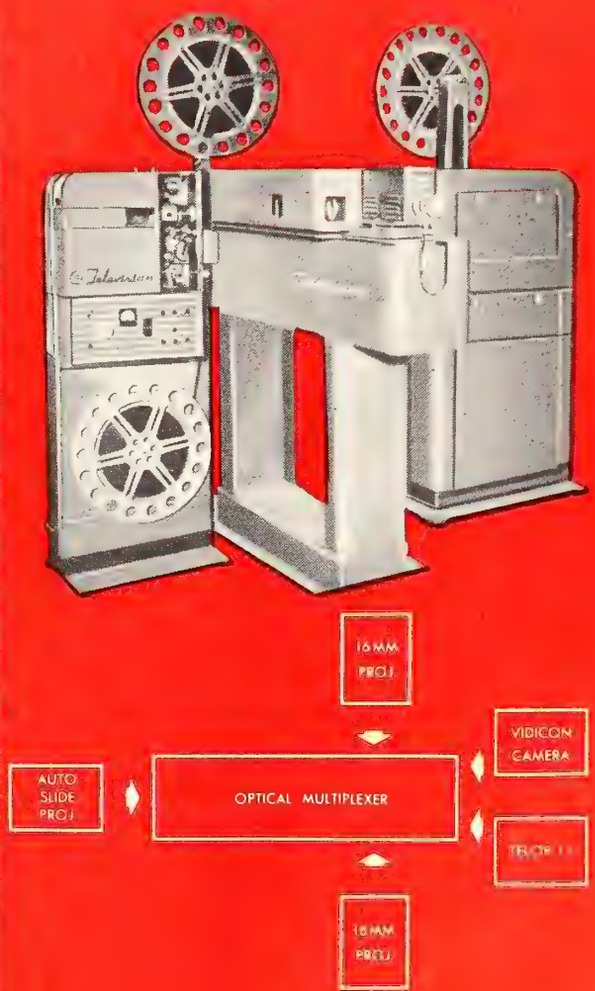
RCA VIDICON Film-Camera Chain TK-21 includes:

- 1 VIDICON Camera MI-26021
- 1 RCA-6326 VIDICON Tube MI-26671
- 1 Control Chassis MI-26061
- 1 Deflection Chassis MI-26081
- 1 Remote Control Panel MI-26241
- 2 WP-33B Power Supplies MI-26085-B
- 1 TM-6B Master Monitor MI-26136-A
- 1 Master Monitor Kinescope MI-26655
- 1 Master Monitor C-R Tube MI-26665
- 1 Blower MI-26579-B
- 1 Console Housing MI-26266-B
- 1 Camera Cable & Connectors MI-26725-A10

For the finest TV film reproduction you've ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

4 picture sources in multiplexed use!



An RCA Multiplexer, Type TP-11 allows a single Vidicon Camera to accept up to four film picture sources—two 16mm or 35mm film projectors, a TP-3B, 35mm automatic slide projector, and a Telop II slide and opaque projector. The multiplexer is pictured above in a multi-input film system using two RCA TP-6A professional film projectors.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

Advertisement



From where I sit
by Joe Marsh

Good Turn at the End of the Line

Maybe you don't, but you *should* know Shorty, the new driver of the little bus that goes out to the hospital near Parkersville.

The hospital couldn't rightfully put up a bench at the bus stop, so some of the passengers often had a "standing wait." But they didn't stand very long.

Second day on the job Shorty brought along some old lumber for a bench. Next trip out he brought some tools and put it together. That was fine, but the next day it rained. You guessed it—in a few days Shorty built a snug little shelter.

From where I sit, thoughtfulness towards our neighbors is always appreciated. And actually, we all ought to practice it a little more. Even where incidental things are concerned—like asking a guest if he'd prefer milk, coffee, ginger ale or a temperate glass of beer. When a host or neighbor is really thoughtful, it's truly appreciated—"all along the line."

Joe Marsh

Copyright, 1954, United States Brewers Foundation

IN REVIEW

NOW AND THEN

Network: CBS-TV
Time: Sun., 6-6:30 p.m., EDT
Star: Dr. Frank C. Baxter
Producer: William Whitley
Director: Bill Alcine
Origination: Hollywood
Production Cost: Approximately $5,000 per week.

WELL NOW, the highly literate and enthusiastic Dr. Frank C. Baxter, whose course on Shakespeare had Los Angeles televiewers turning handsprings (those who leap at signs of culture on radio or tv, that is) has come out of the West and onto the nation's screens through the beneficence of CBS.

His program is called *Now and Then* and will, according to the advance network drumbeating, range the realm of the written word from the Ancient Egyptian to Dorothy Parker and Carl Sandburg. It substitutes for vacationing Eric Sevareid's *The American Week.*

Dr. Baxter's national telecasts debuted Aug. 1 and the good doctor spent the half hour in a sometimes witty and somtimes graphic, but always earnest, paean to reading, calling for the post-school viewer to turn again to books—for facts, for ideas, for vicarious living, for human wisdom (and folly), and for truth. This is rather an odd product to be selling on tv, but undoubtedly worthy.

Point of Return

His infectious enthusiasm pulled us back into our own stream of history, 20-odd years ago, when we, eager, bright-eyed and impressed with the greatness of the past, listented awe-struck to the sparkling mentors of our own university.

Dr. Baxter, who has been for 25 years Professor of English Literature at the U. of Southern California, enlarged his lecture hall to all of the Los Angeles area in the fall of 1953 when he undertook a telecourse on Shakespeare over CBS-owned KNXT (TV). More than 300 televiewers enrolled for credit, more than 800 enrolled as auditors and the telecasts themselves had an estimated 400,000 viewers. It was considered so successful that WCBS-TV New York carried it in kine version beginning June 12. It has also been adopted by the Educational Tv & Radio Center at Ann Arbor Mich., and fed to educational tv stations. The Shakespeare program won 10 national and regional awards, among them the Ohio State honor for "systematic instruction: telecourse."

The Setting

Dr. Baxter, whose virtually hairless dome glitters and glistens under the tv lights, is a middle-aged, bespectacled instructor who underlines his points or his witticisms with a singularly mobile face. His setting on the first show was as sparse of props as his head is of hair; a lectern, a free-form desk (out of keeping, CBS, out of keeping), and a globe of the world. During his first program he moved from one to the other. Frankly, he seemed more at home when hunched over the lectern.

While we have always been dubious about a lecturer on tv, it is conceivable that the individual's personality, his delivery or his subject may make good television. Bishop Fulton Sheen comes to mind as one who did. Dr. Baxter may be another. His six-week stint (the network says it may move him to another Sunday afternoon time segment for family viewing after the first six Sundays) should make a decision possible.

He certainly has the good wishes of those who seek adult fare on the home kinescope.

So-o-o big

Big—that's the job advertisers want from their broadcasting dollars. And the smart ones get the most for the least—they buy *spot radio, on key stations* . . . in mass markets. That takes just a few stations to cover the whole works. For example, the area covered by WJR contains 15 million people —some 10 per cent of U. S. buying power. It's big—no fooling. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers

what's cooking in Coffeyville?

Newest Southeast Kansas—Northeast Oklahoma survey covering 11 county Coffeyville trade area (256,000 people) reports:

KGGF HAS BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. to 6:30 P.M.)

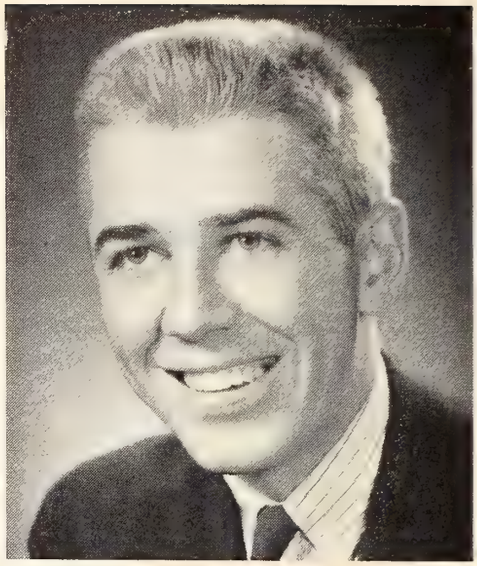
KGGF with 10 KW on 690 KC delivers primary coverage to a total of 87 counties in Kansas, Oklahoma, Missouri and Arkansas.



WEED & CO., National Representatives

our respects

to ERNEST FINLAY MacDONALD



IN CANADA they pick their leaders young.

When the Canadian Assn. of Radio Broadcasters, now the Canadian Assn. of Radio & Television Broadcasters, was born in 1925, Ernest Finlay MacDonald was just two years old. Today Finlay MacDonald is president of the CARTB, youngest broadcaster to hold the post in the history of the organization.

Mr. MacDonald knows the broadcasting business from the ground up. He served his apprenticeship at CJFX Antigonish, Nova Scotia, a small town station where he of necessity worked in a variety of jobs, including writing scripts and commercials, programming, announcing and as a transmitter engineer when the occasion required.

The new CARTB president also knows the problems of regional and national broadcasting. He has been a director of the CARTB for the past six years and has been president of the regional Atlantic Assn. of Broadcasters for two. Also, as a director of the CARTB, he has twice appeared before the Canadian Parliamentary Radio Committee at Ottawa to present the case of the independent broadcasters.

Incidentally, when Finlay MacDonald appeared before the members of the Canadian Parliament, it was not the first time that a Finlay MacDonald had appeared before them. His father, also Finlay MacDonald, was a member of parliament for the Nova Scotia constituency of Cape Breton South from 1926-1935.

The 31-year-old CARTB president faces many national problems during his year in office, and will be away from his station, CJCH Halifax, where he is general manager, for a great many months. He will represent at public functions and before legislative bodies 124 of the 145 independent broadcasters in Canada, and 18 television stations, most of which are directly affiliated with radio broadcasting stations.

Mr. MacDonald has very definite attitudes on Canadian broadcasting. He will have opportunity to express his opinions in his role of CARTB president, for the CARTB is continuing its battle for an independent authority to regulate all forms of electronic transmission for mass communication purposes. Under present Canadian legislation the publicly-owned Canadian Broadcasting Corp. operates radio and television stations, is the only body permitted to operate networks, regulates independent broadcasters and telecasters, and at the same time is in commercial radio and television.

Mr. MacDonald does not share the belief expressed by Adam Smith in his book *Wealth of Nations* that "whenever two members of the same craft, trade or profession get together they automatically conspire against the public interest." However, he is a realist and points out that oftentimes the extension of government influence into various business spheres is the result of the inability or unwillingness of business to assume its responsibilities and regulate its own affairs.

In Canada he feels that the Canadian Broadcasting Corp. is an excellent program body, but that private broadcasters, through their CARTB, are not only performing invaluable community service, but are also acting as a pluralistic element to insure that the CBC policies and personnel are continually being assessed with respect to their worth and service. He feels that a situation which he terms "abhorrent" has been allowed to develop in Canada in which CBC departs from its function as a purely program body and steps into the legislative and judicial fields as well.

Apart from the abuse of elemental equity which this creates, Mr. MacDonald further asserts that it denies an otherwise fine broadcasting system the full public support it should enjoy. He is sure that the answer to this situation can be found in the establishment by the Canadian Parliament of an independent telecommunications board to adjudicate all matters electronic, including broadcasting, but excluding the public utilities such as telephone and telegraph services.

Finlay MacDonald was born at Sydney, Nova Scotia, on Jan. 4, 1923. He was educated at Sydney Academy, St. Francis Xavier University and Dalhousie Law School. He started in radio at CIFX Antigonish in 1942, and later that year enlisted in the Canadian Army. He saw service during World War II in Europe and Great Britain. On his return to Canada he joined CHNS Halifax, one of Canada's pioneer stations. In 1947 the opportunity came to try his hand in an executive capacity, and he joined CJCH Halifax as program director. Later that same year he was named manager.

CARTB's Mr. MacDonald has no desire to find a niche in Canada's more industrialized central provinces. He is well established in his native province, and is carving a name for himself there. While he has not yet entered federal politics, as did his father, he follows his father in belonging to the Progressive Conservative party (which corresponds to the U. S. Republican party). He is married to Ann MacKenzie. They have a son, 9, and a daughter, 2. In addition to his duties at CJCH and his larger duties for the broadcasting industry, he manages to take an active interest in many community organizations. He is a past president of the Halifax Commercial Club and the Dalhousie Newman Club, a director of the Halifax Community Chest, and a member of the United Service Institute, Ashburn Golf and Country Club, Royal Nova Scotia Yacht Squadron, Waegwoltic Summer Club and the Phi Kappa Pi fraternity.



Trying To Reach Your Customers In...

KANSAS CITY? - SYRACUSE, N. Y.? - OMAHA? - PHOENIX?

● Call on a Meredith* Radio Station to do the job for you.

Yes, there are Meredith* Radio Stations in each of these important markets. These four stations have a combined total of 87 years of broadcasting experience—an average of more than 21 years for each station.

Take your sales problem to an experienced station - - a Meredith* Radio Station!

Meredith* *Radio* Stations

KCMO	WHEN	WOW	KPHO
KANSAS CITY, MO.	SYRACUSE, N. Y.	OMAHA, NEBR.	PHOENIX, ARIZ.

KCMO, WHEN and KPHO represented by **The Katz Agency - - WOW** represented by **John Blair & Co.**

*Meredith Radio Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines



Coverage
to crow about

We're not counting our chickens before they are hatched. With a 1049 foot tower and 100,000 watts maximum power, established, dominant WTAR-TV now reaches 459,000 families, over 1,600,000 people. With a strong signal on channel 3, WTAR-TV blankets Tidewater, the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market
channel 3
NORFOLK
Represented By Edward Petry & Co., Inc.



LES BLUMENTHAL

on all accounts

LES BLUMENTHAL, radio-tv business manager of William Weintraub & Co., New York, became the reasonably big man he is because of the relatively small boy he was. Fresh out of grade school, weighing 97 pounds and standing five feet two inches, he was just what BBDO needed at the time. They hired him on the spot as the smallest page boy-receptionist they could ever hope to find.

But the boy grew in height, and left the agency a man in 1929 to sell night club advertisements for the *New York Post,* a job he held through the depression years. Early in 1937 he joined Headley-Reed, radio division, as eastern manager and became one of a veteran crew of radio salesmen.

A native New Yorker, he was born March 4, 1914, and served with the 3rd Army during World War II. He entered the service as a private and emerged in 1945 as a captain. Then he rejoined Headley-Reed. A year later he started his own publication, *Program Buys,* which he now describes as a "service which was started a bit too early or perhaps too late; anyway, it never did quite get off the ground."

In 1947 he joined another trade publication *(Sponsor)* as advertising manager. He remained with the magazine for three years, then moved to CBS-TV as an account executive in the sales department. One year later he accepted an offer to join William Weintraub Co. as assistant business manager. Several months later he was placed in charge of the entire business department, which includes media timebuying.

Heavy Time Buyer

The agency handles such accounts as Kaiser-Willys, sponsoring Lowell Thomas five times weekly on CBS Radio; Seeman Brothers, underwriting a portion of the *Garry Moore Show* on CBS-TV; Ronson lighters, currently using a television spot announcement campaign in major television cities, and Blatz Brewing Co., employing radio and tv spots in selected areas.

Mr. Blumenthal was married early in June to his secretary, Jean Thompson. He proposed to her three days before she was scheduled to leave the U. S. to return to her home in England. Mrs. Blumenthal has resumed her old job as secretary to the business manager.

Mr. Blumenthal's hobbies are reading and water skiing.

Incidentally, his height now is five feet ten inches.



It's No Draw...in Omaha

KMTV is the one television station that can get your product properly introduced and "going steady" in the Omaha market.

As Omaha's most popular TV station—KMTV carries 11 of the top 15 weekly shows . . . 8 of the top 10 daytime shows . . . 7 of the top 10 multi-weekly shows . . . and Omaha's favorite locally-produced shows.*

And equally important to advertisers is that KMTV's big audience is in a buying mood and has the money to spend. Omaha is the only city in the nation listed in all of the last five Rand McNally Business Trend Bulletins as "one of the 10 best cities" for business activity. In the July Bulletin, Omaha was second with a gain of 9 per cent over 1953 . . . a record business year in most markets.

Chamber of Commerce figures show 16,100 new jobs were created last year in Omaha, that business listings in the telephone directory are up 5 per cent, and that *new* plants now under construction or completed within the past year amount to over 90 million dollars.

You can reach all of this big-buying Missouri Valley market—of nearly 1½ million people with 250,000 TV sets and nearly 2 billion dollars to spend—at *one* low cost with *one* television station. KMTV covers the region completely because of its low channel 3, maximum power, and the flat Nebraska-Iowa terrain.

This combination of a booming market and KMTV's outstanding coverage can mean a date with bigger sales for you. Contact KMTV or Petry today.

**Pulse—June 15-21, '54*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

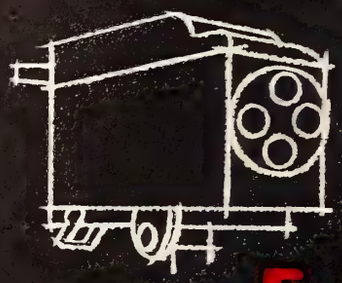
ASSIGNMENT:

How to achieve excellent color TV quality and be practical about it!

SEE NOTES →

PYRAMID PLAN FOR COLOR TV







3.

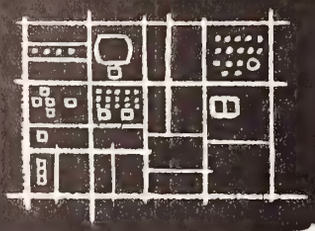
G·E puts all precise controls under supervision of ONE operator not each camera man.

NOTE: Each "3-tube" camera you add only multiplies the already complex task of color registration.

6.

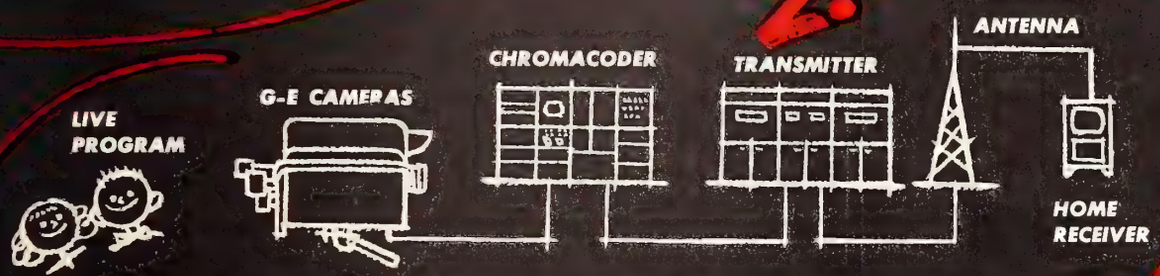
G·E's light weight camera design points up flexible application either in the studio or on remotes.

1. Color balance and registration work can be squeezed into a camera...or...



...be located remotely, as in the G-E CHROMACODER

2.



Excellent colorcasting results from either system, but Chromacoder, in fixed location, handles registration for all cameras in its system, and such adjustments are stable. See 3,5+7 for other advantages of fixed equipment.

4. G-E "1 tube" cameras are, therefore, much less complicated than "3-tube" types...much easier to operate ...less expensive.



5. A G-E Chromacoder and one camera channel costs no more than a single "3-tube" camera system. However, by adding a second camera, or a third, you multiply savings tremendously.



7. SAVINGS ON INITIAL COST*

2 new G-E cameras . . . . up to $40,000
3 new G-E cameras . . . . up to $80,000

PLUS additional savings of approximately $15,000 on each black and white camera a station converts to color application.

* Savings based on average selling price of "3-tube" cameras.

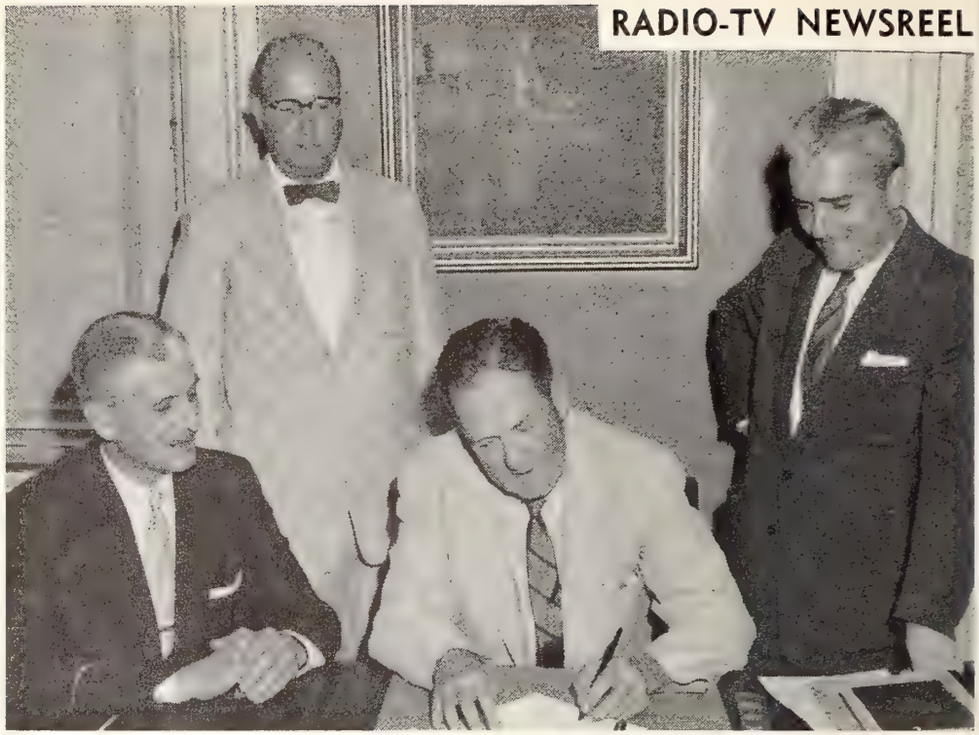
Ask our local representative for an in-person presentation of this realistic program. Call the G-E man today, or write: *General Electric Company, Section X284-9, Electronics Park, Syracuse, N. Y.*

In Canada, write: C. G. E. Electronics
830 Lansdowne Avenue, Toronto

Progress Is Our Most Important Product

GENERAL ELECTRIC

MEMO
Time buyers, get this!
RE: WESTERN N. Y.
In 3 days, sunrise listeners wrote for 2,733 toy cowbells
Some mail response from radio these days!
Thousands of shoppers are brought to Sibley's Department store Counters.
Sibleys knows radio pays. It's proven by 5,880 consecutive broadcasts!
Esso
Top news broadcasts put Esso products on top of the market.
Selling stronger than ever in its 18th year!
Your success story could be here!
"High sales records are a habit with WHAM—Radio."
NEW PERSONALITY FOLDER Write for it!
LET WHAM RADIO SELL FOR YOU
The Stromberg-Carlson Station, Rochester, N. Y.
Basic NBC, 50,000 watts, clear channel, 1180 kc
GEORGE P. HOLLINGBERY COMPANY, National Representative





A REPRESENTATION agreement is signed by WTOC-TV Savannah, Ga., licensed to Savannah Broadcasting Co., and Avery-Knodel Inc. L to r: Lewis H. Avery of Avery-Knodel; W. T. Knight Jr., president, Savannah Broadcasting; Ben B. Williams, commercial manager, Savannah Broadcasting, and Charles Coleman, manager, Atlanta office, Avery-Knodel. The Katz Agency Inc. will continue to represent WTOC radio.

MIRIAM STEVENSON of Winnsboro, S. C., "Miss U. S. A." and "Miss Universe," tries her hand at being a judge with Ben K. McKinnon, general manager, WGVL (TV) Greenville, at the South Carolina-American Legion beauty contest.



MORE than 250 tv dealers and distributors attended a color tv seminar at KOTV (TV) Tulsa. Shown are (l to r): Dick Campbell, KOTV station manager; Marvin Joyner, vice president, Modern Distributors (Motorola); Paul Davis, general manager, Dulaney's (RCA); George Jacobs, KOTV chief engineer; C. E. Loranger, division manager, Southwestern Bell Oklahoma; Dave Daley, field representative, RCA Victor.



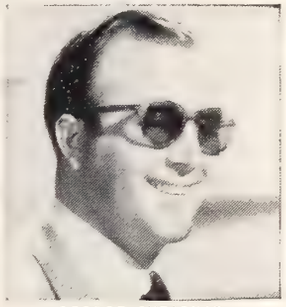
FRAN WARREN



RALPH FLANAGAN



SUNNY GALE



GEORGE SHEARING



JUNE VALLI



FRANKIE CARLE



To a TV station owner who's frantic for profits

You can make more money faster by building shows with Studio Telescriptions because of their low cost and high sponsor appeal.

Telescription programs cost less, because for a small monthly fee you have an entire library of hundreds of musical films ready for building top entertainment shows at a moment's notice. And your Telescription programs sell easily, for in no other way is an advertiser able to enjoy the sales impact of so many famous TV personalities without paying high talent costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can boost profits for your station!

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

"Mr. D. A."

Radio's "BIG-RESULTS" SHOW . . . .

PROVED BY 12 YEARS OF **HIGH RATINGS**
FIRST NATIONALLY IN SURVEY AFTER SURVEY.
(Hoopers on Request)

THE BEHIND-THE-SCENES DRAMA OF OUR *LAW*



VIVID RADIO DRAMA!
TAUT WITH SUSPENSE AND EXCITEMENT AS MR. D. A., HARRINGTON AND MISS MILLER "CHAMPION" THE CAUSE OF LAW AND ORDER!

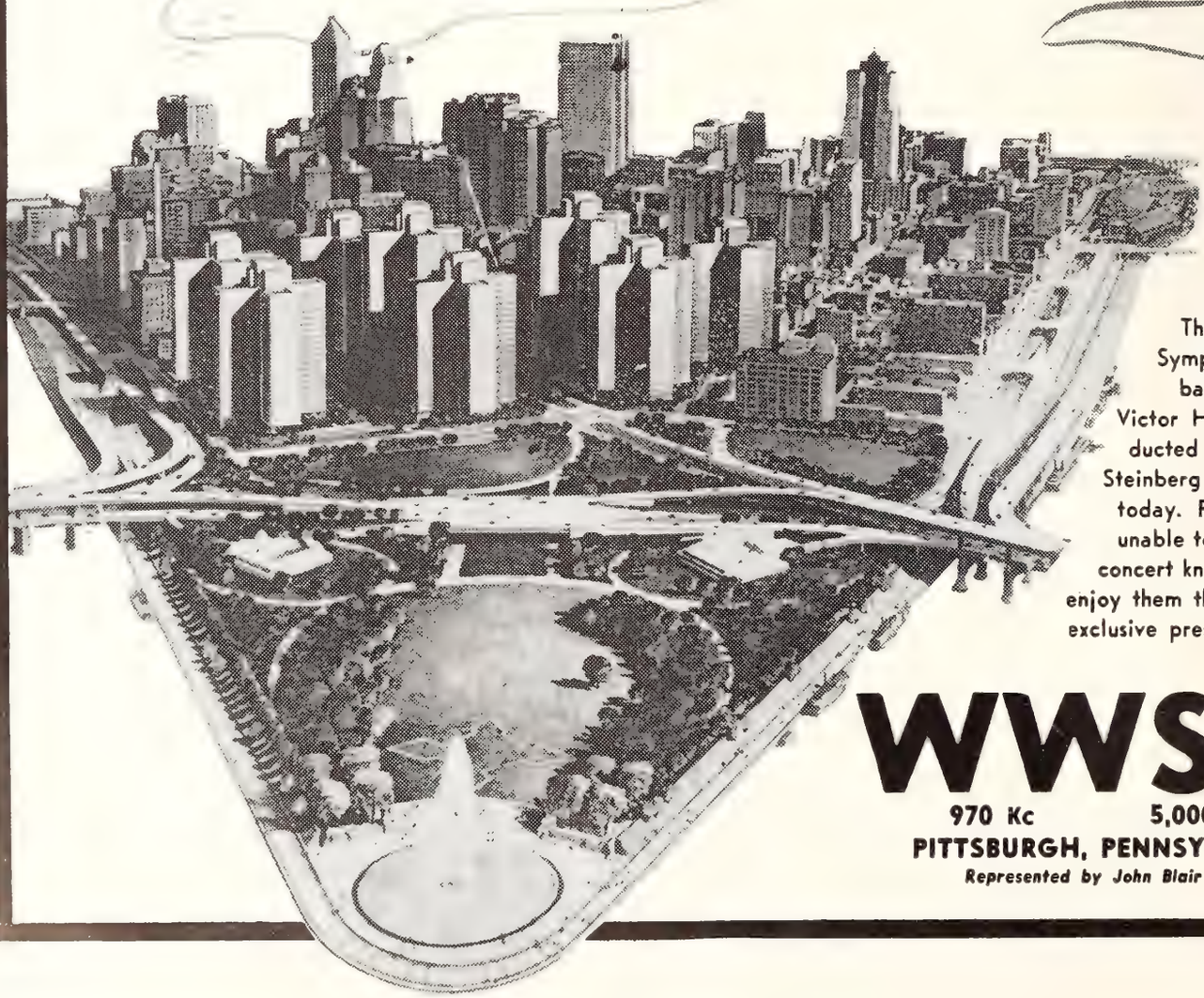
NOW . . . READY TO WIN SALES FOR AGGRESSIVE ADVERTISERS!

Starring Hollywood's **DAVID BRIAN.**


STRICT
PROVED BY 12 YEARS OF
CONTINUOUS RENEWALS
BY ONE OF THE LARGEST FIRMS* IN A HIGHLY COMPETITIVE FIELD.
*(Name on Request)
PROVED BY 12 YEARS OF
SALES SUCCESS
SPONSOR'S ANNUAL SALES INCREASED NEARLY 300% IN 12 YEARS.*
*(From $17½—to over $45 million)
ENFORCERS IN ACTION!
"NEW
EVERY HALF-HOUR A COMPLETE STORY WITH 5 SPONSOR IDENTIFICATIONS INCLUDING
3 Full-Length Commercials.
HURRY . . .
GET THE FULL FACTS ON EXCLUSIVE RIGHTS IN YOUR MARKET . . . write, wire, phone today.
Technical Supervision Through the Cooperation of the Los Angeles Law Enforcement Agencies.
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
CHAMPION OF THE PEOPLE"

still another way
WWSW comes close and
stays close to the
heart of Pittsburgh!





The Pittsburgh Symphony dates back to 1885; Victor Herbert conducted it; William Steinberg conducts it today. Pittsburghers unable to attend the concert know they can enjoy them through their exclusive presentation on

WWSW

970 Kc **5,000 Watts**

PITTSBURGH, PENNSYLVANIA

Represented by John Blair & Co.

BROADCASTING TELECASTING

August 9, 1954 Vol. 47, No. 6

TELEVISION FOR EVERYBODY? WAY OPENED FOR SATELLITES

FCC proposes expansion of service for both vhf and uhf but . . .

- **Regulatory morass may delay nationwide service.**
- **Multiple ownership rule handicaps group owners.**
- **Low-cost 10 w localized units get cold shoulder.**
- **Comr. Frieda Hennock dissents.**

(For FCC story see next page)

A TRULY nationwide television system, throwing video light into thousands of shadowed and lightless areas, gained official status last week as the FCC lent support to industry experiments with satellite and booster stations.

While the Commission's action merely showed willingness to consider uhf satellite applications, industry groups wrestling with satellite tests were completing reports which will show how their experimental outlets spread signals into fringe and non-tv areas. The industry foresees a vast expansion of tv broadcasting, advertising and manufacturing if satellites are permitted.

Both vhf and uhf stations are eligible to apply for the right to operate uhf auxiliary outlets to fill holes in service areas, under terms of the FCC notice, though this is not spelled out in the wording. As FCC Comr. Robert E. Lee put it, "This is improved television."

The results of many months of experimenting by broadcast and manufacturing interests, conducted with indirect FCC support, have been collated for Commission study. These include satellite-special service outlets at Emporium, Pa.; Vicksburg, Miss., and Nashville. The Commission already has WSM-TV Nashville data. RCA last week sent a report of its experiments for FCC study, and Radio-Electronics-Tv Mfrs. Assn. is preparing a comprehensive report that will include data on the Emporium operation of Sylvania Electric Products.

The net result of the Commission's notice, from an industry standpoint, may be welcome relief for:

(1) Uhf stations with limited service areas and shadow trouble.

(2) Vhf stations with the same trouble, though to a lesser degree.

(3) Viewers who do not get prime network programs from the uhf stations that serve them.

(4) Advertisers who want to move into uhf areas but are loath to buy uhf time.

(5) The public and industry in general, now lacking a diversified nationwide tv service.

The wobbly uhf economy, ascribed by some Capitol Hill and business sources to faulty FCC allocating, may find in the Commission's notice a measure of the succor it desires with a minimum upsetting of present station operations, it was believed.

Cost factors were uncertain at the weekend, as industry observers speculated on details of the FCC action. It was pointed out, for example, that plans for booster-satellite stations have usually been based on 10 w amplifiers and transmitters serving small localities. FCC's order, however, appears on the surface to promise no special relief from technical standards in the way of low power and shorter antennas. Without such relief, it was suggested, auxiliary stations would be expensive operations even though no program facilities would be required.

The industry's concept of auxiliary stations crystallized last week as a special RETMA satellite committee held one of a series of meetings at Emporium. At this meeting a new set of industry definitions was adopted by the group, which includes station as well as manufacturing members.

First the committee decided to drop the term "booster," which originally applied to auxiliary stations operating on the same channel as the mother station. Replacing that will be the term "satellite."

A new definition, "special service stations," was adopted by the RETMA committee to cover a station that would operate under relaxed transmitter and antenna rules, using a different channel and perhaps eventually originating some of its own programs.

In addition to the results of local experiments, the FCC will receive an engineering study of satellites prepared for the RETMA committee by the consulting firm of Craven, Lohnes & Culver. This study charts technical characteristics of auxiliary stations and covers co-channel separation.

While industry tests show how auxiliary stations can feed good signals into underserved communities, with a minimum of co-channel interference or "area of confusion" where the same channel is used, concern was voiced over other aspects of the satellite situation.

At first reading, the FCC order appeared to invite applications to build additional transmitters operating on uhf channels but at the same time it indicated that broadcast interests owning a full quota of uhf-vhf properties could not add auxiliaries because of the multiple ownership rule.

The FCC, too, apparently showed no interest in use of co-channel booster signals of 10 w to fill specified spots. Industry experiments have disclosed that these 10 w auxiliaries can be tailored to precise areas without setting up ghost spots, or areas of confusion.

RETMA's satellite committee is wrapping

Text of the FCC's Satellite Order

THE COMMISSION has received inquiries from persons interested in uhf television as to whether it would authorize the construction of new uhf television stations or the operation of existing uhf television stations where such stations do not propose to originate local programs from local studios. It has been urged that the high cost of the necessary equipment for such programming has acted as a deterrent for parties otherwise interested in constructing and operating uhf television stations.

The Commission will consider applications for stations in the uhf band which do not propose to originate any local programs and where it appears that this type of operation would permit the flexibility in operation and the necessary economy to make feasible a television station which otherwise may not be constructed. Such a station would be required to meet all applicable rules and would differ from other television broadcast stations only in the matter of originating local programs.

A question has also been raised whether authorization of a station on a uhf frequency to an applicant whose programming would be limited to duplication of the program material of another television station controlled by him in a nearby community would be precluded by Sec. 3.636(a) (1) of the Commission's rules. This section provides, in substance, that a television license will not be granted to a party who "owns, operates, or controls another television broadcast station which serves substantially the same area." Because of the limited nature of the operation of a uhf station described above, in effect, it merely provides an extension of the service of the originating station. Accordingly, the Commission will consider waivers of Sec. 3.636(a) (1) of its rules in order to permit such dual-channel operations in cases where an appropriate showing has been made that under the facts of a particular case such waiver would be in the public interest.

This policy will not become effective prior to Sept. 1, 1954. Adopted: Aug. 4, 1954 [Comr. Hennock dissenting].

up a report on the way Sylvania picked up vhf signals from WJAC-TV Johnstown and WFBG-TV Altoona, roughly 90 miles away from the Pennsylvania community of 3,600 people, and from WBEN-TV Buffalo, rebroadcasting them locally via uhf.

Committee members described WJAC-TV reception from Sylvania's two uhf transmitters as "good" to "very good," and quite satisfactory from the viewer's standpoint. Stations with 10 w power have been on uhf ch. 22 and ch. 82.

Sylvania tests were described as showing that for perhaps $15,000 to $20,000 a station can build an auxiliary outlet, compared to the $150,000 cost of a tv station barely meeting minimum technical requirements.

Ben Adler, head of Adler Communications Labs, New Rochelle, N. Y., is preparing the RETMA committee report to the FCC as chairman of the industry committee. He is understood to have conducted tests at his laboratory.

Neal McNaughten, of RCA Engineering Products Div., gave an oral report on RCA's Mississippi tests at the Emporium committee meeting and T. A. M. Craven, of Craven, Lohnes & Culver, outlined results of his firm's studies.

RCA's 70-page report to the FCC shows findings of a research team headed by Dr. George H. Brown of the David Sarnoff Research Center [B•T, Aug. 2].

Whereas the Sylvania tests picked up vhf signals and rebroadcast them on uhf channels, RCA's Mississippi booster, located at Vicksburg, provided a booster signal for this shadowed area on the same uhf ch. 25 used by WJTV (TV), located 37 miles away in Jackson.

This type of operation is not covered in the FCC notice.

Special "zig-zag" receiving and transmitting antennas developed at the Princeton research center were used at Vicksburg. The receiving antenna consists of eight rows of zig-zag elements mounted in front of a square reflector about eight feet on a side. It is described as highly directional, giving a gain of about 100.

The signal was fed to a 10 w amplifier and then to a 100-gain transmitting antenna that gave a signal of perhaps 100 gain.

Theodore A. Smith, vice president and general manager of RCA's Engineering Products Div., described the operation this way: "The coverage produced by the booster system gave WJTV an effective increase in its power by 200 times in the shadowed Vicksburg area and a 23 db improvement in field intensity in at least half of the total receiving area." He added, "Once the topography of a specific tv service area is known, a good engineering estimate of the ERP needed to establish a given grade of uhf service can be made." RCA's report includes 70 pages of conclusions, including 40 pages of diagrams, curves and photographs.

WSM-TV Nashville reported to the Commission last year on its use of a booster signal at Lawrenceburg, Tenn., taking horizontally polarized signals and rebroadcasting them on WSM-TV's ch. 5 with vertical polarization. In his report to the FCC [B•T, Aug. 24-Jan. 19, 1953], John H. DeWitt, WSM-TV president, estimated a booster could be constructed for about $5,000, with negligible operating cost.

Sylvania has contended that nearly 9,000 communities have a population of less than 50,000, many of them located 50 or more miles from a tv station and many situated in rugged terrain. Development of satellites, Sylvania argued, could quickly bring first tv service to millions, bolster the national economy by creating new markets for receivers, and encourage building of regular tv broadcasting stations in markets which had many homes equipped with receivers bringing in satellite signals.

FCC APPROVES UHF 'BUDGET' STATIONS

SATELLITES and local independent "budget" stations in the uhf band "which do not propose to originate local programs" are FCC's immediate answer to salve the wounds of uhf—held before the recent Senate Commerce Subcommittee as a dying patient.

Acting boldly and unexpectedly in what is considered its first major policy revision on tv station assignment principles since the Sixth Report and Order which lifted the long tv freeze and settled television reallocation, the Commission majority Thursday announced that after Sept. 1 it will consider on a case-to-case basis applications for two new kinds of stations:

(1) Uhf satellite, which would rebroadcast the parent station—either vhf or uhf—owned by the same interest in a neighboring community (FCC will waive its duopoly rule on overlap on showing of good cause.

(2) Uhf budget station (independent local uhf outlet described as comparable to the radio "coffee pot" of former years), which would operate with virtually nothing but a transmitter and telecast only film or network.

In a vigorous, detailed dissent, Comr. Frieda B. Hennock considered the plan the death blow to uhf.

Where the uhf outlet will function as a satellite, merely duplicating programs of the parent station owned by the same interest, FCC said it may waive Sec. 3.636(a) (1) of its rules, the duopoly provision which forbids a firm to have two stations serving or overlapping the same area. Good cause must be shown.

The satellite, however, will count as a full-fledged station in so far as counting up outlets under the FCC multiple ownership rule, the Commission said. The rule now limits five tv stations to a single interest, but FCC has proposed to allow two extra holdings for a total maximum of seven (of which no more than five may be vhf).

Subject to Tv Rules

In all other respects, FCC said, the new type uhf stations also will be subject to the Commission's tv rules, including minimum power, coverage of the principal city and channel allocation. They will have to use uhf allocations already established, an FCC spokesman explained, or petition for rule-making to provide for the allocation of a new uhf channel to any community.

The local budget station, according to the interpretation of another FCC official, conceivably could enter into agreement with a major market vhf or uhf outlet to rebroadcast the latter's programs in the new area. The major station could claim the local outlet as a "bonus" service or market expansion, while the budget outlet would be assured of a fixed income to meet its expenses and provide a fair profit.

An arrangement of this kind with a local independent budget outlet might occur, it was speculated, where the major market station already has its limit of owned-stations in other markets under the multiple ownership rule. The source felt "it is quite possible" the Commission would go along with such an agreement as an interim measure to spread uhf markets.

Basic purposes of the new policy, according to FCC sources interpreting the admittedly sketchy public notice, are (a) to provide existing uhf stations with a means of expanding their coverage areas to more evenly match vhf competition, (b) permit vhf stations to fill in "holes" in their areas or expand coverage and thereby develop new uhf "markets," (c) allow low cost independent uhf stations to get started in areas now without service and which might not support a full-fledged station (vhf or uhf) for some years to come and (d) generally stimulate uhf set circulation to get uhf "over the hump" in the transition period.

Commission spokesmen seemed to feel the new policy is considered an interim measure, although this is not spelled out. They felt that later, when the new budget stations have taken hold and are growing, they then could be expected to commence some form of local programming. A lot will depend on the economics of the market, it was noted, as well as the manner in which the new policy works out in practical application.

Comr. Hennock's dissent sees in the new policy a dangerous corollary to the history of fm by allowing entrenched vhf interests to "gobble up" their limit of uhf channels in adjacent markets and duplicate their attractive programs on the satellites, thereby smothering independent uhf competition.

Asked if she likens the plan to a "wolf in sheep's clothing," she replied, "It's worse than that. It isn't even covered. It's bare."

Comr. Hennock complained that the notice was added to the Commission's Wednesday agenda at "10 minutes to 5" and hurried through without sufficient deliberation. She also contends that a change of policy as important as this should be subject to rule-making, with a proposal issued first and then opportunity for industry comment and argument.

Uhf broadcasters have urged adoption of a policy permitting satellite and booster station operation to expand their markets to match vhf, but they want the privilege for uhf alone, not also for vhf stations.

Some Commission sources, however, indicated it was FCC's thinking that to permit vhf stations also to have uhf satellites would further speed development of new uhf markets because of the superior programming, including network shows, that would become available in the new areas over such uhf outlets.

They predicted that since FCC plans to rule on a case-by-case basis, such uhf satellites would not be granted to parent vhf stations where the net result would be to stifle independent uhf growth or buttress concentration of influence in the vhf interest.

Asked if proceeding on a case-by-case basis means the Commission would be faced with new disputes between vhf and uhf interests such as occurred in the Spartanburg case involving a move of ch. 7 WSPA-TV opposed by several neighboring uhf outlets, one FCC spokesman said he could conceive of such controversial cases arising.

"We'll just have to wait and see," he said. "We don't know just how this thing is going to work out. But we expect it to work to help uhf."

He reminded that FCC holds the reins since it will act on each application only after studying the overall effect on uhf in the area. Further, he pointed out, Sec. 309(c), the economic protest provision of the Communications Act, will apply to grants of uhf satellites or budget stations the same as to regular tv station authorizations.

In fact, he pointed out, in view of the precedent of the recent court case involving a protest by KAMD Camden, Ark., to the sale of KPLN there [B•T, July 26], as well as the earlier FCC hearing on the economic protest of a local newspaper against the tv grant to WBLK-TV Clarksburg, W. Va., Sec. 309(c) may affect practical application of FCC's policy in two ways.

First, he explained, Sec. 309(c) enables exist-

ing uhf interests to protect themselves from the encroachment of the uhf satellite of some major vhf (or even uhf) operator. Second, the new grants might be thwarted or delayed in some instances as local radio stations, newspapers or other communication interests protested under the liberalized Sec. 309(c) doctrine.

The Commission representative pointed out that the Camden case is the first in which a court ruled, although incidentally, that a Sec. 309(c) protestant "doesn't have to say very much to prove economic injury" and merit standing as a party in interest.

In her detailed dissent to the majority's brief uhf order, Comr. Hennock said, "What is happening to uhf is the most serious blow to the public interest which I have witnessed in over six years of Commission membership. And this announced policy is the last of a series of blows against uhf from which I fear it may never recover."

The Commission's ruling, she held, "taken without the opportunity for public scrutiny and comment, has two immediate and dangerous effects: (1) it delivers the final mortal blow to uhf which the Commission for years has stated to be the only hope for the full development of tv, and (2) it encourages and invites monopolistic control over tv, the most important medium of mass communications ever devised."

Basic Policies Upset

The Commission's ruling "is a seemingly innocuous one," Comr. Hennock said, "but actually overthrows basic policies established for over 14 years, and which had been scrupulously adhered to." What it does, she said, is this:

(1) It permits the favored vhf stations to gobble up the uhf spectrum, by allowing a vhf licensee to own as many as four—and in the near future, six—stations. Thus, instead of having what the Congress set up as our goal, a healthy system of nationwide competitive television, we are now headed toward the stifling of all uhf under vhf ownership.

(2) It relegates uhf television to an auxiliary role for vhf. This is exactly what happened to fm nine years ago, with the result that today there are only 60 independent fm stations on the air. However, the difference is that while fm was another form of aural radio, uhf is—according to the Commission's own consistent statements over the years—absolutely essential to an integrated nationwide competitive tv system in that it has 70 channels whereas vhf has only 12.

(3) The Commission places no limitation as to separations between parent and satellite stations. This means, therefore, that powerful and well established vhf stations can put struggling uhf stations out of business overnight by placing a new booster or satellite in the uhf's backyard, or as many others, within the top limit, as it can establish in the area in order to kill off all other existing uhf competition.

Comr. Hennock charged "the comparison in the fm and uhf stories is startling. They both commenced with a freeze. In both cases, when the freeze was lifted, there was an avalanche of new stations on the older band. In both cases the mushrooming of stations on the older band was accelerated by drop-ins and procedural shortcuts. In the uhf case drop-outs, mergers and quickie grants for new vhf stations was a major cause of the stifling of uhf development.

"In both fm and uhf, stations on the newer band were starving for network programming—their life-blood. In both, the same vicious circle inevitably ensued—no sets, no audience, no advertising revenue. And now the last piece of the fm pattern is being fitted into the uhf jigsaw puzzle—the reduction of the whole service to the role of an auxiliary. Nothing more is lacking and the stage is set for the complete stultification of uhf."

Comr. Hennock said "there is no comfort in the fact that the satellite stations would transmit their signals over uhf. If the original broadcast is transmitted from a vhf station, which is favored with the network programs, it is transparently clear that any present or potential uhf broadcaster in the areas reached by the booster or satellite station operation of a vhf 'parent' station is bound to be hurt and not helped. His business depends not on whether there is uhf reception in his area, but on whether the programs are broadcast from his station and whether the associated advertising revenues will replenish his empty treasury."

Apart from the "blighting effect which the extension of vhf service areas under the new policy could have on uhf," Comr. Hennock stated, "there is another serious defect in the policy. Since it is possible for the owners of a television station to acquire additional stations up to five (a proposed rule to be adopted shortly increases this maximum limit to seven), virtually the entire potential number of uhf channels could be absorbed in the form of satellite or booster stations. To whatever extent uhf assignments are so absorbed by vhf stations, the potential expansion of the number of competing television stations is concomitantly reduced."

Comr. Hennock continued, "At the same time I do not advocate the use of satellites by uhf stations without suitable limitations. The use of valuable spectrum space for satellites should be limited to the duration of the emergency so that whenever these channels are needed they can be utilized by uhf broadcasters who are prepared to render full local service.

"So little information was available to me in connection with this decision that it is impossible for me to say to what extent boosters can be used, not requiring the additional channel involved in satellite operation, since the booster can be used to take the signal from the same wave length and extend it without requiring an additional channel."

She also felt that "by permitting uhf operators to occupy valuable and limited spectrum space without furnishing locally originated programs, the Commission's policy serves to frustrate one of the basic objectives of the [Communications] Act. It also serves to increase the monopoly of control over tv by restricting programming sources."

Comr. Hennock reviewed the history of the "duopoly rule," Sec. 3.636, which she termed "one of the most important rules on the books of the Commission . . . It forbids common ownership of stations serving substantially the same area."



COMR. HENNOCK

Its origin dates back to June 1940 when it was first adopted in fm, she said, and it was extended to tv in 1941. In am the duopoly rule was adopted in 1943 after two years of consideration. Subsequently, some 40 licensees who owned two am stations in the same city or whose stations had a substantial overlap were required by the Commission to divest themselves of one of their stations, she recalled, noting the Commission did this "because it felt that the public interest in maximizing competition required the divestment."

By the newly announced policy, Comr. Hennock continued, "the Commission proposes to allow satellites which will overlap the parent station, and yet considers the satellite important enough to refer to it as a station in its own right. The Commission distinguishes it from the parent station only in that the satellite doesn't originate its own programming.

"There is no indication as to where these satellites will be located in relation to the main stations or how many satellites will be allowed in any given area to a licensee. Under the present multiple ownership rules in tv, a licensee can have up to four satellites; but under proposed rule making which is about to become final, two additional uhf stations may be authorized to tv licensees. Thus, a licensee could have up to six satellite stations.

"This fundamental change in the policy of the Commission as to overlap by stations under common ownership is achieved without even the formality of a proposal for rule making—the accepted procedure for effecting many far less consequential changes than this one. This change is effected simply by announcement of a new policy favoring the waiver of the important limitations in rule 3.636 (a) (1), to which the Commission generally has adhered with great stringency and to which the Commission has attached such importance that under the counterpart rule applied to am, stations which were not in conformity with the rule when it was adopted, were actually obliged to divest themselves of interests in overlapping stations."

Citing that "this far-reaching change in a fundamental element of policy was presented to the Commission under a last minute addition to the agenda, without opportunity for the Commissioners to analyze its implications carefully in advance," Comr. Hennock pointed out there were "no supporting staff studies or policy appraisals by the staff. Quite apart from the objectionable content of the policy, I find it noteworthy that this fundamental change was put through in haste and without following the usual procedure.

Hasty Decision

"This hasty decision on a matter of fundamental importance was made without affording interested parties a prior opportunity to submit comments and objections such as is normally afforded them in the rule making procedure.

"With the scarcity of vhf channels as great as it is, to further confine the ownership of tv to as few as possible with service in as large areas as possible, further tends to a monopoly of the most important mass medium."

Comr. Hennock summarized her own remedies to aid uhf, submitted earlier to the Senate subcommittee.

The "ultimate measure" is the transfer of all television broadcasting to the uhf band, Comr. Hennock said. "So long as television continues to operate as an intermixed system of both vhf and uhf, the fact that it has become possible to blanket the country with very few stations operating in the 12 vhf channels will continue to exert overpowering allure to those whose interests are served by an economy of scarcity."

Comr. Hennock explained the "bug-a-boo of massive dislocation and gigantic cost" in any switch to uhf "is without substance. The transfer, properly planned and carried out in five years can and should be achieved with minimum dislocation and cost."

"With television at the crossroads and with a potential of 85% of all tv channels facing abandonment (uhf stations have been signing off the air in a steady stream and continue to do so), it should be clear to this Commission as it is to the uhf broadcasters that its announcement is the final nail driven in the coffin which has been under construction for some time to harbor the remains of uhf—the only hope for a truly nationwide healthy competitive system of television."

NARTB, TVAB LINK FORCES FOR ALL-INDUSTRY TV DRIVE

Washington merger session forms plans for Television Bureau of Advertising Inc. (TvB), with plans to begin operations in October.

TEN industry executives, whose blended peace-making efforts led to a merger of NARTB's tv sales bureau project and the competitive Television Advertising Bureau (TvAB), are now serving as the temporary directors of a new all-industry Television Bureau of Advertising Inc. (TvB). The bureau is shooting for an October starting date, with headquarters in New York.

Their actual assumption of this role awaits a telephone-mail referendum of NARTB Tv Board members and the TvAB Executive Committee. Details of the new project, as approved last Thursday at a Washington meeting, have been mailed. TvB sires hope they will have formal ratification of their project by Aug. 20.

With ratification, the 10-man committee is to meet in Chicago Aug. 30, in the role of a temporary board. Should a Delaware charter be granted by that time, the temporary board may then become a permanent board, or the nucleus of a board having as many as 18 members.

While the new bureau's worksheets are almost entirely the result of two years of NARTB board, committee and staff study, the functions to be performed cover most of the objectives sought by TvAB's hundred-plus members. The TvAB membership voiced its ideas of tv sales promotion functions in a stack of 86 questionnaires sent out by Richard A Moore, KTTV (TV) Los Angeles, TvAB acting chairman [B•T, Aug. 2, July 26].

Serve as Co-Chairmen

Serving as co-chairmen of Thursday's TvB organization meeting were Clair R. McCollough, Steinman Stations, who is chairman of NARTB's Tv Board, and Mr. Moore. The 10-man group got off to a flying start Thursday after a four-man task force had worked on the project all day Wednesday.

One of the first jobs was to adopt a name for the tv sales bureau. The TvB symbol had been proposed by B•T [CLOSED CIRCUIT, Aug. 2].

NARTB drops out of the TvB picture, once its Tv Board has ratified the project. It will continue to have indirect representation through 50% membership on the temporary board, just as TvAB has 50%.

Judging by the way the two interests teamed up Wednesday and Thursday, the separate NARTB and TvAB concepts will quickly disappear as the bureau goes about the job of competing for television's share of the advertising dollar. Television as a whole will be promoted and networks will enjoy benefits alongside national spot and local selling.

Preliminary drafting of TvB worksheets has been handled by Thad Brown, NARTB tv vice president-counsel; Howard H. Bell, assistant vice president, and John H. Smith, manager of public affairs. They submitted a report Wednesday to the task force, including full details of the proposed operation and means of getting it under way.

At the Wednesday meeting were Messrs. McCollough and Moore; Campbell Arnoux, WTAR-TV Norfolk, Va., and Roger W. Clipp, WFIL-TV Philadelphia. Mr. Arnoux is vice chairman of the NARTB Tv Board.

Flanking them Thursday were these three from NARTB's Tv Board: Kenneth L. Carter, WAAM (TV) Baltimore; Merle S. Jones, CBS New York, and W. D. Rogers Jr., KDUB-TV Lubbock, Tex. The three additional TvAB committeemen were L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co., and Henry W. Slavick, WMCT (TV) Memphis.

A tentative budget of $400,000 was set up for TvB's first fiscal year. This money will be raised by monthly dues based on the highest published quarter-hour non-network rate of active members (tv stations and national networks). Associate membership will include station representatives and others to be agreed on at a later date.

With ratification of TvB, the TvAB project started last April with the active support of Station Representatives Assn. will wind up its functions and presumably close its New York office in the New Weston Hotel. TvAB was based on promotion of local and national spot television advertising whereas TvB includes national networks. In TvAB, networks could take part only through their owned stations.

Presidency Candidates

Large numbers of applications for the TvB presidency are being considered, with many prominent industry figures on the list. TvAB has turned over its own list to the new bureau. The executive structure of TvB includes the board of directors and board chairman. Under them will be the president.

A director of sales and sales promotion will head departments on local sales, national spot sales, network sales and research. Each will be run by a manager who will report to the president. A number of other employes will report directly to the president.

The Wednesday and Thursday meetings were marked by harmony as the two five-man groups carried out the spirit of a merger move that had been led by Mr. Rogers, a member of NARTB's Tv Board and of TvAB's Executive Committee. As the only person serving a top role on both groups, he brought them together by pointing to the dangers of an intra-industry television feud.

TvB will operate as a non-profit corporation completely divorced from NARTB. It will fill the role performed for radio by Broadcast Advertising Bureau (BAB) and also follow the pattern of bureaus serving the competitive printed and outdoor fields.

This is the way the new TvB services were digested in a formal announcement:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network);

"2. To sell present and prospective advertisers (and their agencies) the productive use

TvAB Desires Fulfilled

MEMBERS of TvAB, who formed a tv advertising bureau last spring, will get the specific sales promotion services they desire when the new Television Bureau of Advertising (TvB) gets underway, according to Richard A. Moore, KTTV (TV) Los Angeles, who engineered TvAB's successful drive to sign nearly 125 stations [B•T, May 31, et seq.].

Asked his views of the joint project of the NARTB-TvAB merger committee, Mr. Moore told B•T Thursday:

"The TvAB members of the merger committee could not be more enthusiastic at the conclusions reached today. The joint plan, as far as TvAB is concerned, conforms to the almost unanimous opinions of the TvAB station members as expressed in response to a recent questionnaire while preserving at the same time all the benefits of the all-industry concept contemplated by the merger."



FORMAT for a tv sales promotion bureau was approved Thursday by this 10-man joint committee at its Washington meeting. Taking part were (l to r): seated, Roger W. Clipp, WFIL-TV Philadelphia; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Henry W. Slavick, WMCT (TV) Memphis; Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; Richard A. Moore, KTTV (TV) Los Angeles, acting chairman of the TvAB project; standing, George B. Storer Jr., Storer Broadcasting Co.; L. H. Rogers, WSAZ-TV Huntington, W. Va.; Campbell Arnoux, WTAR-TV Norfolk, Va., NARTB Tv Board vice chairman; Merle S. Jones, CBS, and Kenneth Carter, WAAM (TV) Baltimore.

of television advertising for their particular goods and/or services;

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge;

"4. To serve as a clearing house of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community;

"5. To foster continued progress and development of television as a medium of advertising;

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

TvB's "Digest of Services" describes its general purpose this way:

"In order to attract maximum support from the industry, the Bureau must present immediate evidence of tangible work being performed in behalf of television in its entirety and in each of its principal fields—local, regional, national spot, network.

"There are two general areas of service, each of which is outlined on the following pages:

"a.—those performed *in behalf of* members.

"b.—those supplied *directly to* members.

"The following digest lists the kind of Bureau work which will be necessary in each case. The plan contemplates immediate action with expansion and acceleration of such services to reflect, in direct ratio, the growth of the organization."

Formal Announcement

Here the formal announcement describes the "First Area of Service" in this language.

"The first area of service is that designed to forcefully promote the use of television as an advertising medium.

"Services which will be rendered by the Bureau in this connection are as follows:

"—an over-all presentation on the advantages—at all levels—of television as an advertising medium, with distribution to advertisers, agencies and trade associations as well as members.

"—assembly and dissemination of facts and figures on television advertising impact—of local, regional, national spot, and network case histories—and success stories.

"—regional clinics for advertisers and agencies.

"—personal conferences with and presentations to agencies and advertisers, including conferences and presentations relating to specific categories of television advertising.

"—continuing contact with trade associations (such as the National Retail Dry Goods Assn.) to promote television as a sales implement.

"—'spadework' with advertisers not presently employing television.

"—speeches and staged demonstrations of television techniques and effectiveness.

"—direct mail campaigns to industries, including reports on research finding, results of testing, budget guidance, etc.

The announcement then goes into the "Second Area of Service," aimed at bureau members, explaining the plans as follows:

"—a regular mailing to members incorporating sales and marketing ideas, tested approaches, a calendar of selling events, data on related economic factors, and promotional aids.

"—regional 'workshop' meetings for members and constant contact with members to elicit detailed information on their promotional needs.

"—a television sales manual for local selling indexing basic material on individual types of business, their selling habits, their distribution systems, and suggested ways in which each can use television most effectively.

"—a card file of co-op arrangements and dealer allowances of national advertisers.

"—inserts, brochures and circulars which can be used with the members own sales presentations.

"—guides to effective business forms, market data, coverage maps, sales and promotional department set-ups.

"—a training course for television salesmen.

"—promotional announcements, slides, speeches, mats and slogans."



GIFT PLAQUE commemorating his talk to Southern California Broadcasters Assn. members last month on "My Nine Years with the Broadcasters" [B•T, July 26] is presented Judge Justin Miller (3d r), former NARTB president, board chairman and counsel. At the presentation are (l to r) Robert Coleson, Hollywood representative, Advertising Council Inc.; Don Petty, former NAB attorney and partner in the Los Angeles law firm of McClean, Salisbury, Petty & McClean, with which Judge Miller is presently connected; Robert McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and SCBA president; Judge Miller; Calvin Smith, president and general manager, KFAC Los Angeles and SCBA board member, and William Beaton, general manager, KWKW Pasadena, SCBA board member and president, California State Broadcasters Assn.

BAB Reports New Members

TWO radio station representatives, two foreign stations and 13 U. S. stations joined BAB within the past month, Arch L. Madsen, BAB director of member service, reported Thursday.

Grant Webb & Co., New York, and Radio & Television Sales Inc., Toronto, are BAB's new representative firm members. The two stations from outside the country are CKTS Sherbrooke, Que., and RPC in the Panama Canal Zone. New U. S. station members of BAB are KBHS Hot Springs, Ark.; KENT Shreveport, La.; WBTN Bennington, Vt.; WBUD Trenton, N. J.; WDEF, WDOD and WDXB Chattanooga, Tenn.; WDIX Orangeburg, S. C.; WHEN Syracuse; WIS Columbia, S. C.; WIST Charlotte, N. C.; WRDK Rockland, Me.; WRLD West Point, Ga.

RETMA Reappoints Halpin

DAN D. HALPIN, Allen B. DuMont Labs, tv receiver sales division, has been reappointed chairman of the Sales Managers Committee of the Radio-Electronics-Tv Mfrs. Assn. A. A. Currie, Sylvania Electric Products, was reappointed eastern vice chairman and E. L. Taylor, Stewart-Warner Electric, western vice president.

Merchandising Neglect Cited in ANA Survey

Sales and advertising managers stress importance of merchandising, but feel that job is not being adequately done at present.

ALTHOUGH most sales and advertising managers believe that merchandising of advertising is important, answers of 128 advertising managers and 82 sales managers to questionnaires sent them by the Assn. of National Advertisers indicate that very few companies are satisfied that they are doing this job as well as they should.

That is one conclusion drawn by the Merchandising [of] the Advertising Steering Committee of ANA, which conducted the survey, "What Sales and Advertising Managers Think and Do About Merchandising Their Advertising."

Replies are carefully analyzed and charted in the 33-page report of the committee, whose conclusion was:

"If, in these times, it is important that we get our full money's worth out of every advertising dollar—if, as everyone apparently agrees, one way of getting greater value from the advertising dollar is to support it by a strong merchandising program, by getting the sales force and the trade excited enough about the advertising to do something about it—then surely this is the time when this important activity needs more than lip service. It needs the full attention of top management and an adequate allocation of support in the form of men, money and merchandising ideas. In many cases these requirements are now being met."

Lauren Hagaman, Congoleum-Nairn, is chairman of the committee.

Other members are: M. J. Batenburg, Pittsburgh Plate Glass Co.; Frank Beiderman, Kim-

berly-Clark Corp.; William Cash, General Mills; Leo Corcoran, Hoover Co.; James Eads, International Cellucotton Products Co.; Carl Fauster, Owens-Illinois Glass Co.; Jack Graham, Goebel Brewing Co.; Franklyn Hawkins, Libbey-Owens-Ford Glass Co.; R. W. Lear, American Radiator & Standard Sanitary Corp.; Arnold MacDonald, Argus Cameras; Robert Marriott, Climalene Co.; Frier McCollister, Simmons Co.; M. F. Miller, Standard Oil Co. (Indiana); L. P. Moyer, General Electric Co.; Ward Patton, Green Giant Co.; Alexander Rogers, Libby, McNeill & Libby; George L. Staudt, Harnischfeger Corp.; R. G. Stolz, Brown Shoe Co.; Ray Weber, Swift & Co., and H. L. Webster, Wm. Wrigley Jr. Co.

Copies of the report have been sent to all ANA members.

Voluntary Regulation Recommended by Hardy

ADVERTISING, as "America's greatest selling force," must be supported by all business in voluntary regulation of ethical standards, Ralph W. Hardy, NARTB government relations vice president, said Monday in an address to the Roanoke (Va.) Better Business Bureau. Mr. Hardy is a member of the national BBB board of governors.

Noting that official Washington rarely hears "a friendly voice expressing appreciation for advertising's role in our present economy," Mr. Hardy said that pleas for "relief" via appeals to government bureaus often bring edicts worse than the problems that lead to complaints.

"The expedient of getting an administrative ruling or having a new interpretation of a restrictive nature handed down," he said, "seems all the more satisfying to a complainant when he discovers how anxious some government bureau people are to lend a sympathetic ear and then set in motion an investigation or inquiry, or just a chain of endless harassing official correspondence.

"To avoid the morass of government by edict and interpretation, we need to resolve basic questions through the legislative and judicial routes. Admittedly this is sometimes longer and more difficult, but it circumvents the ambitious administrator and the eager authors of wordy and frequently arbitrary dicta that flow out of regulatory agencies."

Mr. Hardy referred to warnings of public irritation to poor taste copy and blatancy in presentation, as well as "artifices of unreliable vendors who continually attempt to foist unreliable and fraudulent goods and services on a trusting public."

Discussing specific problems, he referred to deals, packages, combination offers and tie-ins "that have to be unwrapped and examined with cold and searching eyes."

FBA Incorporation Pends

JUSTIN MILLER, former NARTB chairman, and FCC Comr. John C. Doerfer are among the incorporators of the Foundation of the Federal Bar Assn., whose charter passed the House last fortnight and is now pending before the Senate.

The Foundation is for the purpose of permitting FBA to own its own building which will house the organization's library and offices. Mr. Miller, a past president of FBA, headed the committee which drew up the Foundation charter now before Congress.

Oklahoma AWRT to Meet

FIRST state convention of the new Oklahoma chapter, American Women in Radio & Television, will be held Aug. 21 at the Hotel Tulsa in Tulsa. Dee Freiday, account executive and radio-tv director of Gibbons Adv. Agency, Tulsa, will preside as temporary chairman. Panels on industry problems will feature the program.

Rheingold Ad Claims Challenged in Suit

AN INTENSIVE Rheingold beer (Liebmann Breweries) advertising campaign which includes heavy radio-tv expenditures was branded misleading in Los Angeles Superior Court action filed by Beverly Hills attorney Max Gilford who will seek court injunction this week to force a change in the brewery's advertising emphasis. Mr. Gilford filed action in his own name for the general public, which he says is being done irreparable harm. He contends such copy phrases as "the largest selling beer in the East" and "the very same beer that is served in the East" are erroneous, and quotes brewing industry sources to show that Rheingold is actually fifth in eastern sales and that western Rheingold beer is brewed from "local ingredients and water" in a Los Angeles plant of former Acme brewery purchased by Liebmann.

Additionally Mr. Gilford asked the court to forbid the brewery from advertising the annual Miss Rheingold contest as America's second largest election.

Miller, Allis-Chalmers Take Packers, Marquette Games

PLAY-BY-PLAY broadcasts of the 1954 football schedules of the Green Bay Packers and Marquette U. will be sponsored by the Miller Brewing Co. and Allis-Chalmers Mfg. Co., respectively, it was announced last week.

Earl Gillespie, sports director, WEMP-AM-FM Milwaukee, will handle the play-by-play for both schedules. A 50-station network in Wisconsin, Michigan, Minnesota and Iowa will carry the Packers games beginning with an exhibition game Aug. 21. The regular season starts Sept. 26.

Allis-Chalmers will sponsor the Marquette games as a public service. WEMP-AM-FM will broadcast the play-by-play for the 11th year. The first season game is Sept. 25.

General Mills Sales Record

AN ALL-TIME high sales record of $487,587,179 for the fiscal year ended May 31, was reported last Monday by General Mills Inc., a leading radio-tv network and spot advertiser. The company announced net earnings of $11,188,853 and common stock earnings per share of $4.50 for the year, with the former showing a slight drop from $11,468,171 for the previous fiscal period. Among new products introduced to radio-tv audiences the past year were Betty Crocker Angel Food Mix, Sugar Jets, Betty Crocker Homogenized Pie Crust Mix, Trix and Surechamp Dog Food.



A PUPPET LIKENESS of Raymond F. Sullivan (l), president, Sullivan, Stauffer, Colwell & Bayles, is introduced to radio-tv announcer Ernest Chappell. The puppet was created by the SSC&B art staff and presided over the agency's recent eighth anniversary festivities.

Admiral Budget Clarified

ADMIRAL Corp. spent several millions of co-op dollars on radio, television and newspapers in 1952, far beyond a reported $3.5 million for all media, an official said last week.

Noting a survey by *Advertising Age*, which reported the $3.5 million expenditure for Admiral, Edmond I. Eger, vice president for advertising, explained the figure does not include co-op ads in newspapers and dealer purchases on radio and tv. He estimated Admiral has spent $100 million on advertising the past decade.

Philco Buys 'Miss America'

PHILCO Corp., Philadelphia, will sponsor coverage of the coronation of Miss America of 1955, Sept. 11, from Atlantic City, on ABC-TV, 10:30 p.m. to midnight. Bess Myerson,



KELO-TV Souix Falls, S. D., has been chosen by Keystone Steel & Wire Co., Peoria, Ill., makers of Red Brand Fence, through Fuller & Smith & Ross, for its first tv advertising campaign. Approximately 150 dealers attended a dinner and meeting to launch the drive. At the head table are (l to r): George Maurer, Keystone district sales manager; Joe Floyd, president of KELO-TV; Harold Hayes, Fuller & Smith & Ross account executive, and Harold Coons, Red Brand advertising director.

Serving MOST OF MARYLAND ...AND THEN SOME!



MEASURED 0.1 MV/M MEDIAN FIELD INTENSITY CONTOUR

Prepared by CRAVEN, LOHNES & CULVER, Washington, D.C., Dec 15, 1953

WMAR-TV OPERATES ON CHANNEL 2, WITH 100 KW EFFECTIVE RADIATED POWER WITH THE ELECTRICAL CENTER OF THE ANTENNA 549 FEET ABOVE THE GROUND . . .

MAXIMUM EFFECTIVE POWER UNDER F.C.C. STANDARDS

0 25 50 MILES

Copyright by RAND McNALLY & COMPANY Chicago

WMAR-TV

Sunpapers Television

CHANNEL 2 — BALTIMORE

Telephone MUlberry 5-5670

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.**

New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles


WBBM GOES TO
25¢
FOR A DELICIOUS TREAT
TRY A
JELLIED FRUIT SALAD
WITH
LUCKY LEE
FREESTONE SLICED PEACHES
DRINKING STRAWS
DRINKING STRAWS



. . . *with your product!*

In supermarkets today, with their stocks of some 5,000 items and brands (all of them competing for the shoppers' attention), it takes something *extra* to maintain fast turnover. That's why WBBM has added a new dimension to food-store marketing . . .

WBBM Supermarketing

Once you qualify, WBBM Supermarketing arranges for *week-long* displays of your product in all participating stores, including 850 stores of the Kroger, A&P, National Tea, and Jewel chains. Together, these 850 stores account for approximately *50% of all grocery sales* throughout the entire metropolitan Chicago area.

Thus, your product gets the most effective two-way advertising-plus-merchandising selling in the Chicago area. In the stores, for a full week at a time . . . and on Chicago's biggest station, which has the largest audience (45% larger than the nearest competitor's) . . . the most quarter-hour wins (almost twice as many as *all other* stations combined) . . . and the most locally-produced shows (8 of the top 10, 13 of the top 15).

If you're in the market for customers in Chicago, get all the information on WBBM Supermarketing by calling Bill Miller at WBBM (Whitehall 4-6000), or the nearest CBS Radio Spot Sales office.

50,000 watts **WBBM RADIO**

Chicago's Showmanship Station

Sources on request.

former Miss America, and John Daly, ABC vice president in charge of tv news, will be the official Philco hosts.

Announcement of the sponsorship was made by Ray B. George, vice president of merchandising for Philco, at the two day national distributor convention held by Philco in New York last week (see story, page 102).

Houck & Co. Agency Becomes Bishopric, Green & Assoc.

REORGANIZATION of Houck & Co. of Florida Inc., Miami advertising agency, which becomes Bishopric, Green & Assoc. Inc., has been announced by President Karl Bishopric. Jack I. Green has been elected vice president and creative director.

Mr. Green, formerly head of his own advertising art studio in Miami and president of the local art directors club, also has been elected



MR. BISHOPRIC



MR. GREEN

to the board of directors as has Vice President W. Arthur Fielden, who has been with the agency since 1952.

Stock in the Houck & Co. agency, formerly held by C. B. Houck of Roanoke, Va., has been purchased by the new company. Previous affiliations with Houck & Co. of Virginia have been severed, Mr. Bishopric said.

Mr. Bishopric also is associated with Robert G. Venn in the political counseling firm of Venn, Martin & Bishopric, which is closely connected with the advertising agency. No changes are anticipated in the personnel of the companies nor in the status of the accounts which they serve.

BBDO Elects White, Williams

GORDON WHITE, in charge of the creative department, and William M. Williams, head art director, BBDO Chicago, were elected vice presidents of the agency last week, Ben Duffy, president of BBDO, announced. Mr. White has been with the agency since 1942 and Mr. Williams joined the firm in 1948.

Joseph H. Curtis Dies

JOSEPH H. CURTIS, 37, vice president of Donahue & Coe, New York, died last week in New York's Northern Westchester Hospital of a heart ailment after a brief illness. Mr. Curtis previously was vice president of Weiss & Geller and also had many theatrical interests.

Surviving are his wife, Jewel, his parents, Mr. and Mrs. Jack Cohn, two sons and two brothers. His father is executive vice president of Columbia Pictures.

National Cheese Tv

NATIONAL Cheese Co., Chicago (Daisy Brand whipped butter), will spend about $30,000 —or about 40% of its overall advertising budget—on Chicago television programs within the next 39 weeks, it was announced last week. Agency is Sherwin Robert Rodgers & Assoc., Chicago.

Roto-Broil Sets Ad Budget

ROTO-BROIL Corp. of America, N. Y., will spend $900,000 in television, newspapers and magazines for its Custom 400 model. Plans have not yet been made as to the allocation of the monies but it is expected to be decided by end of the month. Campaign will be national. Agency: Product Service, New York.

SPOT NEW BUSINESS

Proctor Electric Co. (appliances), Phila., through Weiss & Geller, N. Y., will use spot television in New York, Philadelphia and Los Angeles starting early October to end of December.

Canadian National Exhibition, Toronto, will use a large number of Canadian and United States radio and television stations for a campaign prior to and during the annual exhibition, held at Toronto Aug. 27 to Sept. 11. Agency: Foster Adv. Ltd., Toronto.

NETWORK NEW BUSINESS

Pet Milk Co., St. Louis, will sponsor Aug. 24 and 31 programs of *Life with Father* (Tues. 10-10:30 p.m., EDT), which returns to CBS-TV on former date. Pet Milk will alternate weekly sponsorship starting September with S. C. Johnson & Sons Inc., Racine, Wis. Agencies: Needham, Louis & Brorby, Chicago (Johnson) and Gardner Advertising, St. Louis (Pet Milk).

Chrysler Corp., Detroit, will sponsor series over CBS-TV, (Thurs. 8:30-9:30 p.m., EST) starting Sept. 30, encompassing once-a-month color extravaganza featuring Hollywood personalities, called *Shower of Stars,* and group of dramas, also color, titled *Climax* remaining three weeks of each month.

Christian Hansen's Labs. Inc., Junket Brand Foods div., Little Falls, N .Y., will sponsor one half of Tues.-through-Fri. segments of *Modern Romances* (ABC Radio, Mon.-Fri., 11-11:15 a.m., EDT), starting Aug. 31, with plans to add Monday to schedule Sept. 20. Agency: McCann-Erickson, N. Y.

Brillo Mfg. Co., Brooklyn, to sponsor *So You Want to Lead a Band* (ABC-TV, Thurs. 9-9:30 p.m., EDT), starting Aug. 5 for 52 weeks, for Brillo Cleanser pads and other products. Agency: J. Walter Thompson Co., N. Y.

Rockwood & Co., Brooklyn, to sponsor 9-9:15 a.m., EST, Wed. and Fri. portions of *Breakfast Club* (ABC Radio, 9-10 a.m., EST), effective Oct. 6. Agency: Paris & Peart, N. Y.

AGENCY APPOINTMENTS

J. A. Wright Co., Keene, N. H. (Wright's Silver Cream), appoints H. B. Humphrey, Alley & Richards, Boston.

Taylor Wine Co., Hammondsport, N. Y., appoints D'Arcy Adv., N. Y., to handle advertising and public relations, effective Aug. 2.

Newark Packing Co. (food specialists), Newark, N. J., names Paris & Peart, N. Y., to handle advertising.

Trio Chemical Works Inc., Brooklyn, appoints Peck Adv. Agency, N. Y., for Amazon Germicidal Floor Wax account with Sid Alesander as account executive.

Topco Assoc., Chicago (food distributors), appoints Russel M. Seeds Inc., same city.

Foster Bros. Mfg. Co., St. Louis (Ideal furniture and sleep products), appoints Warner & Todd Inc., same city, with Mel L. Brink as account executive.

AGENCY SHORTS

Lohmeyer, Adleman & Montgomery, Phila., moved to new quarters at 149 N. 16th St.

Honig-Cooper Co., Seattle, and Kraft Adv., same city, merge effective Sept. 1, with Donald B. Kraft and Warren E. Kraft Jr., Kraft agency principals, joining Honig-Cooper's Seattle executive and creative staff.

A&A PEOPLE

William Gleed Coe appointed vice president in charge of manufacturing, Personal Products Corp. (Modess, Meds, Coets, Jonny Mop, Yes Tissue), Milltown, N. J.



MR. HOLDER

Glenn Holder, executive vice president, Maryland Pharmaceutical Co., Baltimore, elected president.

Mahlon G. Remington, Lewis & Gilman, Phila., named advertising and sales promotion manager, Seabrook Farms, Bridgeton, N. J.

George F. Gill and **J. R. Wickstrom,** Miller Brewing Co., Milwaukee, appointed assistant advertising managers.

Charles H. Kinzel Jr., account executive, Lewis Adv., Newark, N. J., elected a vice president.

Gordon E. White, copy chief, BBDO, Chicago, elected a vice president.

Joseph Lowe, formerly with Rhoades & Davis, L.A., to Scott Henderson Adv., Tucson, Ariz., as account executive.

Robert L. Bender, formerly production manager, Maxon Inc., Detroit, to Robertson, Buckley & Gotsch, Chicago, in similar capacity, succeeding **G. Bob Green,** named account executive.

Linwood G. Lessig, J. Walter Thompson Co., N. Y., to Al Paul Lefton Co., N. Y., as director of technical advertising.

Albert B. Buffington, Hollywood radio-tv program packager, to Dan B. Miner Co., L. A., as assistant to vice president in charge of radio-tv. **Bob Dennis,** formerly sales representative with *Sunset Magazine* and *American Weekly,* to merchandising department.

John V. Matthews, formerly with McKee & Albright, Phila., named art director, Franklin Fader Co., Newark, N. J.

William A. Exline, formerly an account executive, KRON-TV San Francisco, appointed television sales manager for that city for Free & Peters Inc., succeeding **Richard G. Rothlin,** transferred to Chicago office.

Will history repeat itself when WKBT goes on the air?

OPEN YOUR HISTORY BOOK to 1948, when commercial television was in its infancy. Look at the record of the first TV advertisers. The *wise* ones. Most of them enjoyed tremendous success. Some had to take a breather from advertising to catch up with orders. And one manufacturer of convertible sofa-beds traces his booming business directly to his early TV advertising.

Television's Shangri-La

History will soon repeat itself with the opening of WKBT—the first television station covering the La Crosse, Wisconsin, area—the only metropolitan area station in the 300-mile sector between Minneapolis and Milwaukee. In this great virgin territory live more than a half a million people, most of whom have never seen television on a continuous basis . . . who have never been exposed to the tremendous selling force of TV. No other station serves La Crosse—not even by "overlap." Hence, WKBT can offer the rare commodity in today's TV market—*unduplicated service*. Ideal conditions for your next test campaign!

Why is La Crosse an important market?

The 1954 Consumer Market Yearbook calls it "America's newest metropolitan area." A powerful industrial city of stone and steel, set in rich agricultural country, La Crosse has 235 manufacturing plants that run up annual sales of more than $100,000,000. It supplies world markets with dozens of products from air conditioners to beer. From fertile La Crosse County, farmers get an income of $10,000,000 per year. Main crops—tobacco, small grains, vegetables for canning, famous Wisconsin dairy products. In addition, the scenic wonders of the Coulee region and its superb fishing and hunting facilities attract the tourist trade in profitable numbers. La Crosse is a terminus for rail, river and air transport and travel.

The people who live in the hub

How many live in the La Crosse area—served only by WKBT? At last count, the number was 607,185 people—176,873 families—with an effective buying income of $4020 per family! Families that can afford to buy. Families that will buy what you sell, when you sell it via *the first and only television station* in the La Crosse, Wisconsin, area.



WKBT CHANNEL 8
LA CROSSE
WISCONSIN

NBC • CBS • Dumont

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet.

REPRESENTED NATIONALLY BY **PAUL H. RAYMER COMPANY, Inc.**

EQUAL ACCESS

SIX SOUND ARGUMENTS FOR RADIO-TV COVERAGE OF CONGRESS

SOME good reasons why radio and television should have free access to open Congressional committee hearings on a par with other news media were given by radio-tv executives in Washington last week.

Spokesmen for four networks, the NARTB and working Capitol Hill radio-tv newsmen gave their views on radio-tv coverage of Congress in testimony before a Senate Rules subcommittee. The Senate group, headed by Sen. William E. Jenner (R-Ind.), has been holding hearings on Congressional committee procedures [B•T Aug. 2, July 26, 19, 5].

On the stand in behalf of broadcasters last week were Ralph Hardy, NARTB government relations vice president; William Costello, Radio-Tv Correspondents Assn. vice president; Robert P. Hinckley, ABC and AB-PT vice president; Richard Salant, CBS Inc. vice president; James L. Caddigan, DuMont Network programming and production director, and Davidson Taylor, NBC public affairs director.

The broadcasting spokesmen made their strongest protests against Senate resolutions which have been proposed to (1) prohibit all radio-tv coverage of open committee hearings and (2) ban commercial sponsorship of such coverage. Neither did broadcasters see any virtue in a resolution which would give a hearing witness the right to decide whether his testimony is broadcast or televised. And most of the radio-tv spokesmen felt that no restriction whatever should be imposed on radio-tv that is not imposed on other media, including proceedings in the Senate and House chambers.

Industry spokesmen offered these points:

On sponsorship: (1) broadcasters have sufficient integrity to insert commercials tactfully and in good taste; (2) they are able to recognize the quicksands involved in selecting certain types of sponsors and will exercise their right to refuse undesirable business; (3) the industry is willing to work with Congress in setting up proper standards for sponsorship; (4) traditional rights of Congress to run committee hearings in its own way will not be compromised; (5) radio-tv should be able to reap advertising profits from reporting public affairs in the same way that newspapers do.

On radio-tv coverage: (1) radio and tv should have the same access to Congressional activities that other media do, even to proceedings in chambers of the two Houses; (2) radio and tv present the only "true" picture of committee procedures; (3) it is not the fault of television that some hearing participants "ham it up" in front of the cameras and those Congressmen who do so are likely to be judged at the polls; (4) the Capitol's hearing rooms need to be remodeled to accommodate television and make it more unobtrusive; (5) participants won't have to worry about distracting batteries of lights, since live pickups and even film can be made with ordinary room lighting; (6) "pooling" and new camera techniques make for less personnel and equipment to distract hearing participants.

On rights to televise and record witnesses: (1) witnesses should have no say-so on whether they are to be televised or their testimony recorded; (2) if the committee chairman sees fit to bar radio-tv in the case of certain witnesses who become distraught or nervous in front of cameras or microphones, then all other media should be barred, too; (3) tv cameras can be hidden so that a witness won't even know he is being televised.

Statements from representatives of the NARTB, the four networks and the Radio-Tv Correspondents Assn., edited to minimize duplication, are presented on this and following pages.

HINCKLEY OF ABC:

It is our resolute position that television is as much an instrumentality for the free dissemination of news guaranteed so wisely by Article I in the Bill of Rights as the printed page, still or newsreel pictures, or the radio.

Every right carries with it a corresponding responsibility. Freedom of speech, it has been sagely noted, is not a license to panic a crowded theatre with a false cry of "Fire!"

It is my contention and conviction that in our newsgathering activities we are entitled to the same free access to governmental news developments as other informational media covered by the First Amendment. This proposed legislation nibbles at that right.

S. Res. 249 has been endorsed by 36 Senators. This means that we come into court, so to speak, with more than one-third of the jury subscribing to a prepared verdict and sentence before we have been given an opportunity of submitting testimony.

It is necessary to make some comparisons between radio-television operations and those of the companion media in the news field. Most of these comparisons will involve newspapers.

Say a moment of grave national emergency is thrust upon us. One of you Senators delivers an electrifying speech. All newspapers carry it at length. Larger papers print the full text. In the *Washington Star* an air conditioner ad appears on the same page as the text. In the *New York Times* Gimbel's or Macy's has something to say in the next columns. In the *Chicago Tribune* the text shares space with some prose extolling a vacation resort.

Would you consider those advertisers your sponsors?

Now this speech required a great deal of thought. Before you went on the Senate floor would you call in Mr. McKelway of the *Star*, Mr. Sulzberger of the *Times* and Colonel McCormick of the *Tribune?* Would you ask that they sign an agreement to purge their papers of all advertising—even want ads and death notices—in all editions that carried your speech?

Take it another way. You are campaigning. Your supporters pay for space to extol your merits. Malenkov makes a speech threatening war. It gets a big play. Your campaign ad



MR. HARDY MR. TAYLOR MR. CADDIGAN MR. COSTELLO MR. SALANT MR. HINCKLEY

Our Afternoon
Star Salesman

BILL RILEY



and he's another reason why

KRNT-CBS

DES MOINES

Is Your Basic Buy In Iowa!

Hooper Score: KRNT—61 Firsts out of 67 Periods

Our Man Riley . . .

● Ears perk up . . . our switchboard lights up . . . when Bill Riley hits the air every afternoon. Yes — Something wonderful happens when he's running the show, because Bill makes things happen.

Popular records — wisely selected — are the backbone of the show, to be sure, but Bill Riley loads his hour-and-a-half with the extras that set it apart, make it sing, give it the sizzle that captures listeners and cops sales, that make it the only show of its kind in this healthy market.

For years KRNT's Bill has been one of Iowa's favorite Personalities, but only recently he became KRNT's great afternoon super-salesman. Bill has many, many sales successes behind him. He's adding to that outstanding record every day. He'll move merchandise for you, too . . . he's got the big, responsive audience to do it.

Don't waste time, time-shopping. You can buy KRNT with complete confidence. Your Katz man has the whole scoop on the fabulous Bill Riley story. Give him a call.

THE STATION
WITH THE FABULOUS PERSONALITIES AND
THE ASTRONOMICAL HOOPERS!

KRNT

DES MOINES RADIO

THE REGISTER AND TRIBUNE STATION

REPRESENTED BY
THE KATZ AGENCY

appears on the same page as the Malenkov text. It has an excellent picture of you. Would your campaign committee be sponsoring Malenkov?

Newspapers are a business. They are commercial. They are private enterprise. In order to provide their readers with a vital public service, they have to make ends meet. So they seek advertisers, "sponsors," and these range from the big motor corporations which buy full pages to the little boy who breaks his bank to pay for a few lines about his lost dog. The number of columns of news a paper can print depends on the amount of advertising it has for the day.

Like newspapers, television is a business. Radio is a business. Without advertising both would be out of business. Newspapers sell space to their advertisers. We sell air time.

The news columns of a newspaper are not for sale. Likewise there is no sponsor with enough money to influence the impartial character of our televised news coverage. And that, I can safely say, goes for other networks.

It has been suggested that a sponsor or group of sponsors might buy up television time to "build up" a political figure involved in committee appearances, influence legislation, even seduce, so to speak, a member of the Congress.

Sponsor's Position

In the first place we don't *have* to do business with any sponsor who comes along, any more than a newspaper has to accept all advertising offered it.

How about influencing legislation? Let us suppose a bill is so important that national interest in it runs high and public hearings of a week or more are held and televised. A group of your constituents appears here, attends in person, and its members express varying views on it to you in your office. Other constituents back in your home state follow the proceedings on their television sets. You hear from them pro and con by mail or telegram.

Is there anything wrong in either case? After all, the members of the Congress are the representatives of the people who choose them and those people have a stake in the laws of the land. However they feel about your representation, they indicate it with their ballots.

You know full well, Mr. Chairman, where the unrelenting, sometimes unbearable pressure to influence legislation originates. It is not with the little people of the country, who occasionally write letters or send telegrams. It comes from the professional lobbyists who spend millions for that sole purpose each year.

I have yet to hear of any Senator or other elected official being led astray by a television camera. If a public official is seduced by private interests to work improperly in their behalf, it is because of that person's lack of personal integrity.

In your deliberations, Mr. Chairman, there is one point I would like you to keep constantly in mind regarding television and radio news coverage of governmental proceedings or official figures. Unlike newspapers or news magazines, we must have a federal license to operate our stations.

Should we operate flagrantly in disregard of the public interest, the FCC can crack down on us at any time. It has that power. You gave it to them.

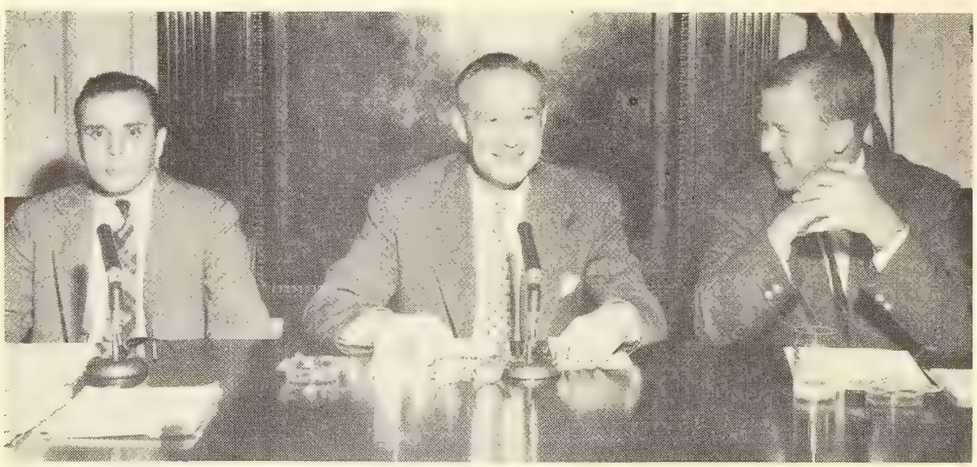
I have another question about consistency. It has been asserted, if I recall aright, that a televised committee hearing gave the audience a mistaken idea of how the Congress operates and the public should not be exposed to this confusion.

This is tantamount to saying the people need less education about the way their Government functions rather than more. Or are we to believe that the people cannot be trusted to reach an objective opinion? I would be surprised if that observation was so intended. It smacks too much of a "public be damned" position.

However, there already is testimony on record that this resolution is avowedly intended to be the initial move in a program to be prosecuted "a step at a time" against American radio and television newsgathering enterprise.

Where are those steps leading? To the total prohibition of "live" radio or television coverage of official proceedings of great national interest? Are we to stand outside, cap humbly in hand, while the correspondents for communist and other dictatorial organs walk in freely because they take their notes in pencil? Can they be counted upon to report only the objective scene? Are *their* sponsors more acceptable than American free enterprise which sponsors television?

This "step at a time" control could make radio and television the Voice and Face of the Government, something wholly alien to our traditions. It could be used to perpetuate one party's control and throttle the two party system.



LISTENING to broadcasters' side of the issue on radio-tv coverage of Congressional hearings were these members of the Senate Rules subcommittee: Chairman William E. Jenner (c) (R-Ind.), flanked by Judge Robert Morris (r) of the New York City Municipal Court, Rules group advisor, and Boris Berkovitch, subcommittee counsel.

SALANT OF CBS:

CBS believes that any rule which would prevent normal radio or television coverage of open legislative hearings is distinctly contrary to the public interest and should not be adopted. CBS recognizes, however, that there may be particular circumstances impossible to define in advance where accommodation of individual rights may justify some special precautions. Hence we support Section 12 of Senate Concurrent Resolution 10.

For many years, there has been a trend by which, physically, Government has moved away from the people; we have moved progressively from the town meetings attended and participated in by the people to the governmental processes in Washington removed by many hundreds and thousands of miles away from the people affected. Radio, and particularly television, have been the first to reverse this trend by bringing the processes of legislation back to the people at home.

The first and perhaps principal argument in support of prohibiting the broadcasting of committee hearings is that such broadcasting tends to encourage a spectacle and to create a circus atmosphere.

After all, if there is fault, it is not electronic; it is human. As Roscoe Drummond has said, "Television does not create a circus atmosphere; it only records the circus atmosphere when it has been created by others."

It must be remembered that the midget sat on J. P. Morgan's lap long before there were any television cameras around.

We believe it is wrong to curtail the use of these most effective means of communication because of their supposed potential for the furtherance of demagoguery. Rather we agree with those who believe that the television camera is so penetrating and so exact that it does not make the demagogue; it exposes him.

Debunks Distraction Claim

The second main contention in support of suppression of radio and television coverage of hearings is that they are distracting influences which tend to prevent the legislators from getting down to the business at hand in an orderly way, and make it difficult for the witnesses.

The televising and recording techniques of today are such that it would be relatively simple for the Congress and for committee chairman to assure no distraction or harassment. In radio, with the use of modern pencil-thin microphones and miniature tape recorders, the participants, as I have said, would hardly know that they are on the air or being recorded.

So, too, with television, about which there has been a great amount of misunderstanding: The fact is that the confusion, the floodlights, the popping bulbs, the constant coming and going which may mark legislative hearings, are *not* attributable to television.

The requirements of televising sound and picture to a nationwide television viewing audience should not interfere at all with the normal proceedings of hearings. A single camera set-up, consisting of one cameraman and one camera, requires space about equal to the space needed by two reporters armed with paper and pencil.

In most cases, two-camera coverage is ample for hearings. By using special Zoomar lenses, the cameras can be located in the rear of the room. A partition can be provided to shield the cameras from view so that the room would acquire the same outward appearance as if television cameras were not present at all.

There is no additional noise created by the presence of television cameras. The only noise that a live television camera makes in a hearing room is the turning of the lens turret. We have

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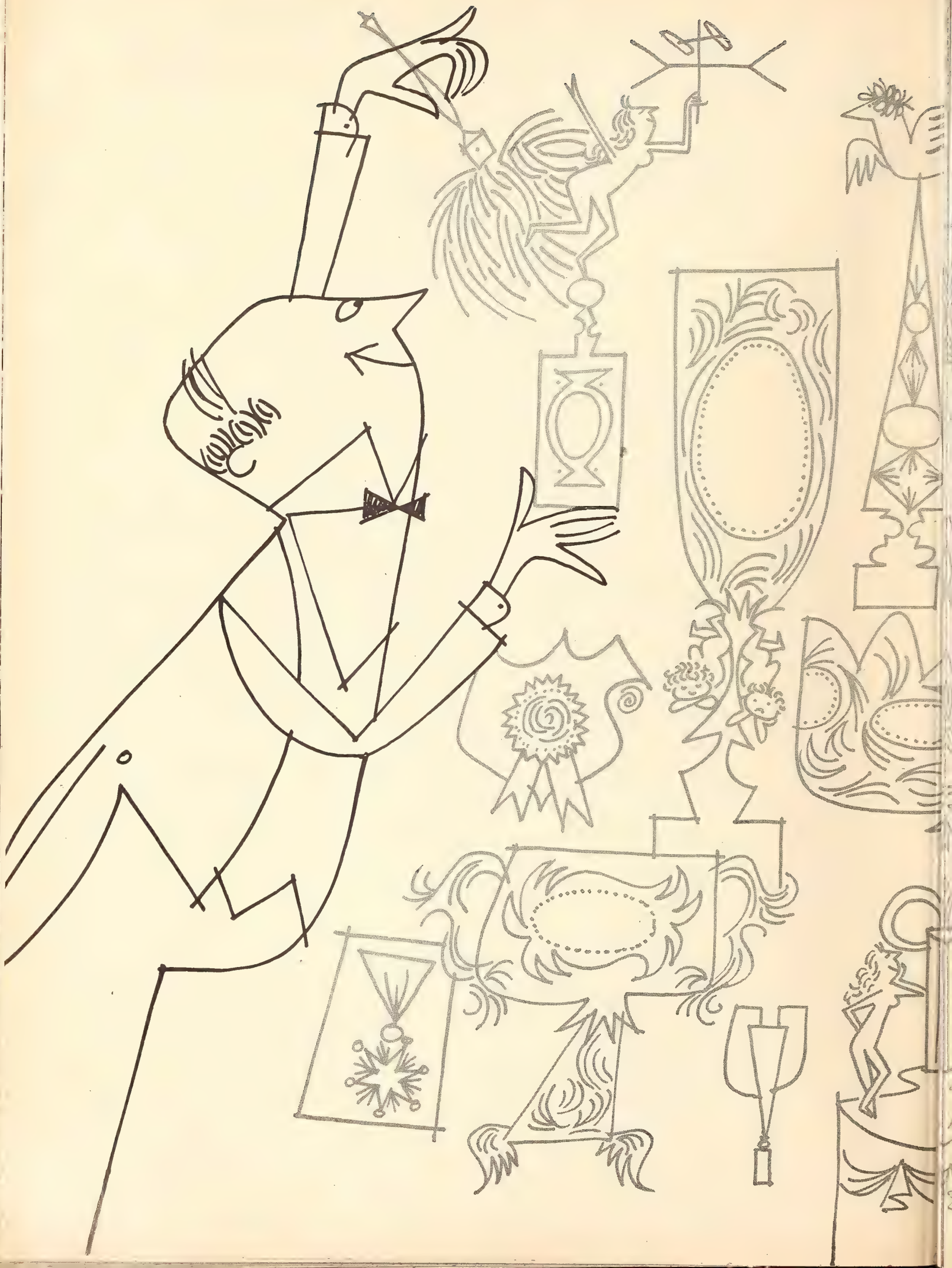
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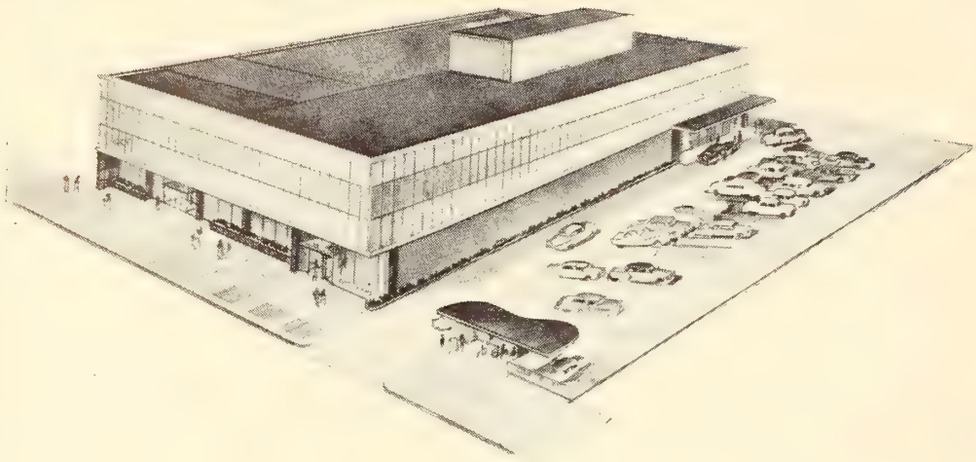
And at the same time, Los Angeles viewers have been bestowing *their* highest awards on KNXT. By their preference for its programs, they make KNXT, month after month, day and night, the highest rated station in the market.

Do you want to add to *your* trophies in Southern California? Then your most rewarding buy is CBS Television's key station in Hollywood:

KNXT

Represented by
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Obviously OUTSTANDING . . .



DOWNSTATE ILLINOIS LARGEST SAVINGS & LOAN ASSOCIATION— 20 YEARS OF GROWTH THROUGH RADIO

Radio "sells" savings, too!

First Peoples Federal Savings & Loan Association has made WMBD a cornerstone of its advertising program for the past 20 years. During that time this outstanding Peoria institution has grown to be the largest savings and loan association in downstate Illinois.

First Peoples Federal Savings uses
18 programs each week on WMBD

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12:20pm Farm Markets
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WMBD has played a major part in the phenomenal growth of First Peoples Federal Savings. This year, in addition to celebrating its 80th anniversary, First Peoples Federal Savings started construction on a new "home" which, when completed in 1955, will be Peoria's most modern office building.

From SOAP to SAVINGS . . . local and national advertisers know . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
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tested this noise and it is inaudible 15 feet away.

And it is to be emphasized that technically television is still in a relatively primitive stage. The development of magnetic tape recorders for television, which we confidently expect within the next few years, should make televising of hearings even less obtrusive and far more simple.

CADDIGAN OF DuMONT

Television is not only an integral and essential part of the press of this country, but, through its own unique qualities, makes available to the people of our country reportage in its purest form.

Much discussion—both in Washington and across the nation—indicates that several misapprehensions threaten this great medium in its journalistic role.

Some associate television's programming with "entertainment." Others assert that its equipment and its lights are distracting, likely to disconcert witnesses. Still others speak without knowledge of a nation's reaction to this service.

I should like to take advantage of my appearance here to address myself to these points.

One portion of our program schedule is designed as "entertainment." The type of programming that concerns you gentlemen is handled by separate and experienced staffs—put together for the sole purpose of handling news and special events.

Wide separation between television's role as a producer of entertainment and its journalistic commission is continually maintained.

These expert television news staffs, with modern equipment, are skilled at covering such events as Congressional hearings. They accomplish their mission with a minimum of distraction to the participants. Two things aid them in this coverage:

In the first place, the four networks—however competitive they may be—are highly cooperative in their public service. When they have an opportunity to televise a public hearing, they set up an "industry pool." This means that one network, and only one, moves its tv equipment into the hearing room, and the coverage is distributed outside the committee room to all four networks.

Thus only one set of cameras is necessary at any hearing to provide every station in the country with service.

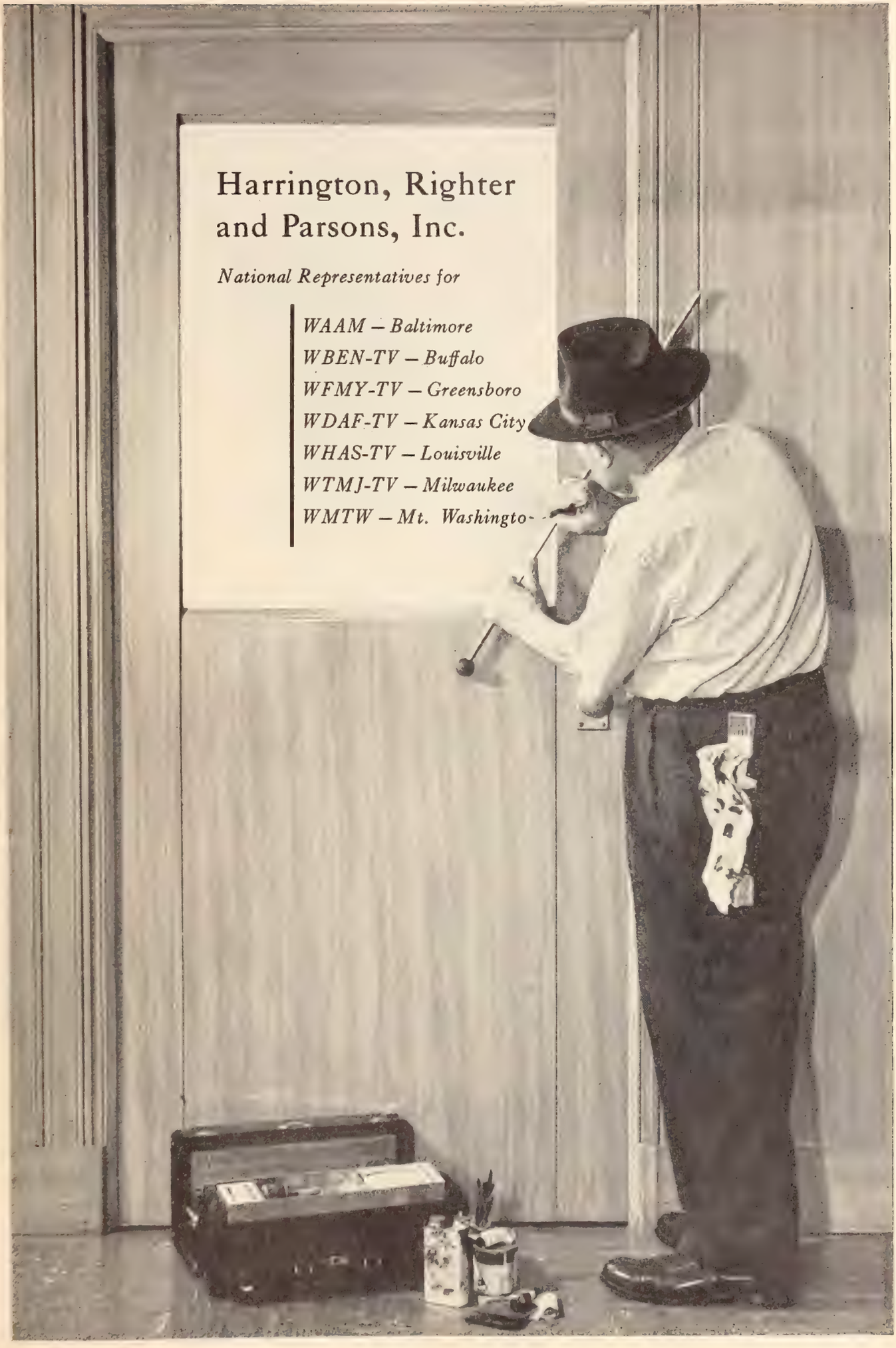
As of now, one television camera, with multiple lens turret, in the hands of an experienced cameraman, can operate from a fixed, remote, unobtrusive location at the scene of any event without any mobile action likely to disturb participants.

Public address audio facilities have become standard at most all public gatherings today, and such facilities, properly bridged, can and have provided the sound source for television pick up, eliminating the necessity of other wiring or microphones.

The bulk of television's control equipment is usually located in a remote position outside the room or area of pick up. In this remote position, the special events staff, through telephone cue lines, directs the camera coverage unseen and unheard by the active participants.

Of all the media covering newsworthy events, television creates no more disturbance than any one and a whole lot less than most.

However, to minimize television's presence even further I would like to call the attention of the committee to the coverage of the United Nations meetings in New York where television pickups are made daily by unseen cameras, placed in booths. This has been going on since the United Nations opened. I am confident that my colleagues at the other networks would


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be happy to join me in assisting Congress in designing a hearing room which would accomplish this purpose here.

During the course of the Army-McCarthy hearings which we televised in their entirety, we received many thousands of pieces of mail and even more phone calls. However diverse the opinions regarding the hearings and the participants that writers and callers expressed, they had one thing in common: All were unanimous in expressing their appreciation for the opportunity to watch their government in action. Many expressed their appreciation by enclosing money and checks in varying amounts to help defray the costs of this coverage—"donations" that, of course, we returned.

Unanimously, they expressed a sincere interest in watching the hearings as they progressed and they were emphatic in stating their preference for television's coverage over coverage provided by newsreel, news pictures, or condensed news reports.

The development of this kind of interest in, and understanding of, the processes of our government, was one of the most gratifying aspects of this mail. This guarantees, we think, the inherent strength of our democracy.

TAYLOR OF NBC

The freedom to see what goes on in public legislative hearings should not be restricted to that portion of the public which can be accommodated in the hearing room. It should not be limited to those who happen to be in the city where the event occurs; or who have the time and money to travel to it; or who are fortunate enough to gain admission. Television permits all citizens to see and hear what spectators physically present can see and hear. There is no more faithful reporter than television. It can bring to the public not merely an account of what has happened, but the event itself.

Once the decision has been made to hold public hearings, the more the public can attend, the better. The reasons for this are stated better than I can put them in the Final Report of the Kefauver Committee:

"The legislative process includes the important step of enlightening the public regarding the matters under inquiry in order that intelligent public opinion will be developed. The more access the public has to the hearings the more thoughtful will its opinion be. This is a necessary part of the democratic process."

We feel very strongly on this point. It is our earnest hope that this Committee will not take any steps which will bar access of broadcasters to the deliberations of Congressional Committees. For if it is important that the people know of those deliberations—and we can all agree on that—then it necessarily follows that the most effective means of disseminating knowledge yet developed should be given full opportunity to do the job.

I turn now to two specific proposals which are before the Committee. One would ban all sponsorship of hearings. The other would permit witnesses to condition their testimony upon the absence of television coverage.

Broadcasting special events of considerable length, such as Congressional hearings, is likely to entail cancellation of regularly scheduled sponsored programs. This means loss of revenue from the regularly scheduled sponsored programs and possibly the payment of penalties for their cancellation as well, in addition to costs of producing the special event. If sponsorship of the special event is forbidden, the chances of recouping any of these expenses is gone. Prohibiting sponsorship will therefore result in depriving the public of first hand knowledge of events which might otherwise be brought to them.

There is a question as to the propriety of certain advertisers and certain types of advertising for such events as Senate hearings. This is a problem which has confronted the industry in the past and which we expect to meet in the future. It is one which can easily be solved by good judgment and good taste. One example is the Inauguration, which was commercially sponsored. I do not recall that after the Inauguration NBC received a single complaint because of the sponsorship or the manner in which it was handled.

American industry is becoming increasingly aware that it is desirable to have business associated with the presentation of events which contribute to the public understanding of Government. It would seem unwise to discourage or prevent American business from sharing in the privilege of bringing such events to the American public.

What of the witness who objects to giving testimony if he is to be televised? It seems to us that a witness should not be permitted to dictate to a Congressional Committee the terms and conditions under which he will testify.

Permitting the witness to choose might well deprive the American people of direct information of value. I know of no instance where a Committee has allowed a witness to object to appearing in a public hearing or to coverage of his public testimony by the printed media. Television coverage is surely of such importance that it should not suffer discrimination on this score.

I do not believe that there is any basis in fact for the contention that the presence of television detracts from the ability of a witness to concentrate on his testimony. In many hearings the witness must confront the noisy bustling of a live audience, including a battery of reporters. He is subject to the popping of flash bulbs, the hum of conversation and the opening and closing of doors. The silent television camera contributes little or nothing to physical distraction particularly when compared to all the other attendant activities.

We agree that the orderliness of the proceedings should not be upset by a representative of any communications medium or by any spectator. We believe that radio and television can be admitted without any detriment to the order and dignity of Committee proceedings.

HARDY OF NARTB

Wherever they have been permitted so to do, broadcasters have eagerly joined with other competent groups to give consideration to the basic rights involved as well as of the overriding consideration of the needs and wants of the people.

The wave of public interest reached two particularly significant high spots prior to the recent hearings featuring the McCarthy-Army matter. The televising and broadcasting of the Kefauver hearings was one, and the televising and broadcasting of the national political conventions of two years ago was the other.

In the traditional manner of our free enterprise system of radio and television, the industry quickly recognized that proper means had to be found and employed to defray the staggering cost of the very considerable amount of time on the air occupied by the coverage of these great events. It seemed perfectly natural and proper then as now to have responsible business interests of recognized stature under-

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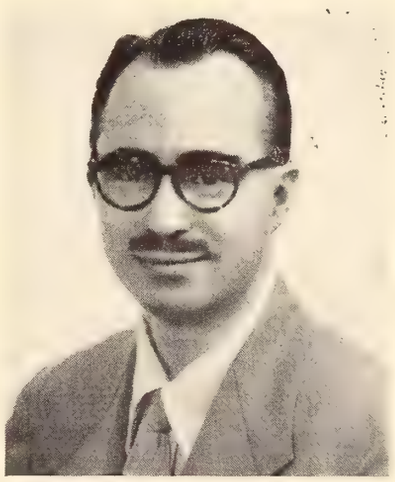
JUMPS THE CLOCK WITH AP NEWSCAST ...lands steady sponsor

Station WEPM is a 250-watter at Martinsburg, nestled in the high hills of West Virginia's eastern panhandle. It is within listening distance of nearby metropolitan centers.

Even so, General Manager C. Leslie Golliday had been able to build an attractive and faithful local audience for his AP newscasts. Only one—the 15-minute spot at 8 p.m.—failed to attract regular sponsorship. Prospects were quick to point out that the majority of Martinsburg listeners tuned in to a more powerful out-county station at that time.

Golliday did some high-wattage thinking and arrived at this solution: He moved the program ahead 15 minutes, got the jump on the "foreign" competition, captured the local audience, sold the program.

That was four years ago. The program is still sold. Sponsor is happy because Martinsburg folks listen to the early evening news BEFORE the "city station" gives it to them.



Says Manager Golliday: **"By jumping the clock 15 minutes, we were able to obtain — and hold — a steady sponsor. Listeners realize there's no more dependable news than AP news. Thanks to AP, we have news events in hand as quickly as even the biggest station in the country."**

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands . . . know the most famous brand in news is AP

write at least a portion of these time costs through arrangements for advertising in good taste to be presented with due discretion at times and in circumstances fully acceptable to those officials in charge of the conventions and hearings.

The reaction of the public to this initiatory venture into this kind of reporting was exceptionally favorable and there were no adverse reactions of any moment to the advertising techniques employed nor, indeed, to the propriety of the utilization of the same method of supporting a broadcast to which the American public has become accustomed over the years. Least of all were there reactions of a kind as to suggest any improper collusion between the advertisers who paid for the air time costs and the people responsible for the carrying on of the public business which was featured in the radio and television coverage.

There are three general approaches to the policy question of reporting Senate business by radio and television expressed in resolutions now before your Committee. They are, first, out and out prohibition of all televising of any part of any hearing or other proceeding (S. Con. Res. 86); second, permission to broadcast by radio and television sessions of hearings with the Committee chairman being charged with the duty of seeing to it that "the various communication devices and instruments do not unreasonably distract, harass, or confuse the witness and interfere with his presentation." A further specification provides that "No witness shall be televised, filmed, or photographed during the hearing if he objects on the ground of distraction, harassment, or physical handicap" (S. Res. 256); and, third, a prohibition of any commercial sponsorship of radio or television coverage of proceedings before any Senate committee (S. Res. 249).

With respect to the first approach, that of banning all television reporting of Senate proceedings, the industry, of course, is opposed to any such ruling on the ground that it would be patently discriminatory, and a partial abridgment of freedom of speech and of the press. Granting an open hearing with access given to reporters for other mass media, it would be unfair, unsound and against the public interest to bar television reporting.

Public Interest Consideration

There is considerable merit to the primary provision of the second approach, namely affording equal access for coverage of the hearings to the various means of communication, subject to the physical limitations of the hearing room and consideration of the physical comfort of the committee members, staff and witnesses. We would suggest that the important interest of the general public whose first-hand impressions can be gained only through the microphones and cameras of radio and television should also be evaluated in any such consideration.

The secondary provision of S. Res. 256 which states, "No witness shall be televised, filmed, or photographed during the hearing if he objects on the ground of distraction, harassment, or physical handicap," troubles us a great deal.

It is our judgment that any ruling such as this would inevitably break down of its own weight in actual application and, in addition, it again raises the discrimination aspect. It would seem artificial to surround the testimony of a witness in a public proceeding with a cloak of partial immunity from full reporting by one mass medium while expressly providing full reporting opportunity to others.

The third method of regulation of broadcasting Senate proceedings by forbidding their commercial sponsorship appears to be an oblique approach to the desired objective of the resolution's author to ultimately do away with any radio or television coverage of Senate proceedings. [S. Res. 249, introduced by Sen. Wallace F. Bennett, R-Utah.]

Our rather loose use of the term "sponsorship" has already created considerable confusion in the public mind. The suggestion that the proceedings of the Senate of the United States would be "for sale" if sponsors were permitted to underwrite costs for time and facilities for broadcasting is, I think, an unjustified one.

As previously noted, broadcasters have publicly demonstrated their ability to serve the people with radio and television broadcasts of great public events which feature commercial sponsorship of the time on the air without distracting from the dignity of the event, or compromising the amenities of the occasion.

In this connection, I should like to proffer the services of the industry to this Committee for the purpose of working out satisfactory ways and means of surrounding the commercial sponsorship policy with appropriate safeguards to make sure that the integrity of the Senate is not affected and that the people are served with increasing opportunities to be informed about their government and its operations. An advisory committee could, no doubt, render great service in this regard.

COSTELLO OF THE GALLERIES:

My purpose, as a representative and spokesman for working journalists covering activities of Congress, is to oppose the adoption of Senate Resolution 249 and any similar regulation or legislation which would impose permanent and sweeping restrictions on the use of radio and television equipment in reporting the activities of Congress.

It is true that the advent of radio and television has created certain technical problems. Correspondents with Congressional assignments would however quarrel with attempts to solve these problems by any kind of permanent exclusion act; we feel rather that a proper solution is to install up-to-date facilities, using all the know-how in the radio industry, and thus solve the problem by technological adaptation rather than by a backward-looking proscription.

Essentially, the problem is technological. It would seem that Congress instead of placing obstacles in the path of a new medium of communication would do better to eliminate the problem by resorting to a modern technological solution.

In the case of a witness who has been subpoenaed, usually by an investigating committee, it is perhaps proper to ask whether microphones and cameras really impair his ability to testify. Many persons, especially lawyers, honestly believe that the presence of lights and cameras is psychologically unfair to a witness. Certainly no one in radio or television news wants to jeopardize the rights of any individual.

Two principal arguments are advanced by those who would bar radio and television from public hearings. First, they contend, the microphones, kleig lights, and flash bulbs make the witness nervous. Second, they complain, a circus atmosphere can be created by tempting the participants to ham up their performances for the benefit of the television audience.

This second argument is too trivial to warrant much comment.

The charge that the physical set-up distracts a witness can best be examined by considering the operation of the various communications systems. At an important hearing, representing the press, there are perhaps a hundred reporters, whispering, coughing, scraping their chairs, sending and receiving messages, and occasionally moving to and from their long tables. No one suggests that they should be eliminated, or even restricted in number. By contrast, radio requires merely a single microphone in front of the witness and half a dozen microphones at the committee table. The microphones are unobtrusive and their number is limited because networks and stations pool their coverage; they take turns in recording the proceedings, and thus obviate the need for a forest of mikes and a bevy of technicians. Often, in the larger committee chambers, radio mikes are placed beside those of the public address system, and attract no attention whatever.

In the case of television, live coverage of a hearing normally requires two or three cameras, one focused on the committee table and one on the witness. This, too, is a pool operation. Moreover, the cameras are silent and their lighting requirements are moderate; in some instances, Congressional hearings have been televised without the introduction of any additional lighting, although this meant a sacrifice in picture quality.

There is a simple, permanent solution, providing equality for all media and guaranteeing dignity and composure at all televised Senate hearings. Let the caucus rooms and other rooms large enough for hearings be remodeled, with reporters placed in a balcony or mezzanine and with radio and tv broadcasters and photographers housed in special booths. In suitable quarters, their presence would scarcely be noticeable. This system is already operating effectively in the new United Nations building in New York. It permits a quiet, dignified session, without any restrictions on newsmen and without noise, lights or bustle to distract the delegates.

It should be recognized that this building—where most hearings are held—is a 19th century structure which is no longer functional. The problem of modernization needs to be attacked scientifically.

Compare [these quarters] with the existing facilities at the United Nations assembly chamber, where special lights are built into walls and ceilings, and wired with controls to turn on automatically when cameras start. Is there any reason why Congress, with all its power and resources, should not be able to engage the country's best lighting engineers to design an equally effective system?

We feel it is not enough to protest against the adoption of Senate Resolution 249. We should go further and recommend measures for even fuller coverage of Congressional activities.

BENNETT WEAKENING?

SEN. WALLACE BENNETT (R-Utah), author of the measure to prohibit sponsorship of radio-tv coverage at hearings, said he hopes Congress and television broadcasters can work out a program for getting along with one another.

Appearing briefly at the hearing Wednesday, Sen. Bennett said he and NARTB's Mr. Hardy plan to continue their own discussions of the problem. He said: "If I have weakened at all, it is to the extent that if the industry can demonstrate its ability to operate without the bad effects that television has had on hearings in the past, I would consider that a step forward."

He said he still fears the pressures that could be created by commercial sponsorship and the possibility politicians and sponsors might use the combination to further their own ambitions.

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IT'S OFFICIAL: TV WILL GET SWEEPING INQUIRY BY SENATE

Committee communications specialist will serve on special investigation staff along with Republican majority counsel and Democratic minority co-counsel. Bricker to offer majority post to Jones.

FULL SCALE Senate investigation of television broadcasting, including network practices, uhf, FCC activities and other subjects, became official last week—thus bearing out reports which have been current for the last month [B•T, July 5 *et seq.*].

Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee—the Congressional watchdog over broadcasting matters—formally announced the probe to his colleagues on the committee last Wednesday. He also stated that he intended offering the position of majority counsel for the investigation staff to Robert F. Jones, former Ohio congressman and from 1947 to 1952 an FCC commissioner.

In an interview with B•T, the Ohio senator acknowledged that the tv probe may look into such other matters as program resources and practices, intercity connection charges, patents, and other aspects of tv broadcasting.

He warned, however, that until the special staff is named and its members have a chance to confer together and with him, the direction that the study may take cannot be determined.

He added that he viewed the investigation as a continuance of the Potter subcommittee hearings [B•T, May 24 *et seq.*], "which brought some of the problems of uhf to light but came up with no basic solutions."

He said he expected the special staff to report its recommendations to the full committee in January, at the start of next Congress.

Sen. Bricker told the Democratic members of his committee that they could appoint a "co-counsel" to represent the minority.

Third member of the special investigation staff will be Nicholas Zapple, committee communications specialist, it was learned.

Mr. Jones, who is now in private law practice with the Washington firm of Scharfeld, Jones & Baron, saw Sen. Bricker Thursday morning. It was understood that he was offered the post, but before it could be discussed fully, Sen. Bricker was called away. A further meeting was planned, it was learned.

Mr. Jones refused to comment on his meeting with the Commerce Committee chairman, declaring he had "nothing to say" to all questions regarding his appointment or the probe.

In his congressional days, from 1939 to 1947, Mr. Jones earned a reputation as a budget-conscious member of the House Appropriations Committee. During his five years at the FCC, the Ohioan displayed a militant opposition to network practices and to large, multiple-station owners. He was a principal in the bitter color fight, and scathingly denounced the Sixth Report and Order following the tv freeze as a "Frankenstein" in its inequality between uhf and vhf requirements.

Just who the Democratic members of the committee have in mind as minority representative on the special staff could not be ascertained. It was understood that they were awaiting announcement of the majority's appointment before determining their candidate.

Among the names mentioned for the Democratic nominee were the following—none officially: former FCC Chairman James Lawrence Fly, former FCC General Counsel Telford Taylor, former Commerce Committee communications specialist Edward Cooper, former FCC Comr. E. K. Jett, former FCC Assistant General Counsel Harry Plotkin.

Sen. Edwin C. Johnson (D-Colo.), senior Democrat on the Commerce Committee, told B•T he had someone in mind, but refused to name him.

Bertram O. Wissman, Commerce Committee chief clerk, said in announcing Mr. Zapple's position Thursday that he had been advised by Sen. Bricker that the tv study would be under the general coordination of Mr. Zapple. The



MR. JONES

Senator felt, Mr. Wissman said, that since it will be Mr. Zapple's responsibility to advise the committee during and after the investigation, he should be the probe coordinator.

The 38-year-old Mr. Zapple became communications specialist for the Commerce Committee in 1951, succeeding Mr. Cooper who became an assistant to then Majority Leader Sen. Ernest W. McFarland (D-Ariz.). Mr. Cooper is now television executive of the Motion Picture Assn.

A native of Jersey City, N. J., Mr. Zapple attended New York U., and was graduated from the John Marshall College of Law, Seton Hall U., Jersey City, in 1941. He volunteered for the Coast Guard as an enlisted man in World War II, received a commission following officers' training and served as a lieutenant (s.g.) in the Aleutian Islands and the North Pacific during the war. In 1945, he became a trial attorney for the Civil Aeronautics Board, and in 1949 joined the Senate Commerce Committee as counsel in the airline investigation.

In other areas of the Congressional tv picture, it was determined that Sen. Bricker's move precluded some of the activities planned previously by Sen. Potter. These were the appointment of an *ad hoc* committee of communications experts to advise on a solution to the uhf problem and a subcommittee report on the uhf problem for the guidance of the FCC (dealing with directional antennas, boosters and satellites, de-intermixture of uhf and vhf in mixed markets, etc.).

Sen. Potter acknowledged that these moves

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CARRYING THE NBC BALL IN GREEN BAY PACKER-LAND

Exclusive NBC for Green Bay-land, Fox River Valley and Upper Michigan.

115,000 Watts to Dominate This NEW Market

The ideal complement to your Chicago-Milwaukee coverage without overlapping duplication.

WMBV-TV

Channel **11**

710,000 VIEWERS WAITING FOR THE KICK-OFF AUGUST 9

GEO. W. CLARK, Inc. NATIONAL REPRESENTATIVE

New York - Chicago - Minneapolis - Los Angeles - San Francisco

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

THE LATEST
WCKY
STORY

"..... radio is, ar
the basic communicatio
of the United States"

..... and in Cincinnati,



George Farr, Pres.
Farr's Trade Marts.

Appliance Dealer

"When we opened our first suburban store in 1948, we realized that we had to bring customers from a city wide area. To do this, we selected radio, and radio has always played a major part in our promotion plans. Today, with two large suburban stores, radio still carries our major advertising load."

Public Utility

"Radio's flexibility and wide coverage, at minimum cost, enables us to focus our messages on the largest possible audience. Radio has also served us completely in emergencies which necessitate our reaching all customers quickly. Radio has been able to do this, when called on, almost on an instant's notice."



E. R. Keller, Adv. Dir.
Cincinnati Gas & Elec. Co.



Wm. J. Sanning, Manager,
Advertising & Sales Promotion;
The Kroger Co.

Supermarket Chain

"In planning our advertising programs for stores in many markets, we have found by test, that radio is as necessary for our continued growth as any other medium, and we use radio to create sales and store traffic. Radio continues to have a place in our advertising planning."

.... and in the South, Radio is WCKY
823,530 homes in
13 Southern States
are nightly listeners to
WCKY

ill remain
edium

From a talk by Actg. FCC Chmn. Rosel H. Hyde, before the NARTB Convention, May 1954

Radio is WCKY

Automotive Dealer

"As Cincinnati's largest retailer of Lincoln and Mercury cars, we have found that the use of radio is effective for us, in bringing into our showrooms, live prospects for new and used cars. Careful selection of time, enables us to reach a maximum of the type of prospects we want."



Howard Hively, Pres.
Howard Hively Inc.



Don Jacobs, Manager
Bond Clothes.

Retail Clothes

"Bond's in Cincinnati has a continuous record of daily radio, going back a good many years. In that period, Bond's sales have grown tremendously, and we feel that our carefully selected radio news periods have helped materially in holding old customers and winning new ones."

Appliance Distributor

"Many of our dealers have found certain phases of radio advertising very effective in advertising Philco and Easy products."

Carl Clinkenbeard,
General Sales Mgr.
Tri-State Distr. Co.

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L.B. Wilson
WCKY
CINCINNATI

Y-FOUR HOURS A DAY ● SEVEN DAYS A WEEK

I'M JOE FLOYD . . .



I belong to a family of BIG SPENDERS



They're the folks who make up the rich four-state money belt,* of which Sioux Falls is the hub. They're good spenders—and always have been—simply because they have the wherewithal to spend (way above the national average). They like better things . . . and they look and listen to KELO (TV and Radio) to tell them what those better things are. Want to meet these brand-buying folks over a store counter? KELO will introduce you to them—convincingly!

* Husky sections of South Dakota, Minnesota, Iowa, Nebraska

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, *President*

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

had been taken out of his hands by the Bricker probe, but said there were two actions he was still working on.

These were (1) an attempt to persuade the Department of Justice to permit tv manufacturers to agree to produce nothing but all-wave tv receivers and (2) to follow up on the $7 tax credit to those manufacturers making uhf sets which the Senate Finance Committee was persuaded to add to the Internal Revenue Code amendment (HR 6440). This was done largely at the insistence of Sen. Johnson, who is also a member of the Finance Committee.

Sen. Potter said he had been in correspondence with the Justice Department, but had not been able to get the proper responses to warrant calling a meeting of tv manufacturers. He said he was hoping to get a more favorable attitude when Stanley N. Barnes, assistant attorney general in charge of the anti-trust division, returned to the city.

Path of the tax bill is uncertain. Senate consideration was due on calendar call Saturday, if the upper house finished with the farm bill by then. If the farm bill was still under consideration Saturday, the Senate leadership planned to call up the calendar bills today (Monday).

Following passage by the Senate, the bill goes to the House Ways and Means Committee. There is no present plan to consider this bill, committee staff personnel said last week.

Congress is rushing towards an Aug. 14 adjournment. It was doubted, in many quarters, whether the House committee will be able to act on this tax bill in that time. However, with the possibility that Congress may remain in session for Senate action on the McCarthy censure motion, it was thought that the House might be able to move on the bill.

The Senate Finance Committee's report on HR 6440 specifies that the $7 credit against the 10% excise tax on tv receivers applies only to sets "capable of receiving all uhf channels."

Mistaken Identity

WHEN Sen. John W. Bricker (R-Ohio) told the Senate Commerce Committee, of which he is chairman, that he had Robert F. Jones in mind to act as majority counsel in the probe of tv networks, Sen. Frederick G. Payne (R-Me.) became agitated.

As soon as the meeting was over, Sen. Payne began expostulating with the Ohio senator. He was overheard to say, "John, you can't appoint that man . . . Margaret . . . McCarthy . . . too young . . ."

Sen. Bricker, in turn, was startled. "No, no," he said, "he's a former Congressman from my state. He was prosecuting attorney for Lima County when I was state attorney general. He was a commissioner on the FCC."

Sen. Payne looked puzzled for a minute, then brightened. "Oh," he said, "that's all right. For a minute I thought you meant that young man who ran against Margaret [Sen. Margaret Chase Smith (R-Me.)] in the primary."

The man who ran against Sen. Smith in the June 21 GOP primary in Maine was Robert L. Jones, former administrative assistant to Sen. Charles E. Potter (R-Mich.) but dismissed after a break with Sen. Potter, and presumed protege of Sen. Joseph R. McCarthy (R-Wis.).



MR. ZAPPLE

In another paragraph the Senate committee said that the credit is to be available "only if the television set . . . is equipped with an all-channel uhf tuner as distinguished from the so-called strip tuners capable of receiving only certain of the uhf channels."

This specification that the credit only goes to those manufacturing receivers capable of covering the entire uhf tv band has aroused vigorous opposition in some elements of the tv manufacturing industry. Manufacturers who use strips in their tv receivers under the lead of Standard Coil Products Co., are actively working to induce the Senate to change that wording to permit the credit to be applied to strip-tuner receivers also.

Unknown at the present time is whether the tv probe will be conducted as a public hearing or more quietly as a staff "study." Pending the official appointments of members of the three-man staff, conjecture is considered pointless, it was agreed by observers close to the subject.

It was generally understood, however, that the special staff would not confine itself to Washington, but would probably sit in New York, and possibly, in Chicago and Hollywood.

The Commerce Committee has about $90,000 left of its initial $115,000 appropriation for special studies in the fields for which it is responsible (communications, aviation, domestic transportation, maritime matters, fisheries and wildlife). Of this $90,000, about $15,000 to $20,000 has been committed, it was learned. This leaves from $70,000 to $75,000 available for the tv probe—and for the committee's scheduled investigations of automobile distribution practices and the Washington air transportation facilities problem.

There are also sufficient funds to permit the special tv staff to hire additional personnel if needed, it was understood.

Genesis of the tv probe by the Commerce Committee is Sen. Bricker's bill (S 3456), introduced three months ago, to authorize the FCC to regulate networks, the same as it does stations [B•T, May 17].

At that time, Sen. Bricker said that there was "reason to believe that many of these failures [uhf stations which had given up grants] are due to the fact that the stations were denied programs by the networks." He also said that "networks have grown to dominate the broadcast field . . . [and] the ability of an individual station to obtain network programming too often determines whether that station lives or dies."





Big Mike is the physical trademark of KFAB, Nebraska's most powerful station.

BIG MIKE THE BIG SALESMAN!

Big Mike gets around! . . . and he gets results! Cartooned he appears regularly in the trade papers telling Nebraska's industry story. In the person of Thomson Holtz, he is seen and heard by thousands daily as he travels from good job to good job in his little car. Big Mike is proud of the attention he is receiving from coast to coast . . . proud of the awards that have come his way. But more important, he's proud of the day-to-day story of results he is getting for his advertisers. KFAB-Big Mike is constantly building success stories. He likes to talk to people . . . and he would like to tell 'em about your product or service. When he tells 'em . . . he sells 'em. That's what you'll find out when you pick up one of the current availabilities on KFAB. Talk it over with Free & Peters . . . or lend an ear to General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA BASIC CBS

Bricker Stirs Little Hope Among Uhf Industry Group

SEN. BRICKER'S move into the tv picture caused a pall of gloom to descend on uhf operators who had been banking heavily on succor from the Potter subcommittee.

In a heavily dejected letter to uhf operators, mailed early last week, Harold H. Thoms and Fred Weber, chairman and vice chairman, respectively, of the Uhf Industry Coordinating Committee, said they had learned that "no sound relief is to be forthcoming now or even in the foreseeable future."

They termed the $7 credit on the 10% excise tax on uhf receivers as "no solution and . . . ephemeral."

The letter went on:

Under the circumstance, we would be remiss if we did not advise you that little can now be accomplished in behalf of the uhf industry. Neither, can we offer realistic hope that even reasonable time will produce an equitable necessary solution to the present proven disparities between vhf and uhf. . . .

The letter closed with a suggestion that uhf broadcasters seek vhf channels which might meet mileage separation requirements through the use of new techniques and standards—boosters, satellites, directional antennas.

The Uhf Coordinating Committee was established shortly before Sen. Potter opened his uhf hearings to speak for the uhf broadcasters.

Bricker Affirms Unit's Radio-Tv Jurisdiction

SEN. John W. Bricker (R-Ohio) let it be known last week that his Senate Commerce Committee is not turning over any of its jurisdiction in the radio-tv field to anyone.

He also announced his committee intends to look into the field of international communications in the near future.

The matter came up in the Senate just before that body remedied the new Public Law 558 (formerly SJ Res 96) providing for a study of the U. S. overseas information program and the Voice of America with the goal of developing foreign telecommunications to abet U. S. foreign policy.

The Senate remedy for the new law was tacked on the catch-all supplemental appropriations bill (HR 9936) in the form of an amendment which would provide immediately half the $250,000 in funds called for by Public Law 558 and extend the limit of the new law's effect from Dec. 31, 1954, to Dec. 31, 1935.

Last week Senate and House conferees were working out differences in the catch-all funds bill after the Senate restored cuts made by the House.

Sen. Bricker's statement came up because of a House Foreign Affairs Committee report accompanying the House's approval of the global communications study measure. The House had held over the bill from last year after its passage by the Senate [B•T, July 27, 1953]. The House committee's report mentioned NARCOM (North Atlantic Relay Communications System), a plan for relaying television across the Atlantic.

Sen. Bricker's statement last week obviously was made to remove any doubt that the new law, passed after approval by the Senate Foreign Relations Committee, will have any application to any phase of broadcasting except VOA and U. S. information activities overseas.

An amendment offered by Sen. Ed Johnson (D-Colo.) before the bill passed the Senate last year had stripped away certain provisions of the bill, restricting its application to VOA and the U. S. overseas information program [CLOSED CIRCUIT, Aug. 3, 1953].

The new law, which went into effect July 26, provides for a nine-man commission to make the study.



Yes, indeed. The road always "curves to the right" toward greater results when you "ride" through the pages of BROADCASTING • TELECASTING. There's no book in the industry today like old B•T. What your ad tells, it sells and sells and sells. Little wonder, for its readers are thousands upon thousands of the people who want to know more and more about you. Tell 'em in BROADCASTING • TELECASTING. Just see what happens!

FOUR NEW GRANTS FOR TV PROPOSED

INITIAL decisions proposing to grant four new tv stations and one proposed denial of a tv bid were issued by FCC hearing examiners last week.

New tv stations were proposed for Madison, Wis. (ch. 3); Huntington, W. Va. (ch. 13); Detroit (ch. 50), and Grand Rapids, Mich. (ch. 23). The denial went to Desert Television Co. for ch. 13 at Las Vegas.

• At Madison, Wis., FCC Hearing Examiner James D. Cunningham proposed to issue ch. 3 there to Badger Television Co. and to deny the competing bid of WISC there.

The examiner concluded that preference should be given to Badger on grounds of integration of ownership and management, local residence and participation in community and public service activity and control of mass media of communications.

Badger Television is a consolidation of WIBA Madison, and Television of Wisconsin Inc.

Principal stockholders of Badger (45%) are the *Madison Capital Times* and *Wisconsin State Journal.* Principal stockholder of WISC (34.8%) is the *Superior* (Wis.) *Evening Telegram,* which is controlled by Morgan Murphy, Mr. Murphy is director and 15.2% stockholder of WISC; president of Head of the Lakes Broadcasting Co., licensee of WEBC Duluth, WMFG Hibbing, and WHLB Virginia, all in Minnesota, and officer of WEAU-AM-FM-TV Eau Claire, Wis.

• For Huntington, W. Va., FCC Examiner John B. Poindexter proposed to grant ch. 13 to WHTN. The initial decision was made possible by the withdrawal last March of the competing application of WCMI and the dismissal in July of the bid of WPLH, both in Huntington. WHTN has agreed to reimburse WCMI $12,500 and WPLH $25,000 for expenses incurred.

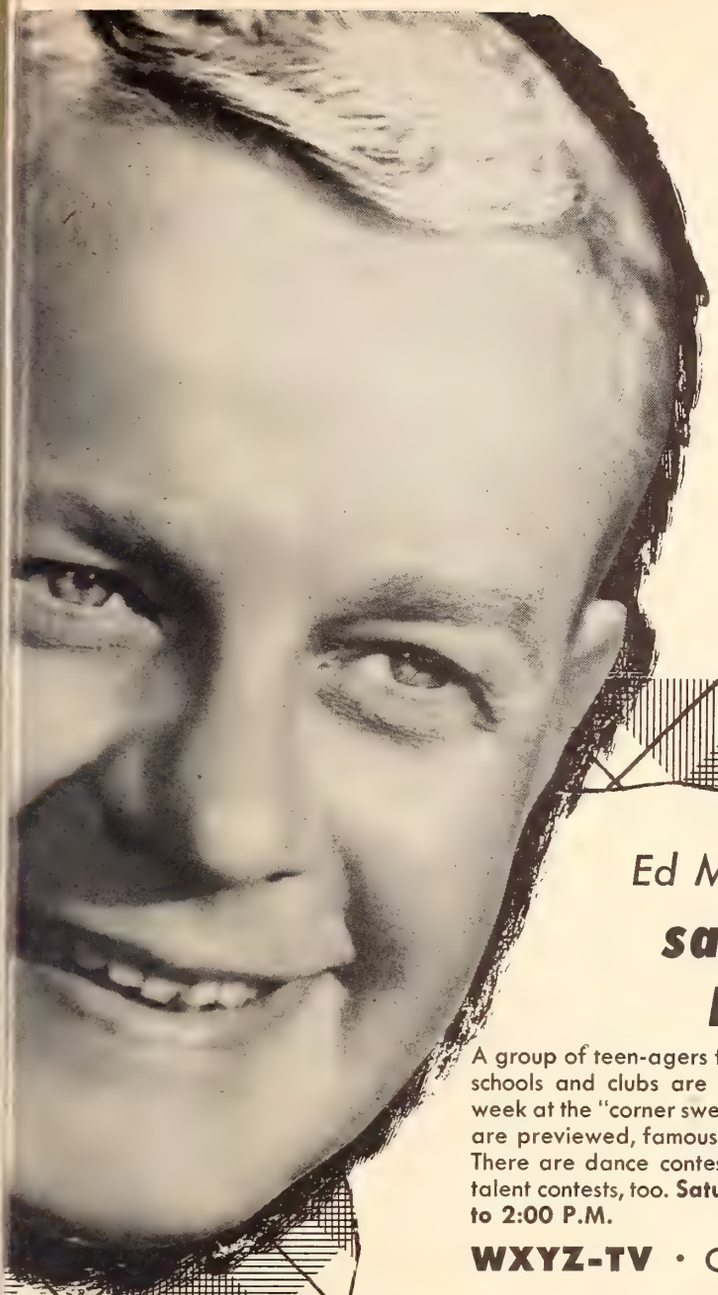
• For Detroit, Mich., a new tv station on ch. 50 was proposed to be granted to WJLB by FCC Examiner William G. Butts. The proposed grant was made possible by the dismissal with prejudice of the competing application of Woodward Broadcasting Co. [B•T, July 12].

Dismissal Asked

Woodward petitioned for dismissal of its ch. 50 bid after purchasing ch. 62 WCIO-TV for $100 from the UAW-CIO Broadcasting Corp. of Michigan [B•T, June 21].

• For Grand Rapids, Mich., FCC Examiner J. D. Bond proposed to grant ch. 23 to Peninsula Broadcasting Co. The initial decision was made possible by the dismissal with prejudice of the competing application of WGRD Grand Rapids. WGRD dismissed its bid in view of the testimony before the Senate Communications Subcommittee on uhf [B•T, July 5].

• For Las Vegas, Nev., FCC Examiner H. Gifford Irion proposed to deny the bid of KRAM for a new tv station on ch. 13 on the ground that was not financially qualified.



ED McKENZIE

dean of Detroit's disc jockeys

NOW on Television
(WXYZ-TV Channel 7)
and radio (WXYZ)

Ed McKenzie's

saturday party

A group of teen-agers from Detroit high-schools and clubs are Ed's guests each week at the "corner sweet shop". Records are previewed, famous guests entertain. There are dance contests and teen-age talent contests, too. **Saturdays, 12 Noon to 2:00 P.M.**

Participating

WXYZ-TV • CHANNEL 7



Ed McKenzie's

record matinees

Latest record releases and all-time favorites plus lively comments have won a wide following for Record Matinee. Interviews with famous names in music (shown: Teresa Brewer) are also featured. **Monday through Friday, 3:00 to 6:15 P.M.**

Participating

WXYZ • RADIO



REPRESENTED NATIONALLY BY BLAIR-TV, INC. AND JOHN BLAIR AND COMPANY

LIQUOR ADV. BILL APPEARS SHELVED

Instead of reporting out Bryson measure, House committee chooses to have subcommittee submit sharp rebuke to broadcasters for excessive beer and wine advertising.

THE BRYSON bill to prohibit liquor advertising apparently was consigned to the scrap heap last week, but there were indications a Congressional rebuke is in store for broadcasters.

In a Wednesday executive session the House Commerce Commitee, instead of reporting out the bill, authorized a subcommittee which will draft some sharp words of censure about what the committee considers to be excessive beer and wine advertising on radio and tv, it was reported.

A second report, which could not be confirmed last week, had it that the subcommittee not only would scold the industry, but also might warn broadcasters that they have been less than cooperative about heeding the recommendations of the Harris subcommittee in 1952 on liquor advertising and crime programs.

Rep. Charles A. Wolverton (R-N. J.), Commerce Committee chairman, had not named members of the proposed subcommittee late last week. Members have been spurred by some 450 petitions favoring the bill from various groups, organizations and individuals.

Rep. Wolverton said Friday that the subcommittee should issue its report by this Tuesday or Wednesday. He said he was not prepared to announce members of the subcommittee.

On the matter of broadening the subcommittee's report to include remarks on radio-tv crime and violence programming, the Committee chairman said: "I'm not going to go into that until we issue the report."

It was reported that one likely choice for the subcommittee is Rep. Arthur G. Klein (D-N. Y.). Also mentioned was Rep. Oren Harris (D-Ark.), who headed the subcommittee which made a six-month investigation in 1952 on beer and wine advertising and on crime programs and those of low "moral" content on radio-tv [B•T, May 26, 1952].

The Harris subcommittee's report [B•T, Dec. 22, 1952] recommended that the industry, sponsors and advertising agencies take "corrective" action to curb beer and wine advertising practices and crime and "immoral" programming.

The report, which asked that the group's study be continued in the 83d Congress, said potential evils inherent in controls over broadcasting and telecasting might be greater than the evils they were designed to remedy.

It called for both public criticism and industry self-regulation.

A Senate Juvenile Delinquency subcommittee also made a report last week on the effect of crime and "horror" programs on children.

Bill Guards FBI Name

THE SENATE last week passed a bill (S 3679) to protect the name of the Federal Bureau of Investigation or its initials, FBI, from commercial exploitation by broadcasts, telecasts, motion pictures, plays and the like. A similar bill is pending in the House [B•T, July 26].

Asks Interim Tv

INTERIM operation of ch. 8 at Tampa-St. Petersburg pending final ruling by FCC on three competitive applications there was suggested last week by WTSP St. Petersburg. An initial decision issued in July 1953 recommended grant of the bid of WFLA-TV and denial of WTSP and Tampa Bay Area Telecasting Corp. WTSP pointed out further delays may ensue through litigation of the final ruling while local pressure increases for another tv service. Sole outlet there is ch. 38 WSUN-TV.

FCC Challenges Court's 'Party in Interest' Ruling

DID the U. S. Court of Appeals in Washington in its Camden Radio Inc. decision mean that anytime there is a transfer of a broadcast property, any other station in the same community has an automatic right to be considered a party in interest?

That is the question raised by the FCC in a petition for rehearing submitted to the court last week.

In the Camden Radio Inc. case, the court ruled that the Commission erred when it denied a protest by KAMD Camden, Ark., against the transfer of daytimer KPLN same city from Leo Howard to D. R. James Jr. on the ground that KAMD was not a party in interest [B•T, July 19].

The Commission's petition last week said that it believed that the court's interpretation of Sec. 310 (b) of the Communications Act was incorrect. The FCC asked that the court reconsider that part of its opinion which "likens the protest of a transfer or assignment of a construction permit to the protest of the grant of an original construction permit in terms of the nature of the allegations of injury sufficient to show standing as a party in interest."

The FCC also said that it "believes that the existence of injury to existing licensees from the transfer of a construction permit depends upon the facts of the particular case and that each protest must be examined to see if the protestant is in fact aggrieved by the transfer protested."

If the court is correct, the Commission said, it will open any and all transfer approvals to protests by "a host of parties who have no legitimate interest but solely with the purpose of delaying license grants which properly should be made."

Lifetime Examiner Jobs Favored by Senate Unit

PROPOSED Senate legislation which would make FCC and other Government hearing examiners subject to Presidential appointment for life at $14,000 per year, instead of present Civil Service status, was reported to the Senate favorably Monday by the Committee on the Judiciary. It is now on the calendar for Senate action.

S 1708, introduced by Sen. Pat McCarran (D-Nev.), provides that the President would appoint some 300 government hearing examiners "with the advice and consent of the Senate." Their appointment would be similar to Federal judgeships and they could be removed only for misconduct in office, neglect of duty, or physical or mental disability.

The committee report said the legislation was urged by the American Bar Assn. earlier this year with the objective to achieve a completely independent corps of hearing examiners, free of their respective agencies. Their appointment would be free of political patronage, it is contemplated.

The bill also provides that examiners could be switched between agencies to be used where most needed. They would not be affected by reductions in force or similar agency reorganization, but as "administrative judges" they would be "subject in all respects to the canons and standards of conduct applicable to members of the Federal judiciary."

Existing hearing examiners would continue in office until either appointed by the President to the new status or replaced, the bill indicates, although it is contemplated that those qualified would be so appointed.

"Every argument that could be made against Presidential appointment of hearing examiners can be made with at least equal force against Presidential appointment of federal judges and justices," the report said, "and yet that system of federal appointment of justices and judges has worked out so well that no one would think seriously of changing it. It is the view of the committee that, far from making the appointments political, provision for Presidential appointments with Senate confirmation is the best way to remove these hearing examiner jobs as far as possible from politics."

The committee said it has specifically avoided "including in the bill any provision with respect to the creation of an Office of Administrative Procedure which is a matter being considered at the present time both by the President's Committee on Administrative Procedure and by a task force of the Hoover Commission."

KGUL-TV Gets Approval Of Sites From Airspace Group

WASHINGTON Airspace Subcommittee approved two sites for KGUL-TV Galveston, Tex., last week following a turn-down of the ch. 11 station's 1,200-ft. tower at a site four miles northwest of Alvin, Tex. [B.T., Aug. 2].

Both of the new areas are 4½ miles from the Alvin site, and KGUL-TV owners were advised that there would be no objection to a 1,200-ft. tower anywhere in those two areas. Both Air Transport Assn. and Air Line Pilots Assn. agreed to the compromise.

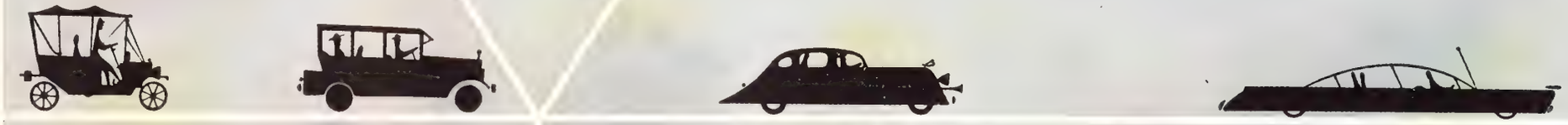
The two sites were worked out by Civil Aeronautics Administration executives and Paul E. Taft, president of the CBS-affiliated Galveston station. They were unanimously approved at the Washington Airspace Subcommittee meeting Aug. 3.

The Alvin, Tex., site was disapproved two weeks ago by the Washington subcommittee after strenuous opposition by ATA and ALPA. It had been unanimously approved by the Fort Worth Regional Airspace Subcommittee.

Foreigners Must Say So

A BILL which would require foreign agents to identify themselves when making radio or tv broadcasts or in written articles was reported to the Senate last Monday by the Senate Judiciary Committee.

The bill (S 521), introduced by Sen. Everett M. Dirksen (R-Ill.) would require such a foreign agent to identify his foreign principal and himself in a prefacing statement, with a maximum of $10,000 fine or imprisonment for violation.



nothing **W***orks* **L***ike* **W***antmanship*

Create the want that's the source of the sale. The Crosley Group does it with **W***antmanship*, the dynamic new dimension in selling. Typical of the Group, WLW-radio, is raising the standards of living in 1/10 of America, want by want. **W***antmanship* explains why the Crosley Group makes more sales faster, *at less cost*, than any other medium or combination.

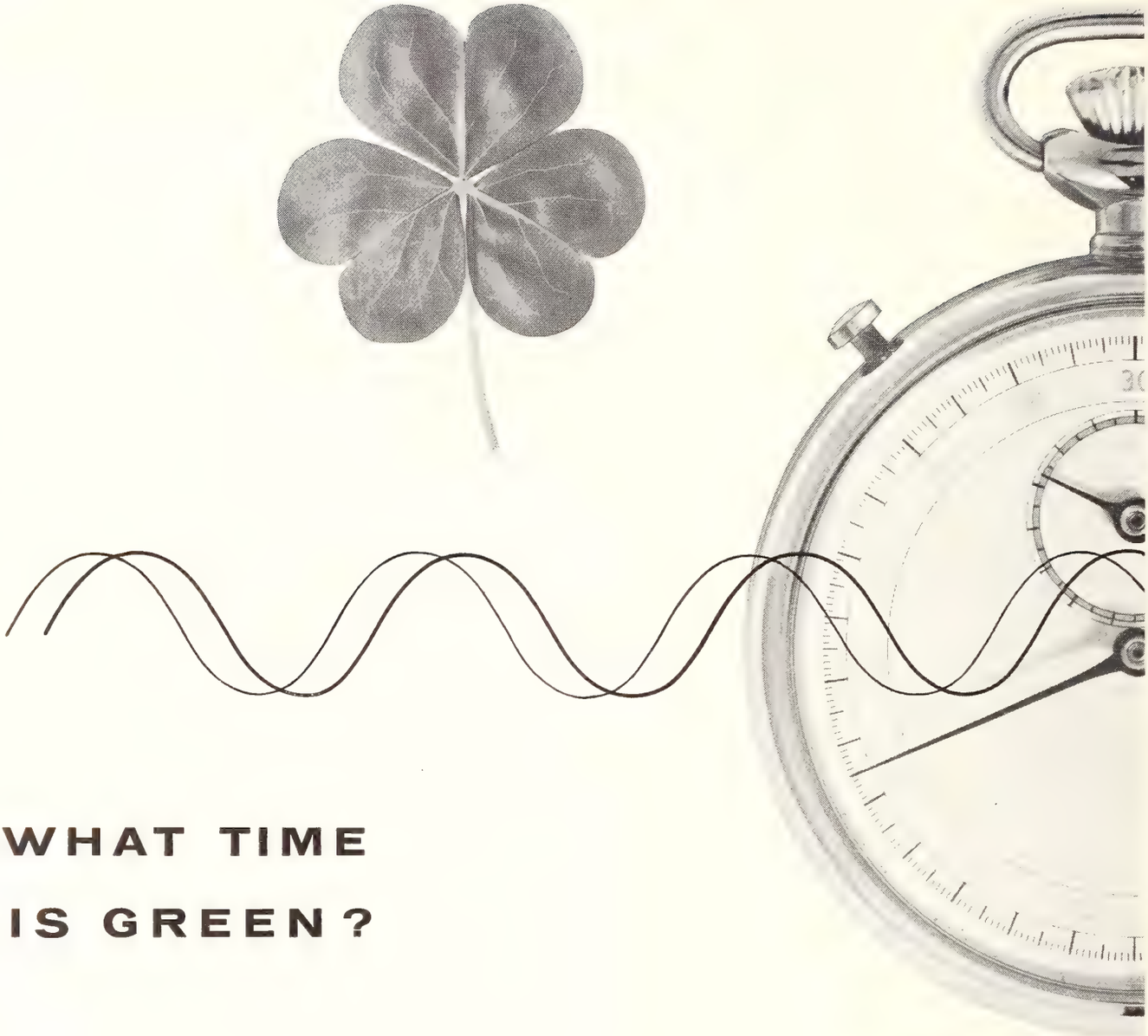
the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

CHARPER

Exclusive Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

©1954, The Crosley Broadcasting Corporation



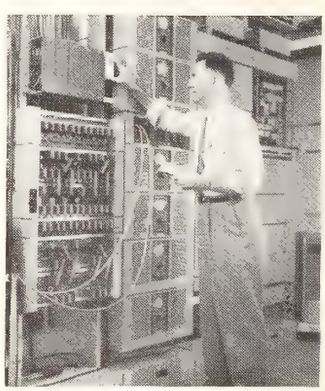
WHAT TIME IS GREEN?

In color television, the colors on the screen are determined in a special way. A reference signal is sent and then the color signals are compared with it. For example, when the color signal is out of step by 50-billionths of a second, the color is green; 130-billionths means blue.

For colors to be true, the timing must be exact. An error of unbelievably small size can throw the entire picture off color. A delay of only a few billionths of a second can make a yellow dress appear green or a pale complexion look red.

To ready the thousands of channel miles in the Bell System television network for color transmission, Bell Telephone scientists developed equipment which measures delay to one-billionth of a second. Equalizers placed at key points along the network insure that the signals keep on one of the world's strictest timetables.

This important contribution to color television is part of the continuing effort by the Bell System — which provides the television network — to meet the industry's needs for color transmission facilities.



To keep colors true in television, equalizers that correct off-schedule signals are put into place at main repeater stations of the transcontinental radio relay system.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION.

Milwaukee, Muskogee Cases Before Court

WCAN-TV fights ch. 12 grant:

THE U. S. Court of Appeals in Washington will hear argument tomorrow (Aug. 10) on the request for a stay against the Milwaukee ch. 12 grant filed by WCAN-TV Milwaukee [B•T, July 26].

Ch. 25 WCAN-TV has asked that the FCC's grant of Milwaukee ch. 12 to the merged Milwaukee Area Telecasting Corp. be held up pending the court's ruling on its appeal against the FCC's refusal to accept its application for that vhf channel. The Commission would not accept the WCAN-TV application to change from ch. 25 to ch. 12 on the ground that it was filed after the Milwaukee ch. 12 hearing had begun.

The FCC rule provides that no competing application may be filed after 30 days before a hearing is scheduled to begin. WCAN-TV claimed that no hearing was actually held, due to the dropouts of other applicants when the merger agreement was agreed to.

The Milwaukee ch. 12 merger provided that after the grant to Milwaukee Area, it and WFOX and WEMP would own 30% each, and Kolero Telecasting Co., 10%.

In its reply to the opposition of Milwaukee Area to WCAN-TV's protest, filed concurrently with its appeal to the court [B•T, July 19], WCAN-TV claimed anew that a hearing was not conducted and that it had a right to have its application accepted. "The 35 minute session before the examiner," WCAN-TV said, "was obviously a farcical and lame effort to stage an atmosphere of 'hearing.' It is said that testimony was taken and cross-examination occurred. But for what earthly purpose could testimony have been taken when the examiner himself had stated at the outset that no issues specified by the Commission remained . . ."

Milwaukee Area had charged in its opposition that WCAN-TV was engaged in tactics designed to delay competition [B•T, July 26].

KCEB (TV) Asks Muskogee Stay:

REQUEST for a stay against the construction of KTVX (TV) Muskogee, Okla., will be argued tomorrow (Tuesday) in the U. S. Court of Appeals in Washington. The motion was brought by KCEB (TV) Tulsa last week, following its appeal from the FCC's denial of its protest against the ch. 8 grant in Muskogee [B•T, July 19].

Both ch. 23 KCEB and KSPG (TV), permittee of ch. 17, protested against the Muskogee ch. 8 grant to Tulsa Broadcasting Co. (KTUL Tulsa) on the ground that there is overlap between KTVX in Muskogee and KWTV (TV) Oklahoma City. KVTX is owned by John T. Griffin and associates and KWTV is 50% owned by the same interests. Protestants also alleged undue concentration of control, claiming that the Griffin family also owns KATV (TV) Pine Bluff, Ark., KOMA Oklahoma City and KFPW Fort Smith, Ark. They also charged that the Muskogee vhf station is being promoted as a Tulsa-Muskogee outlet, emphasizing that there is no need to convert to uhf. KOTV (TV) Tulsa on ch. 6 participated in the original protests, but did not appeal to the court.

The FCC turned down the protests on the ground that the Muskogee ch. 8 grant came after a hearing. Tulsa Broadcasting Co. received the grant after competing applicants *Muskogee Phoenix* and *Times-Democrat* and Ashley L. Robinson withdrew. Since the three applicants had been set for hearing, the withdrawal of the two left Tulsa Broadcasting unopposed, but still in hearing status, the Commission held. The protest rule applies only to grants made without a hearing.

Ad Copy Scrutiny

A SPECIAL task force to check into national and regional advertising that violates outstanding orders, trade practice rules and stipulation agreements has been created by the Federal Trade Commission, it was announced last week.

In addition, the survey will look into advertising that appears to warrant investigation because of danger to health and fraud.

Following a recommendation of a recent management survey of the FTC [B•T, May 31], four attorneys have been assigned to the project replacing seven FTC advertising examiners who had no legal training.

FCC Returns Anthony's Providence Ch. 12 Bid

APPLICATION of E. Anthony & Sons for ch. 12 at Providence, R. I., was returned by FCC last week. The Commission acted on its own motion despite a protest by WPRO-TV Providence, permittee for ch. 12 [B•T, Aug. 2]. FCC said the Anthony bid could not be accepted for filing since ch. 12 already has been granted to WPRO-TV.

Permit for ch. 12 was granted WPRO-TV in early September last year, but its effective date was stayed when the Commission set for hearing a Sec. 309(c) economic protest filed by ch. 16 WNET (TV) Providence. The hearing now is before the Commission for final decision.

E. Anthony & Sons, operator of WNBH New Bedford, Mass., turned in its permits for ch. 50 WBOS-TV Boston and ch. 28 WTEV-TV New Bedford when it submitted the ch. 12 bid. In returning the Providence application, FCC said:

> It should be noted that under Sec. 309(c) of the Communications Act of 1934, as amended, where the Commission sets a protested grant of an application for hearing, the grant is not thereby vacated or set aside. Instead, said section merely provides that "the effective date of the Commission's action to which protest is made shall be postponed to the effective date of the Commission's decision after hearing." . . . Therefore, until a final determination is made with respect to the hearing on the protest filed by Channel 16 of Rhode Island Inc. [WNET], Cherry & Webb Broadcasting Co. [WPRO-TV] is the permittee of ch. 12 in Providence.
>
> It should also be pointed out that an application is not considered to be mutually exclusive with another for the same channel if the latter has already been granted, even though the grant may be the subject of a protest . . . Nor is an application for a channel for which there is an outstanding construction permit entitled to a hearing on its application.

FCC Approves Relays To Extend Network Tv

VARIOUS medium and short-hop microwave radio relay facilities were authorized by FCC last week to American Telephone & Telegraph Co. Long Lines Division and affiliated companies to extend network service to television stations. Some of the authorizations were in conjunction with expansion of inter-city telephone message channels.

About 100 channel miles were added in South Carolina grants which would extend network service to ch. 8 WBTW (TV) Florence, now under construction. Cost is estimated at $340,000.

Extension of facilities from Terre Haute, Ind., to furnish network programs to ch. 62 WFIE (TV) Evansville and nearby ch. 60 WEHT (TV) Henderson, Ky., was approved by the Commission. Cost is $530,000.

An additional tv circuit between Columbus and Dayton, Ohio, was included in a grant for added telephone facilities between Columbus and Indianapolis, costing $330,000.

A 68-channel mile link for ch. 5 KGEO-TV Enid, Okla., to cost $90,000, was approved as well as a drop-off from the Denver-San Francisco relay to serve ch. 8 KZTV (TV) Reno. Six mile network feed for ch. 3 WEAR-TV Pensacola, Fla., was granted.

FCC approved a second Minneapolis-Fargo link to extend network service to ch. 4 KXJB-TV Valley City, N. D., and also a 95-mile relay costing $88,000 to serve ch. 42 WNAM-TV Neenah.

TV REMOTE RULES REVISED BY FCC

IMPROVED auxiliary broadcast facilities for television remote pickup, relay and other purposes were provided by FCC last week in making final its proposal to amend Part 4 of its rules governing television auxiliary stations [B•T, Dec. 14, 1953]. Old rules applied to only vhf stations. Changes are effective Sept. 8.

Ten channels in the 1990-2110 mc and 2450-2500 mc bands (Band A), seven channels in the 6875-7050 mc band (Band B), eight channels in the 10,500-10,700 mc band (Band C) and 20 channels in the 12,700-13,200 mc band (Band D) are made available for tv auxiliary use on a case-to-case basis, FCC said. Part of these channels will have to be shared with the Industrial-Scientific-Medical service on the basis of accepting interference from the latter, the Commission explained.

Only one channel in Band A or B and one channel in Band D will be assigned on an exclusive basis to each tv station licensee in any area, the Commission said. Such licensee will normally be limited to the assignment of not more than three channels in Bands A and B combined, only one of which will be on an exclusive basis. But additional channels in Bands A and B would be available on a shared basis with other tv stations, it was noted. Also, the number of channels in Bands C and D that may be assigned to a licensee in a single area is not restricted, FCC said.

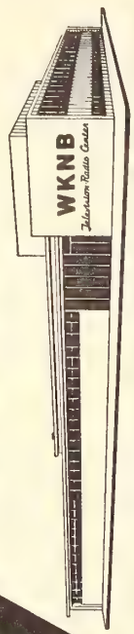
FCC decided to defer action on its original proposal to assign channels in the 7050-7125 mc band to tv licensees pending further study as to how this may be effectuated with minimum impact on existing common carriers which use these frequencies to provide tv pickup and studio-transmitter link service.

Clarifying language also has been added in the rules to the effect that tv pickup stations may be used to provide temporary or emergency fixed circuits.

Heretofore, the auxiliary bands have been assigned to vhf stations on the basis of the frequency of the parent station.

WFAA-TV Boost Approved

SPECIAL temporary authority for a 10-fold increase in effective visual radiated power from 27.1 kw to 274 kw was granted by FCC Tuesday to WFAA-TV Dallas pending completion of new full-power facilities [B•T, Aug. 2]. WFAA-TV has indicated it will take about another year to complete construction of the new 1,521-ft. tower at Cedar Hill, from which the station will operate with full 316 kw ERP. The Cedar Hill project is in cooperation with KRDL-TV there.

Advertisers GET RESULTS on WKNB-TV
Hartford-New Britain Market 3rd richest in U.S.
• You cannot dominate the big Hartford-New Britain Market unless you use WKNB-TV
• 185,000* HOMES DELIVERED . . . Scores of PROVEN SUCCESS FACTS
*June, 1954 figures


The New WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company
WKNB-TV CBS channel 30

Washington Attorneys Approved for WSSB

TWO Washington communications attorneys, Norman E. Jorgensen and Seymour Krieger, last week received FCC approval to the purchase of WSSB New Smyrna Beach, Fla.

Sale price for the 1230 kc, 250 w unlimited facility was reported at $30,000. Messrs. Jorgenson and Krieger each will own a 41 2/3% interest. Austin Van Catterton, WMMB Melbourne, Fla., general manager, will serve as vice president and will own a 16 2/3% interest.

The purchasing group also has filed for a new standard unlimited station at Eustis, Fla., to operate on 1240 kc with 250 w power.

Other sales receiving FCC approval last week included sale of KXOC Chico, Calif., by Lincoln Dellar to Broadmoor Broadcasting Inc. for $150,000, and the transfer of control of KCCC-TV Sacramento to Harry W. McCart and Ashley L. Robison through purchase of 37½% interest of Frank E. Hurt for $45,000. (For details see FOR THE RECORD, page 107).

Chernoff-Baer Sale Of WTBO-AM-TV Filed

SALE of WTBO-AM-TV Cumberland, Md., by the Chernoff-Baer families to Tennessee Valley Broadcasting Corp. for $110,000 was filed with the FCC late last week. Ch. 17 WTBO-TV is not operating.

The sale is contingent on the Commission's approval to a simultaneously filed application to dissolve the licensee, Maryland Radio Corp., and transfer its assets to the individual stockholders in the same percentages in which they held their stock. The assets then will be sold to Tennessee Valley.

Messrs. Howard L. Chernoff and Frank A. Baer and families are associated in the ownership of ch. 15 WTAP (TV) Parkersburg, W. Va. Mr. Chernoff is former general manager of KFMB-TV San Diego.

WTBO-AM-TV balance sheet as of May 31 disclosed its current assets at $18,575, fixed assets of $11,559 and total assets of $86,890. Good will asset was listed as $50,726. Current liabilities were listed at $4,376. Capital stock was valued at $50,000 and a surplus of $32,514 was reported.

Tennessee Valley is headed by Arthur W. Green, former eastern division sales manager for Republic Pictures. Associated with him are Edward G. Murray, WPTZ (TV) Philadelphia film buyer, Morris H. Bergreen, New York attorney, and William J. German, president of W. J. German Inc., distributor of motion picture films.

In another transfer filed for FCC approval last week, Jack N. Berkman and Louis Berkman purchased 20% interest of WFPG-AM-TV Atlantic City, N. J., held by the Teitlebaum family, for $5,000. The Messrs. Berkman will now each own 20% interest. Ch. 46 WFPG-TV suspended operation last May.

'10%' Interference Rule Made Final by Commission

FCC made final last week its proposal to relax the "10% rule" to permit Class II, III or IV standard stations to be assigned in a market when "need is shown" even though interference will be received within its normally protected contour [B•T, May 18, 1953]. "Need" would be a first local outlet or primary signal, FCC indicated.

Effective Sept. 7, the amendment to Part 3 of the Commission's rules constitutes codification of a practice long in existence, one FCC source explained. He referred to cases in which new am grants were made and the 10%-rule restriction was waived.

FCC's notice said the amendments permit "a Class II, III or IV am station to be assigned to a channel available for such class when a need arises, even though interference will be received within its normally protected contour, provided (1) no objectionable interference will be caused by it to existing stations or that if interference will be caused, the need for the proposed service outweighs the need for the service which will be lost by reason of such interference; (2) primary service will be provided to the community in which the proposed station is to be located, and (3) the interference —day or night—received does not affect more than 10% of the population in the proposed station's normally protected primary service area."

FCC said however that "in the event that the nighttime interference received by the proposed station would exceed this amount [10%], then an assignment may be made if the proposed station would provide either a nighttime am facility to a community not having such a facility or if 25% or more of the nighttime primary service area of the proposed station is without primary nighttime service."

House Passes Measure To Amend Copyright Laws

THE HOUSE last week passed and sent to the Senate a bill to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention, which was ratified by the Senate last month.

The bill was placed on the Senate calendar Wednesday.

It protects the rights of U. S. authors from pirating in other countries signing the agreement, without the necessity of complying with mechanical reproduction, deposit and other requirements, including filing of two copies with the Library of Congress.

It also authorizes a universal copyright symbol, the letter C enclosed in a circle. The bill (HR 6616) is endorsed by NARTB, among others.

Uhf-Interference Study May Report at Fall Meet

REPORT on whether tv on the uhf frequencies causes interference to aviation communication and navigational systems may be made during the fall assembly of the Radio Technical Commission for Aeronautics, meeting at the Willard Hotel, Washington, Sept. 30-Oct. 1.

Involved in the uhf tv study is the 940-1225 mc band, whose major use is for distance measuring equipment (DME). The committee is headed by A. R. Applegarth Jr., National Aeronautical Corp., Ambler, Pa.

RTCA is a joint government-military-civilian organization concerned with the use of radio frequencies for aviation.

Webb Lauded for 'Dragnet'

JACK WEBB, creator and star of *Dragnet* on NBC Radio and NBC-TV, last week was praised for making and distributing educational films free as a public service. Rep. Samuel W. Yorty (D-Calif.), entering his remarks in the *Congressional Record*, said Mr. Webb's films have combatted juvenile delinquency, helped curb reckless driving, helped the Central Intelligence Agency, the Armed Forces and police departments throughout the country.



What can you do with $73.58?

For $73, you have lots of choices. You might buy a case of good Bottled-in-Bond Bourbon. Or a genuine, woven-under-water Panama hat. Or maybe treat 150 neighborhood kids to a spree at their favorite soda fountain!

ON WOAY, $73.58 will buy 13 one-minute spots!

WOAY, Oak Hill, is West Virginia's second most powerful station!

Its 10,000-watt signal covers 21 counties —

delivers a total Nielsen audience of 102,200 radio homes —

delivers an average daily Nielsen audience of 51,320 radio homes!

Write direct for availabilities.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

**=% of Radio Homes in Area*

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

LOWER COSTS, BUT BETTER PROGRAMMING, EXPLORED AT BMI TV CLINICS LAST WEEK

Speakers warn against extravagances, stress that proper assignment of personnel and some ingenuity in production techniques can provide some of the answers.

MEANS of reducing costs and, at the same time, improving program quality dominated discussion at BMI's Television Clinic, held in New York last Monday and Tuesday. Approximately 150 station executives attended.

Television's twin problems of costs and program quality were outlined at the opening session in a keynote speech by Clair R. McCollough, general manager of the Steinman Stations (WGAL-TV Lancaster, Pa., WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem, Pa.), and were discussed in more detail by subsequent speakers.

Mr. McCollough cautioned telecasters against "over-specialization" as practiced by networks, suggesting that personnel be trained to perform several tasks. He contended that stations cannot afford "lush, plush departments" and must guard against extravagances.

Allied with this station austerity, Mr. McCollough advocated that operators learn as much as possible about costs of their operations. He said there is "a crying need" for such data on all working levels of the staff, indicating that at times too much money is expended for an activity that does not justify investment.

As a means of improving program content, Mr. McCollough urged that operators cooperate with one another on exchange of program ideas, pointing out that "we are making the same costly mistake over again in our separate operations." In this connection, he paid tribute to the trade press for reporting up-to-date information on activities of stations around the country.

Mr. McCollough warned against "overselling" the services that television can offer to the advertisers in terms of displays, props, moving backgrounds and other features. He suggested a pre-sales conference between production and selling personnel so that a particular account can be sold on the basis of production content and skill that the staff can deliver week after week.

The heavily-increased costs of television as compared to radio highlighted a talk by Charles Vanda, vice president in charge of television for WCAU-TV Philadelphia, on "Tv Production on a Shoestring." He noted that the radio version of *Suspense* was produced with three people, while its tv counterpart required 39. With the cost factor in mind, Mr. Vanda said, his staff has developed certain "gimmicks" and visual effects that have lowered costs and improved programming.

He cited the development of a character called *Willie, The Worm* to accompany a children's program, with *Willie* fashioned by placing a pair of old eye-glasses on a tire inner tube. He exhibited various commonplace articles, such as bottle of beer, cream pies made with shaving cream, foot powder and a stapler, that could be used for visual effects at little cost.

Lawrence H. Rogers II, vice president and general manager of WSAZ-TV Huntington, W. Va., described the operations of local tv news, sports and special events. Mr. Rogers declared that his station views these operations largely as a public service venture, bringing to the community coverage of significant news and public affairs developments. He said that WSAZ-TV does not attempt to make a profit in this area of programming, but plows back any profits from the operation so that it may be enlarged and improved.

Boosts Public Service

In a talk on "Tv in Public Service and the Job of Integrating Stations with the Community," George R. Torge, manager of WBEN-TV Buffalo, urged station operators to expend as much effort and time on public service programs as on commercial shows. He described in detail the programs offered by WBEN-TV in the fields of religion, general culture and education, and contended that commercial telecasters are geared to provide "all the educational television that the viewer wants and can digest."

Victor F. Campbell, program manager of WBAL-TV Baltimore, spoke on "Low Cost Music and Specialty Programming," and advanced the view that simplicity, warmth and novelty are three prime ingredients of such programming. He recommended that a small but well-rehearsed cast be used for low budget musical shows, thereby insuring a smoothly-running program at a comparatively low cost.

George Patterson, program director, WAVE-TV Louisville, discussed "Film Buying for Better Tv Programming." He emphasied how cheap films, edited by the distributor to fit into an hour segment, can prove successful ratings-wise. WAVE-TV inaugurated such a film show, *Movies at Midday*, to compete with a popular network show on another station. He cited American Research Bureau ratings as showing that after two and a half months the program has pulled the station from last to first place for the time period.

Tips on what to do and what not to do in a small market tv operation were offered by Kenyon Brown, president of KWFT-TV Wichita Falls, Tex. He advocated a "thorough study" of the market for its coverage and advertising potential; a policy of strong local programming with emphasis on public service; a sound training program to be given by key people of ability, and an efficient film department. He warned against a station launching operations too early, pointing out that a plan of action must be "carefully thought out" before getting on the air, and also cautioned against unrealistic pricing of facilities, whether it be above or below its value to an advertiser.

As a means of achieving low cost local programming, Norman Gittleson, manager of WJAR-TV Providence, urged station operators to make certain their cameras are used as much as possible; to present as many "live" shows as possible and to build up the station's talent. Mr. Gittleson suggested that variety can be injected into programming by using featured station artists as guests on other shows, rotating the crews and varying the sets.

Robert Burton, BMI vice president in charge of publisher and writer relations, explored

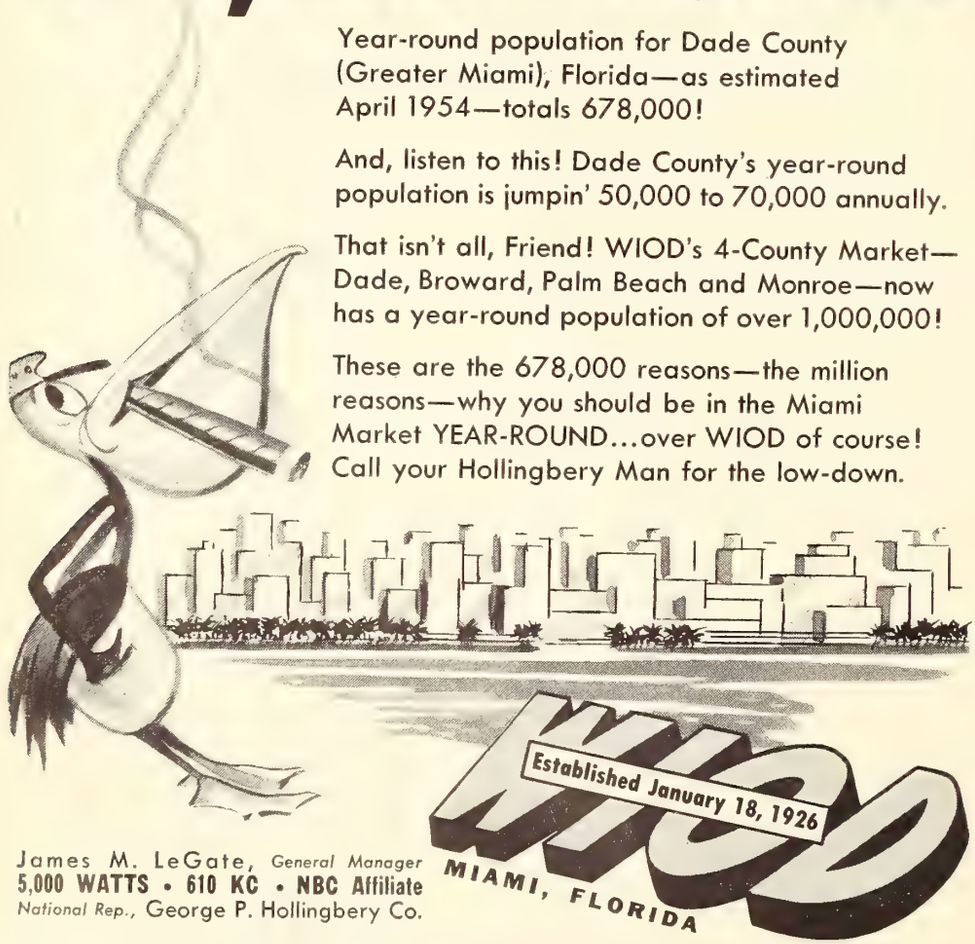
678,000 reasons

Year-round population for Dade County (Greater Miami), Florida—as estimated April 1954—totals 678,000!

And, listen to this! Dade County's year-round population is jumpin' 50,000 to 70,000 annually.

That isn't all, Friend! WIOD's 4-County Market—Dade, Broward, Palm Beach and Monroe—now has a year-round population of over 1,000,000!

These are the 678,000 reasons—the million reasons—why you should be in the Miami Market YEAR-ROUND...over WIOD of course! Call your Hollingbery Man for the low-down.



James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

Saving Money in Moving Mail

[Facts derived from the latest Cost Ascertainment Report of the U. S. Post Office Department for the fiscal year 1953]

About 85 per cent of all mail moving between cities in the United States is carried by rail.



INTERCITY MAIL MOVEMENTS

85% BY RAIL



15% ALL OTHERS

If the railroads moved this mail entirely free of charge — and also furnished without charge the traveling post offices in which it is sorted en route—the Post Office Department's expenses would be reduced less than 13 per cent.



Payments for railroad services in moving 85% of non-local mail

13%

All other postal expenses

87%



On first class mail—which is moved between cities mainly by railroad—postal revenues exceeded postal expenses by more than $39,000,000.

On domestic air mail—excluding air parcel post — postal expenditures exceeded revenues by $29,000,000. (This includes the subsidy payment of $27,000,000 which was made in 1953 by the Post Office Department and is to be made in the future by the Civil Aeronautics Board. Including air parcel post, the air mail deficit was $42,000,000.)



Surplus revenue on first-class mail

$39 MILLION

Deficit on air mail

$29 MILLION



For transportation of domestic air mail, the airlines received an average of 2⅔ cents per piece — more than 20 times as much as the ⅛ of one cent per piece paid to railroads.



BY AIR

2⅔ CENTS PER PIECE



BY RAIL

⅛ OF ONE CENT PER PIECE

The railroads, handling the daily mails for the 40,000 smaller post offices as well as major centers, are not only the backbone of postal transportation–they are also the greatest bargain in moving the mails.

ASSOCIATION OF AMERICAN RAILROADS *Transportation Bldg., Washington 6, D. C.*



AND FOR

TIME BUYERS

WHO WANT TO REACH OKLAHOMA'S BIGGEST AUDIENCE THIS FALL

The world's tallest man-made structure—KWTV's new tower—is soaring toward its 1572-foot height. By October 1 it will bring the advertiser's message to Oklahoma areas never before reached by television. . . . Now's the time of opportunity for time buyers!

	Total (Fringe Area)*
Population	1,401,400
Families	428,800
Area (in sq. miles)	27,172
Retail Sales	$1,326,048,000

*100 Microvolt Area per Engineering computations. Population and sales figures—1954 Sales Management Survey of Buying Power.

CBS

KWTV-9
OKLAHOMA CITY
Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.

EDGAR T. BELL, Executive Vice President
FRED L. VANCE, Sales Manager

copyright clearance problems of music recorded on tv film, and advised each station to rely on the counsel of a competent attorney. He pointed out there is no clear-cut definition on rights to recorded music when used by a station as background or accompaniment to a filmed show, though music clearance is assured for feature films, with rights cleared at the source.

Progress report on color television was provided by Richard Day, NBC-TV color consultant, who told the audience that although the tv industry is better equipped to handle color now than was the motion picture industry in its early days, there are still many pitfalls, particularly color control. He pointed out that in color tv everything is reduced on the viewing screen and too many colors in a production will result in "color-crowding" and a "too busy" picture.

Ben Greer, program director and production manager of WGVL (TV) Greenville, S. C., discussed "Idea Programming and Imaginative Tv Presentations," crediting ingenuity and hard work with placing this uhf station in the black after one year of operation. Mr. Greer advanced the view that in a costly operation like television, it is necessary for production employes to learn and to know all phases, including film handling, studio floor managership, set design and film slide operation.

Serving as chairmen for the various sessions were Craig Lawrence, manager, WCBS-TV New York; Hamilton Shea, general manager, WABC-TV New York, and Norman Knight, manager, WABD (TV) New York. Glenn Dolberg, BMI vice president in charge of station relations, acted as general chairman of the clinic.

Chicago Clinic

In Chicago, the BMI tv clinic drew upwards of 150 broadcasters at the Sheraton Hotel, with the following speakers heading up Thursday's agenda.

Robert Tincher, vice president-general manager, KVTV (TV) Sioux City, Iowa; Barbara Haddox, program promotion director, WBNS-TV Columbus, Ohio; Mr. Burton of BMI; Ken Kennedy, program manager, WDAY-TV Fargo, N. D.; Fred C. Mueller, general manager, WEEK-TV Peoria, Ill., and Franklin Sisson, WOOD-TV Grand Rapids, Mich.

Mr. Tincher outlined 14 ways of tv integration with a community. He expressed the opinion that slower saturation and acceptance of television in outlying areas derived from failure of stations to establish themselves as community outlets. He suggested "names and faces" in local fare and claimed that while this is no panacea, "lack of attention to some programming of this sort won't increase your overall ratings either." Successful tv operations, Mr. Tincher pointed out, have thoroughly integrated themselves with their communities. He stressed the importance of the local advertiser.

In a question and answer session, Mr. Burton said that NARTB is the "right forum" for discussion of troublesome copyright problems. He said he felt the question of indemnities is a "great topic and will hit the industry like a bolt some day." He also predicted a test case on story material rights (as in feature films) when kinescopes are made.

Miss Haddox emphasized that "establishing confidence of your listeners in what you say or sell is a prime consideration" of station promotion. She cited typical station promotions, including one that involved the Mennen Co. and its top executives on a visit to Columbus. WBNS-TV arranged dealer meetings, placed ads in newspapers, set up radio-tv appearances and prepared a special film. This promotion was "more than just selling personalities or a product—it was promoting good grooming for men," Miss Haddox claimed.

Mr. Kennedy discussed "inventive twists in tv production." He recommended that stations make greater use of display materials from stores on loanouts and stressed importance of weather and news shows.

Delegates were reminded by Mr. Mueller that "good film-buying is getting a good product at a good price" and related experiences at WEEK-TV, uhf outlet. He said his station bought and used 750 hours of film the first year, and that WEEK-TV programs 25 hours of film per week now. Film accounts for 41% of its total income and 17% of program costs, with a record of 24% film in overall programming. Station operators should decide on re-run film and other policy matters before they purchase films, he cautioned.

Mr. Sisson told how WOOD-TV now has aired as many as 75 local tv programs a week from one small studio, and plans for larger facilities later this year. He also related development of news facilities, reporting that WOOD-TV "copied the methods but not the content" of network news shows. To local programs, it has added a facsimile service for national coverage. Mr. Sisson said his outlet is heavy on weather and women's programs and urged careful selection of a women's director.

Among guests at the luncheon were stars of ABC's o&o WBKB (TV) and NBC o&o WNBQ (TV), as well as WGN, all Chicago.

TRENDLE SELLS 'LONE RANGER'

Wrathers and Loeb & Assoc. pay $3 million for 22-year-old radio-tv program property.

FOR 22 years, the Lone Ranger, Silver, and Tonto have ridden over the broadcast waves under the direction of George W. Trendle.

Last week, the program, whose "Hi-Ho Silver awaaaaaay" was a children's byword for a generation, passed into the ownership of broadcaster-oilman Jack D. Wrather, his mother, Mrs. Mazie Wrather and John L. Loeb & Assoc. of New York.


MR. TRENDLE

Price of $3 million in cash was paid for the property, now heard three times weekly on 249 ABC stations and on both the ABC and the CBS television networks. This is believed to be the highest cash sale of any radio-tv property, Mr. Trendle said in announcing the sale last week.

The Wrather-Loeb combine bought all of the stock of the Lone Ranger Inc. Beside Mr. Trendle, the stock was owned by H. Allen Campbell and Raymond J. Meurer. The Trendle-Campbell-Meurer group still owns the *Green Hornet, Sergeant Preston of the Yukon* and *American Agent.*

Lone Ranger comic strips are carried in more than 300 newspapers, the sale announcement said. Approximately 2 million copies of Lone Ranger, Tonto, and Hi-Ho Silver comic books are sold monthly. There is also a series

with WAVE

you don't buy the elephant—



YOU BUY THE TUSKS!

WAVE and WAVE alone gives you exactly what you need in Kentucky — *at the right cost.*

NOT TOO MUCH — NOT TOO LITTLE.
WAVE's 50% BMB daytime area coincides almost exactly with the Louisville Trading Area, *which accounts for 42.5% of Kentucky's total Effective Buying Income.*

BIG-TIME PROGRAMMING — HIGH LISTENERSHIP.
WAVE is the *only NBC station* in or near the Louisville Area. Plus that, WAVE invests in top *local* programming — employs 62 people on radio only, 44 of them for on-the-air activities rather than management, sales, etc.

Don't buy the elephant. Buy the tusks — *but be sure you get ALL the tusks!* NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives

of Lone Ranger records, produced by Decca, and there are more than 100 Lone Ranger items merchandized by 60 firms under rights from Lone Ranger Inc.

Included in the assets of the Lone Ranger Inc. are 130 half-hour television films, 52 now in production and more than 1,500 half-hour



JACK WRATHER MAZIE WRATHER

radio program transcriptions, together with merchandise contracts, cartoon contracts, etc.

Mr. Wrather and his mother are two of the principal owners of KFMB-AM-TV San Diego, Calif. The other owners of KFMB stations are Maria H. Alvarez and Edward Petry & Co. The Wrathers and Mrs. Alvarez recently sold KOTV (TV) Tulsa to J. H. Whitney & Co., New York, for $4 million.

Messrs. Trendle and Campbell last week also sold their WTAC Flint, Mich., to Radio Hawaii Inc. (KPOA Honolulu) for $287,000 (see story on page 93).

Allen Kander, station broker, handled the Lone Ranger sale.

Rocky-Ez Again on C-C

PLANS for a closed-circuit telecast of the heavyweight championship bout between Rocky Marciano and Ezzard Charles on Sept. 15 were announced last week by Nathan L. Halpern, president of Theatre Network Television and James D. Norris, president of the International Boxing Club, promoter of the bout.

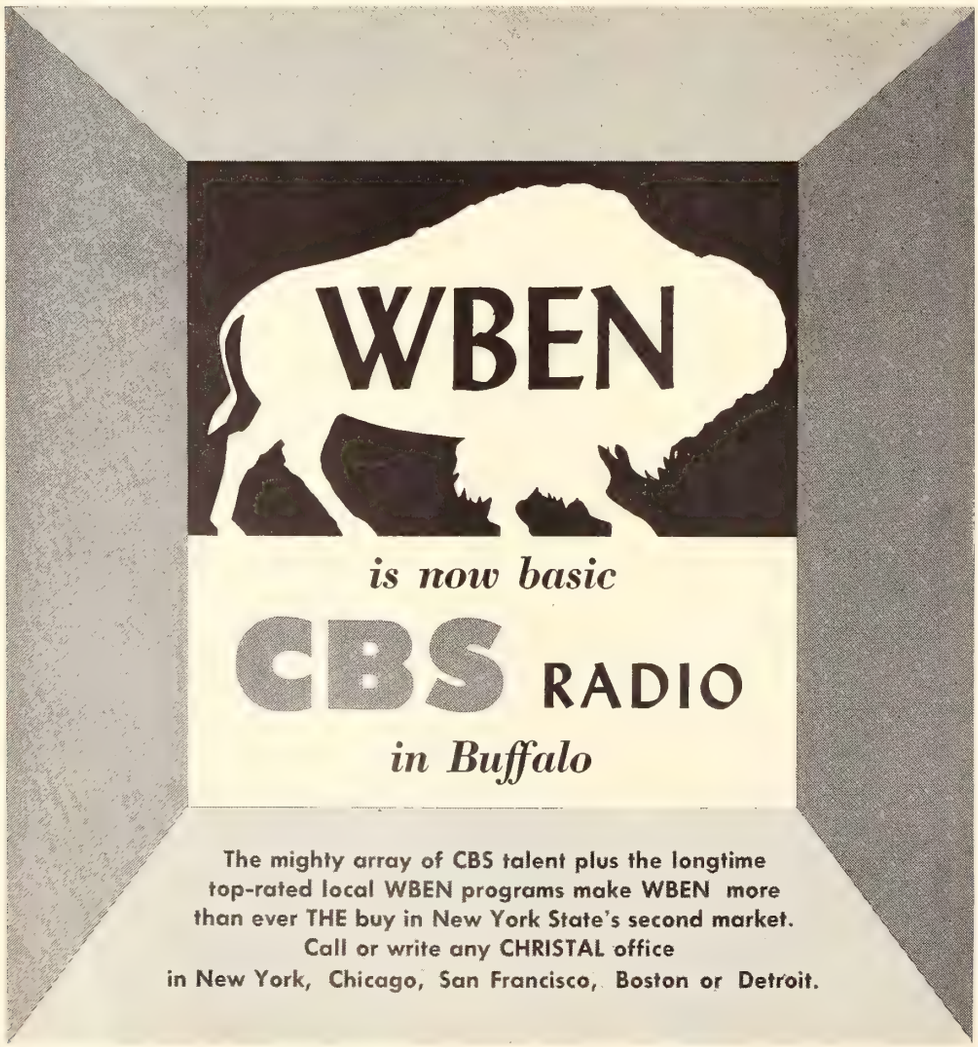
Mr. Halpern said the bout will be presented to theatres throughout the country directly from the Yankee Stadium in New York. He predicted that the bout, which will not be seen on home television sets, will be "the largest closed-circuit big-screen telecast ever undertaken." The first Marciano-Charles closed-circuit telecast last June, according to Mr. Halpern, was viewed by an audience of 200,000.

BOTV Plans Night Club Tv

PLANS were announced last week by Box Office Television Inc., New York, under which night clubs throughout the country will be provided with "top name" entertainment by means of closed circuit television. The new network, which is expected to be in operation by the beginning of 1955, will present large-screen "floor shows" to restaurants and night clubs.

'Mr. D. A.' on Radio

FREDERIC W. ZIV Co., New York, has announced that the radio version of *Mr. District Attorney* has sold in 57 markets in the first 10 days of its sales campaign, with multi-market purchases by regional advertisers contributing "greatly" to the list.



ZIV'S CARLSON SLATED TO MAKE COMMERCIALS

Star of 'I Led Three Lives' to make sales messages for local sponsors that can be integrated into syndicated film show.

MAKING of "integrated commercials" for the various advertisers who sponsor a syndicated tv film dramatic series now seems to be as much a part of the star's duties as making the program itself, according to an announcement from Ziv Television Programs that Richard Carlson will soon begin filming integrated commercials for sponsors of Ziv's *I Led Three Lives*.



MR. CARLSON

On the immediate schedule of Mr. Carlson, who portrays ex-FBI counterspy Herbert Philbrick in the series, are commercials in Narragansett Brewing Co. and Croft Brewing Co., both placed through Cunningham & Walsh, New York, and for Phillips Petroleum Co., through Lambert & Feasley, New York.

Puts on a Par

William Pehlert, account executive on the two beer accounts for Cunningham & Walsh, summed up the advantages of using Mr. Carlson in the commercials for regional products this way: "Carlson is a star of national reputation. Both Narragansett and Croft are battling national beers in their markets. It is all too seldom that a regional product has a chance to tie in with a national celebrity of Carlson's stature and box-office appeal. Having Carlson give the sales pitch creates the impression among viewers that our beers are national beers. There is little doubt that by having Carlson deliver the personalized commercials both beers have gained considerably in prestige in their markets. The brewers are delighted with the results."

For Phillips 66, Mr. Carlson does not do the actual commercials but he does film the opening and closing titles as narrator and points out that Phillips is the sponsor of that week's episode of *I Led Three Lives*. The product commercials are done live by a local announcer.

Link With Product

John Bates, tv-radio director of Lambert & Feasley, feels that using the star in this way links him closely with the sponsor's product and adds to the program's integration. It also, according to Mr. Bates, emphasizes the institutional approach which this advertiser desires and at the same time permits a more direct-sales approach by the local announcer.

Herbert Gordon, Ziv's vice president in charge of programming, said that Mr. Carlson's work schedule has been charted so that he will be able to complete the personalized commercials in time for sponsors to use them starting in late September, when the second year's cycle of the series gets underway.

ANNOUNCING—
—the most complete book on car travel!

by the nationally known travel expert—CAROL LANE, *women's travel director, Shell Oil Co.*



"Tips for planning a trip"...."Travel styles"
"New motoring games for kids"...."Cooking outdoors is fun"
"List of museums, parks, exhibits, etc."...

THAT'S JUST a small sample of what you'll find in Simon & Schuster's new book. There's loads more—238 pages of useful touring information of interest to every motorist.

Never before has it all been gathered together between two covers. But now in the one inexpensive volume you have a gold mine of facts that should come in mighty useful all year long.

Chapters on camping, hunting, fishing, car care and the like have a special appeal for men. New ways to make touring easier and more pleasant for women are featured. Miss Lane writes in a light, readable style. You'll find hundreds of practical, road-tested tips for more family fun on 4 wheels. A rare bargain for handy reference any day of the year.

GET YOUR COPY TODAY
WHEREVER YOU BUY BOOKS

SHELL OIL COMPANY SHELL

Suits Against Cummings Settled Out of Court

TWO breach of contract suits against tv actor Robert Cummings, filed in Los Angeles Superior Court by producer-writer Mort Greene in 1953, were settled out of court last week for a sum "in five figures," according to attorney Ben Goldman, representing Mr. Greene.

Formerly the producer of tv film *My Hero* series, Mr. Greene sought $100,000 in punitive damages and $19,200 for salary loss because, he charged, Mr. Cummings induced packager Don Sharpe, "by innuendo" to cancel his work contract in 1952.

Last month Mr. Cummings settled another suit arising out of Greene litigation. He agreed to pay $1,900 damages, for knocking down with his car and dragging Los Angeles deputy sheriff William Conroy, who was attempting to serve him a summons in the Greene case.

Justman Sues for 'Phoebe'

SUIT has been filed in Los Angeles Superior Court by Joseph Justman, president of Motion Picture Center Studios, Hollywood, against Phoebe Productions, producer Alex Gottlieb, actor Peter Lawford, director Don Weis, William Morris Agency, Campbell Soup Co. and two John Does. Charging that an agreement, reached May 20 by the production firm, Mr. Gottlieb and himself, called for him to receive 10% of the *Dear Phoebe* tv film series recently purchased by Campbell Soup for fall telecasting, the plaintiff claims the defendants now deny the existence of such an agreement.

FILM SALES

Ziv Television Programs Inc., N. Y., reports *Mr. District Attorney* series has added 61 markets in past three months, bringing total to 128. Company also reports latest *Meet Corliss Archer* sales bring markets to 54.

CBS Television Flm Sales, N. Y., announced it has sold *Crown Theatre* series to WKNY-TV Kingston, N. Y. It also announced *Holiday in Paris* musical-variety series has been sold to KFBC-TV Cheyenne, Wyo., as part of eight-show package.

FILM PRODUCTION

Sportsvision Inc., S. F. (delayed tv sports films), signed for 4th consecutive year by **Phillips Petroleum Corp.,** Bartlesville, Okla., to produce and shoot 13 weeks of Big 7 and Big 10 Conference football games, starting Sept. 18 and 25 respectively, for release to 27 midwest and southwest markets. Agency: Lambert & Feasley Inc., N. Y.

RANDOM SHOTS

Olmstead Sound Studios announce plans to open at One E. 54th St., New York City, about Aug. 15, equipped for high fidelity sound recording and film operations and also serve as new headquarters for Television Producers Inc., packaging-producing firm headed by Mr. Olmstead, Martin Jones and Gordon Knox, and for Jones-Olmstead Inc., N. Y.

Academy of Tv Arts and **American Cinema Editors** have reached agreement whereby new category in annual awards has been established for tv film editing. ACE will elect two editors to represent them on ATAS board.



ARNOLD C. GRAHAM (c), advertising manager, Goebel Brewing Co., signs the firm's third year renewal contract with Transfilm Inc., New York, for exclusive beer industry use of that firm's Geesink technique for tv commercials. Approving the agreement are William Burnham (l), Transfilm sales vice president, and Joseph Forest, Transfilm creative director. The rooster is Brewster, star of all Goebel tv commercials.

Professional Motion Pictures, Anderson, S. C., has been established with Auricon "1200" cameras, Zoomar lenses and "double system" sound equipment for industrial, commercial and sports tv film. The firm, headed by Wilton Hall Jr., will make kinescopic recordings and provide slides and art work in addition to aerial photography.

FILM PEOPLE

Robert W. Keith, assistant in production, Central Telefilms, Peoria, Ill., promoted to production manager; **Lewis Cook,** chief cameraman, promoted to technical director.

Robert H. Forward, assistant general manager, KABC-TV Hollywood, to Sportsvision Inc., San Francisco (delayed tv sports film), as production director, with headquarters in Hollywood.

Arnold Fetbrod named administrative assistant, sales dept., Screen Gems Inc., N. Y.

John Garamoni, head of Agency Recording & Film Service, Chicago, appointed sales representative of Tee Vee Co., headquartered in same city.

Lowell Frank, director of recording, West Coast Div., Columbia Recording Co., named program director of Guild Films Co., N. Y., *Liberace* program.

Dr. Wernher Von Braun, Chief of the Guided Missile Development Div., Army Ordnance Corp., Redstone Arsenal, Huntsville, Ala., signed by **Walt Disney** as technical consultant on "Trip to Mars" program, part of "Land of Tomorrow" segment on ABC-TV *Disneyland* series.

Michael M. Sillerman, executive vice president, Television Programs of America, to address Columbia U. graduate school seminar of educators on tv programming.

I have a call from El Paso, Texas, Mr. Marsich!*



He wants to talk to you about El Paso and

KROD-TV

According to Sales Management's "Survey of Buying Power," El Paso County ranks 98 in the first 200 counties in the U. S. and 5th in Texas in total retail sales. . . . KROD-TV is the leader in the El Paso trading area in coverage, programming and promotion. . . . KROD-TV is affiliated with KROD —600 Kc—CBS—5,000 Watts. . . . Owned and operated by the El Paso Times, Inc.

RODERICK BROADCASTING COMPANY

DORRANCE D. RODERICK, President
VAL LAWRENCE, Vice Pres. & General Mgr.
DICK WATTS, Sales Manager

REPRESENTED NATIONALLY BY THE **BRANHAM** COMPANY

You'll Sell More on Channel 4

* Of course, you know John Marsich, Time Buyer in the New York office of Kudner Agency, Inc.



EVERYONE AT WDAY-TV LOVES THE TAX ASSESSOR!

Ordinarily you catch us billing and cooing with the Tax Assessor about as often as you see us playing around with a bunch of wildcats. . . .

This year it's different. In May we asked the City Assessor if he could check Fargo's Personal Property Tax rolls and tell us the number of television sets in Fargo. Nobody *lies* to increase his taxes! *And 65.5% of all Fargo families told the Assessor they own television sets!* And remember, that was back in May, 1954—*less than a year after we went on the air!*

We do a pretty fancy job in the rest of our coverage area, too. Twenty miles from Fargo the TV saturation is 52%—fifty miles away it's 28%—*and seventy miles away it's almost 20%!*

Ask Free & Peters for all the facts on WDAY-TV—the *only* TV station in the rich Red River Valley.



WDAY-TV IS THE **ONLY** TV STATION WITHIN 50 MILES OF FARGO!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC

FREE & PETERS, INC., *Exclusive National Representatives*

IN DETROIT
You Sell More on CHANNEL
4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

"I got reach"



But down in Northwest Alabama and Northeast Mississippi WERH reaches more folks than a Saturday night fish fry.

The reason for this is that WERH is long on entertainment. The sort of music and programs that the folks down here prefer. And WERH has a signal that reaches . . . not just reaches, but *dominates* the 14,695 square miles of its 0.1MV/M contour.

When you want your advertising buck to reach the most for the money WERH, the station for Northwest Alabama and Northeast Mississippi, is your station.

WERH 5000 watts 970 KC

National Representative: Hil F. Best Co.

'54 SET OUTPUT LAGS BEHIND '53

Comparison of RETMA figures for first six months of both years shows decline in both radio and tv set output but tv sets were up in June.

NEARLY 5 million radio receivers and over 2.8 million tv receivers were manufactured during the first half of 1954, according to Radio-Electronics-Tv Mfrs. Assn. Output of tv receivers showed a marked increase during the early summer weeks.

Production of color tv sets totaled 8,394 in the first six months of the year, according to RETMA. Of these, only 347 sets were manufactured in June.

Uhf-equipped receivers produced in June totaled 99,404 sets, or 636,456 for the six-month period.

Radio set production totaled 4,886,559 sets for the first six months of this year compared to 7,266,542 in the same 1953 period and 5,456,035 in the first half of 1952. June radio production totaled 837,655 sets compared to 722,104 in May and 1,163,831 in June 1953. June is a five-week statistical month in RETMA compilations. Of the June radios, 15,854 had fm tuning along with 988 tv sets.

Tv output in June totaled 544,142 sets compared to 396,287 in May, showing an increase in the weekly production rate. June output last year totaled 524,479 sets, fewer than in the current month. Six-month tv set output totaled 2,845,147 units, about 26% below the level a year ago but well above the 2,318,236 produced in the first half of 1952.

Production data for the first half of 1954:

	Television	Home Sets	Portables
Jan.	420,571	271,036	46,571
Feb.	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
Apr.	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks.)	544,142	226,350	141,904
TOTAL	2,845,147	1,313,271	843,039

	Auto	Clock	Total Radio
Jan.	394,442	159,932	871,981
Feb.	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
Apr.	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks.)	336,733	132,668	837,655
TOTAL	2,080,893	649,356	4,886,559

Videodex Again Topped By 'Dragnet' and 'Lucy'

VIDEODEX report on top network tv shows for week of June 26-July 2 shows *Dragnet* with the top rating of 35.5. *I Love Lucy*, seen in 124 cities to *Dragnet's* 107, reached the most homes, 11,230,000. Videodex tabulations are:

	Program	No. of Cities	% Tv Homes
1.	Dragnet (NBC)	107	35.5
2.	I Love Lucy (CBS)	124	35.1
3.	Best of Groucho (NBC)	128	33.7
4.	Jackie Gleason (CBS)	86	31.4
5.	Toast of the Town (CBS)	113	30.7
6.	Tv Playhouse (NBC)	105	29.4
7.	Saturday Night Review (NBC)	69	27.6
8.	Godfrey & Friends (Toni) (CBS)	118	27.0
9.	Kraft Theatre (Wed.) (NBC)	60	26.2
10.	Our Miss Brooks (CBS)	53	25.8

	Program	No. of Cities	No. Tv Homes (000's)
1.	I Love Lucy (CBS)	124	11,230
2.	Dragnet (NBC)	107	11,157
3.	Best of Groucho (NBC)	128	10,691
4.	Toast of The Town (CBS)	113	9,307
5.	Tv Playhouse (NBC)	105	9,004
6.	Jackie Gleason (CBS)	86	8,883
7.	Godfrey & Friends (Toni) (CBS)	118	8,582
8.	Ford Theatre (NBC)	142	8,224
9.	Private Secretary (NBC)	120	7,368
10.	Saturday Night Revue (NBC)	69	7,349

Cathode Tube Totals

FACTORY sales of cathode ray tv receiving tubes in June totaled 681,937 units compared to 584,782 in May and 746,822 in June 1953, according to Radio-Electronic-Tv Mfrs. Assn. Six-month sales in 1954 totaled 3,957,238 cathode tubes compared to 5,197,071 a year ago. Receiving tube sales totaled 31,031,315 units in June compared to 28,650,825 in May. Six-month sales of receiving tubes were 165,709,060 compared to 243,160,348 in the first half of 1953.

'DRAGNET' HEADS ARB FOR JULY 6-12

LEADING tv program in the nation during July was NBC-TV's *Dragnet*, according to American Research Bureau ratings released last week. *Public Defender* which took over as a summer replacement in the period usually held by top-rated *I Love Lucy* managed to hold a position in the top ten programs.

The ratings, based on viewing for the week of July 6-12:

	Program	Network	Rating
1	Dragnet	(NBC)	46.0
2	Toast of the Town	(CBS)	38.8
3	Best of Groucho	(NBC)	35.3
4	This Is Your Life	(NBC)	34.1
5	Godfrey and Friends	(CBS)	33.9
6	I've Got a Secret	(CBS)	32.4
7	Public Defender	(CBS)	31.9
	What's My Line?	(CBS)	31.9
9	Talent Scouts	(CBS)	31.8
10	Ford Theatre	(NBC)	28.6

	Program	Network	Viewers (000)
1	Dragnet	(NBC)	37,180
2	Toast of the Town	(CBS)	33,310
3	Best of Groucho	(NBC)	26,320
4	Godfrey and Friends	(CBS)	26,230
5	Public Defender	(CBS)	24,120
6	I've Got a Secret	(CBS)	23,680
7	This Is Your Life	(NBC)	22,630
8	Ford Theatre	(NBC)	22,390
9	What's My Line?	(CBS)	21,380
10	I Married Joan	(NBC)	20,480

'Lucy' Winds Up Season In Top Nielsen Position

NATIONAL Nielsen Ratings for the two weeks ending July 10 generally duplicated the top listings of *I Love Lucy* and *Dragnet* of the past months.

The ratings:

NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	I Love Lucy (CBS)	14,020
2	Dragnet (NBC)	11,792
3	Pabst Blue Ribbon Bouts (CBS)	9,300
4	Toast of the Town (CBS)	9,018
5	Ford Theatre (NBC)	8,886
6	Robt. Montgomery (Amer. Tobacco) (NBC)	8,877
7	This Is Your Life (NBC)	8,299
8	Arthur Godfrey (Frigidaire) (CBS)	8,130
9	Arthur Godfrey's Scouts (CBS)	8,116
10	Loretta Young Show (NBC)	7,894

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1	I Love Lucy (CBS)	47.0
2	Dragnet (NBC)	40.3
3	Ford Theatre (NBC)	32.0
4	Toast of the Town (CBS)	31.8
5	Pabst Blue Ribbon Bouts (CBS)	31.6
6	Robt. Montgomery (Amer. Tobacco) (NBC)	30.6
7	This Is Your Life (NBC)	30.2
8	Arthur Godfrey's Scouts (CBS)	29.1
9	Arthur Godfrey (Frigidaire) (CBS)	28.9
10	Kraft TV Theatre (NBC)	28.2

Copyright 1954 by A. C. Nielsen Co.

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION

BONUS!

AUDIENCE DOUBLED
RATES UNCHANGED

WIBW-TV's new 1010 foot tower is nearly up! Our power soon goes to 87.1 KW! Your sales message will reach well over 110,000 TOP TV homes . . . half of them NEW TV HOMES! You're getting TWICE THE AUDIENCE—still at No. 1 Rate Card prices—and with 6 months' protection!

A BONUS MARKET, TOO!

WIBW-TV . . . Topeka's only TV station . . . blankets America's 14th "buyingest" market*. AND, we hand you a solid 80 mile radius of the rich outlying territory. (We're not even counting WIBW-TV's whopping-big audience in Kansas City and St. Joseph.) Better place your order NOW!

*Consumer Markets '54.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

A section of
August 9, 1954
BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C.

New products, more power ready for your family



SEPARATE ELECTRIC RANGE UNITS grow in popularity. Oven at left—top units at right, separated by griddle surface and egg cookers—all can be at convenient working height, or built into both new and remodeled kitchens.

If you owned 5 or 6 convenient and work-saving electric appliances a few years ago, you probably are enjoying 12 or 15 now. And that's only the beginning, say electric power companies and manufacturers, as the combination of American inventiveness and plenty of low-priced electricity expand the Electric Age.

U. S. families are using twice as much electricity as they did in 1946—yet there's more than enough of it. That's because the electric light and power companies plan and build years ahead to have additional power ready when you want it. With hundreds of new power plants, they've doubled their output since the war, and plan to have half again as much more by 1960.

In spite of this abundance, some people want government to create more unnecessary public debt by building new government power projects. The country's growing appetite for electricity has been supplied, and can be supplied in the future, by AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*.

*Names on request from this magazine

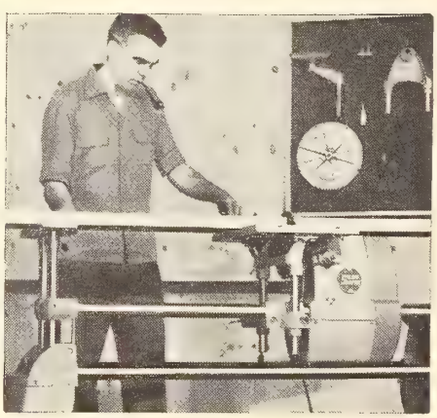


HOME AIR CONDITIONING. New built-in units, for both new and old homes, team up with the heating system for year-round comfort.

LIGHT FOR FREEDOM LIGHT'S DIAMOND JUBILEE 1879 1954 **POWER FOR PROGRESS**



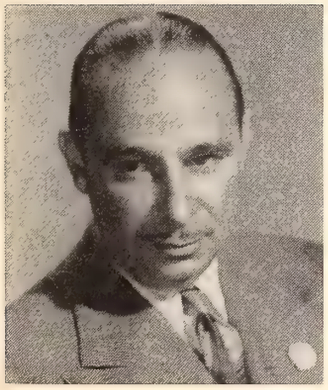
COLOR TELEVISION is here; a few families already are enjoying it. The big growth of color TV is expected to start in 1955.



PACKAGED WORKSHOP— new home appliance for father and the boys—is a half-dozen electric-powered tools in one. Electric mowers and hedge clippers please Dad, too.

features

- Pitchmen on the tv film. Page 80.
- Quick's first 90 seconds on tv. Page 86.
- Coming: more magnetic tv film. Page 91.



film maker

ROLAND DANIEL REED

WHEN Roland Daniel Reed arrived in Hollywood in 1922 he was unable even to get into a studio until he put on makeup and walked into Fox Film's casting office asking "got anything for tomorrow?" For the next two years he was a "dress" extra. Today he heads one of tv's largest production firms.

A chronology of Mr. Reed's career would read like this: At 19 he was eastern representative for Eagle-Picher Lead Co. Several years later he was headed for Hollywood with no knowledge of filmmaking but the ambition to be an assistant director. Then came the casting office episode. Next Mr. Reed was a full-fledged director, this for three days on a Jack Hoxie western. After the producer became curious as to how the editor was going to put Mr. Reed's footage together, Mr. Reed turned in his megaphone and spent the next six years as a film editor.

He was with Chesterfield Picture Corp., directing mystery-action features, when Westinghouse contracted him in 1930 to turn out an industrial film. Up to this point, Mr. Reed recalls, he hadn't even known industrial films existed. By 1938 he was functioning as Roland Reed Productions and making numerous industrial films.

In partnership with Hal Roach Jr., his first tv film effort was ABC-TV's *Trouble With Father,* which General Mills has sponsored since 1951. Starting in October, Liggett & Myers assumes sponsorship of the series on ABC-TV, under a contract calling for 39 new films plus a block of re-runs to augment certain markets. Next were *Mystery Theatre* and *Beulah,* still sponsored by Sterling Drug and Procter & Gamble, respectively, on ABC-TV. There are over 200 films completed in the three series.

Associated again with Mr. Roach Jr., *My Little Margie* was born. The 1952 summer replacement for Philip Morris' *I Love Lucy* on CBS-TV, the series continued for the firm until switching to NBC-TV and Scott Paper.

For $570,000 he produced 26 *Rocky Jones, Space Ranger* films. United Television Programs is distributing the series in over 50 markets, with 13 more films planned this summer.

When Mr. Reed and Bernard Fox completed the pilot film in *Waterfront* too late last year to hit New York between May and July, they decided to make it the initial big first-run series in syndication. Lack of $900,000 to make 39 films was the only catch. When Standard Oil agreed to buy it for 26 weeks in seven western states, Mr. Reed negotiated a $130,000 advance. An additional $442,000 was forthcoming when UTP contacted Chemical Bank of New York. Of this loan, $300,000 has been repaid.

Pilot film in *Meet the O'Briens* has been completed with Official Films financially interested and set to distribute. Starring Dave O'Brien, known from the M-G-M "Pete Smith Specialty" shorts, the series will answer what Mr. Reed believes is a market for slapstick.

Upcoming is *Alarm,* dramatizing human interest sidelights of factual fires, which he reports has the cooperation of National Board of Fire Underwriters and major casualty insurance companies. Also responsible, in part, for the enthusiasm exuding from the firm's headquarters at Roach Studios is the first film in *Men of Justice,* an anthology series based on documented cases. In partnership with Paula Stone, a series derived from inspirational stories in *Guide Post* magazine is in the works.

Another type of production Mr. Reed likes is such hour-long tv films as "A Star Shall Rise" and "Trial at Tara" and the *Inspiration Please* tv spots for Family Theatre and other religious groups.

Mr. Reed, who was born some 50-odd years ago in Middletown, N. Y., has a home in Beverly Hills, but he spends most of his spare time at Balboa Bay on his 63-foot ocean-going yacht which sleeps 19 people and has tv. Another source of pride is a 27-foot speedboat, recently acquired in Italy, which holds 10 people, does 60 knots and is the only one of its kind in America.

THE PITCHMEN IN THE PARLOR

DESPITE TV CODE, PROLONGED PITCH IS NOW FILM FIXTURE

by John Osbon

IN THE ever-changing world of television, one of the few early institutions that has remained immune to change is the television pitch, an indoor version of the transient business-in-a-suitcase which for generations survived the buffeting of weather and the police before discovering a haven in the iconoscope.

Tumultuous advances have occurred in other areas of television advertising and production, but the television pitch today is practically identical to that of five years ago. In only two respects has its immutability been disturbed: it has been shortened from its original, standard length of half an hour to the present average of 10 minutes, and it has been put on film.

Aside from these slight concessions to modernity, the pitch contains ingredients which are timeless: a product which lends itself to demonstration, a pitchman who is glib enough to befuddle the average mind, a location to which a crowd can be attracted, and enough time for the pitchman to unload the contents of his duffle before the cops arrive. Television provides the perfect setting.

In the early days of television, when competition was less severe and ethical standards a matter of widespread interest, a substantial proportion of tv stations refused to let a pitchman on their premises. At the high-water mark of its success, the Charles Antell pitch for Formula No. 9 (possibly the greatest single success story in pitchdom) was able to get on only slightly more than half of all the stations on the air [B•T, Jan. 19, 1953]. Nowadays, according to those specializing in this form of advertising, some 70% of all stations will take pitch business.

Exact statistics are impossible to get, but those associated with the pitch and mail order business estimate that at least $10 million worth of time—probably much more—is bought each year for the filmed pitchman to solicit mail orders. Add to that the costs of film production and prints and the total volume of mail order pitching must run to $20 million.

These figures are particularly impressive when it is recalled that even the most liberal interpretation of the NARTB Television Code cannot reconcile the 10-minute pitch with the code's commercial time limitations. The code recommends that in a 10-minute segment, commercials should occupy no more than two minutes. The pitch occupies all 10.

A pioneer in the production of film for mail order pitches is Lewis & Martin Films Inc., Chicago. L&M makes no effort to disown its reputation as the "pitchmen of mail order television."

Herschell Lewis, partner and general manager of Lewis & Martin, describes mail order and video as a "wedding made in a heaven—a natural." He explains: "The tv pitch is coming of age. Already a big business, television mail order is destined to grow bigger. Mail order's marriage to television is based on the soundest principles of economics and the inescapable fact that tv meets most of mail order's needs."

Success Stories

Success stories in this realm point up Mr. Lewis's contention. His company and agencies which specialize in such business in the Midwest frown on any notion that mail order tv is even remotely akin to per inquiry —where stations are paid on the basis of replies or orders.

Mail order products may range from auto wax and puncture-proof tire liquid to combination glass cutters and knife sharpeners. All of these and scores more have been the subject of pitches filmed by Lewis & Martin at their offices and studios at 208 S. Wabash Ave., Chicago.

Mr. Lewis estimates mail order tv to be a $10-$20 million dollar annual business for time alone. A firm may order 200 prints of one pitch and run them three times a year for 600 showings. Suppose the average time buy runs $75. The total would be about $45,000 on one pitch alone. Multiply this by some 200 pitches all over the country and you come up with $9 million, exclusive of talent, live tests, script costs, etc.

Lewis & Martin reckons that about 20% of its total gross revenue goes into mail order tv film messages—10% of film volume, 40% of print orders. It also handles ordinary tv commercials, sales and industrial orders, slide films, animation and still photography, turning out work for Zenith Radio Corp., Swift & Co., Derby Foods, Kraft Foods Co., and other firms.

L & M is the outgrowth of Alexander & Assoc., with Martin Schmidhofer as president and partner and Herschell Gordon Lewis as general manager and co-partner. Mr. Schmidhofer has an extensive film background, including service with Metro-Goldwyn-Mayer. Mr. Lewis formerly was general manager of WRAC Racine, Wis., and producer at WKY-TV Oklahoma City. They went into business together in 1952.

When they announced their partnership, only a handful of stations would accommodate mail order business, doubtless because of its unsavory reputation in the industry. Today, according to Mr. Lewis, whose firm has prepared hundreds of such pitches, easily 70% of the nation's nearly 390 tv outlets—including group ownership operations—accepts mail order tv pitches. What's more, stations are not only ready, willing and able but "eager" for MO business, Mr. Lewis says.

Mail order by tv has been "the salvation" of many a hard-pressed uhf operator who can't obtain network affiliation or who finds a paucity of national spot business, Mr. Lewis claims.

The L & M executive ascribes greater acceptance among tv outlets to "greatly relaxed" rules self-imposed by station operators. In 1952, pitch films were subject to top echelon screening and approval at stations. Today, only a routine screening is necessary by the film department for flagrant examples of bad taste.

Mail order tv has become accepted among

station representatives, too, despite the inconvenience of advertisers requesting one-time shots.

Mr. Lewis and Chicago agencies which specialize in mail order tv claim PI is virtually non-existent, and certainly not the factor it is in radio. And they maintain that stations generally hold to card rates.

One of the most significant facts about mail order tv is the trend away from 15- and 30-minute pitch films to those of shorter duration—five and ten minutes long. "Antell's was entertaining enough to last but most mail order pitches are not entertaining enough," Mr. Lewis concedes. The film allows for perhaps three-and-a-half minutes of lead-on and a minute-and-a-half for local station cut-in. Ten-minute pitches may include what pitchmen insist is "entertainment," as well as the pitch and the local cut-in.

How does a mail order go about getting on tv? The advertiser goes to Lewis & Martin—or some other film firm—and asks for a test, either film or live. If L & M feels a product may not click, it recommends a live test first in some Midwest market, perhaps Peoria or Rockford. If it's filmed at the outset, the advertiser orders a certain number of prints.

Over half of mail order enterprises work through their advertising agencies. If that's the case, the agency contacts station representatives for availabilities—usually Class B time. ("Class A is murder," in Mr. Lewis' words.) If the pitch catches on, the advertiser may want to reorder another 40 or 60 prints for use on more stations. Generally, if a pitch doesn't catch on the first three tries, it is acknowledged a failure.

Lewis & Martin calls on one of any number of tv pitchmen, among them Bobby Green, Lee Young, Marty Brown, Bob Edmonds or Eddie Hess, who work on a 10% basis or for a flat fee. Or it may hire a local station announcer. Or perhaps the mail order advertiser may want to speak for himself.

Such was the case with Charles A. Ross, of Chefmaster Products, who actively plugged a $2 cake decorator set. He pitched from last December to this past April, with films going out to some 20 stations. Chefmaster — food coloring, icing, turntable plates, other accessories — spent about $3,000-$4,000 on prints alone and $1,500-$3,000 each week for time. Says Mr. Ross: "Regardless of how many stations we used or how much money we spent, our selling cost held about the same, which impressed me greatly." Chefmaster ran over 13 weeks on most stations—26 on WBBM-TV Chicago.

No mention of mail order tv would be complete without citing the success of the active Lee Ratner Enterprises, for whom L & M has handled pitches. Mr. Ratner is board chairman of d-Con Co., which includes as its subsidiaries Grant Tool Co., Auto-Grant, Sona, and M-O-Lene. D-Con itself uses no MO. But its subsidiaries do with great profit. These accounts together spend in excess of $1 million each year, utilizing 10-minute films on some 300 stations. Representatives report it is the largest group buyer of mail order tv film pitches in the country today. The products involved: Gay Blade, glass cutter and knife sharpener (Grant Tool), Rocket ignition device for automobiles (Auto-Grant), cosmetics (Sona), and M-O-Lene liquid rug cleaner and spot remover.



A pitchman in action: Bobby Green, one of several who work for Lewis & Martin films, demonstrates how scissors, sharpened with the Gay Blade knife sharpener-glass cutter gadget, can snip a thread. The Gay Blade is typical mail order item.

Says Sydney M. Cohen, account executive at Arthur Meyerhoff & Co., which services this and other mail order tv clients.

"This is the forerunner of a totally new concept of marketing and launching a new product in certain fields. There has been lots of resistance to mail order, but the resistance is breaking down and it has become profitable to stations."

Among other agencies which do a land-office business in mail order-by-television are Roberts, MacAvinche & Senne, Galloway & Simms, Phillips, and Cherbo Inc., O'Neil, Larson & McMahon—all Chicago—and Shaffer-Brennan-Margulis, St. Louis.

Roberts, MacAvinche & Senne handles Chefmaster, Hutchinson Chemical Corp. (automobile, household wax) and other mail order accounts. Of these Hutchinson has been the most successful. Herman Hutchinson claims to be the first manufacturer to come out with a powdered wax, a $1 item. In August 1952 he took to filmed pitches and the result has been a rash of repeat orders in markets covered by some 150 stations. He ordered some 400 prints—at roughly $1,750-$2,450 each—of the original footage (estimated cost $1,200) and is still going strong. The firm is starting its third year.

Roberts, MacAvinche & Senne also handles other mail order accounts—*viz.*, Aladdin Cleaner ($2 item), Roto-Sphere Corp. ($1 gyroscope), New Ideas Inc. (a $3-$5 fire extinguisher) and Pel-O-Pat ($3 dog vitamins). Some of these spend well over $100,000 annually on time and film, but the exact figures are closely guarded from jealous competitors.

It is a paradox of the mail order business that items sell despite the undisputed fact that they are over-priced. Under the spell of the tv pitchman the housewife willingly sends in two dollars for the handy gadget which she scorns when it is displayed for 29 cents at her local department store.

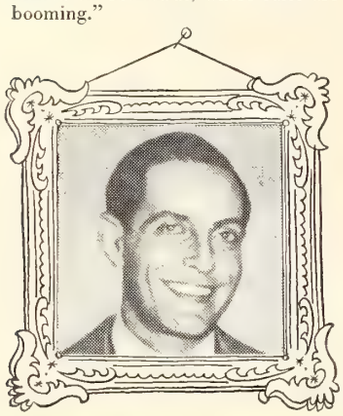
That happened to be the exact merchandising history of the Gay Blade glass cutter-knife sharpener. It died on store counters at 29 cents but has sold by the multi-thousands at $2 by mail.

Turning out slick mail order tv scripts is a full-scale operation. Lewis & Martin has access to writers, who are paid $125 per script on the average, to service advertisers who have no agencies or writing stables of their own. In their own way, script-writers are as important in the mail order tv scheme of things as the carnival pitchmen who unloose the hard-sell without pausing for breath—a cardinal sin in pitchmen circles.

The professional mail order writer of today is turning out all kinds of copy. Typical example is that placed through Shaffer-

EDGAR J. MACK, Jr., *Vice President,*
RED TOP BREWING CO.

"We, and our local distributor, are more than pleased with the way sales of Red Top Beer are going in Lima, Ohio, as a result of our sponsorship there of CAPTURED. Both of us are also pleased with trade and consumer reaction to DANGEROUS ASSIGNMENT in Columbus, where sales are booming."



EARLE CABELL, *President,*
CABELL'S, INC., Dallas, Texas

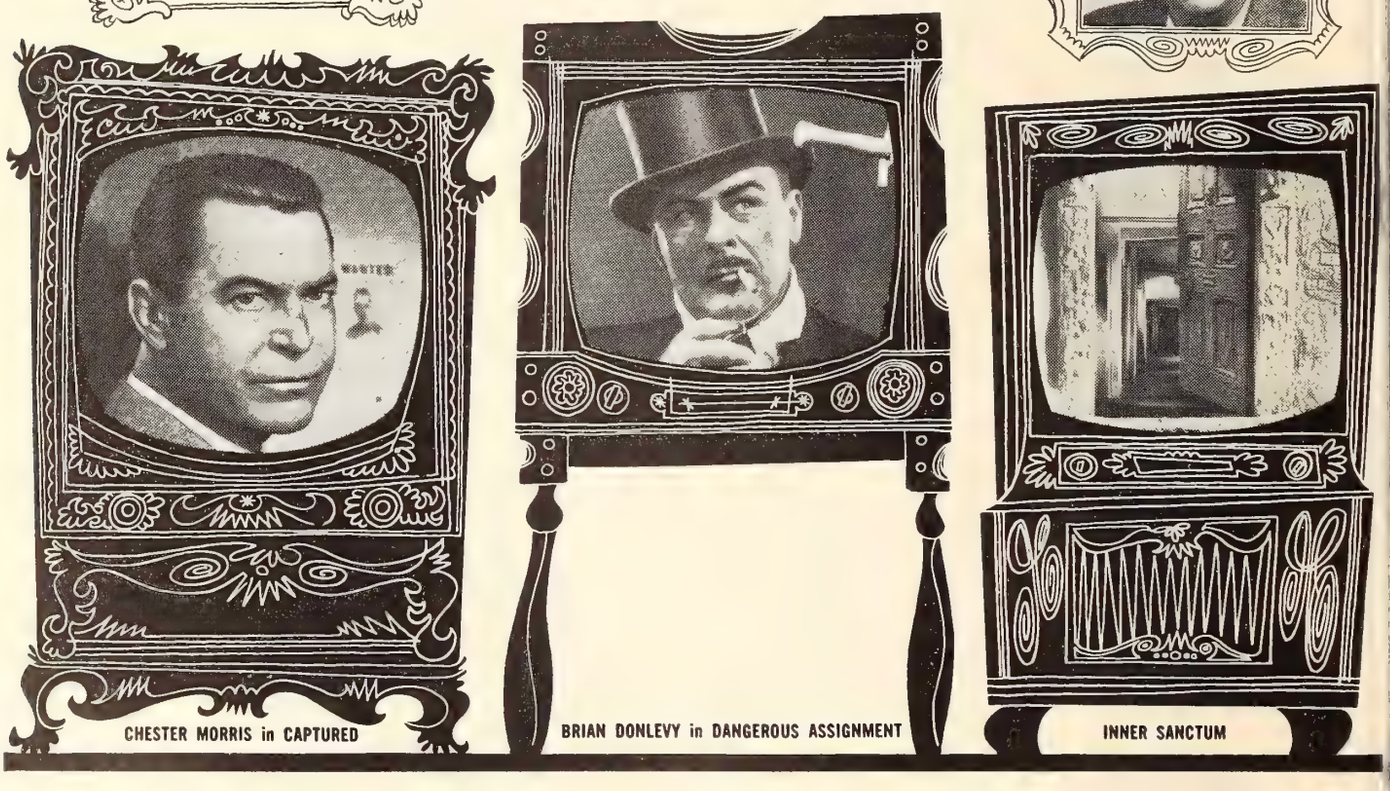
"We have been in the dairy business in North and East Texas since 1932. Last year we went in pretty strongly for television, with DANGEROUS ASSIGNMENT on WFAA-TV. The results have had a great deal to do with our setting new sales records, the biggest year in our history. The show has continuously built steady viewing audiences even during 'second run' and 'third run' showings."



ROBERT BUCKLER, *Acct. Executive,*
WALTER J. KLEIN ADV. AGENCY, Charlotte, N. C.

"A 'Thank You' is certainly in order after your survey of results obtained using INNER SANCTUM in Greenville, S. C. for Bunker Hill Canned Beef. Our client's brokers report sales have jumped as high as 300% since we put this product on television. INNER SANCTUM is steadily making a strong bid for the number one film rating on the station. Best proof of its success is the fact that our client also has ordered this show in Charleston."





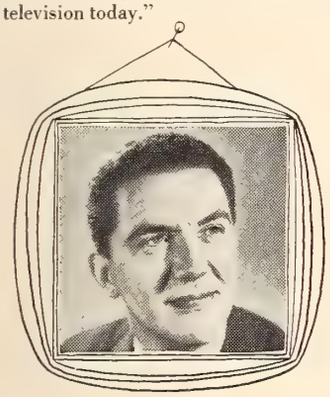
Partners in Profits

Back of TV's Top Syndicated Stars

Are America's Smartest Advertisers

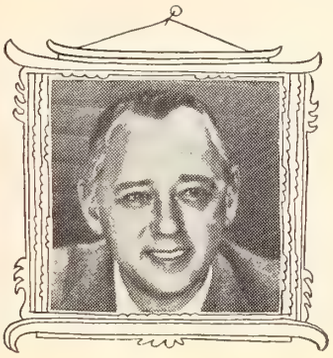
RICHARD BRONNENBERG, *Gen. Mgr.,*
STANDT'S, Muncie, Ind.

"As a retail jewelry outlet, we must have the very best in television entertainment. A show must appeal to both pocketbooks in the family. Such a show we found in BADGE 714, starring Jack Webb. We feel that as a sales medium, this show is the best in television today."



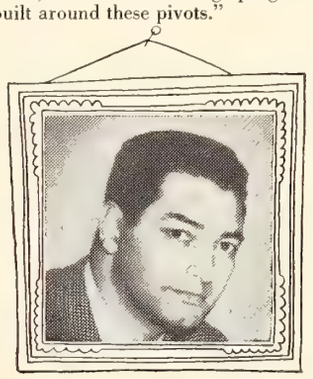
VICTOR SEYDEL, *Director Radio and TV,*
ANDERSON & CAIRNS, INC., ADV., N. Y.

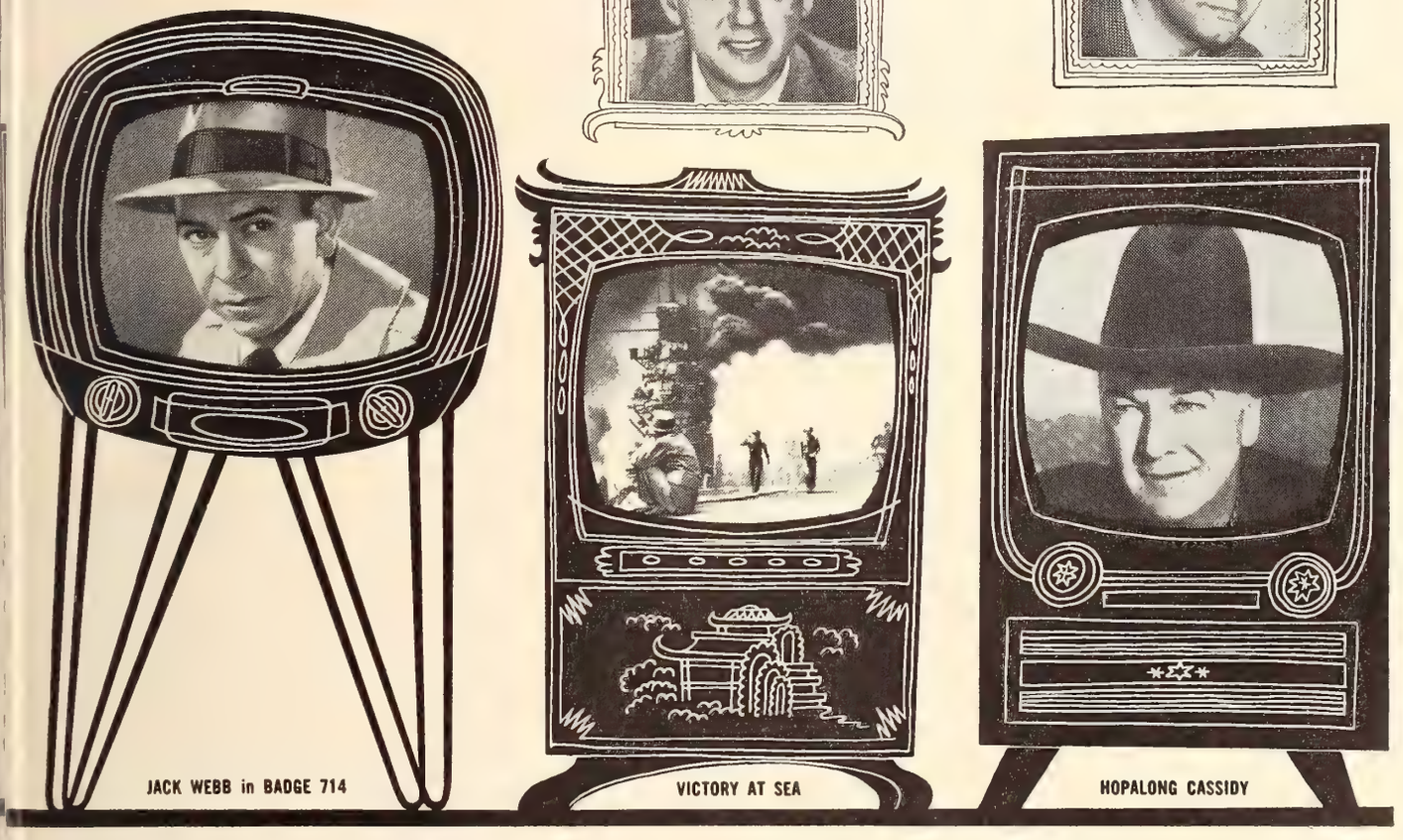
"When a television program accomplishes the twofold aim of reaching a large audience and associating the sponsor with an outstanding public service program—it's a great buy. That's why we are happy with VICTORY AT SEA for Thom McAn Shoes. Ratings in our six major markets are high and growing, including New York's 16.1 at 7 PM Tues. Both we and our client are pleased with the results."



SID GRAYSON, *General Manager,*
KMID-TV, Midland, Texas

"I am only too happy to endorse the excellent NBC FILM DIVISION programs . . . contracted for before the station started telecasting. From previous experience I knew that I could actually build certain nights around these strong programs. BADGE 714, HOPALONG CASSIDY, DANGEROUS ASSIGNMENT, NEWS REVIEW, CAPTURED, VICTORY AT SEA, and INNER SANCTUM were all carefully programmed at key times, and other strong programs built around these pivots."





JACK WEBB in BADGE 714

VICTORY AT SEA

HOPALONG CASSIDY

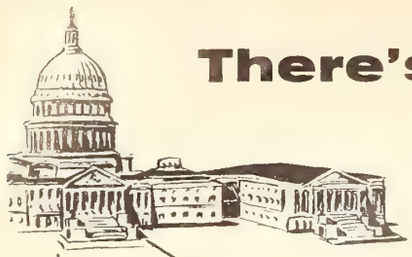
Ratings measure a program's popularity. But even more important than popularity is the program's effectiveness as a sales vehicle.

How effective are NBC FILM DIVISION programs in selling their sponsor's products? The best way to find out is to "Ask the men who have bought them."

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual Street, Toronto • 1551 Bishop Street, Montreal



There's more in the Capital than Congressmen!

CAPITAL QUALITY

CAPITAL STUDIOS

CAPITOL'S MUSIC LIBRARY

CAPITAL SERVICE FOR EVERY PRODUCER



CAPITAL

FILM LABORATORIES, INC.

1905 Fairview Ave., N.E., Washington 2, D.C.

Write for comprehensive brochure

Printing • Processing • Editorial • RCA Sound

memo from Ed Hochhauser Jr.

ANYTHING NEW
ABOUT TRANSCRIPTION LIBRARIES??

You bet there is!!!

Only APS has recognized important changes in the broadcasting industry over the past several years and has had the courage to do something realistically constructive about it!

RESULTS: APS delivers much more for much less.

PROOF: Yours in a hurry by writing, phoning or wiring me today.

APS *"the library that pays for itself"*

Associated Program Service

(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Brennan-Margulis for a religious tablecloth:

Would you like to have this beautiful oil painting in your home? Well, friends, you certainly can. But it's not an oil painting at all. It, actually, believe it or not, is a beautiful tablecloth. Friends, if you want to give your family and friends the most revered and heartwarming Christmas gift they've ever had, listen to this. For the first time, a gorgeous, high quality tablecloth is available showing the Nativity or Birth of Jesus. Yes, friends, never before at anywhere near this price have tablecloths like this been made available showing the thrilling, lifelike, almost life-size picture of the Nativity, the Babe in the manger. But for a limited time you can realize this wonderful dream and obtain these beautiful tablecloths showing the birth of Jesus. . . ."

The camera then pans to the inscription and the announcer intones: "For God so loved the world that he gave his only begotten Son that whosoever believeth in Him should not perish but have everlasting life."

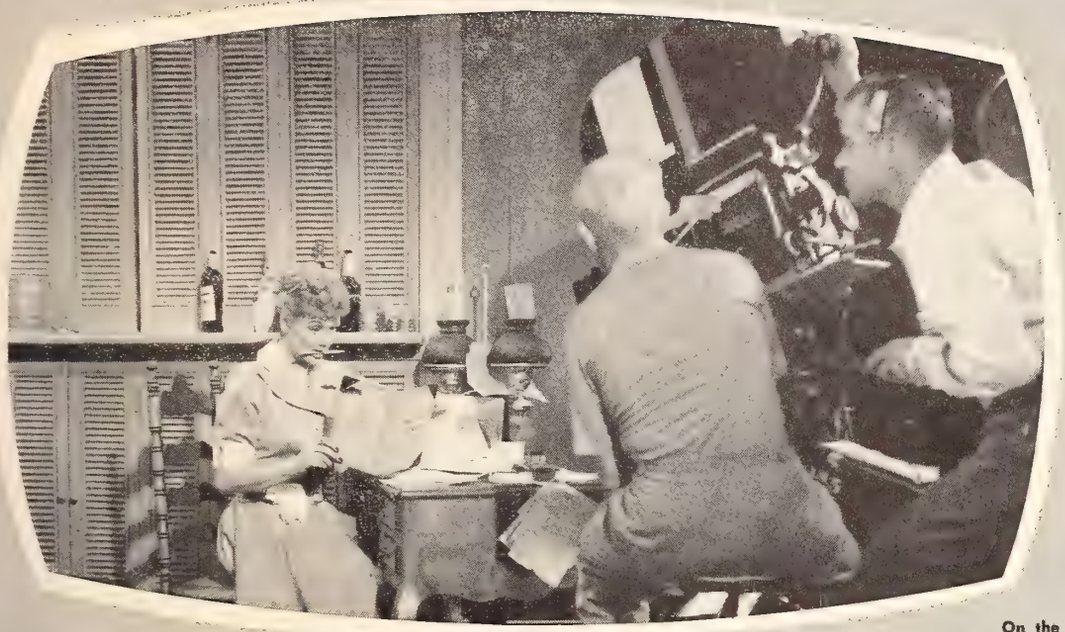
Once the invocation is pronounced, the announcer turns to praise of the mercantile qualities of the tablecloth, and explains it comes in two sizes, the regular for $1.25 and the super large for $2.

"So order the tablecloth . . . showing the Nativity or the Birth of Jesus for only one dollar and twenty-five cents. These tablecloths are . . . unusual, they are unique and they are so expensive-looking that no one will believe the fantastically low price you are paying for them."

This film is about to go into production at L&M for the Shaffer Brennan Margulis agency and will be shown in time for the Christmas trade on whatever stations can be persuaded to exhibit it. Neither L&M nor Shaffer Brennan Margulis has the slightest doubt that plenty of stations will be available.



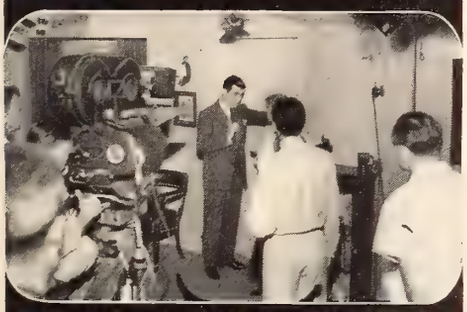
REGIONAL RIGHTS to *The Frankie Laine Show* in 10 West Coast markets have been acquired by KTTV (TV) Hollywood. Wrapping up the first sale of the series are Richard A. Moore (seated), KTTV vice president and general manager, and (l to r) Reuben Kaufman, president, Guild Films Inc.; Haan J. Tyler, Guild's West Coast sales representative, and Robert Breckner, station program director.



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

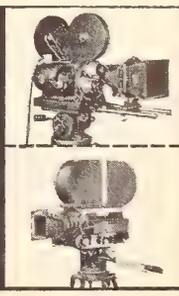
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell





AT LEFT: Quick's opening commercial for *The Hit Parade* goes into production.

QUICK'S TV DEBUT

WHEN that long time favorite, *The Hit Parade,* returns to NBC-TV this fall, a new alternate sponsor will be sharing the cost with the American Tobacco Co. Not only is the sponsor new to *The Hit Parade,* he also is new to network television. His product is equally new.

As a preview of what is forthcoming this fall in new commercials, B•T studied the production of the opening film produced by Screen Gems Inc., television subsidiary of Columbia Pictures Corp., for Kenyon & Eckhardt's client, Richard Hudnut Sales Co., and a new Hudnut beauty preparation, Quick. This will be seen for the first time Saturday, Sept. 18.

The making of the 90-second opening for Quick started one hot day in June when the telephone in the office of Ben Berenberg, Screen Gems east coast production executive, rang. Kenyon & Eckhardt wanted to know when they could get together and discuss plans for the opening to be used on *The Hit Parade.*

As Mr. Berenberg recalls the incident:

"That afternoon we sat down with the client and agency and reviewed all the different types of production possible. The Lucky Strike opening on *The Hit Parade* is very well conceived and executed in animation and stop motion, but we felt that it would not be wise to do a similar type of opening. Since *The Hit Parade* is a song and dance program we felt that a dance production number would fit in well and establish sponsorship identification."

When that decision was reached, the next step was for the agency to commission Raymond Scott, musical director of *The Hit Parade,* to write the jingle. Within a week he delivered six recorded jingles and from them one was selected.

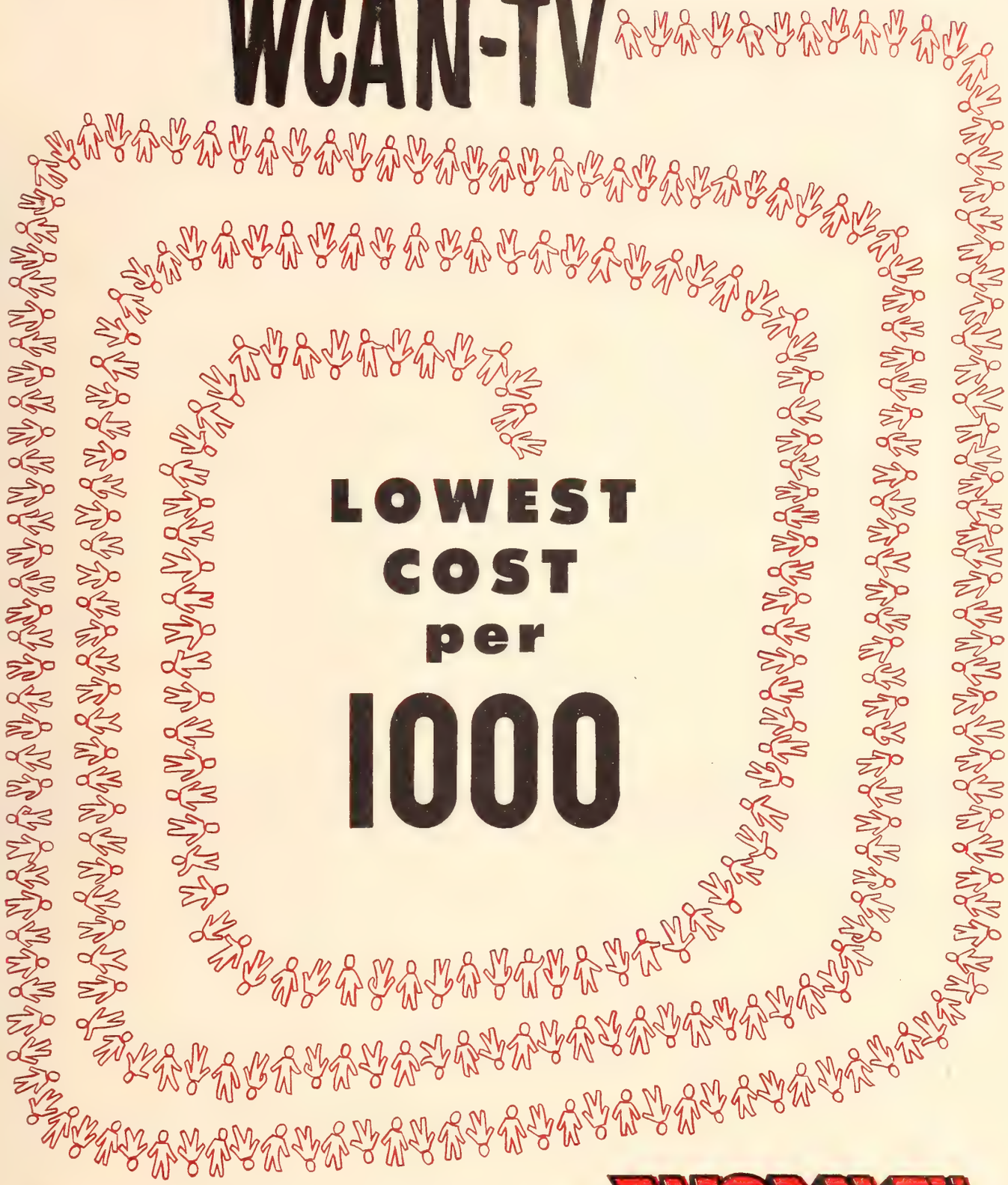
Meanwhile, Screen Gems interviewed choreographers and set designers. Donald Sadler was chosen to devise the dances and William and Jean Ekhart, who had created the prize winning sets for the Broadway hit, "The Golden Apple," were tapped for the designing chore.

Screen Gems then assigned John Capsis, staff director and producer, to the project. Together with the Ekharts and Mr. Sadler, he began working out the details under Mr. Berenberg's supervision. A script grew out of this for the dance to fit in with the story board.

The next step was selecting the dancers. Three fresh, wholesome looking girls were needed, together with three partners. Not only did they have to look right but their hair had to be acceptable so that they could model hair styles for the sponsor's product. After the selections were made in coopera-

ICE SHOWS RODEO BASKETBALL
TRACK MEETS
HOCKEY BOXING
HORSE SHOW
WRESTLING
MADISON SQ GARDEN
SPORTS CAPITAL OF THE WORLD
MADISON SQ GARDEN
The MADISON SQUARE GARDEN Show
...proved Selling Power!
1ST
Voted Best Syndicated Sports Series in Billboard's Annual TV Film Awards!
• Narrated by Marty Glickman & Stan Lomax
• 15-minute & half-hour versions
• Ready for telecast 5 days after shooting
• Now in 5th Big Year
• Priced for low budgets
26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD
produced and distributed exclusively by Winik FILMS CORP.
For audition print and full details, wire, write, call
WINIK FILMS Corp., 625 Madison Ave., NYC—PLaza 9-5350
ATLANTA, Ga.: Edward H. Stevens 101 Walton St., N. W.—WA 3479
DALLAS, Texas: W. B. Butz 211 So. Pearl Expressway—Sterling 2306
PORTLAND, Ore.: Merriman Holtz 611 No. Tillamook St.
CHICAGO, Ill.: Ben Barry 203 No. Wabash—State 2-2818
MIAMI, Fla.: W. D. Besselieu 9536 N.E. Second Ave.,—78-2080
RICHMOND, Va.: Martin L. Hogan 19 West Main St.,—72061
CINCINNATI, Ohio: George Brengel 3711 Petoskey
NASHVILLE, Tenn.: Robert B. Davis 416-A Broad St.,—57480
TORONTO, Canada: Lloyd Burns 760 Davenport Rd.—Oliver 8447
HOLLYWOOD, CAL.: Jack Covel, 961 N. LaCienego Blvd.,—Crestview 6-6139

WCAN-TV



LOWEST COST per 1000

CBS

You can build BIGGER SALES in the Milwaukee market for LESS when you use WCAN-TV. WHY? . . . Because WCAN-TV delivers a ready-to-buy audience for $1.33 per 1000 as against national cost of $1.75 per 1000.

WCAN-TV

CHANNEL 25

MILWAUKEE

Represented Nationally by Alex Rosenman, 347 Madison Ave., N. Y.

COMPARATIVE NETWORK TV SHOWSHEET

© 1954 by Broadcasting Publications, Inc.

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		*Shakespeare on Tv*		Revere Meet the Press alt. Sundays Pan Amer. L
6:15		Electric Companies Alt. Wks. Prudential You Are There Ret. 8/29		
6:30				Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Earn Your Vacation		Toni Co. College of Musical Knowledge L
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Your Playtime		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Summer Comedy Hour L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Gruen-Am. Safety Razor Corp. Bob Considine L	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Jane Pickens Show L			
9:30		Bristol Myers Man Behind the Badge L	Co-op Plainclothes Man	
9:45	Dr. I. Q. S			
10:00	Dodge Break the Bank	P. Lorillard The Web L	Co-op Author Meets the Critics	Toni Co. Dollar a Second L
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L	*Better Living Television Theatre*	The Hunter R. J. Reynolds F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	John Daly-News		Co-op Marge & Jeff	
7:30	U.S. Highway 1954 F-S	Amer. Home Prod. News St. 8/23		Tony Martin Show Toni Co. L
7:45		Perry Como Ret. 8/23		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich		Droodles L
8:15				
8:30	Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		Comment L & F
8:45				
9:00	*Junior Press Conference News* L	Philip Morris Public Defender F		Recital Hall NY L
9:15				
9:30	Boxing From Eastern Parkway Neutral Corner L	Gen. Foods Instant Maxwell Coffee L Masquerade Party	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One Summer Theatre L		
10:15				
10:30				
10:45			Co-op At Ringside	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	ReaLemon-News J. Daly		Co-op Marge & Jeff	
7:30	Men of Tomorrow	American Tobacco News L		*The World of Mr. Sweeney* L
7:45		Summer Holiday S		Camel News Caravan L
8:00	No Net. Service	Wrigley Gene Autry Show F	Vitamin Corp. of America The Goldbergs	Midwestern Hayride L
8:15				
8:30	Florida Citrus Twenty Questions L	Pharmaceuticals Inc. Juvenile Jury L	*One Minute Please*	Assoc. Products Arthur Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. O'Cedar Ret. 8/31 Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	Nash-Kelvinator alt. wks. Block Drug Danger L St. 8/24		Helene Curtis Top Plays of 1954 F
9:45	Center Stage	Pet Milk Co. alt. wks. Life With Father St. 8/24		
10:00				Truth or Consequences P. Lorillard L
10:15				
10:30	Van Camp Sea Food Co. Swanson (alt. wks.) The Name's The Same L	*The Blue Angel* S		
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15	John Daly-News	
7:30		Bendix Avco New St. 8/
7:45	Soldier Parade L-S	Perry Ret. 8
8:00		Re Skelt Rev To
8:15		
8:30	No Net. Service	Re Skelt Rev Frigid alt. w
8:45		
9:00	*This World 1954* F 9-9:30	Colg Stri It R L
9:15		
9:30	*Wrestling From Rainbo* L	R. Reyn I've A Se L
9:45		
10:00		Pab Sales Blu Ribl Bou L
10:15		
10:30		Gen Cig Sports
10:45		
11:00		Long Chron
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15		*What Catholics Believe* S		
10:30				
10:45		*God's World* S		
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		
12:45		U.S. Rubber Little League World Championship Game 8/29 only 1-1:30		
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club	The Morning Show M-F 7-9 a.m. Various Sponsors		
9:15				
9:30	Philco Corp. (M., W. & F.)			
9:45	Quaker Oats (Tu & Th)			General Mills, Fri. Ding Dong School L Thursdays: Gerber Prods.
10:00	A. E. Staley Co. (Tu & Th)	Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		
10:15				
10:30				*A Time to Live* L
10:45				
11:00				3 Steps to Heaven P&G L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:30				Home L
11:45		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		
12:00 N				
12:15 PM		Amer. Home Products Love of Life		Bob Smith Show NY L
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		No Network Service
1:00		Gen. Foods Portia Faces Life		
1:15		P&G The Seeking Heart		

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00	Brown Shoe Smilin' Ed's Gang eff. 8/21			
3:15				
3:30		*Winky Dink and You* S		
3:45				
4:00		Campbell Soup Abbott & Costello		
4:15				
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger F		
5:45 PM				

FOR AUGUST 1954

THURSDAY

ABC	CBS	DuMONT	NBC
ReaLemon-News J.Daly	American Tobacco News 7:30-7:45 pm	Walter H. Johnson & Co. Capt. Video	*The World of Mr. Sweeney* L
General Mills Lone Ranger F	General Electric Summer Holiday	Co-op Marge & Jeff	Camel News Caravan L
Melody Tour L-S	What's in a Word S	DuMont Labs What's the Story	DeSoto-Plymouth Groucho Marx F
Brillo—So You Want to Lead a Band	Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F	Johns Hopkins Science Review	Borden Justice L
Kraft Foods Kraft TV Theatre	*What Do You Have in Common* S		Chesterfield Dragnet F
	Lever Rinso Big Town F		Ford Theatre F
	Philip Morris The Perfect Crime L		*The Marriage* L
	Carter Prod. alt. Toni, Inc. Place the Face L		

FRIDAY

ABC	CBS	DuMONT	NBC
News John Daly	Pharmaceuticals News St. 8/27	Co-op Capt. Video	*The World of Mr. Sweeney* L
Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	Perry Como Ret. 8/27	Co-op Marge & Jeff	Camel News Caravan L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Gen. Foods Pantomime Quiz L		*The Duke* L
Who's the Boss L	R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F
Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Serutan Co. The Stranger	Simoniz & Amer. C&C Best in Mystery F
In Our Times F	General Foods Sanka Our Miss Brooks F		Campbell Soundstage S
Focus	Brown & Williamson Viceroy Star Theatre	P. Lorillard Chance of Lifetime	Gillette Sports Reel F
	American Oil Hamm Brewing (alt. wks.) Noxzema It's News to Me	Gamble on Love	Greatest Moments in Sports Mutual of Omaha F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Dotty Mack	Sylvania Beat the Clock L	Co-op Wrestling From Chicago	*Mr. Wizard* F
Enterprise USA	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Stage Show (7/3-9/18) L		Youth Wants to Know Wash. L
Greatest Sports Thrills	P. Lorillard Two for the Money L		Bank on the Stars L
Bayuk Cigar Saturday Night Fights L	Toni Co. Jack Paar Show L		Pet Milk Original Amateur Hour L
Fight Talk	Chrysler Plymouth Div. That's My Boy L		Saturday Night Revue Armour&Co. Dow Chemi. Lemon Prod. Griffin Mfg. Amer. Chicle GE Cudahy Packing
Travel Corner	Pharmaceuticals Inc. Two in Love L	11:05 Boyle-Midway Sports Showcase	Lucky Strike Private Secretary F
		11:20 Wrestling Resumes	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		No Network Service
		American Forum of the Air L
		Quaker Oats Zoo Parade L
		Out on the Farm Chi. L

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Paul Dixon Show	*One Man's Family* L
	Bob Crosby (See footnotes)		P&G Golden Windows L
	P&G The Brighter Day		*First Love* L
	The Secret Storm Am. H. Prod 4-4:15 M-W-F Sus. Tu, Th		P&G L Concerning Miss Marlowe
	P&G On Your Account		*Hawkins Falls* L
	Gen. Mills Barker Bill's Cartoons W&F 5-5:15 p.m.		Jergens Co. Bride & Gr'm (M-W-F) L
			Betty White Show L
			Pinky Lee Show L
			Howdy Doody

SATURDAY

ABC	CBS	DuMONT	NBC
The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week	*What in the World* S		
	Racing Jamaica S		
	Wrestling S		

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:45-4:00 p.m. Corn Products Refining Co.; Tues. 3:45-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Seeman, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover. Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Norge.
10:30-45 Fri. Bristol Myers.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Swift Peanut Butter.
Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-10:45 M. & W. Minnesota Mining & Mfg., Tu. & Th. Frigidaire.
10:45-11 M. & W. Kellogg, Tu. & Th. Toni.
11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.
11:15-30 M.—Thu. Pillsbury.
House Party
2:30-45 p.m., M., W., Fri.—Lever
2:30-45 p.m., Tu. & Th.—Kellogg
2:45-3 p.m., M.-Thu.—Pillsbury
2:45-3 p.m. Fri.—Hawaiian Pineapple

Robert Q. Lewis, M.-F. 2-2:30 p.m.
2-2:15 Wed.—Best Foods
2:15-30 Thu.—Swanson
Bob Crosby M.-F. 3:30-4 p.m.
3:30-45 Tue.—Toni
3:30-45 Thu.—Swanson
3:30-45 Fri.—Englander, alt. wks., S. O. S.
3:45-4 M., W., F.—General Mills
3:45-4 Tu., Th.—Am. Dairy

BROADCASTING TELECASTING

August 9, 1954

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FASTER, SAFER, LESS COSTLY... Because It's More Efficient!



CASTING the dancers. L to r: standing, John Capsis, director, and Ben Kranz, production manager, both Screen Gems, and Jack Babb, Kenyon & Eckhardt tv production supervisor; seated, Donald Sadler, choreographer; Allen Hodshire, K&E tv producer; Fay Evans, K&E associated copy supervisor on Hudnut account, and Ben Berenberg, Screen Gems East Coast production executive.

tion with the agency, the dancers went into rehearsal.

Now two new designers made their appearance. A hair stylist from Hudnut devised new hair-dos for the dancers and Frank Thompson, who designed the costumes for "The Pajama Game," another Broadway hit, created the clothes.

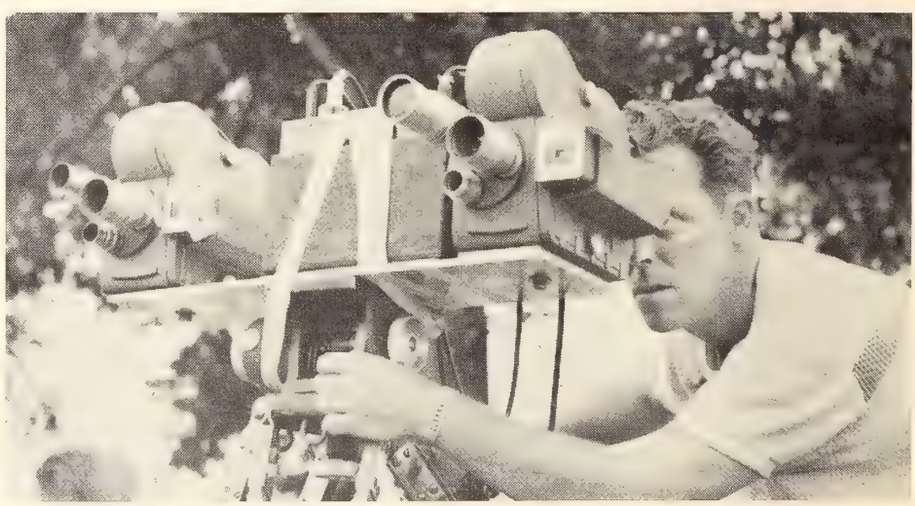
With the designs for the sets approved by all concerned, construction began at the studios. Liberty was taken in the designing of the sets and as a result they are much more expressive than realistic sets which would have impeded the dancers.

"The secret of a successful commercial, such as this opening," says Mr. Berenberg, "is to keep it simple enough so that the viewer may grasp the meaning in one viewing and at the same time have it varied enough so that it sustains its entertainment and interest."

With the sets up, the dancers spent one day on the set being lighted. Then followed two days of actual shooting while recording the cue tracks from the playback. The final step was editing to 90 seconds.

With the editing chore accomplished, the film was delivered to Kenyon & Eckhardt. Next stop is NBC, for showing Saturday, Sept. 18.

DOUBLE-DUTY FILMING



DICK HANCE, chief photographer at KSTP-TV Minneapolis-St. Paul, was up against a problem. He had to shoot the National Professional Golfers Assn. tournament there for two different shows. And he had neither a printer nor the time to have duplicates made. His solution: to place two Auricon Cine-Voices on the same tripod side by side and shoot the matches simultaneously with both.

To accomplish this Mr. Hance mounted a 7-x-24-in. piece of ¼-in. aluminum on the head of an Auricon heavy-duty tripod. The two cameras were then bolted to the improvised base plate. An Auricon Cine-Voice Amplifier was mounted between them to feed both. The cameras were zeroed in at 200-ft. so that Mr. Hance could use one viewfinder.

To make it mobile, Mr. Hance mounted the whole affair atop a jeep. He and KSTP-TV sports announcer Jack Horner followed the action right around the course.

PREDICTION: MORE MAGNETIC TV FILM

PREDICTION that within a year many television stations in the U. S. will be using tv magnetic recording film has been expressed by Frank B. Rogers Jr., vice president and general manager of Reeves Soundcraft Corp., New York.

In an interview with B•T, Mr. Rogers discussed the contributions that magnetic film can make to television broadcasting, contending that it will "greatly improve" sound quality and make tv commercials more effective. He pointed out that since the films can be erased, stations can substitute their own commercials, including the voice of a local announcer and language and copy approach most suitable in their particular markets.

He declared that Soundcraft's magnetic recording film, embodying the Magna-Stripe process of striping film with one or more magnetic tracks, has evinced considerable interest among tv stations. The current roadblock, he said, is the unavailability of magnetic projectors. He voiced the belief that this deficiency soon would be corrected as several manufacturers currently are producing conversion equipment.

Despite the lack of projection equipment, Mr. Rogers said, numerous television shows have made use of the Magna-Stripe films in all recording processes until the final print, which is recorded in optical sound. He noted that this method still improves the sound as compared with film made solely in optical, or photographed sound, which "is generally limited in upper range to 6,000 sound waves per second."

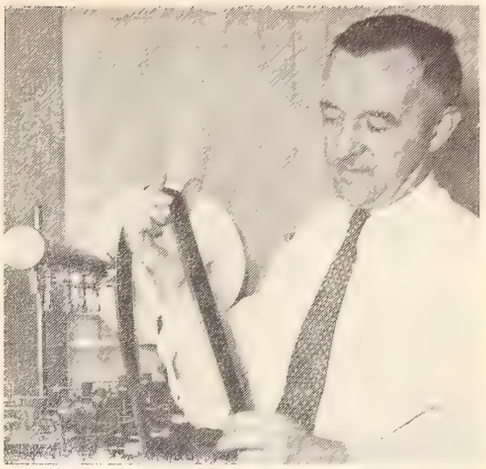
"The fm sound broadcast with the television picture has a range considerably greather than that of the human voice, going up to 12,000 per second, and, with good equipment, considerably higher," Mr. Rogers explained. "Our Magna-Stripe film easily can catch these upper reaches."

Mr. Rogers predicted that television continually will strive for improved sound quality, as quality in motion picture sound becomes better. He pointed out that Metro-Goldwyn-Mayer, Warner Bros., 20th Century-Fox, DeLuxe Labs and RKO all have been licensed by Soundcraft to use the Magna-Stripe process in making release prints of movies photographed by the Cinemascope technique, featuring wide-screen action and stereophonic sound. More and more theatres, Mr. Rogers said, are converting their existing projecting equipment to handle Magna-Stripe magnetic release prints.

"The movies, using the old optical sound, found they could not compete with improved sound in the home coming from phonograph records and some tv programs," Mr. Rogers commented. "The situation was made worse for the movies by the fact that optical sound tracks, as the prints get old, pick up considerable dirt, fingerprints and scratches, all of which are reproduced as extraneous sound. Such blemishes affect magnetic sound very little, if at all."

Mr. Rogers turned to the "Oscar" on his desk, presented to Reeves Soundcraft by the Academy of Motion Picture Arts and Sciences last spring, and remarked:

"Our one aim in business is to improve sound—for all media of entertainment and communications."



A STRIP of film that has been processed by the Reeves Soundcraft Magna-Striper is examined by Ernest W. Frank, the New York firm's chief engineer for development and research.

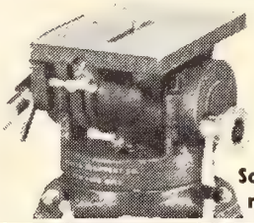
NOW...

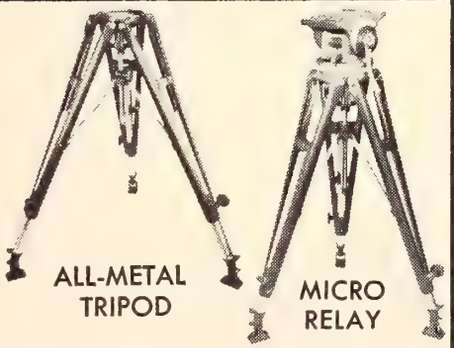
A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT



Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.



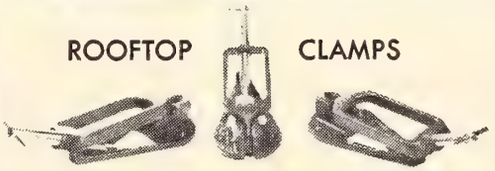


ALL-METAL TRIPOD

MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS



Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.



Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

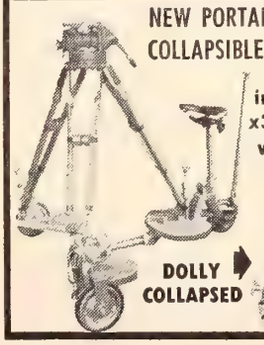


MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



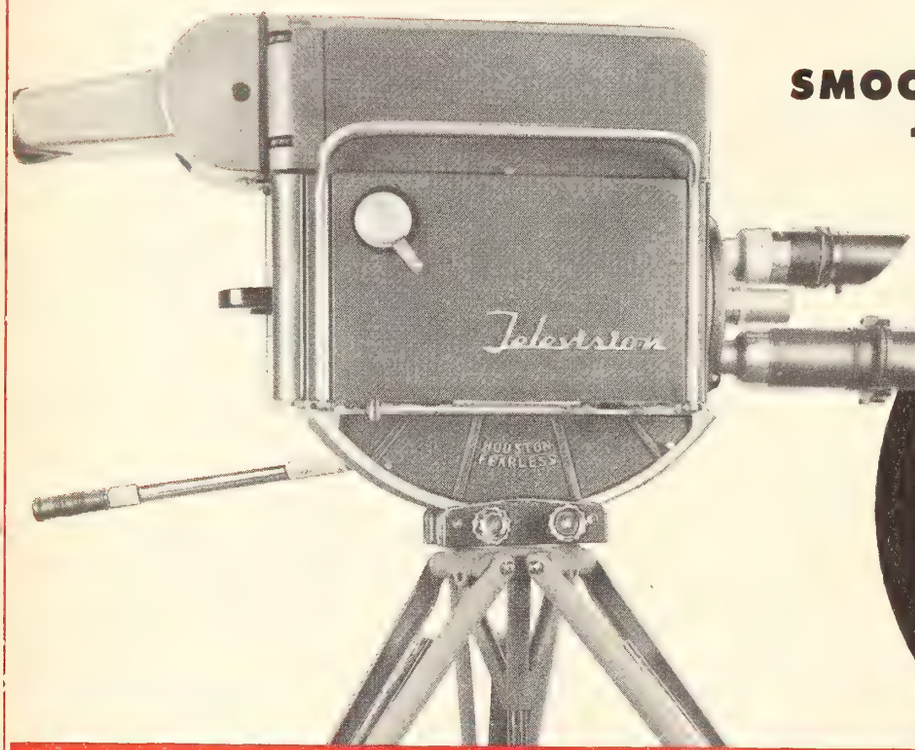
DOLLY COLLAPSED



FRANK C. ZUCKER CAMERA EQUIPMENT CO.

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Perfect Balance!



SMOOTHER, EASIER TV CAMERA CONTROL

NEW

HOUSTON-FEARLESS

CRADLE HEADS

Perfect balance makes the big difference in the terrific new Houston-Fearless Cradle Heads! No matter how the camera is tilted, it is always in absolute balance... resulting in wonderful new ease of operation and remarkable new smoothness never before achieved.

This perfect balance is made possible by the cradle action of the head. When the camera is tilted up or down, the cradle rotates around a constant center of gravity, maintaining positive balance at all times. Added weight, such as long lenses and camera accessories, is easily compensated for by simply moving the camera and the top plate of the head forward or back by means of a lead screw. This adjustment does not require loosening the camera hold-down screws.

The Cradle Head rides on four phenolic-covered ball bearing rollers for smooth, quiet, easy tilting. Panning is also smooth and easy, accomplished by two precision ball bearings in the base. Drag adjustments and brakes are provided on both pan and tilt.

FOR MONOCHROME AND COLOR TV CAMERAS

The new Houston-Fearless Cradle Heads are available in two types: Model MCH for standard black and white cameras. Model CH-1 for the RCA Color TV camera.

Like all Houston-Fearless products, these new Cradle Heads are soundly engineered and precision built of the finest materials to give a maximum of dependable service. Send the coupon below for complete information today.

The HOUSTON FEARLESS Corporation

"World's Largest Manufacturer of TV Studio and Motion Picture Film Processing Equipment"

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.

Send information on ☐ *Cradle Heads* ☐ *Friction Heads* ☐ *Remote Control Heads* ☐ *Tripods* ☐ *Dollies* ☐ *Camera Cranes* ☐ *TV Pedestals* ☐ *Film Processors*

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WLAC-TV BEGINS AS NASHVILLE'S 3RD VHF

WGTH-TV Hartford starts test patterns. KOVR (TV), WMTW (TV), WMVT (TV) set targets.

WLAC-TV Nashville (Old Hickory), Tenn. (ch. 5), the third vhf outlet there, was scheduled to begin commercial programming last Friday, increasing to 391 the number of tv stations operating. WLAC-TV, represented by The Katz Agency Inc., will be Nashville's basic CBS affiliate.

Reports from other stations:

WGTH-TV Hartford, Conn. (ch. 18), represented by H-R Tv Inc., started test pattern transmission last Thursday, Fred W. Wafenvoord, general manager, reported. Start of commercial programming is tentatively set for Aug. 15.

KOVR (TV) Stockton, Calif. (ch. 13), will present its inaugural program Sept. 6 from the stage of the California State Fair at Sacramento, Austin E. Joscelyn, general manager, announced. Serving northern California as a regional, KOVR is located 30 miles east of San Francisco and includes that city in its primary coverage area, the station said. Regular programming from its studios will begin Sept. 12, following a week's telecasts from the State Fair.

WMTW (TV) Poland, Me.-Mt. Washington, N. H. (ch. 8), expects to begin test patterns in three weeks, John H. Norton, vice president and general manager, reported. Assembly of the prefabricated transmitter building atop Mt. Washington started last week. WMTW will be affiliated with CBS and ABC.

WMVT (TV) Montpelier, Vt. (ch. 3), has set Sept. 7 as target date for start of telecasting, Stuart Martin, general manager, reported. Construction of the transmitter house is well along with the foundation laid, steel framework in place and the sides and roof now going up.

Birney Imes Jr., owner of WCBI Columbus, Miss., who early this month received a grant for ch. 4 there, expects to begin telecasting in early 1955, Bob McRaney, general manager, announced. The station plans to use live cameras and primarily film and kinescope programming at first. Negotiations for network affiliations now are in progress. Joseph H. McGillvra Inc., will be its representative.

Who's Scared?



THREE executives of WFMZ-TV Allentown Pa., agreed there was more than one way to reach the top in this television business. To prove same these officials scampered up the 500 foot tower to formally christen the WFMZ-TV antenna as well as to gain a birdseye view of the station's coverage area. Wielding the bottle of champagne is top man Raymond Kohn, station president. The other stout-hearted climbers immediately under him are Horace W. Gross, treasurer, and Daniel Houck, secretary. Below the straw-hatted trio are specialists of the antenna manufacturer and a photographer.

WTAC FLINT SOLD TO RADIO HAWAII

SALE of WTAC Flint, Mich., for $287,000 by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc., subsidiary of Tele-Trip Policy Co., New York [B•T, July 12], was announced last week. Transfer is subject to FCC approval, and was negotiated by Allen Kander, radio-tv station broker.

Radio Hawaii owns KPOA Hawaii (5 kw on 630 kc). It was bought from J. Elroy McCaw and John D. Keating for $400,000 less than six months ago [B•T, March 29]. The Tele-Trip company specializes in aviation insurance. Radio Hawaii is headed by John M. Shaheen, president, and Finlay Hollinger, executive vice president. Mr. Shaheen is also president of Tele-Trip.

John R. McKinley, WTAC manager, will become vice president of Radio Hawaii and general manager of the Flint station, it was announced. WTAC operates on 600 kc with a power of 1 kw. It is affiliated with ABC. WTAC-TV began operating on ch. 16 in October last year but suspended operation in April [B•T, May 1]. Grant was surrendered to the FCC two weeks ago [B•T, Aug. 2].

Pioneers in Radio

George W. Trendle and H. Allen Campbell, owners of Trendle-Campbell Broadcasting Co., are pioneer radio broadcasters. Through Trendle-Campbell-Meurer Inc., Detroit, they owned and produced the *Lone Ranger, Green Dragon* and other program properties. The *Lone Ranger* was sold last week to Jack D. Wrather, Mrs. Mazie Wrather and John L. Loeb and associates (see story on page 70).

The Flint station has been in difficulty since April when the tv outlet ceased operating. A creditors' committee was formed and early last month recommended that creditors agree to the sale to Radio Hawaii [B•T, July 12].

WTVH-AM-TV Peoria Appoint Smith, Jawer, to Top Posts

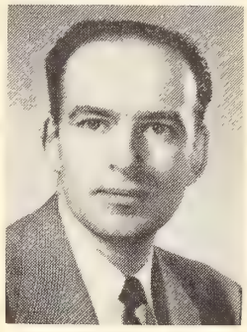
APPOINTMENTS of Edward G. Smith as general manager and Robert L. Jawer as assistant general manager-sales manager of WTVH-AM-TV Peoria, Ill., were announced Aug. 1 by Henry P. Slane, president of licensee Hilltop Broadcasting Co. Additionally, John Leslie, acting general manager, was named local sales manager, and Robert G. Holben was appointed production manager, succeeding Donald G. Roper, who was promoted to program manager.

Mr. Smith formerly was general manager of WTCN-AM-FM-TV Minneapolis. Mr. Jawer was senior sales representative for WPTZ (TV) Philadelphia.

WTVH-TV hopes to increase power to 225 kw by Oct. 1. Plans also call for a new building, tower, an RCA 12.5 kw transmitter and equipment, and expansion in local programming.

Hoffman in New Post; WOR-AM-TV Realigns

IN A MOVE said to result from expectations of "greatly increased activities" at WOR-AM-TV New York, Gordon Gray, general manager of the stations, last week announced a realignment of staff functions, with Robert M. Hoffman, manager of research, advanced to the post of director of planning and development.



MR. HOFFMAN

Other changes announced by Mr. Gray involve Richard J. Jackson, business news editor of WOR-AM-TV, who has been promoted to manager of publicity for the stations, and Mary Jane MacDougall, publicity staffer, who has been advanced to press editor. Robert J. Sullivan will continue as manager of advertising and promotion. Under the realignment, Mr. Hoffman will direct and coordinate all publicity, promotion and research activities of WOR-AM-TV.

Mr. Hoffman has been with the stations for six years, Mr. Sullivan for two years, and Mr. Jackson and Miss MacDougall for less than a year.

It was pointed out by Mr. Gray that the move coincides with WOR going on 24-hour operation, WOR-TV expanding its daytime schedule, as well as with plans calling for increased activities on the part of the stations in the fall.

10-25% Rate Increases Announced by KNBH (TV)

WITH 90% of the coming fall season time already sold and with business and listenership at reported all-time highs, KNBH (TV) Hollywood, NBC o&o station, last week announced rate increases from 10 to 25%, effective Sept. 1.

Class AA time will increase to $2500 from $2000 for one hour. A half hour will be $1500. Class A one hour will be $1400, increased from $1215. Class B one hour is increased to $1225 from $1100, half hour, $725 from $660; Class C, one hour $825 from $750, half hour $475 from $450.

Both minute and 20-second station break rates increase to $575 from $480 for Class AA and $375 from $350 for Class A time. KNBH last raised rates in December 1953.

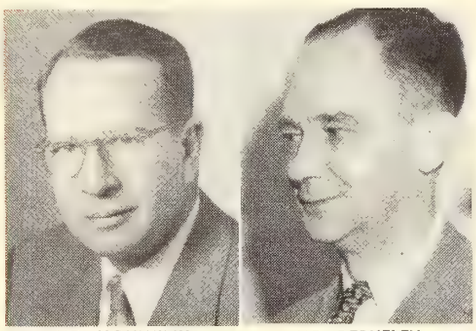
Bahakel Purchases WPLH

WPLH Huntington, W. Va., has been sold by Huntington Broadcasting Corp. for $50,000 to Cy N. Bahakel, it was announced last week by Allen Kander, Washington radio-tv station broker. Sale is subject to FCC approval. Mr. Bahakel is operator of WRIS Roanoke, Va.

HOUWINK NAMED WMAL GEN. MGR.

FREDERICK S. HOUWINK of the Booz, Allen & Hamilton consulting firm on Sept. 1 will become general manager of WMAL-AM-FM-TV Washington, owned by the Evening Star Broadcasting Co. He will succeed Kenneth S. Berkeley, vice president, who has resigned to enter radio station ownership in the South [CLOSED CIRCUIT, July 26].

John W. Thompson Jr., assistant city editor of the *Star*, has been elected president of Evening Star Broadcasting Co. He succeeds Samuel H. Kauffman, who had been president since 1938. Mr. Kauffman, president of Evening

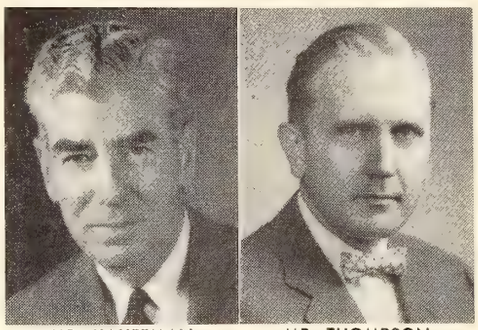


MR. HOUWINK MR. BERKELEY

Star Newspaper Co., remains a board member of the broadcasting company.

Mr. Houwink's background includes 20 years of sales experience with Shell Oil Co. He is a native of St. Louis. During World War II he was chief of staff of the economic subcommittee of the Petroleum Industry War Council. He is married and has two children.

Mr. Houwink, 49, has spent nearly two years working with Storer Broadcasting Co. and NBC, directing management studies on behalf of Booz, Allen & Hamilton. He has just completed an extensive study of the WMAL stations



MR. KAUFFMAN MR. THOMPSON

for Evening Star Broadcasting Co.

Mr. Berkeley, 56, has managed WMAL since its purchase by the Star in 1938, and had managed both WRC and WMAL Washington from 1926-38 under NBC ownership. He entered radio via WRC in 1923, having been a ham operator prior to World War I and an Air Force radio specialist during that war.



WNHC-TV Slates Power Boost

POWER INCREASE of WNHC-TV New Haven (ch. 8) to 316 kw will take place the end of August, it was announced last week by Aldo DeDominicis, general manager of Elm City Broadcasting Co., licensee of the station. WNHC-TV currently operates with 100 kw.

Necessary additional transmitter equipment is now being installed atop Gaylord Mountain in Hamden, Conn., Mr. DeDominicis said. The changes include a 50 kw picture amplifier and a 25 kw sound amplifier, as well as associated side band filters to prevent adjacent channel interference.

WGN-TV Previews Films

WGN-TV Chicago executives played host Thursday to nearly 150 advertiser, agency and station representatives at the *Chicago Tribune* outlet's third annual fall film festival.

Excerpts from 35 films made specially for television were seen by agency timebuyers and others at WGN-TV's audience studio in Tribune Tower. The films, edited and capsuled out of a batch of some 60 entities by the station's film department, were shown as a preview of fall availabilities from stocks of producers.

WBKB (TV)'s 'Half Nelson'

REALIGNMENT of its local daytime program slate, with addition of four or perhaps six new shows, was announced for WBKB (TV) Chicago last Monday by Sterling C. (Red) Quinlan, vice president in charge of the ABC o&o outlet.

Mr. Quinlan said such an integrated local schedule "takes advantages of the well-known weakness in network daytime programming" in the form of "soap operas, giveaway shows and heart-tugging get-rich-quickly programs."

Known as the "Half Nelson Plan," the project calls for children's and women's program fare to be alternated throughout the broadcast day, starting Sept. 13. New shows will include Tom Duggan, *Creative Cookery* and a dental program.

WCCO-TV Boosts Rates For AA-A, Extends C

RATE INCREASE by WCCO-TV Minneapolis for Class AA and A time periods and an extension of Class C time have been announced by F. Van Konynenburg, executive vice president. Under the new schedule, the five-minute one-time Class AA rate is $330 compared to $297 on the old schedule, with the charge for Class A time increased from $242 to $270. A one-minute or 20-second announcement, one time, in Class AA has been boosted from $220 to $275; for Class A from $180 to $225.

Class C time will now cover sign-on at 5:59 p.m., Monday through Saturday, an extension of 30 minutes; sign-off at 11 p.m., Monday through Sunday, extended 15 minutes, and sign-on at 12:59 p.m., Saturday and Sunday, the same as before. The new rates, effective Sept. 1, amend Rate Card No. 7.

Lloyd Pixley Dies; WLOK-AM-TV President

LLOYD A. (BUTCH) PIXLEY, 54, majority owner and president of WLOK-AM-TV Lima, Ohio, died July 31 in Columbus after a long illness. Funeral services were held in Columbus Aug. 1.



MR. PIXLEY

Mr. Pixley formerly was co-owner with his father of WCOL Columbus, selling the station several years ago to acquire control of WLOK. The Pixley name was linked with Ohio's early radio history, the elder Pixley having started the old WBAV Columbus in 1922 to provide a market for radio sets his merchandising business was selling.

At Ohio State U. he captained the first football team to play in the 85,000-seat stadium. A guard, he played with the famed Chick Harley. After graduation in 1923 he entered his father's appliance business, later joining General Electric Supply Co. as district manager headquartering in Detroit.

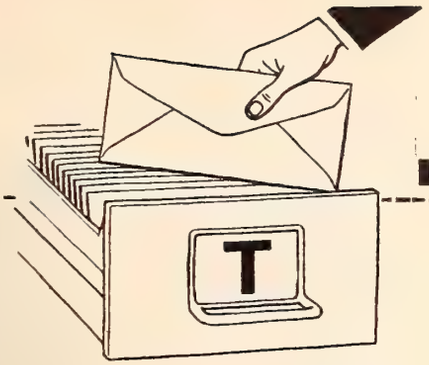
He established his own electric supply firm in Columbus as Westinghouse jobber after leaving GE. During World War II he was interim general manager of Fort Industry Co. stations while Comdr. George B. Storer, president, was in Navy service and J. Harold Ryan, executive vice president, was serving in Washington as assistant director of censorship. At the time Mr. Pixley was secretary of Standard Tube Co., a Storer holding.

He became president and co-owner of WCOL Columbus in 1944. Other interests included electric supply firms in the Columbus area and Brightman Mfg. Co.

Surviving are his wife, Martha, and three sons.

Coelos Leaves KONA (TV)

ROGER M. COELOS, manager, KONA (TV) Honolulu, has resigned with future plans to be announced. Mr. Coelos took the Honolulu station managership earlier this year, moving from assistant general manager of WTTG (TV) Washington [B•T, Feb. 15]. He joined the Allen B. DuMont Labs in 1942 and served in various executive positions at WTTG since 1947.



LIVE ITEMS FROM OUR MORGUE

Truck Driver Rescues 10 from Monoxide Gas

ANGELES—Tradegy ... Driver Harley

Police Laud Truckman For Life-Saving Feat

BALTIMORE—A Virginia ...

Truck Driver Rescues Motorist, Wife, Baby; Tows Car 30 Miles

SOUTH BEND, Ind.—... Mavis Forwardi... receipt ...

St. Paul Truck Driver Honored for Rescue

ST. PAUL—A St. Paul truck drive... has been named "Driver of the M... for Feb...

Iowa Truck Driver Honored for Rescue Of Another from Flaming Wreckage

DES MOINES—Marvin Myer, 31-year-old driver for Bruce Motor Freight, Inc., this city, ... selected ... Iowa ... Sparks into his ...

Four Truck Drivers Sav... From Death in Flaming ...

... Four ... Mr...

Driver Who Risked His Life to Prevent Highway Crash Honored in Minnesota

ST. PAUL ... of the c...

Driver Rescuer of 10 from Death by Gas Receives Triple Honors at Luncheon

LOS ANGELES ... truck driver of m... behind the wheel, ... true Samaritan of ... people from death b... ceived triple honor... an overflow lunch... supervisors and sa...

Fund Started for Family Of Truckman Who Gave Life To Avoid School Bus Crash

BUFFALO—A coordinated ... drive is ...

Motorists in Crash Laud Truck Driver For Heroism in Averting Possible Deaths

FLINT, Mich.—Expressions of ... gratitude and commendation" for Mr. ... Smith's driving skill. Mr. Coombe ... and skillful driv... ited. I think an... the safety, tradit... company in the... did should have... to the attention ... Mr. Coombe r... tion be taken a...

Heroism is a habit with truck drivers!

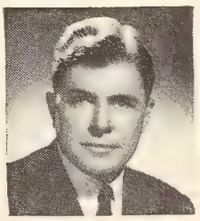


Gomer W. Bailey

• Gomer W. Bailey, of Denver (who won the trucking industry's 1954 title of "Driver of the Year" for a heroic rescue climaxing 13 years of safe driving), would be the first to admit he had plenty of competition for the title.

The clippings shown above are just a few gleanings from the record of heroism consistently being made every month by intercity truck drivers. For every Gomer Bailey, there have been scores of unsung heroes of the road who have quietly and efficiently aided the motoring public in time of need.

If these clippings prove anything, it's this: In addition to being America's *safest* drivers, intercity truck drivers have earned an enviable reputation as Good Samaritans of the highway.



Jack Cole

President
American Trucking Associations

AMERICAN TRUCKING INDUSTRY / American Trucking Associations
Washington 6, D.C.

Robert Maslin Jr. Named WFBR President

ELECTION of Robert S. Maslin Jr., vice president in charge of advertising and promotion, WFBR Baltimore, as president of that station was announced last week by the board of directors of The Baltimore Radio Show Inc., station licensee.



MR. MASLIN

Mr. Maslin, 49, also served as secretary of the company and has been associated with WFBR since 1931. He succeeds his father, who died last month. Rosalie Cain McComas, secretary to Robert B. Jones Jr., vice president and general manager, has been elected to the post of company secretary replacing Mr. Maslin. She has been with WFBR since 1935.

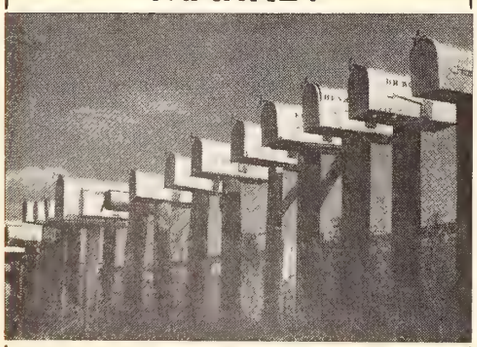
STATION SHORTS

WGAR-AM-FM Cleveland will broadcast the Cleveland Brown's 1954 football games, according to the station.

WWDC Washington, D. C., designated radio information center for American Legion Convention scheduled later this month, station reports.

KSTP-AM-TV Minneapolis-St. Paul signs Paul Giel, former Minnesota U. All-American football player and property of the New York baseball Giants, for series of radio-tv performances, station reports.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Castro's Color Spot

WHAT was hailed as the first local commercial live color tv spot was broadcast Friday—at 2 p.m.—by WNBT (TV) New York for Castro Decorators Inc., through Newton Adv. Agency. Bernadette, the the little girl who has become the Castro trademark, was featured in the historic commercial, order for which was placed by Castro in March, reserving time for a local color spot on WNBT when facilities were available.

Carpenter Retires at WHK Ending 29 Years in Radio

H. KENNETH CARPENTER retired last week as vice president of WHK Cleveland after 20 years as head of the station. His retirement marked 29 years in radio.

Mr. Carpenter, now 60 years of age, will continue his civic activities, including service on boards of Baldwin-Wallace College, St. Louie's Hospital and the Methodist Church of the Saviour. He is a member of the Cleveland Chamber of Commerce, Mid-Day Club, Union Club, Scottish Rite, Al Koran Shrine and has held numerous offices in these and other organizations.



MR. CARPENTER

He entered radio in 1925 via WEAR Cleveland, owned by Goodyear Tire & Rubber Co., while serving as manager of the Goodyear Industrial University, Akron. He later managed WPTF Raleigh, N. C., and was elected to the board of the old NAB in 1930, serving six years. He returned to Cleveland in 1934 as WHK manager.

Mr. Carpenter was quoted in the *Cleveland Plain Dealer* Wednesday as saying the broadcasting business "has become too strenuous." He anticipates "tough" competition for radio and says the mixture of vhf and uhf television "simply doesn't work" because "you can't mix the two successfully."

REPRESENTATIVE APPOINTMENTS

WMVT (TV) Montpelier, Vt., which expects to begin operation by mid-September, has appointed Radio Time Sales Ltd., Montreal, as Canadian sales representatives.

KAVR Apple Valley, Calif., names Arthur W. Chipman Radio-Tv Representatives, L. A., to represent station in that city's area.

WNET (TV) Providence, R. I., appoints R. C. Foster, Boston, as New England representative.

WTWO (TV) Bangor, Me., appoints R. C. Foster, Boston, as New England representative.

KBIS Bakersfield, Calif., appoints Adam J. Young Jr. Inc., N. Y., as representative for New York, Chicago, St. Louis and Los Angeles, and Daren F. McGavren Co., San Francisco, for that city.

REPRESENTATIVE SHORTS

Radio Representatives Ltd., Toronto, moved to 25 Adelaide St. West. Phone: Empire 8-2381.

Venard, Rintoul & McConell, N. Y., station representative firm, moves Aug. 15 to larger quarters on eighth floor of 579 Fifth Ave.

STATION PEOPLE

Martin Umansky, sales manager, KAKE Wichita, named general manager, KAKE-TV, expected to begin operations in fall; **Harold H. Newby,** chief engineer, KAKE, named chief engineer for tv operation.



MR. UMANSKY



MR. NEWBY

James Lynch, formerly with Decca Records Inc., N. Y., to WVDA Boston as account executive.

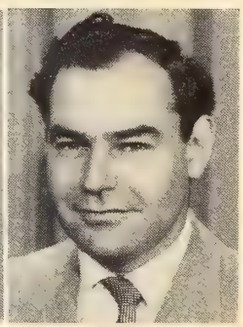
Winston S. Dustin, formerly vice president, WNOE New Orleans and KNOE Monroe, La., to WAPO Chattanooga, as director of national and regional sales.

J. Harry Callaway, assistant manager, WORD Spartanburg, S. C., to WSPA there as regional sales director.

Dave Lewis, production manager, WTTV (TV) Bloomington, Ind., promoted to news director; **Jerry Danziger,** program director, WTSK-TV Knoxville, to WTTV succeeding Mr. Lewis in addition to supervising the sales service department.

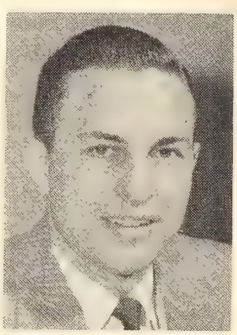


MR. LEWIS



MR. DANZIGER

Garfield Fox, account executive, World Broadcasting System, N. Y., to KFGO Fargo, N. D., as commercial manager.



MR. MOLER

John Moler, sales staff, WKY Oklahoma City, promoted to local radio sales manager; **Ross Cummings,** news editor, *Holdenville Daily News,* Holdenville, Okla., to WKY news staff.

Mel Jensen, formerly head of own advertising agency, to sales staff, WMIN-TV Minneapolis-St. Paul.

Sam T. Johnston, account executive, WKRC-TV Cincinnati, transfers to WTVN Columbus (formerly WHKC) as sales manager; **Ed Kennedy,** sports director, WKRC, additionally appointed program director; **Roy Gilligan,** announcer, WKRC, appointed chief announcer.

Milo J. Hawley, formerly photography director, WXYZ-TV Detroit, to KOVR (TV) Stockton, in same capacity; **Woodi Fisher,** free lance artist, named art director.



MR. McENIRY

John McEniry, sales manager, KIMN (formerly KFEL) Denver, to KLZ, same city, as assistant radio sales manager.

Bob Vandeventer, WFAA Dallas, Tex., to announcing staff, WBAP - AM - FM - TV Fort Worth.

Dorothy Levine, traffic dept., Television Writers of America, to script dept., WHLI Hempstead, N. Y.

Ann Mowris, publicity dept., WHAM Rochester, N. Y., to personnel dept., NBC, New York.

Fred Beck, Hollywood publicist-personality, to KABC same city as host-m.c., *The Beck Block* program.

Stuart Wilson, management consultant and disc m.c., John Poole Broadcasting Co., Fresno, Calif., returns to KBIG Avalon, Calif., to resume daily *Are You Listenin'* program.

June Bentley, radio singing star, signed 52-week contract for five nightly programs weekly on WICS (TV) Springfield, Ill.

C. M. Conner, commercial manager, KTVA (TV) Anchorage, Alaska, resigns to enter advertising agency field in U. S.

Ernest Kurlansky to KGMB Honolulu.

Gerald L. Kirby, account executive, WEEI Boston, resigns to open own food product demonstration firm.

Bill Shiel, sports director, ch. 39 WTVO (TV) Rockford, Ill., to WREX-TV same city, in same capacity.

James R. King, formerly WEBC sales manager, Duluth, Minn., to WDBQ-AM-FM Dubuque, Iowa.

Benedict Gimbel Jr., president and general manager, WIP Philadelphia, honored by Pennsylvania Chiefs of Police Assn. for public interest programs presented on that station since January 1953.

Hilda Weaver, conductor, *Mailbag Club* program, WLW Cincinnati, featured as one of "America's Interesting People" in August issue, *The American Magazine.*

Virginia Renaud, educational director, WBBM Chicago, to address Catholic Audio-Visual Educators convention at Conrad Hilton Hotel, there, Aug. 11 on "Curriculum and Radio and Tv Programs."

Dunlap Sims, directing staff, WSBT-TV South Bend, Ind., and Madge Rohn married.

Marion Roberts, WBEN-TV Buffalo, N. Y., to WRGB (TV) Schenectady; **Grant Van Patten,** tv director, WRGB, father of boy, Peter Grant, July 23.

Paul Audet, production manager, WUSN-TV Charleston, S. C. (target date Sept. 26), father of girl, Barbara Anne.

Ann Rogers, director of women's programs, WHAM Rochester, N. Y., mother of girl, Claudia Joan.

Edwin B. Squires Jr., 62, formerly director and announcer, WJAX Jacksonville, Fla., and known as the "Globe Trotting Announcer," died July 25.

Get IDECO planning and design too . . . make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS

Don't just SPEND them!

Your contract for an Ideco tower is a wise investment . . . an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment . . . make a thorough final inspection . . . and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year . . . even under the most punishing climatic conditions.

Ideco has been building transmitting towers since the nineteen-thirties, pioneered triangular design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances . . . with pre-determined stresses . . . for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

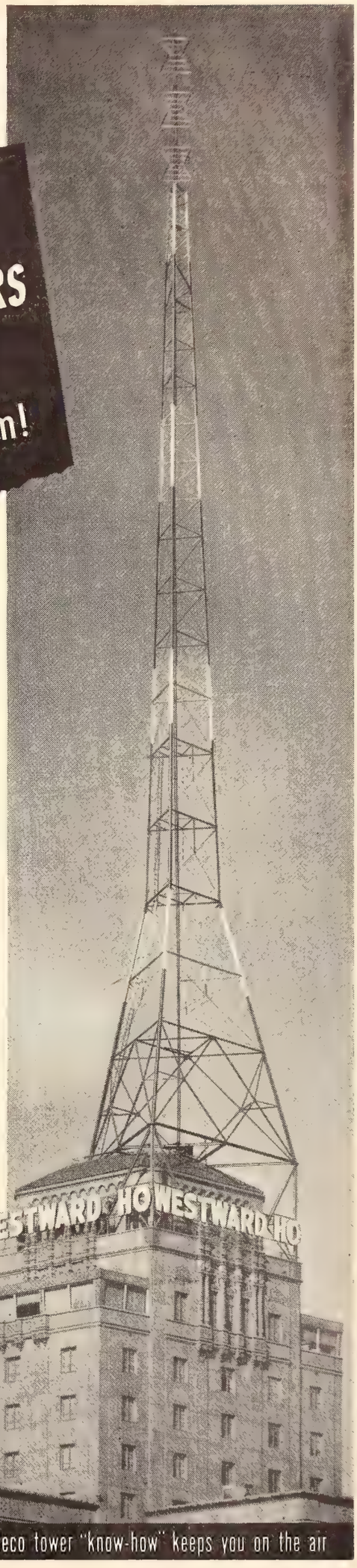
If a 300′ to 620′ tower will serve you . . . The new VIDECO* tower "package" can save you time and money . . . get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks . . . and Videco can accommodate *any* UHF antenna or *any* VHF 3 to 5 bay low band or 3 to 6 bay high band antenna.

*TRADE MARK

Get ALL the facts about your Ideco Tower Investment . . . ask your Equipment Supplier, or call on Ideco.

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Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
BRANCH:
8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

IDECO®



Tall or short . . . for TV, Microwave, AM, FM . . . Ideco tower "know-how" keeps you on the air

CBS RADIO TO HUDDLE WITH AFFILIATES

Sept. 1-2 sessions in Chicago to unveil plans for 1954-55 season. Though not mentioned in network's invitation, it's expected the 20% rate cut this fall will be discussed.

EXECUTIVE personnel of all CBS Radio affiliates have been invited to meet with officials of the CBS Radio Network Sept. 1-2 at the Edgewater Beach Hotel, Chicago. [CLOSED CIRCUIT, July 19].

Invitations, described as "a unique gesture of good will," were signed by Adrian Murphy, president of CBS Radio, and Kenyon Brown, president, KWFT Wichita Falls, Tex., chairman of the board of directors, CBS Radio Affiliates. The two-day meeting is to be sponsored jointly by the affiliates organization and the radio network.

Invitation, announced today (Monday) by Messrs. Murphy and Brown, reads:

"You are cordially invited to attend a new kind of radio meeting, whose purpose is both pleasure and profit. In a spirit of amity unique in our industry, there will be a presentation by the network on 1954-55 programming, advertising and promotion—the materials which with enthusiastic cooperation by the network and the stations will help us get the fall season off to a good start.

"New this year, this is planned to be a high-level meeting on radio management matters to be attended by station owners and managers as well as network executives.

"Although the agenda is designed for owners, managers and sales promotion personnel, your other department heads might benefit greatly from this meeting. You may wish to have them attend and we will be delighted to have them."

Rate Talk Possibility

Although not mentioned in the invitation, a major topic of the station-network management meeting is certain to be the 20% rate cut which CBS Radio plans to effectuate this fall. According to terms worked out by the network and the CBS Radio Affiliates Committee early in June [B•T, June 7] and subsequently ratified by the affiliate stations individually, the affiliates authorized CBS Radio to adjust its "night costs to advertisers to approximately premium day costs" and agreed to accept from the network a 20% reduction in compensation. On its part, the network agreed to make 70-second breaks available on "certain commercial programs at night."

Agreement was handled as an amended extension of the previous network-station agreement from the termination date of that pact for another year, Aug. 25, 1954, to Aug. 24, 1955. As the earlier agreement prohibited CBS Radio from making any further reduction in costs to advertisers, the proposed reduction cannot be put into practice before Aug. 25.

CBS Radio has as yet made no announcement of the new discount structure for its nighttime periods by which the reduced cost to advertisers will be made effective, but it is understood that the network's salesmen are discussing it with prospective sponsors, so presumably it will be instituted before the fall-winter broadcasting season gets underway in October.

Meeting will open at 1:30 p.m., Sept. 1 for a full afternoon session on sales, promotion and publicity, with top CBS Radio executives participating, the announcement said. The following morning two separate sessions will be held concurrently, one for station owners and managers on management matters and one for the promotion people.

Social high point of the two-day meeting will be the banquet on the evening of Sept. 1, when CBS Radio will present to its affiliates some of the top-ranking talent it has lined up for the coming season. Among the performers to appear are Edgar Bergen and Charlie McCarthy, Robert Q. Lewis, Peter Lind Hayes and Mary Healy, the McGuire Sisters of the Godfrey programs, Hal Leroy and Mahalia Jackson.

Response from affiliates indicates that most of the CBS Radio stations will be represented by a number of top officials and their wives, Mr. Brown reported. All of the key officials of the network plan to attend.

'Medic' Show to Round Out NBC-TV Monday Night Slate

SERIES of dramatizations of medical case histories, titled *Medic,* will be presented on NBC-TV on three out of four Mondays, 9-9:30 p.m. EDT, starting Sept. 13. Program will be sponsored by the Dow Chemical Co., Midland, Mich., through MacManus, John & Adams, Bloomfield Hills, Mich., and will be carried with the official endorsement of the Los Angeles County Medical Assn.

The series is said to be the first major program on radio or television to be sponsored solely by the Dow Chemical Co., manufacturer of Saran-Wrap. Leland I. Doan, president of Dow, commented that *Medic* appeared to be a program that is "as worthwhile educationally as it is entertaining dramatically" and expressed the belief that it "will set a new standard of television programming."

Worthington B. Miner will be executive producer of *Medic.* The series was created and is being written and supervised by James Moser.

The program will be scheduled three out of four weeks, coming on immediately after the new full-hour Sid Caesar show. Every fourth week, both *Medic* and the Caesar show will give way to the "spectaculars" produced by Leland Hayward.

'Go to Game' Drive

GENE ACCAS, director of sales promotion for the ABC Radio Network, has received the additional assignment to head a five-man ABC task force for a 39-week "Go to the Game" campaign on ABC's 361 radio and 201 tv affiliates. Drive is to be conducted in connection with the National Collegiate Athletic Assn. award to ABC-TV of its 1954 fall football schedule and a subsequent 26 weeks of winter and spring sports telecasts [B•T, Aug. 2].

Project, announced by Robert H. O'Brien, ABC executive vice president, is part of the information campaign outlined in the ABC-TV proposal in its successful bid for the tv rights for the NCAA gridiron games.

CLIFFORD ELECTED NBC ADM. VICE PRES.

JOHN M. CLIFFORD, NBC vice president in charge of personnel, has been named administrative vice president, it was announced Wednesday by Robert W. Sarnoff, NBC executive vice president. In his new capacity, Mr. Clifford will have administrative responsibility for all NBC operating and staff activities. Robert E. Shelby, vice president and chief engineer; William S. Hedges, vice president in charge of integrated services; George D. Matson, controller, and Lowell B. Jacobson, director of personnel, will all report to Mr. Clifford. He will report to Mr. Sarnoff.



MR. CLIFFORD

Joining the legal staff of the RCA Victor Division of RCA in 1943, Mr. Clifford became assistant general attorney in 1947, assistant director of personnel in 1951 and director of personnel in March 1953. In June 1953 he became an NBC vice president.

Extravaganza Talent Added

SIGNING of eight entertainment personalities to appear in the first three one-hour musical and melodramatic extravaganzas to be presented on CBS-TV Thurs., 8:30-9 p.m. EST, starting Sept. 30, was announced last week by the network. Under the sponsorship of the Chrysler Corp., the series consists of a once-a-month musical show, titled *Shower of Stars* and the three-a-month dramatic program, called *Climax.* In chronological order of their presentations, the personalities signed are Betty Grable, Mario Lanza, Harry James, Dick Powell, Teresa Wright, William Demarest, Ethel Barrymore and Dennis O'Keefe.

CMA-TV Joins CBS-TV

CMA-TV Havana (ch. 2) has joined CBS-TV as a primary affiliate, it was announced last week by Herbert V. Akerberg, network vice president in charge of stations relations. The station is owned and operated by Telemundo, S. A.

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— FOR ALL BROADCAST EQUIPMENT NEEDS —

NBC-TV to Colorcast Army Showing of Tv's Wartime Use

FIRST public demonstration of the use of television in warfare will be conducted by NBC-TV Wednesday (11-11:30 a.m. EDT) when it presents a color telecast of a field exercise from Ft. Meade, Md.

The telecast, which is designed to give commanders a view of front-line operations, will be staged by the Army Signal Corps with the cooperation of RCA and NBC. Participating in the program will be Gen. Matthew B. Ridgway, Chief of Staff, U. S. Army; Lieut. Gen. Floyd L. Parks, Commander, Second Army; Maj. Gen. George I. Back, Chief Signal Officer, U. S. Army, and Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC.

The field exercise will include a water-crossing operation and an assault on an "enemy-held" position. Televised information from the "battlefield" will be relayed to a "command post of the future," for viewing by the regimental commander. The "eyes" of the operations will be experimental combat television equipment, consisting of portable cameras in the hands of Signal Corps personnel accompanying the assaulting troops.

McCarthy, Associates Form Racing Network

FORMATION of the Thoroughbred Broadcasting System, national radio network devoted exclusively to broadcasting of horse races from major U. S. tracks, was announced today (Monday) by veteran sportscaster Clem McCarthy and four associates.



MR. McCARTHY

Mr. McCarthy will handle the on-the-spot broadcasting along with Phil Sutterfield, WHAS Louisville, who also is one of the stockholders. The first pickup of the network will be from New York's Belmont Park Sept. 28, with a race to be broadcast every Tuesday, Thursday and Saturday.

Line charges to all affiliates will be pegged at a definite figure, following a survey to determine mileage from pickup points at Miami, New York, Louisville and Chicago to the stations. The talent charge to each station will be low, Mr. McCarthy said. Headquarters for the network is at 315 Coleman Bldg., Louisville.

DTN Promotes Marge Kerr

MARGE KERR, manager of new program development for the DuMont Tv Network, has been appointed an account executive for the network, Gerry Martin, sales manager of DuMont, announced. This marks the first time in the history of the network that a woman has been named as a sales account executive, he said.

WGR-TV Signs With DTN

WGR-TV Buffalo, N. Y., on ch. 2, has signed an affiliation agreement with DuMont Tv Network, Elmore B. Lyford, DuMont director of station relations, announced last week.



ALFRED P. SLOAN (r), General Motors Corp. board chairman, is greeted by Robert W. Sarnoff, NBC executive vice president, during Mr. Sloan's visit to NBC's studios in New York, where he previewed 35mm and 16mm color films to be shown on NBC's upcoming *American Inventory* series. The fall series is produced under a grant from the Alfred P. Sloan Foundation, in cooperation with NBC, to explore strategic areas of educational television.

CKLW-TV Signs with DTN

AFFILIATION of CKLW-TV Detroit-Windsor (ch. 9) with the DuMont Television Network, effective with the start of commercial operations on Sept. 1, was announced last week by Elmore B. Lyford, director of station relations for DuMont. CKLW-TV is owned by the Western Ontario Broadcasting Co.

MBS Sets Plans on ND Slate

SCHEDULE of Notre Dame U. football on MBS this fall, was announced last week by the network. The broadcasts cover ten games between Sept. 25 and Dec. 4 and will be offered for local cooperative sponsorship.

NETWORK PEOPLE

John H. Curtis, research dept., ABC-TV, appointed presentations writer, ABC-TV sales development.

Fred MacKaye signed as director of NBC Radio *Lux Radio Theatre.*

Hamilton Shea, general manager, NBC, elected vice president of New York City Control of the Controllers Institute of America.

Larry Lesueur, CBS Radio correspondent at UN, represented nation's radio and tv correspondents at First Army's symposium on press censorship Aug. 6 at Fort Slocum, N. Y.

Paul Harvey, ABC news commentator, began five-state speaking tour at six events last week with appearance at Veterans of Foreign Wars National Convention in Philadelphia.

Red Barber, CBS sports counselor and sportscaster for New York Yankees on WINS and WPIX (TV) New York, is author of *The Rhubarb Patch—The Story of the Modern Brooklyn Dodgers,* published Aug. 3 by Simon & Schuster.

Rex Koury, musical director, ABC Western Div., and his orchestra begin engagement at Cocoanut Grove in Ambassador Hotel, L. A., Aug. 25.

EDUCATORS PRAISE TV'S HELPING HAND

Conventions last week in Chicago, in conjunction with sessions of the National Audio-Visual Assn., stress power of television.

"LOOSE TALK" by educational tv proponents has helped give rise to opposition by certain teachers to that medium and the fear that video will some day replace them in their jobs, audio-visual specialists were told in Chicago last week.

In another vein, it also was said that tv can prove an invaluable teaching aid in the classroom and educators should make greater use of it and other modern instructional techniques.

These opinions highlighted a series of six separate conventions held concurrently with that of the National Audio-Visual Assn. at the Conrad Hilton Hotel July 31-Aug. 4. Upwards of 3,500 specialists attended the conventions.

In one of the conventions, held by the Educational Film Library Assn., Jack K. Rimalover, Educational Testing Service, scored the fear of some teachers that television will compete for their jobs. Noting that many teachers oppose educational film and television, he claimed that "a great deal of this opposition . . . has arisen as a result of the loose talk and the daydreaming of some of the proponents of educational television who have urged that film and the kinescope completely take over the teacher's job."

In a talk before the Catholic Audio-Visual

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers



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Educators Assn., Samuel Cardinal Stritch, Roman Catholic Archbishop of Chicago, urged teachers to make greater use of audio-visual aids. He told 700 members that "if St. Francis of Assisi were alive today, he would be using movies, tape recorders and television" to help spread the word of the Franciscan Order which he founded.

Two Catholic educators predicted that, with the spread of educational tv stations and programs, television will gain greater reception in classrooms. Within five years, every parochial school will have a tv receiver, it was prophesied by the Rev. Michael Mullen, St. John's U., Brooklyn, and Rev. Louis Gales, St. Paul.

Programming Scored

Commercial tv fare came in for criticisim too, in a Catholic group panel session on educational tv programs.

The panel included Virginia Renaud, education director, WBBM-TV Chicago, who discussed script and personnel requirements, and Norbert Hruby, Loyola U. The latter chastised certain commercial tv programs for improperly emphasizing violence, and also lauded other network shows as fit to be recommended to students.

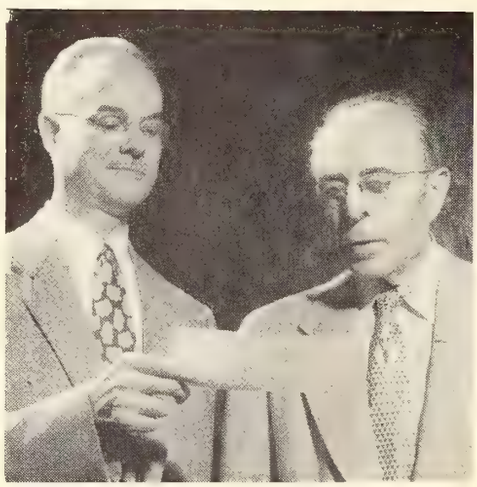
Jack E. Lewis, Lewis Film Service, was elected president of the National Audio-Visual Assn. for the coming year. Among exhibitors at the NAVA convention were Ampex Corp., Ampro Corp., Broadcasting & Film Commission, Coronet Films (which celebrated its 15th year in the field of educational films with a dealer banquet), Walt Disney Productions, Encyclopaedia Britannica Films, International Radio & Electronics Corp., Jam Handy Organization, Motion Pictures for Television Inc., RCA, TelePrompter Corp., and United World Films. New equipment, including filmstrip projectors by Bell & Howell, were introduced during the meet, which closed Wednesday, along with the other audio-visual conventions.

Emerson Grants Given KQED (TV), WHA-TV

EDUCATIONAL tv has progressed remarkably but it still needs financial and moral support from the general public as well as other sources, Benjamin Abrams, president, Emerson Radio & Phonograph Corp., said Thursday in presenting checks for $10,000 each to KQED (TV) San Francisco and WHA-TV Madison, Wis. They are the fourth and fifth educational tv stations to qualify for awards under the terms of the Emerson $100,000 educational tv grant providing for gifts of $10,000 to each of the first ten noncommercial educational tv stations to get on the air in the U. S.

"Despite the many barriers that have been placed in their paths, educational tv stations are now operating on five of the 242 noncommercial channels allocated by the FCC for this purpose," Mr. Abrams said. "This is a tremendous step forward but it has been made possible only by the combined support of civic and educational leaders and the general public in each of the five areas."

It will take similar support in other communities to get educational stations on the air there, Mr. Abrams commented, warning that powerful commercial interests are endeavoring to get channels allocated for educational use.



EMERSON Radio & Phonograph Corp. grant of $10,000 to educational WHA-TV Madison, Wis., is accepted by Harold B. McCarty (l), director, Wisconsin State Broadcasting Service, and Professor H. L. Ewbank, chairman, State Radio Council.

Dr. Griswold Urges Churches To Use More Radio-Television

WIDER use of radio and television by church groups was urged last week by the Rev. Dr. Clayton T. Griswold, executive director of radio and television of The Presbyterian Church, U. S. A., in a talk before the 17th general council of the World Presbyterian Alliance meeting in Princeton, N. J.

"For the church of 1954 not to make extensive use of radio and television would be as unthinkable as if St. Paul refused to travel in ships or Luther and Calvin had looked down on the printing press as unworthy of their use," Dr. Griswold declared.

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TWA GIVES UP NETWORK STRIKE

STRIKE by the independent Television Writers of America against NBC-TV, CBS-TV and ABC-TV was called off last Tuesday amid reports that TWA was considering joining forces with other writer groups. (See story below.)

TWA said in a statement that it had found that "the efforts of our members alone were not enough to win a strike," adding that "the lack of support from other writers caused a stalemate." The union, which claims to represent a majority of free-lance tv writers, called the strike July 21, seeking a union shop contract from the networks and a rise in pay for half-hour and one-hour tv scripts [B•T, July 26].

Although the Authors League of America and TWA have been involved in a constant tug-of-war for the past two years for jurisdiction of free-lance tv script writers, a TWA spokesman in New York told B•T that meetings are going on with a view toward unity. It has been the objective of the Authors League to bring all writers of motion pictures, radio and television into one division of the league.

Welfare, Pension Plan Major AFTRA Contract Goal

RADIO and television networks will be asked for a 20% increase in basic fees during upcoming negotiations with the American Federation of Television and Radio Artists in November, although the major contract goal will be a non-contributing welfare and pension plan.

AFTRA's demands on the networks were elicited by B•T from various sources last week following the union's convention in Detroit at which the welfare-pension plan proved to be the major topic of discussion [B•T, Aug. 2]. AFTRA will press for other "fringe" benefits, including increase in rehearsal rate, longer and more frequent rest periods during rehearsals and earlier delivery of scripts, but it is reported that the union is prepared to relax these and wage demands to effectuate a welfare-pension plan.

It was reported that AFTRA also will ask for a $30 per week increase in minimum staff announcer rates, which would place base pay at $165, except in Chicago where the unit system, under which a number of commercials are given without extra talent fees, would raise it to $180.

TWA-SWG Merger Proposal Must Wait SWG Board Meet

ACTING on a proposal by Television Writers of America, in which western regional President Ben Starr asked that private discussions take place between himself and Screen Writers Guild President F. Hugh Herbert on unification of the two groups, must wait two weeks until the SWG board meeting in Hollywood. Mr. Herbert replied that last week's proposal came after developments in which the newly-formed Writers Guild of America, overall organization of SWG-Tv writers group and Radio Writers Guild, filed a petition in New York with NLRB asking jurisdiction over writers for live video.

Filing came the day after TWA called off a strike against the major networks, blaming lack of active support from other writers for failure. SWG explains, however, strike-end had nothing to do with filing date, but that one year had elapsed last Wednesday since TWA certification as bargaining agency for live tv writers,

the minimum period before a new election could be asked.

Local NLRB officials say if all interested parties (TWA, SWG-WGA and three major networks) file no protest, jurisdictional question can be determined in less than two months. However, if any single party objects, repetition of last year's prolonged hearings can be expected.

TWA has always favored a single tv writers union, Mr. Starr told B•T, which prompted his proposal to Mr. Herbert after WGA move. Mr. Starr said Mr. Herbert at first agreed to meeting but later notified him he would have to consult SWG board.

NLRB Examiner Resumes AFM, AFTRA Hearing

THE National Labor Relations Board hearing was continued in New York last week on a dispute between American Federation of Musicians and American Federation of Television and Radio Artists over talent jurisdiction. Initial testimony was taken in Chicago on July 16 and hearing resumed in New York last Wednesday, with the proceedings expected to extend through this week.

Several witnesses for AFM appeared before Examiner I. L. Brodwin on Wednesday and testified it has long been the practice for musicians to speak lines of dialogue on shows, claiming this constituted only "incidental service." AFTRA witnesses took the stand, starting last Wednesday afternoon, and made the point that even "incidental service" by musicians is not countenanced by the AFTRA code, except in sustaining programs.

The hearing is the climax of a long-smoldering feud between AFM and AFTRA, with the latter insisting that speaking musicians must join its union and AFM forbidding it. It was called on request of ABC for "clarification" when a dispute arose over whether the singing team of Homer & Jethroe, appearing on ABC's WBKB (TV) Chicago, should join AFTRA.

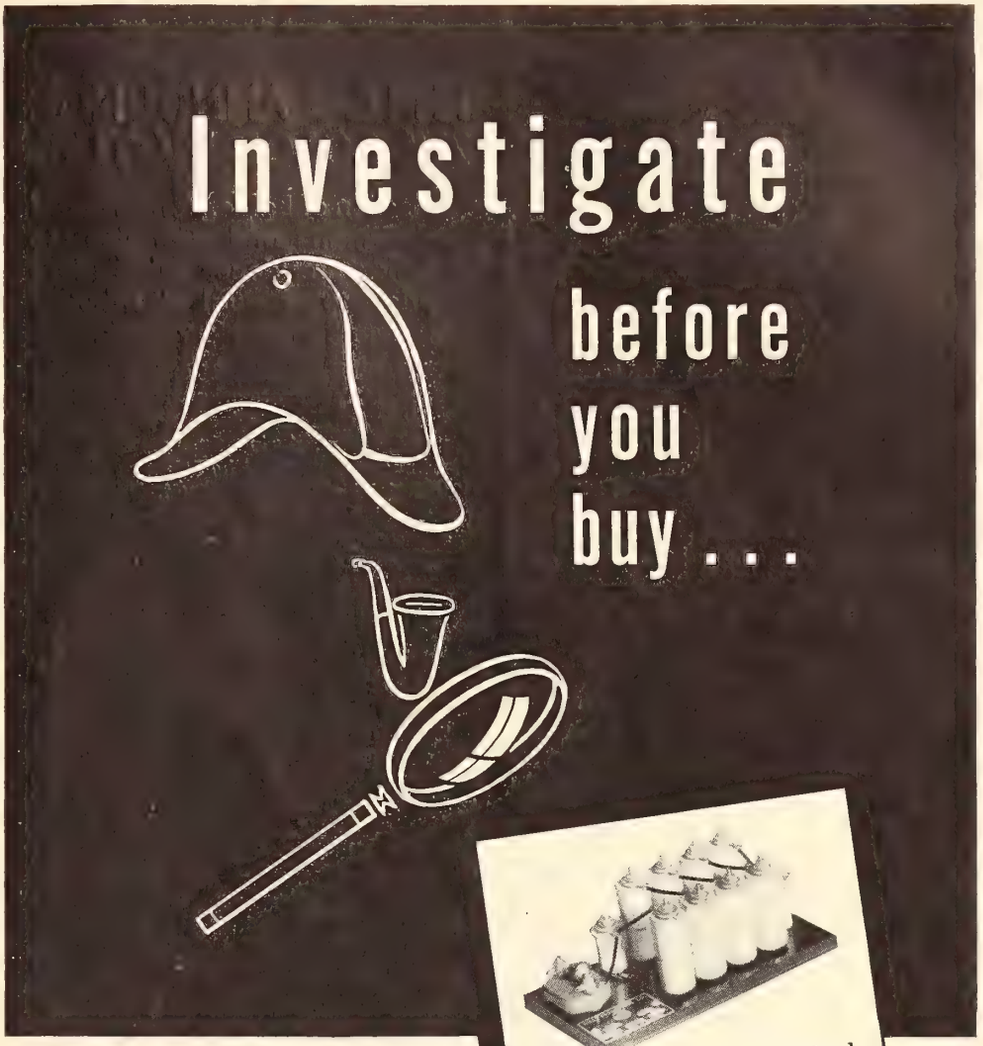
SAG, AFTRA Parley Reported 'Harmonious'

A TWO-DAY Hollywood conference last week between the American Federation of Television & Radio Artists and Screen Actors Guild representatives have produced "harmonious" results, beyond which neither side will commit itself. AFTRA President George Heller, accompanied by AFTRA counsel Henry Jaffe, conferred with SAG President Walter Pidgeon, Executive Secretary John Dales Jr., Tv Administrator Kenneth Thomson and counsel William Berger.

Both sides were close-lipped, but admitted discussions included problems involving jurisdiction in Video Tape Recording, possible CBS entry into tv filming [B•T, July 26] and closed-circuit kinescope actors.

NLRB Ruling Bars Pickets

RULING by a National Labor Relations Board trial examiner in New York last week barred Local 802, American Federation of Musicians, from picketing origination points of broadcasts of WINS there away from its studios. Union had installed pickets at Yankee Stadium and Eastern Parkway Arena on March 30 after calling a strike at WINS, but had removed them on May 26 in compliance with a temporary injunction issued by the U. S. District Court for the Southern District of New York [B•T, May 31].



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PHILCO ANNOUNCES 21" COLOR TV TUBE

Election of Balderston as board chairman and Carmine to Philco presidency takes place prior to annual distributors convention in New York.

DEVELOPMENT of a 21-inch color tube by Philco research laboratories was revealed Monday by James H. Carmine, newly-elected president of Philco, during the company's annual distributor convention, held last week at New York's Waldorf-Astoria Hotel. Philco's 1955 radio and tv receiver lines were presented to the distributors during the meeting, where the company's first line of phonographs was also introduced.

Mr. Carmine, with Philco for 31 years and for the past five as executive vice president, was elected president of the company at a meeting of the Philco board of directors. preceding the opening of the distributor convention. He succeeds William Balderston who was elected board chairman after James T. Buckley declined re-election to that post. Mr. Balderston, who had been president of Philco since 1948, in his new capacity as board chairman will also become chairman of the policy committee and will devote himself to the broad areas of finance, manufacturing, research, engineering, legal and licensing activities.

John M. Otter, who joined Philco in 1926 and who has been vice president in charge of consumer products, was elected executive vice president to succeed Mr. Carmine. Announcement of Mr. Otter's election was made Tuesday, final day of the distributor convention.

Work Not Completed

In announcing that Philco has a 21-inch color tube in the works, Mr. Carmine made it plain that the work is not completed. "Until it is completed," he stated, "Philco will not place it as a color television receiver for sale to the public. Philco does not intend to offer the public color television receivers this year. Only a trickle of sets will be sold by the industry in 1954 and, in my opinion, manufacturers will build only about enough sets to sample their dealers next year."

Mr. Carmine told the 1200 distributor representatives at the convention that in his opinion the color sets so far put on the market are not suited to mass production.

The Philco tube, he said, is a one-gun tube that provides a rectangular color picture of 250 square inches, that does not require the shadow mask used on other color tubes, that is not limited as to size and that reproduces color images with "remarkable brightness and clarity." "Preliminary work," he noted, "indicates that this tube can be mass produced at a comparatively lower cost than other color tubes."

Reporting an enthusiastic reception for the Philco color system by engineers from other electronic manufacturing companies to whom it has been shown, Mr. Carmine said that Philco's goal is to make a color tube only slightly more expensive than present monochrome tubes.

Philco announced 32 new tv sets in its 1955 line, including seven models with 24-inch picture tubes, priced the same as the 1953 21-inch sets, and the new 21-inch models priced from $159.95 to $419.95, compared to last year's prices of $249.95 to $529.95. An all-channel tuning system with a single dial for all presently allocated vhf and uhf channels is incorporated in the 1955 Philco line.

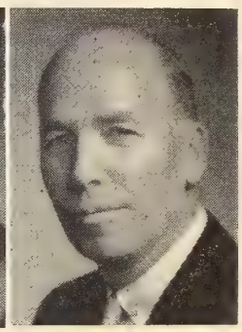
Frederick D. Ogilby, vice president and general manager for television, said that "Philco has long recognized the need for a more economical approach to conversion of tv sets to receive the many new uhf stations. . . . Our engineers have designed a new uhf tuner which can be literally 'plugged in' in a matter of minutes to convert vhf to uhf."

"This new Philco invention," he said, "will greatly help the uhf broadcasters getting started in a new market. It is our opinion that the FCC and RETMA should recommend that all television manufacturers start immediately to adapt uhf to their receivers in this manner to help further the interest of uhf broadcasting in more cities."

A new line of radios, using "printed wiring" circuits and comprising 14 radio and clock-radio combinations, was introduced.



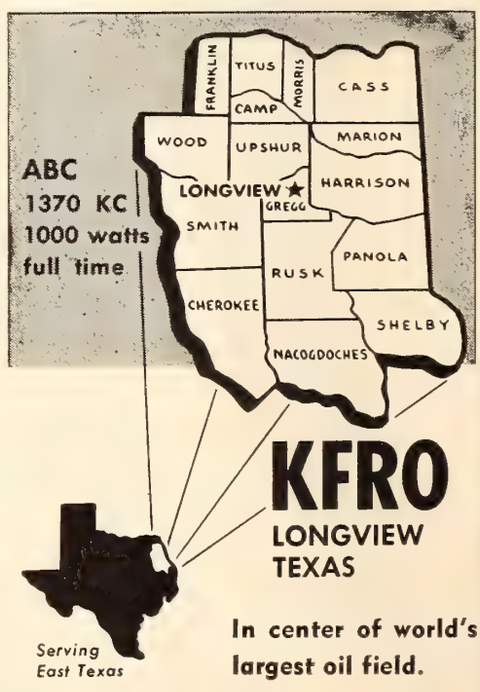
MR. BALDERSTON



MR. CARMINE

Philco also showed its distributors a line of phonographs, an innovation for the company, although it has long produced radio-phonograph combinations and record changers.

Featured in all Philco hi-fi models is the new "electrostatic" speaker, employing 16 vertical speakers arranged to form a half-cylinder, a shape that diffuses the sound over a 180-degree pattern from the series of vertical column speakers. Application of the driving force to the entire area of each of the 16 radiating columns gives the unit its new achievement in high fidelity, according to William H. Chaffee, Philco vice president for radio.



Emerson Offers 15" Color At $695, Drops Lease Plan

COLOR tv sets at $695 retail are being offered by Emerson Radio & Phonograph Corp., which is discontinuing its tv leasing plan, Benjamin Abrams, Emerson president, announced Wednesday in a letter to all distributors.

Lowest-priced color set yet to be put on the market, the Emerson model (C-501) contains a 15-inch picture tube. Emerson will not produce sets with 19-inch color tubes, Mr. Abrams said, but will be among the first to use 21-inch color tubes when "satisfactory performance" is assured.

"In view of the fact that color programming will be available on a more frequent basis starting in September, we are discontinuing immediately the leasing plan announced earlier this year," Mr Abrams told his distributors. He reminded them that "limited color programming was one of the reasons for the inauguration of the plan."

Discount Selling of Tv Sets Hit by Magnavox' Friemann

PRACTICE of discount house selling of television sets is resulting in lower production quality of receivers, according to Frank Freimann, president of The Magnavox Co., Fort Wayne.

In a talk before the New York Society of Security Analysts on July 29, Mr. Freimann claimed that the practice of discounting fair trade television set prices has caused "lower quality for the consumer and gradually decreasing profit margins for the retailer." He charged that some tv sets are priced "with an eye to selling them competitively through discount outfits."

"Some manufacturers have had to meet such lower prices by eliminating necessary parts or circuits," Mr. Freimann said. "Magnavox, while maintaining a competitive price level, has been enabled through its selective dealer policy to actually add many consumer benefits at a price structure that remains competitive."

Sylvania Promotes Hopkins In Wholesale Re-Assignments

WILLIAM J. HOPKINS, former middle Atlantic district sales manager, electronic products sales division of Sylvania Electric products, has been appointed supervisor of national accounts, with headquarters in New York. Succeeding him as mid-Atlantic sales manager in Philadelphia, is Robert C. Hoffmann, formerly mid-Eastern district sales manager, whose former post in Pittsburgh goes to J. B. Pomeroy, former sales representative in the North California District. M. C. Roseto, former sales representative in the South California District, moves to the North California District, with headquarters in Emeryville.

Ted Napp, formerly in charge of sales service in Chicago, has been appointed sales representative for the Chicago district. W. G. Ripley, formerly in merchandising in Emporium, Pa., has been appointed sales representative in Des Moines. Kevin J. Joyce and Ciaran B. Kennedy, who have completed the Sylvania sales engineering training program, have been named sales engineers for the equipment sales division of electronics sales, with headquarters in Cincinnati and Los Angeles, respectively.

Four new district sales managers have been appointed by the radio and television division of Sylvania Electric Products, Bernard O. Holsinger, general sales manager of the division, announced last week: Norman B. Scott, formerly with Kelvinator Corp., for the territory including Virginia, North and South Carolina and Eastern Tennessee; Alfred S. Ross, formerly with Krich-Radisco, for metropolitan New York City and New Jersey; John C. Dews, from Nesco, for the Cincinnati territory; John O. Painter, former manager of sales training for Sylvania radio and tv, for the territory including Philadelphia, York and Allentown, Pa., Baltimore and Washington.

DuMont Opens Color School

SPECIAL color television school for service personnel of DuMont tv set distributors is to be opened Aug. 23 by the DuMont Teleset Service Dept. in Paterson, N. J. The one-week course, which will be repeated weekly to accommodate all distributor personnel, will offer a comprehensive study of color fundamentals,

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Station	Power	Band	Use
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WTVD (TV) Durham, N.C.	5 kw	tv (ch. 11)	new station
KCOM-TV Sioux City, Iowa	25 kw	tv (ch. 4)	new station
Gates Radio Co.			
KRPL Moscow, Idaho	250 w	am	replacement transmitter
KCHV Coachella, Calif.	1 kw	am	new station
WHEE Martinsville, Va.	1 kw	am	new station
KERG Eugene, Ore.	5 kw	am	power increase
General Electric Co.			
KTVX (TV) Muskogee, Okla.	5 kw	tv (ch. 8)	new station
WMVT (TV) Montpelier, Vt.	5 kw	tv (ch. 3)	new station
WWJ-TV Detroit	35 kw	tv (ch. 4)	
KCKT (TV) Great Bend, Kan.	35 kw	tv (ch. 2)	new station

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AMPEX CORPORATION

934 Charter Street • Redwood City, California

Distributors in principal cities; Canadian distribution by Canadian General Electric Company

according to Joseph A. Hatchwell, director of service of the department.

"The DuMont color tv school," Mr. Hatchwell said, "will build a group of highly trained color service specialists who will return to their jobs prepared to handle color television installation and maintenance and to train others within their own organizations. In this way, DuMont distributors will be able to provide the latest and best technical aid and advice on color tv to their area dealers and servicemen."

GE Plans Mass-Produced High Frequency Transistors

PLANS for mass production of low-cost, exceptionally high frequency transistors were announced last week by the General Electric Co., Syracuse.

Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Division, said that plans for large quantity production of the transistors—in the millions—have been made possible through the development of a "rate-grown" method of mass producing essential transistor elements. The new method is said to involve the introduction of special impurities, gallium and antimony, and varying the heat control during the germanium refining process itself. It was reported that as many as 100 wafer-thin layers of specially-treated germanium are formed.

Dr. Baker said that mass production will be launched within two years, dependent entirely on the speed of the electronics industry in designing circuits employing the new extremely high frequency transistors. He added that GE's radio and television department has designed circuits using the new rate-grown transistors in table model radios, clock-radios, portables and television sets.

MANUFACTURING SHORTS

Midwest Sound Systems Inc., Chicago, announces availability of new "Mir-A-Call" communications system for use between control room and studio crew in tv studios, utilizing wireless miniature sound receivers that can be carried in shirt pocket and small transmitter.

Stewart-Warner Corp., Chicago, report sales of $48,974,416 and net income of $1,511,560 for six-month period ending June 30, net equaling $1.13 per common share comparing to $1.60 for comparable 1953 period, when sales were $67,338,941. Company also declared 40-cent cash dividend per share of $5 par value capital stock, payable to holder Sept. 4, and reported principal decline in military products.

Allen B. DuMont Labs, Clifton, N. J., announces super mike boom, type MB-96, employing clamp operated dolly, providing "full versatility in all studio operations."

Hammarlund Mfg. Co., N. Y., announces Codan squelch unit that "activates a normally silent Super Pro-600 receiver at a predetermined signal strength."



NEW table model tape recorder, developed and marketed by Columbia Records Inc. and Bell & Howell Co., is displayed by Columbia President James B. Conkling (l) and B & H President Charles H. Percy.

Shasta Div., Beckman Instruments Inc., Richmond, Calif., announces Model 701 adjustable power supply unit "providing DC voltages from zero to 250 at maximum load of 90 ma (360 volts, open circuit), and AC filament power, 6.3 volts at 3 amps, center tapped," with ripple "kept to the low value of 20 MV RMS by use of a two section choke input filter."

Firm also announces new crystal controlled receiver, having six bands at 2.5, 5, 10, 15, 20 and 25 mc, selectable by panel switch, constructed to receive radio signal of National Bureau of Standards.

Astatic Corp., Conneaut, Ohio, announces new convertible hand and desk stand type microphone.

Kay Electric Co., Pinebrook, N. J., announces Telefilter for generation of single side band tv signals, which used with tv rf carrier generator passes upper and rejects lower side band of any one vhf tv channel, according to the company.

Charles F. Adams Jr., president, Raytheon Mfg. Co., Waltham, Mass., presented millionth junction transistor produced by company to Gov. Christian A. Herter of Massachusetts.

Allen B. DuMont Labs, Clifton, N. J., television receiver div., is distributing 58-page illustrated product and sales information manual prepared by them to dealer salesmen covering new line of DuMont tv receivers.

Admiral Corp., Chicago, has shipped 27-inch tv receiver to President Rojas Pinilla of Colombia and 21-inch tv-radio-phonograph combination to President Ramon Magsaysay of the Philippines.

John F. Rider Inc., N. Y., has published: first of series of specialized texts intended for electronics students titled *RC/RL Time Constant;* a dictionary illustrating all terms used in color tv titled *Color Tv Dictionary;* and three different volumes instructing in tv receiver servicing prepared by the RETMA Pilot Training School teaching association.

Precision Apparatus Co., Elmhurst, N. Y., announces new general purpose 5″ oscillioscope, model 520.

Wright-Zimmerman Inc., New Brighton, Minn., has new speaker designed for radio and tv sets as aid to the hard-of-hearing. Unit has 30-foot cord which clips to speaker terminals in receivers and unit speaker may be placed in inconspicuous spot, according to the company.

Magnetic Recording Industries, N. Y., announces new line of Magneticon components developed for broadcast stations enabling user " . . . to produce and reproduce magnetic recordings on a flat magnetic disc while utilizing his already existing equipment . . . "

Tele-Q Corp., N. Y., is sending to clients and prospective clients its latest brochure promoting and publicizing its cueing equipment.

MANUFACTURING PEOPLE

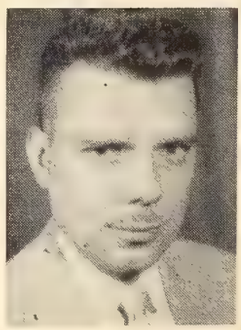


MR. BRODLEY

George Brodley appointed merchandising assistant, radio tube and television picture tube divs., Sylvania Electric Products, N.Y.; **Wallace R. Wirths,** public relations representative and manager, Aluminum Co. of America, Edgewater, N. J. plant, to public relations dept., **Fred W. Fulle,** New York City and Newark district sales manager, named general sales manager, lighting div., Sylvania Electric Ltd., Toronto.

Henry T. Roberts, general manager, commercial music div., Magnecord Inc., Chicago, named vice president in charge of division.

William J. B. Kennedy to Mobile Communications dept., Allen B. DuMont Labs., Clifton, N. J., as a sales and service representative.



MR. LOASBY

Frank Loasby, sales engineering laboratory manager, Raytheon Mfg. Co., Waltham, Mass., named director of sales engineering and service; **Curtis L. Peterson** appointed assistant advertising manager, television-radio div. Joseph C. Profitay, Methods Engineering Council, Pittsburgh, to assistant manager, district sales and service, equipment sales div.

Richard G. Bennett, formerly with Continental Communications, Chicago, to Andrew Corp., same city, as sales engineer.

SOUTHWEST—Gates • HOUSTON
2700 POLK AVENUE
TELEPHONE - - ATWOOD 8536
— FOR ALL BROADCAST EQUIPMENT NEEDS —

ABC-TV GOLF COVERAGE

ABC-TV Network currently is televising the finals of two golf tournaments—the All-American and the World Championship of Golf, with the special events offered on a co-op basis. Final rounds of the All-American were to be televised Aug. 8 (yesterday). Final play of the World will be aired Aug. 15 (7-8 p.m. CDT) with Florsheim Shoe Co. sponsoring telecasts in Chicago, New York and Detroit. Agency is Gordon Best Co., Chicago. Tourneys are being held at Tam O'Shanter near Chicago. CBS o&o WBBM Chicago is broadcasting the finals of the two tourneys.

CHILDREN'S SAFETY CONTEST

AS a means of improving traffic conditions for youngsters in its coverage area, WMIN-TV Minneapolis-St. Paul is conducting two contests for children under 15 during the month of August. One is for slogans on traffic safety and another for posters on the same subject, with winners to receive prizes including tv sets, bicycles and roller skates.

CKWX BLOTTER PROMOTION

CKWX Vancouver has been mailing blotters to advertisers and advertising agencies on a weekly basis this summer featuring the theme "wherever they go . . . there's CKWX radio," to promote summer radio advertising. The colorful blotters picture drawings of bathing girls and British Columbia tourist attractions.

WKNB-AM-TV 'AGENCY DAY'

TIME BUYERS and account executives from all major New York agencies were guests of WKNB-AM-TV New Britain (Hartford), Conn., when those stations held an "Agency Day" to celebrate the opening of the new WKNB Television-Radio Center in West Hartford. Agency personnel were transported by special train and chartered bus as guests of the WKNB staff. The all-day program at the new Center included guided tours of the 20,000 square foot building which houses all station radio and tv production and administrative facilities. Other activities included luncheon, a cocktail party and a program which utilized cartoons and commentary by Program Director (and artist) Ralph Kanna to describe the progress made by New England's "first uhf station."

WCOV-TV BROCHURE

WCOV-TV Montgomery, Ala., is sending to agencies and advertisers an illustrated promotional brochure with on-set photographs of station personalities and explanatory copy which describes their program formats and lists various sponsoring rates. Declaring "Montgomery's sold when they see and hear your advertising on WCOV-TV," the cover depicts a diverse group watching a tv set with a cutaway screen which reveals WCOV-TV stars on the inserts inclosed. The inside back cover contains a drawn to scale coverage map and the back cover presents county-by-county statistical information on population, sales and buying power. Coverage data is based on the planned Sept. 1 increase to 200 kw.

KFI 'BEN HUNTER DAY'

ATTENDANCE at "Ben Hunter Day," honoring Mr. Hunter, KFI Los Angeles late-night disc m.c., with a huge outdoor banquet at Banning Park, Calif., exceeded the expected 6,000 person mark by 2,000, station executives estimate. Listeners from Massachusetts, New York, Manitoba, Alaska and Mexico attended the party and eight chartered busses from various Southern California areas were filled to capacity, KFI spokesmen reported. With local police offering cooperation by allowing all cars with "Ben Hunter Day" stickers to park anywhere, a caravan of 60 to 70 sports cars arrived as scheduled, but an expected flight of 100 private planes was fogged in, station spokesmen stated.

KUDL DRUG PROMOTION

UNDER an arrangement recently completed by KUDL Kansas City and the Parkview Drug Chain, which operates 15 drug stores in the Kansas City market, distribution and promotion is underway of Parkview approved, KUDL promoted drug items, according to the station. The campaign offers KUDL drug advertisers window displays in all 15 local Parkview stores plus guaranteed point of sale promotion for all products advertised on KUDL. Six announcements weekly on the station, or more, is one prerequisite and Parkview approval of the product is the other. Al Zimmerman, KUDL account executive, and Phil Small, Parkview president, made arrangements for the promotion.

COLOR TV SYNOPSIS

SYNOPSIS promoting and explaining color television is being distributed to retail dealers in Oklahoma City by WKY-TV there. Titled "Hue and You," the pamphlet begins with an introduction by P. A. Sugg, WKY-TV manager, giving historical background on communications up to the time of color tv. The synopsis employs the question and answer method for detailing information on why that station was among the first to equip itself for originating color programs live from its studios, the benefits of color to the viewer and advertiser and reasons why the "new medium" will remain and revolutionize the industry.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time For Color.*

August 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil & Presbrey

Sept. 7 (7:45-8 p.m. EDT): *Jo Stafford Show,* Gold Seal Co. through Campbell-Mithun

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp. through Biow Agency

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp. through McCann-Erickson

NBC-TV

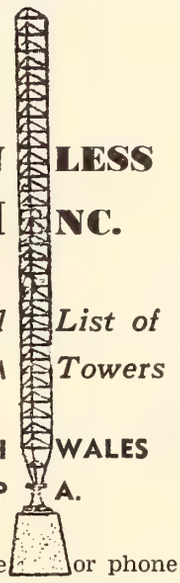
Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

August 11: Fort Meade, Md.

August 12, 19: *The Marriage*—situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T.]

KWBR WBRW KMUS WLSI
AR WGTA KBOP WNDB WC
WFMO WHIZ WESK KTRY
TR WKLO WJAY WZOB WL
WPAZ WLON WPAM WCRE
RA WBRY WPAC WJMC WA
KIKI WWOC WOWO KWOC
IM WAWZ KMAK WLOK WE
WGRY WKBR WFUL KGAL
WM WPEL WHBO WGVM WN
WJOT WKOV KRGI WOBS
OE WIRC WYVE CMBC WR
WMGR WNNJ WLAY WKNX
FC WKOY WOLS WOSC WA
WJIV WAWZ WOHO WTCW
WP WKIK WMMB WGLS KA
WRHC KUKI WHIL WRAY
EL WPOR WARN KCOH WI
WTPR WHYN WABM WLEA
WH WLMJ WTUS KOLN KD
WCVA WJMA WTSA WATH
BO KSOO WDBF WMOU WG
KXIT WFEC WSFL WELC
WG WWBZ WKMH WTVB WP
WSPD WWHG WWWF KCIM
VM KRVN WDOR WPAW WN
WKLY KNEX WKVA WOKO



STAIN LESS I NC.

Partial List of our AM Towers

NORTH WALES P A.

Write, wire or phone

EB KCRE WCIN WPRT WR
WPPA WNAV WDOK WPBB
IS WTVB WTTV WFOB WI
KBON KXLW WPAW WABM
VK KLWN WOAP KLAS WP
WJBS WJCD WREB KBTA
AG WIOD KWWL WHBS WO
WGSM WBRM WCOJ WGET
ZK WQAM WKSR WRAP WS
WDOV WEPM WERC WOBL
MT WCAP WINZ WCAM WJ
KPAN KJCK WTOB WEAT
MJ KCJB WGAF WSOK WD
WHOM WGYV WPLI WCLD
BO WMAY WINZ WOMP WS
WGBS WAZL WMIK WEOK
LM WGTA KBOP WNDB WC
WLTR WKLO WJAY WZOB
AR WARA WBRY WPAC WJ
WDOS WRHI WKRT WBLT
MC WEIM WAWZ KMAK WL
WICE WKID WWWR WFMD
OK WOND WBEV KBBA WI
WKRT WHSY KLMX WCDL
KE WILK KNBR WKBV WA
WKCT WBIS WKXY WDSM
MI WPRO WKSB WPEL WH

'THE SEVENTH CONTINENT'

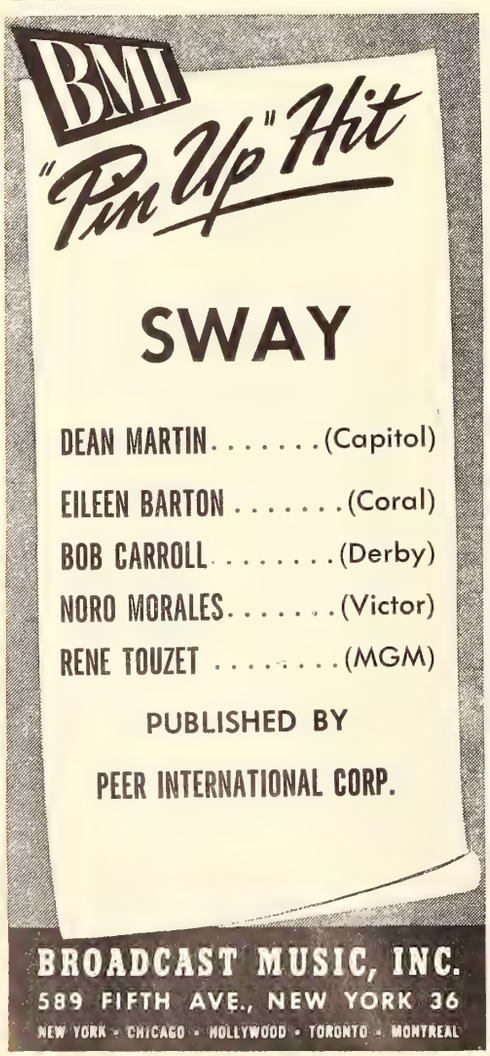
NEW bi-weekly documentary series, based on the concept of a "single community of thought" apart from all boundaries save the spoken and written word, has been launched by WBBM Chicago under the title of *The Seventh Continent*. The program refers "to that area which exists on no geographer's globe, but in the mind of man . . . that bridge of knowledge and communication which ties mankind together," according to the station. The series is dedicated to revealing significant facts which often escape the attention of the average citizen, and students and faculty members from countries involved in the discussions appear on the program.

SMART AS A FOX

KFOX Long Beach, Calif., is sending to advertisers and agencies a decorative file folder, in which to keep news bulletins, rate cards and other information which the station will from time to time send out. A smiling fox adorns the front of the folder and the head reads "The New K-FOX for smart coverage." Claiming greater listening, greater coverage and solid programming in a fast growing community, a graph and map give market and audience information. Several of KFOX's programs are billed and briefly described on the back.

'PEOPLE ARE FUNNY' HOME GAME

IN CONJUNCTION with the new CBS-TV *People Are Funny* tv show starring Art Linkletter, the Whitman Publishing Co. is producing a home charade game of the same name. The game is packaged with illustrated instructions taken from *People Are Funny* radio shows over the past 12 years, sketched presentations for the novice participant, rated cards and a sand clock. The publishing company claims to have bridged the gap between uncontrolled charades and a well directed party game. The new tv show will emanate from the "Linkletter Playhouse" in Hollywood starting Sept. 19 and the radio series will begin Oct. 5.



CANADIAN MINING REPORTS

SERIES of five reports on developments at Uranium City in Canada's Northwest Territories was carried on Canadian Broadcasting Corp. network *News Roundup* show last week. Ron Hunka, CBX Edmonton, Alta., recorded a series of on-the-spot reports from Uranium City on Lake Athabasca concerning developments in prospecting, financing, mining and refining radio-active minerals in northern Canada. More reports will be carried for the rest of the month on agricultural and economic developments in Canada's Atlantic Coast provinces and a series dealing with the start of construction work on the St. Lawrence Seaway in southern Ontario.

WJAR-TV PREMIERE SUCCESS

PREMIERE of the live audience participation program *Breakfast at the Sheraton*, over WJAR-TV Providence, R. I., attracted over 200 people. The one-hour show originates in the Garden Room of the Sheraton-Biltmore Hotel in Providence and the format consists of skits with the audience, highlighting of birthdays, a sewing demonstration, contests, quizzes and musical entertainment. WJAR-TV reports that the premiere show filled the Garden Room to capacity despite inclement weather and many calls for future reservations were received at the Sheraton-Biltmore switchboard during the program.

KYW PROGRAM AIRED ABROAD

KYW Philadelphia's weekly *Citizen U.S.A.*, quarter-hour program of business news, is being aired by the Voice of America to give listeners in foreign countries a better understanding of the average American businessman, his problems and how they are solved. Edward M. Goldberger, special events chief of the Voice's Central Program Services Division, praised KYW and Fred Harper, the station's program operations manager, who directs the show.

WTOP NEWSPAPER AD

"RADIO never goes off on vacation" was the theme of the full page advertisement run in the *Washington Post and Times Herald* July 28 by WTOP Washington, 55% owned by that paper. The ad employed a checker board design and 66 of the squares each contained an illustration depicting various vacation locales where automobile and portable radios are enjoyed while vacationers are participating in activities or relaxing.

WAAM (TV) 'SAFECRACKERS'

ANY influx in safecrackings in the Baltimore area my be due to the "Crack the Safe" contest conducted last week by WAAM (TV) there. On "WAAM Day"—Aug. 4—that station displayed a new Diebold Safe and Lock Co. combination safe at Baltimore's amusement center, Gwynn Oak Park. People were invited to try their hand at opening it, the incentive being a store of prizes awaiting behind the door for the first person succeeding. Clues to the combination were posted at various points around the amusement park and aired over the station for a week previous to the contest. Finally, contestants were told to place great reliance on puns and synonyms in working out a solution from the clues.

WCBS-TV POSTCARD PROMOTION

WCBS-TV New York is sending to advertisers and agencies a printed gold postcard titled "Picture Your Product." The illustrated card pictures a man as he is viewing a tv screen which shows a box of Dutch Masters Cigars, a WCBS-TV advertiser. The caption states "Picture your product 1,897,270 times a week in New York area homes. Dutch Master Cigars do . . . on the Number One television station." WCBS-TV uses the June 1954, Telepulse of New York family impressions per week ratings as the source for their figure.

UHF STRONG INFLUENCE

SUCCESS of the remote telecast of the "General Electric Wonderhome" in St. Louis by ch. 54 WTVI (TV) Belleville, Ill., proves, believes the station, that uhf can strongly influence a primarily vhf community. WTVI, selected by GE to tell the story of the modern "Wonderhome," carried an inside, outside and downstairs detailed presentation of the new home, using a three-camera, ten-man production crew. An invitation was extended to viewers at the program's close to personally inspect the home the following day and between an estimated 5,000 and 6,000 St. Louisans accepted and drove out in 110° weather. The response to this show exceeded proportionately and in total audience similar invitations offered this year in New Haven, Philadelphia and other major vhf-only markets, claims the station.

KTBC-AM-TV BROCHURE

TWO folders, one dealing with the radio outlet and the other with the tv, are being sent to advertisers and agencies by KTBC-AM-TV Austin, Tex. Pictured on the front and back are photographs of the State Capitol, Texas U. and various scenes of Texas. Both brochures contain market data on the station's trade area, basing their figures on the May 1954, issues of *Sales Management*. In addition, contour maps show the outlets' Grade A, B and ultimate coverage areas.

McNEILL HOST TO YOUNGSTERS

FOR the third consecutive year, Don McNeill, emcee of ABC radio-tv *Breakfast Club*, is playing host during August to 80 boys between ages of 8 and 12 who take camping vacations at his Barrington, Ill., lake lodge. Boys are chosen under a merit-point system from eight boys clubs in the city and spend three days swimming, fishing, boating, hiking and woodcrafting. After their vacations, youths then appear on the *Breakfast Club* simulcast.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

Station Authorizations, Applications
(As Compiled by B • T)

July 29 through August 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,591	2,576	144	163	136
Fm	559	534	43	8	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	251	308	559[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	265	118	383
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Ninety-one CPs (16 vhf, 75 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 591 already granted.

KBST-TV Big Spring, Tex.—Big Spring Bcstg. Co., ch. 4.

APPLICATIONS

WDEL-TV Wilmington, Del.—WDEL Inc. seeks mod. of CP for ch. 12 to change ERP to 316 kw visual, 190 kw aural; transmitter and studio location to Shipley Rd., near Wilmington; antenna height above average terrain 616 ft. Filed July 28.

WMTW (TV) Poland, Me.—Mt. Washington Tv Inc. seeks mod. of CP for ch. 8 to change transmitter location to Summit of Mt. Washington; studio location to be determined; antenna height above average terrain 3,847 ft. Filed Aug. 3.

KRCG (TV) Jefferson City, Mo.—Jefferson Tv Co. seeks mod. of CP for ch. 13 to change ERP to 104 kw visual, 62.3 kw aural; studio location to transmitter location at U. S. Hwy. 54, 2 miles S of New Bloomfield, near Jefferson City; antenna height above average terrain 659 ft. Filed Aug. 3.

WTVP (TV) Decatur, Ill.—Prairie Tv Co. seeks mod. of CP for ch. 17 to change ERP to 158 kw visual, 85.6 kw aural; antenna height above average terrain 545 ft. Filed July 28.

WMTV (TV) Madison, Wis.—Bartell Tv Corp. seeks mod. of CP for ch. 33 to change ERP to 211 kw visual, 126 kw aural; antenna height above average terrain 697 ft. Filed Aug. 2.

New Am Stations . . .

ACTIONS BY FCC

Harvard, Ill.—Esther Blodgett granted 1600 kc, 500 w daytime. Estimated construction cost $21,500, first year operating cost $45,000, revenue $50,000. Miss Blodgett is independent producer of radio programs. Granted July 29.

San Angelo, Tex.—David P. Pinkston d/b as Concho Bcstg. Co. granted 1420 kc, 1 kw daytime. Post office address Box 1319, Lubbock, Tex. Estimated construction cost $15,456, first year operating cost $36,000, revenue $42,500. Principals include Mr. Pinkston, general manager-40% stockholder KDAV Lubbock, and 30% partner in Panhandle Bcstg. Co., applicant for new am station at Amarillo, Tex. Granted Aug. 4.

Virginia Beach, Va.—J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr. and J. P. Sadler d/b as Virginia Beach Bcstg. Co. granted 1600 kc, 1 kw daytime. Post office address 7310 Atlantic Ave., Virginia Beach. Estimated con-

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Columbus, Miss.—Birney Imes Jr. (WCBI) granted vhf ch. 4 (66-72 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 390 ft., above ground 425 ft. Estimated construction cost $196,056, first year operating cost $100,000 revenue $100,000. Post office address Columbus, Miss. Studio and transmitter location Gilmer Hotel, Columbus. Geographic coordinates 33° 29′ 43″ N. Lat., 88° 25′ 51″ W. Long. Transmitter and antenna RCA. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Mr. Imes is president-97.4% stockholder WCBI, and WELO Tupelo, Miss.; owner of WMOX Meridian, Miss., and WNAG Grenada, Miss.; and owner-publisher *Commercial Dispatch*, Columbus. Applicant earlier requested deletion of his CP for uhf ch. 28 WCBI-TV. Granted July 28.

Existing Tv Stations . . .

ACTIONS BY FCC

KAKE-TV Wichita, Kan.—KAKE-TV granted mod. of CP for ch. 10 to change studio location to 400 ft. N of intersection of 13th & West Sts., outside city limits of Wichita. Granted July 29; announced Aug. 3.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. granted mod. of CP to change ERP to 26.3 kw visual, 13.8 kw aural; transmitter location to 40th & W Sts., Lincoln; antenna height above average terrain 390 ft. Granted July 30; announced Aug. 3.

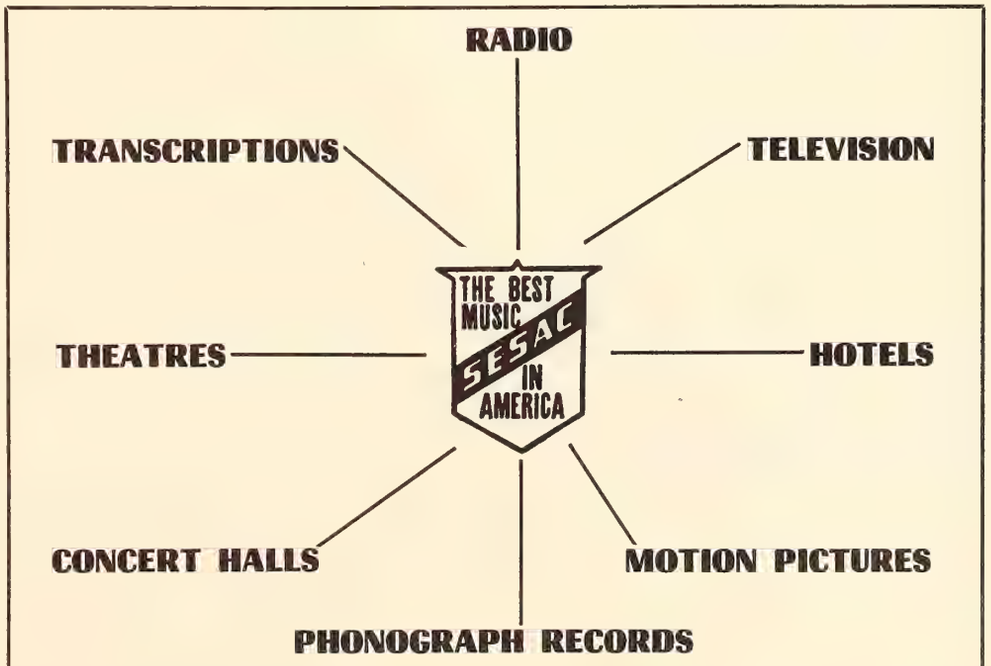
WFMZ-TV Allentown, Pa.—Penn-Allen Bcstg. Co. granted mod. of CP for ch. 68 to change studio location to MacArthur Blvd. & Grape St., approximately 1 mile from city limits. Granted July 29; announced Aug. 3.

KVOS-TV Bellingham, Wash.—KVOS Inc. granted mod. of CP for ch. 12 to change ERP to 38.46 kw visual, 19.5 kw aural; transmitter location to Mt. Constitution, on Orcas Island, approximately 4 miles ESE of Eastsound. Granted July 30; announced Aug. 3.

CALL LETTERS ASSIGNED

KTVK (TV) Phoenix, Ariz.—Arizona Television Co., ch. 3.

KEYD-TV Minneapolis, Minn.—Family Bcstg. Corp., ch. 9.



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE NEW YORK 17

struction cost $23,100, first year operating cost $36,000, revenue $40,000. Principals include **J. S. Banks** (19%), hotel operator; **J. P. Guzzy** (19%), hotel owner; **J. L. Hoarty Jr.** (24%), local Chamber of Commerce; **W. W. McClanan Jr.** (19%), cleaners and laundry; and **J. P. Sadler** (19%), building material distributor. Granted Aug. 4.

APPLICATIONS

Indianapolis, Ind.—Rollins Bcstg. Inc., 1590 kc, 5 kw daytime, directional. Post office address Moore Bldg., Rehoboth Beach, Del. Estimated construction cost $65,530, first year operating cost $74,000, revenue $100,000. Principals include President **O. Wayne Rollins** (50%); Vice President **John W. Rollins** (45%), and Treasurer **Katherine E. Rollins** (5%). Rollins Bcstg. owns and operates WRAD Radford, Va., WJWL Georgetown, Del., WHRN-TV Dover, Del., WRAP Norfolk, Va., and WAMS Wilmington, Del. Filed July 30.

Hopkins-Edina-St. Louis Park, Minn.—Edward Schons & William E. Schons d/b as Hopkins-Edina-St. Louis Park Bcstg. Co., 950 kc, 1 kw daytime. Post office address % William E. Schons, 1135 Plymouth Bldg., Minneapolis. Estimated construction cost $38,150, first year operating cost $84,000, revenue $92,000. Messrs. William E. and Edward Schons are officers and stockholders of KLIL Estherville, Iowa, WKAI Macomb, Ill., WDUZ Green Bay, Wis., and WMAW Menominee, Mich. Filed July 27.

APPLICATIONS AMENDED

Central City, Ky.—Muhlenberg Bcstg. Co. amends bid for new am station on 1380 kc 500 w daytime to specify 1600 kc and to change transmitter and studio location to east side of U. S. Hwy. 62, 0.6 mile S of city limits. Filed July 30.

New Albany, Miss.—Vernon K. Wroten & Wynez Wroten d/b as New Albany Bcstg. Co. amend bid for new am station on 1490 kc 250 w unlimited to specify 900 kc daytime operation. Filed Aug. 2.

Cleveland, Tenn.—J. A. Gallimore tr/as Radio Cleveland amends bid for new am station on 1420 kc 500 w daytime to specify 1570 kc 1 kw. Filed July 29.

Existing Am Stations . . .

ACTIONS BY FCC

KFQD Anchorage, Alaska—Alaska Bcstg. Co. granted CP to change from 600 kc 5 kw unlimited to 730 kc 10 kw unlimited. Granted Aug. 4.

WNNJ Newton, N. J.—Sussex County Bcstrs. granted request to sign off at 7 p.m. through Sept. 25. Granted July 26; announced Aug. 3.

WTYN Tryon, N. C.—Thermal Bcstg. Co. granted mod. of CP to change transmitter and studio location to on U. S. Hwy. 176, 1 mile SE of Tryon. Granted July 28; announced Aug. 3.

WBUT Butler, Pa.—J. Patrick Beacom granted reinstatement of expired mod. of CP for new am station on 1050 kc 250 w daytime. Granted Aug. 4.

APPLICATIONS

WNER Live Oak, Fla.—Norman O. Prostman seeks mod. of CP to change from 1450 kc 250 w unlimited to 1390 kc 1 kw daytime. Filed Aug. 2.

WBEL Rockford, Ill.-Beloit, Wis.—Beloit Bcstrs. Inc. seek mod. of license to specify location as Beloit, Wis.-Rockford, Ill., and add an additional main studio at Rockford. Filed July 28.

WPAQ Mt. Airy, N. C.—Ralph D. Epperson seeks mod. of CP to change from 10 kw, 1 kw Canadian Restriction to 10 kw, 5 kw Canadian Restriction. Filed July 28.

WLIK Newport, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. seeks CP to change from 1 kw to 5 kw. Filed Aug. 2.

KLGN Logan, Utah—Atlas Engineering Co. seeks mod. of CP to change from 500 w to 1 kw. Filed Aug. 3.

New Fm Station . . .

ACTION BY FCC

Providence, R. I.—Nobscot Bcstg. Corp. granted CP for new Class B fm station on ch. 268 (101.5 mc); ERP 9.6 kw; antenna height above average terrain 170 ft. Granted Aug. 4.

Ownership Changes . . .

ACTIONS BY FCC

KXOC Chico, Calif.—KXOC Inc. granted voluntary transfer of control to Broodmoor Bcstg. Corp. through sale of all stock for $150,000 and assumption of obligations for approximately $20,000. Principals include **Harold T. Gibney**, free lance radio-tv announcer and performer. Granted Aug. 4.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. granted transfer of control of permittee corporation to Harry W. McCart and Ashley L. Robison through sale by Frank W. Hurd of 37½% interest for $45,000. Messrs. McCart and Robison will now own 50% each. Granted Aug. 4.

WSSB New Smyrna Beach, Fla.—Roland Jordan Jr., James D. King Jr. and Walter T. Slattery d/b as Beach Bcstg. Co. granted voluntary assignment of license to Broadcasters Inc. for $30,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla. general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%), Washington attorney. Purchasers have filed for new am station at Eustis, Fla. Granted Aug. 4.

WKRT-AM-FM Cortland, N. Y.—Radio Cortland Inc. granted voluntary acquisition of control by Leighton A. Hope through purchase of ⅓ interest from Robert M. Hope for $2,000. Mr. Leighton A. Hope will now own ⅔ interest. Granted July 26.

KTAC Tacoma, Wash.—Tacoma Bcstrs. Inc. granted voluntary relinquishment of control by Jerry P. Geehan through sale of 51 additional shares of stock for $100 par value to 5 local businessmen. Granted Aug. 4.

APPLICATIONS

KAGR Yuba City, Calif.—John Steventon seeks voluntary assignment of license to James Emile Jaeger for $20,000. Mr. Jaeger is owner-manager KILA Hilo, Hawaii. Filed July 26.

KCOG Centerville, Iowa—The Centerville Bcstg. Co. seeks voluntary assignment of license to Hiawatha Bcstg. Inc. for $65,000. Principals include President **S. A. Chesley** (28.6%), owner KJOE Shreveport, La.; Vice President **Jeannette Burch** (27.3%); Secretary **Harry L. Hanson Jr.** (6.6%), owner of radio repair shop, and Treasurer **Dale G. Chesley** (27.3%), ordinance works foreman. Filed July 23.

WICA-AM-FM-TV Ashtabula, Ohio—WICA Inc. seeks voluntary transfer of control (50%) to Olive D. Rowley individually and as trustee for David and Richard Rowley in accordance with will of R. D. Rowley, deceased. Filed July 28.

KBOY Medford, Ore.—Clarence E. Wilson & P. D. Jackson d/b as Medford Bcstg. Co. seek assignment of license to Clarence E. Wilson, P. D. Jackson and William H. Hansen d/b as K-Boy Bcstrs. Mr. Hansen purchases ⅓ interest for ⅓ book value. Each partner will now own ⅓ interest. Filed Aug. 2.

KTXL San Angelo, Tex.—Westex Bcstg. Co. seeks voluntary transfer of control to A. D. Rust, B. P. Bludworth, Lowell Smith and Marshall Formby through sale of 50 shares to Marshall Formby and Lowell Smith for $20,000. Mr. Formby is owner KPAN Hereford, 40% owner KFLD Floydada, ⅔ owner KSML Seminole, and ⅓ owner KTUE Tulia, all Texas. Mr. Smith is a rancher and banker. Filed July 27.

Hearing Cases . . .

INITIAL DECISIONS

Detroit, Mich.—New tv, ch. 50. FCC Hearing Examiner William G. Butts issued initial decision looking toward grant of the application of Booth Radio & Television Stations Inc. for CP for new tv station on ch. 50 in Detroit, Mich. Action Aug. 4.

Grand Rapids, Mich.—New tv, ch. 23. FCC Hearing Examiner J. D. Bond issued initial decision looking toward grant of the application of Peninsular Bcstg. Co. for CP for new tv station in Grand Rapids, Mich., on ch. 23. Action Aug. 2.

Las Vegas, Nev.—Hearing Examiner H. Gifford Irion issued initial decision looking toward denial of the application of Desert Television Co. for CP for new tv station in Las Vegas, Nev., on ch. 13. Action August 3.

Huntington, W. Va.—New tv, ch. 13. FCC Hearing Examiner John B. Poindexter issued initial decision looking toward grant of the application of Greater Huntington Radio Corp. for CP for new tv station on ch. 13 in Huntington, W. Va. Action Aug. 3.

Madison, Wis.—New tv, ch. 3. FCC Hearing Examiner James D. Cunningham issued initial decision looking toward grant of the application of Badger Television Co. for CP for new tv station on ch. 3 in Madison, Wis., with ERP 100 kw visual, 50 kw aural and denial of the competing application of Radio Wisconsin Inc. Action Aug. 3.

OTHER ACTIONS

Anchorage, Alaska—Offset Carrier Requirements. On petition filed July 9 by Northern Television Inc., Anchorage, Alaska, the Commission proposes rule making to remove offset carrier minus requirement for ch. 11 at Anchorage. Comments may be filed on or before Aug. 25. Action Aug. 4.

Springfield, Ill.—Ch. 2 proceeding. By Order, the Commission denied petition by Sangamon Valley Television Corp. to enlarge issues to inquire into financial qualifications of WMAY-TV Inc. in comparative proceedings for new tv station on ch. 2 in Springfield, Ill. Action July 28.

WEBC Duluth, Minn.—Head of the Lakes Bcstg. Co. FCC designated for hearing application to change from 1320 kc 5 kw unlimited, directional night to 560 kc 5 kw unlimited, directional. Action Aug. 4.

Omaha, Neb.—Ch. 7 proceeding. FCC (1) by Order, affirmed examiner's action in granting KFAB leave to amend; and (2) by Memorandum Opinion and Order, denied motion by KFAB to delete issue relating to its financial qualifications but granted it insofar as amending that issue to limit the evidence required. Action July 28.

Eatontown, N. J., Harold M. Gade; Long Branch, N. J., Monmouth County Bcstrs.—FCC designated for consolidated hearing applications for new am stations, both seeking 1410 kc, 500 w, D. Action Aug. 4.

WGAL-TV Lancaster, Pa.—By Memorandum Opinion and Order, the Commission denied joint petition by Harrisburg Bcstrs. Inc. (WTPA, ch. 71), Rossmoyne Corp. (WCMB-TV, ch. 27), and WHP Inc. (WHP-TV, ch. 55), all Harrisburg, Pa., and Susquehanna Bcstg. Co. (WSBA-TV, ch. 43), and The Helm Coal Co. (WNOW-TV, ch. 49), both York, Pa., requesting rehearing of Feb. 1 grant to WGAL Inc. (WGAL-TV), Lancaster, Pa., to change antenna site, increase power and antenna height, and operate regularly on ch. 8. Comr. Hennock dissented. Action July 28.

Milton, Pa.—By separate orders, the Commission (1) dismissed petition by Chief Broadcast Bureau requesting enlargement of issues, and (2) dismissed, with prejudice for failure to prosecute, application of West Branch Community Bcstg. Co. for new am station on 990 kc with 250 w, day, at Milton, Pa. Action July 28.

Remote Pickup Broadcast Rules Amended—The Commission adopted a Report and Order finalizing its proposal in Docket 11059 and amended Part 4 of its rules to incorporate certain changes previously made in Part 2 regarding frequency allocations for remote pickup stations, and regrouping of frequencies below 25 mc, effective Sept. 7. Action Aug. 4.

Revise "10% Rule" for Am Broadcast—In a Report and Order adopted today, the Commission finalized, with certain changes, its proposal in Docket 10509 amending the requirements of its so-called "10% rule" relating to am broadcast, effective Sept. 7. In so doing, it placed the new provision in Part 3 of the Rules Governing Radio Broadcast Services as amendments to Section 3.28, and deleted the ninth paragraph of Section 1 of the Standards of Good Engineering Practice accordingly. Action Aug. 4.

Tv Allocation—On petition of Sunbury Bcstg. Corp., Sunbury, Pa., filed April 12, the Commission invites comments on or before Aug. 30 to proposed rule making as follows: Delete ch. 65 from Sunbury, Pa., and add ch. 38; delete ch. 38 and add ch. 74 to Lewiston, Pa., and add ch. 65 to Shamokin, Pa., not now assigned a channel. Action July 28.

Tv Allocation—On petition filed by Radio Americas Corp., Mayaguez, P. R., dated June 23, the Commission invites comments on or before Sept. 7 to proposed rule making to add tv ch. 6 plus to Caguas, P. R., and to substitute noncommercial educational ch. *11 in lieu of *6 in San Juan, and denied opposition of the Department of Education of Puerto Rico dated July 6 insofar as it requests denial of the proposal for the institution of rule making. This opposition, however, insofar as it opposes the amendment of the rules as proposed by petitioner, is made a part of this docket. Action Aug. 4.

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Tv Auxiliary Broadcast Rules Amended—By Report and Order, the Commission finalized, with certain changes, its proposal of Dec. 2 in Docket 10345 and amended Part 4 of its rules governing tv auxiliary broadcast stations. Action Aug. 4.

Muleshoe, Tex., Blackwater Valley Bcstrs.; Muleshoe Bcstg. Co.—FCC designated for consolidated hearing applications for new am stations, both seeking 1570 kc, 250 w, D. Action Aug. 4.

KVOZ Laredo, Tex., Border Bcstrs. Inc.; Harlingerr. Tex., John F. Thorwald; Raymondville, Tex., Hale Schaleben and Van N. Culpepper—FCC designated for consolidated hearing applications of KVOZ to change frequency from 1490 to 1240 kc, and Thorwald and Schaleben and Culpepper each requesting new am station to operate on 1240 kc, 250 w, U; made KSIX Corpus Christi, Tex., and KBLP Falfurrias, Tex., parties to the proceeding.

Post, Tex., Wallace Simpson—FCC designated for hearing application for new am station on 1220 kc, 250 w, D; made KLVT Levelland, Tex., a party to the proceeding. Action Aug. 4.

Whitefish Bay, Wis.—Ch. 6 proceeding. FCC by separate Orders, (1) ordered that the supplement to opposition to Cream City Bcstg. Co. petition to dismiss application of Independent Television Inc. or in the alternative to enlarge issues, filed by Independent, be stricken as violative of Section 1.730 of Commission rules; granted request of Independent to amend its application to provide verification of application, and ordered Independent to forthwith file such amendment; (2) denied motion by Independent to strike a statement by Hearst Corp. in response to Independent's opposition to petition of Cream City to enlarge issues, and denied Cream City's said petition asking addition of issues to inquire into the good faith of Independent and to determine whether Independent's application was filed for the purpose of impeding, obstructing or delaying determination on Cream City and Hearst applications; (3) denied motion by Midwest Bcstg. Co. (permittee of WCAN-TV, ch. 25, Milwaukee, Wis.), a participant in the hearing, seeking enlargement of issues, and (4) denied petition by Hearst for reconsideration of Commission action granting Midwest status as a party intervenor with right to participate in the proceeding. Comr. Doerfer dissented on the last mentioned (4) action. Action July 28.

Thermopolis, Wyo.. Mildred V. Ernst; Thermopolis Bcstg. Co.—FCC designated for consolidated hearing applications for new am stations, both seeking 1240 kc, 250 w, U; made KRAL Rawlins, Wyo., a party to the proceeding. Action Aug. 4.

Routine Roundup . . .

July 29 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

On petition by San Francisco-Oakland Television Inc. advanced further hearing in re proceeding for ch. 2 in Oakland, Calif., from Aug. 9 to Aug. 3 (Dockets 8746 et al.).

Hatfield, Ind., Owensboro On The Air Inc.; Owensboro Publishing Co.—Continued to Aug. 12 the hearing in re ch. 9 (Dockets 10982-83).

By Hearing Examiner J. D. Bond

By memorandum opinion and order denied petition of The Toledo Blade Co. to amend its application for ch. 11 and rejected said amendment (Docket 11084 et al.).

Ordered that a further hearing conference shall be held Aug. 5 in this proceeding, which shall be governed by the terms of the order of this date.

By Hearing Examiner Millard F. French

Des Moines, Iowa, Cowles Bcstg. Co.; Murphy Bcstg. Co.—Denied petition of Cowles Bcstg. Co. for leave to amend its application for ch. 8 (Docket 8897-8900).

Springfield, Ill., Sangamon Valley Tv Corp.; WMAY-TV Inc.—On motion of Sangamon Valley extended from July 28 to Aug. 9 the time for filing responses to applicants' proposed findings in re proceeding for ch. 2 (Docket 10701-03).

By Hearing Examiner William G. Butts

Detroit, Mich., Booth Radio & Tv Stations Inc.—Rescheduled hearing in re ch. 50 to commence Aug. 3 (Docket 10660). (Action of 7/28).

By Hearing Examiner H. Gifford Irion

Granted motion of KEYS-TV Inc., Corpus Christi, Tex., for correction of the transcript in re ch. 10 (Docket 10556 et al.), as amended by joint response filed by K-Six Television Inc. and KEYS-TV Inc.

July 29 Applications

ACCEPTED FOR FILING

Modification of CP

KXXL Monterey, Calif., S. A. Cisler—Mod. of CP (BP-8076) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6599).

KLZ Denver, Colo., LTF Bcstg. Corp.—Mod. of license to change name of licensee to Aladdin Bcstg. Corp. (BML-1596).

Remote Control

WWKY Winchester, Ky., Winchester Bcstg. Co.—(BRC-463).

KAVE Carlsbad, N. M., Carlsbad Bcstg. Corp.—(BRC-465).

WJPA Washington, Pa., Washington Bcstg. Co.—(BRC-466).

KGLM Chehalis, Wash., Mid-State Bcstg. Co.—(BRC-464).

Renewal of License

Applications for Renewal of Standard Broadcast License Filed

WWDC Washington, D. C., Capital Bcstg. Co.—(BR-144).

WCBM Baltimore, Md., Baltimore Bcstg. Corp.—(BR-150).

WJEJ Hagerstown, Md., Hagerstown Bcstg. Co.—(BR-814).

WPTX Lexington Park, Md., Patuxent Radio Inc.—(BR-2804).

WINX Rockville, Md., Montgomery County Bcstg. Co.—(BR-1905).

WTTR Westminster, Md., Carroll County Bcstg. Corp.—(BR-2848).

WINA Charlottesville, Va., Charlottesville Bcstg. Corp.—(BR-2346).

WSVS Crewe, Va., Southern Virginia Bcstg. Corp.—(BR-2297).

WVEC Hampton, Va., Peninsula Bcstg. Corp.—(BR-2141).

WLVA Lynchburg, Va., Lynchburg Bcstg. Corp.—(BR-780).

WMEV Marion, Va., Mountain Empire Bcstg. Corp.—(BR-2249).

WSIG Mt. Jackson, Va., Richard Field Lewis Jr.—(BR-2955).

WNOR Norfolk, Va., Norfolk Bcstg. Corp.—(BR-2271).

WLOW Portsmouth, Va., Commonwealth Bcstg. Corp.—(BR-1465).

WMBG Richmond, Va., Havens and Martin, Inc.—(BR-385).

WXGI Richmond, Va., Radio Virginia Inc.—(BR-1829).

WRIS Roanoke, Va., Roanoke Independent Bcstrs. Inc.—(BR-2801).

WSLS Roanoke, Va., Shenandoah Life Stations Inc.—(BR-1092).

WYVE Wytheville, Va., Dr. A. M. Gates tr/as Wythe County Bcstg. Co.—(BR-2348).

WCAW Charleston, W. Va., Capitol Bcstg. Corp.—(BR-1544).

WCHS Charleston, W. Va., The Tierney Co.—(BR-715).

WTIP Charleston, W. Va., Chemical City Bcstg. Co.—(BR-1428).

WMMN Fairmont, W. Va., Peoples Bcstg. Corp.—(BR-749).

WLOG Logan, W. Va., Clarence H. Frey and Robert O. Greever—(BR-1069).

WMOD—Moundsville, W. Va., Robert W. Munn—(BR-2559).

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—(BR-1495).

WEIR Weirton, W. Va., The Tri-State Bcstg. Co.—(BR-2553).

Application Returned

WCNU Crestview, Fla., H. French Brown and Charles C. O'Neal, Administrator of the estate of D. Grady O'Neal, Deceased, A Partnership d/b as Gulf Shores Bcstg. Co.—CP to increase power from 1 kw to 5 kw and install new transmitter. Engineering dated after Section I.

Modification of CP

KSWM-TV Joplin, Mo., Air Time Inc.—Mod. of CP (BPCT-1203) which authorized new tv station for extension of completion date to 11-23-54 (BMPCT-2314).

July 30 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition to withdraw and dismiss petition requesting dismissal of the application of Key Bcstg. System Inc., Bay Shore, N. Y. (Docket 10379 et al.).

Chattanooga, Tenn., WDOD Bcstg. Corp.—Granted petition for extension of time to and including Aug. 30 in which to file exceptions to initial decision in re ch. 3 (Dockets 10438-39).

Chief Broadcast Bureau—Granted petition for extension of time to and including Aug. 6 in which to file exceptions to initial decision in re applications of Gulf Coast Bcstg. Co. and Baptist General Convention of Tex. for ch. 6 in Corpus Christi, Tex. (Dockets 10559-60).

KLIF Dallas, Tex., Trinity Bcstg Corp.—Granted petition for extension of time to and including Aug. 10 within which to file a reply to petition of Southland Industries Inc. (WOAI) to intervene in proceeding in re Docket 11024 et al.

Milwaukee, Wis., Midwest Bcstg. Co.—Granted petition for extension of time to and including Aug. 2 within which to file a reply to the opposition filed by Milwaukee Area Telecasting Corp. in proceeding re ch. 12 (Docket 10793).

Boston, Mass., Matheson Radio Co.—Granted petition for an extension of time to and including Aug. 4 within which to file a reply to oppositions to its petition for enlargement of issues filed by Broadcast Bureau, et al., in proceeding re ch. 5 (Docket 8739 et al.).

Chief Broadcast Bureau—Granted petition for an extension of time to and including July 28 within which to file comments in re petition for enlargement of issues filed by Mid-Florida Tv Corp. in re applications for ch. 9 at Orlando, Fla. (Docket 11081 et al.).

Sacramento, Calif., KCRA Inc.—Granted petition for an extension of time to and including Aug. 16 within which a reply brief to the exceptions of the other parties to the initial decision may be filed in re proceeding for ch. 3 (Dockets 10294-9012). (Action of 7/28).

Chief Broadcast Bureau—Granted petition for an extension of time to and including Aug. 9 within which exceptions may be filed to initial decision in re applications of KTBS Inc. and International Bcstg. Corp. for ch. 3 in Shreveport, La. (Dockets 10476-77). (Action of 7/23).

Ordered that the applications of Southern Calif. Bcstg. Co. (KWKW), Pasadena, Calif., et al., for am broadcast facilities (Dockets 6737 et al.), be removed from hearing and returned to the pending file until after conclusion of the hearings on clear channels and daytime skywave transmissions. (Action of 7/16).

July 30 Applications

ACCEPTED FOR FILING

KFOX Long Beach, Calif., Nichols and Warinner Inc.—Mod. of license to change name of licensee to KFOX Bcstg. Corp. (BML-1597).

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WJHP-TV Jacksonville, Fla., The Jacksonville Journal Co.—Mod. of CP (BPCT-1454) as mod., which authorized new tv station for extension of completion date to 10-3-54 (BMPCT-2334).

KACY (TV) Festus, Mo., Ozark Television Corp.—Mod. of CP (BPCT-1419) as mod., which authorized new tv station for extension of completion date to 12-30-54 (BMPCT-2335).

KCBD-TV Lubbock, Tex., Bryant Radio and Television Inc.—Mod. of CP (BPCT-1088) as mod., which authorized new tv station for extension of completion date to 9-30-54 (BMPCT-2332).

KOVO-TV Provo, Utah, KOVO Bcstg. Co.—Mod. of CP (BPCT-867) which authorized new tv station for extension of completion date to 2-2-55 (BMPCT-2333).

Remote Control

KWOS Jefferson City, Mo., Capital Bcstg. Co.—(BRC-467).

Renewal Application Returned

WWNR Beckley, W. Va., Rahall Bcstg. Co.—(BR-1290).

WNRV Narrows-Pearisburg, Va., H. J. Romanus tr/as Giles Bcstg. Co.—(BR-2854).

August 3 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 30

Granted License

WTTB Vero Beach, Fla., Tropics Inc.—Granted license for am station; 1490 kc, 250 w U (BL-5336).

WKY-TV Oklahoma City, Okla., WKY Radiophone Co.—Granted license covering change in facilities (BLCT-167); also granted license for aux. transmitter (BLCT-173).

Modification of CP

WXYZ-TV Detroit, Mich., WXYZ Inc.—Granted Mod. of CP to change type of antenna and other equipment; completion date 1-29-55 (BMPCT-2274).

KLZ-TV Denver, Colo., LTF Bcstg. Corp.—Granted Mod. of CP's to change corporate name to Aladdin Bcstg. Corp. (BMPCT-2327; BMPTP-6, BMPTS-35).

KLZ-FM Denver, Colo., LTF Bcstg. Corp.—Granted Mod. of license to change name to Aladdin Bcstg. Corp. (BMLH-76, BMLRY-106).

KLZ Denver, Colo., LTF Bcstg. Co.—Granted Mod. of license to change name to Aladdin Bcstg. Corp. (BML-1596).

KUSH San Diego to 2-23-55; WSTV-TV Steubenville, Ohio, to 9-30-54; WHO Des Moines, Iowa, to 11-18-54; WMEN Tallahassee, Fla., to 11-4-54; KLOQ Seattle to 2-3-55.

Actions of July 29

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KWOS-FM Jefferson City, Mo.; WJPA Washington, Pa.; KAVE Carlsbad, N. M.; WTAD Quincy, Ill.; KWOS Jefferson City, Mo.

Modification of CP

The following were granted extension of completion dates as shown:

WSYR-TV Main and Aux. Syracuse, N. Y., to 2-28-55; KCBD-TV Lubbock, Tex., to 1-30-55; KSWM-TV Joplin, Mo., to 2-23-55; KOVO-TV Provo, Utah, to 2-2-55; WJHP-TV Jacksonville, Fla., to 2-3-55; KACY (TV) near Festus, Mo., to 1-30-55.

Actions of July 28

Granted License

KPIX San Francisco, Calif., KPIX Inc.—Granted license covering changes in existing tv station (BLCT-166).

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Granted license for tv station; ch. 10, ERP vis. 12.6 kw, aur. 63.1 kw (BLCT-174).

KTHS Little Rock, Ark., Radio Bcstg. Inc.—Granted license covering increase in power, installation of new transmitter, and change in transmitter and studio locations; 1090 kc, 50 kw, DA-N, U (BL-5324).

KRIS Corpus Christi, Tex., Gulf Coast Bcstg. Co.—Granted license covering auxiliary transmitter (BL-5366).

WHAS-TV Louisville, Ky., WHAS Inc.—Granted license covering changes in existing tv station (BLCT-152).

Modification of CP

WWNH Rochester, N. H., Strafford Bcstg. Corp.—Granted Mod. of CP to change type transmitter (BMP-6595).

Granted Mod. of CP's for extension of completion dates as shown:

WJLD Homewood, Ala., to 2-10-55; KETV (TV) Little Rock, Ark., to 12-29-54.

National Bcstg. Co., New York, N. Y.—Granted extension of authority to transmit programs to Stations CBL and CBM and other stations under control of the Canadian Bcstg. Corp. for the period beginning Sept. 15, 1954.

Actions of July 27

Granted License

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—Granted license for am station; 1370 kc, 1 kw, D (BL-5365).

WSNY Schenectady, N. Y., Western Gateway Bcstg. Corp.—Granted license covering installation of an auxiliary transmitter (BL-5370).

KCNA Tucson, Ariz. The Catalina Bcstg. Co.—Granted license covering new aux. transmitter Daytime (non-DA) and Alternate Main Transmitter Nighttime (DA-N) (BL-5368).

WHGR Houghton Lake, Mich., Sparks Bcstg. Co.—Granted license for am station; 1290 kc, 1 kw, D (BL-5367).

Modification of License

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Granted Mod of license to change name to Wilkins Broadcast Inc. (BML-1594).

KRIO McAllen, Tex., Frontier Bcstg. Co.—Granted Mod. of license to change name to Valley Bcstg. Co. (BML-1593).

Granted CP

KRPL Moscow, Idaho, Latah County Bcstrs.—Granted CP to install new transmitter (BP-9379).

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Granted request for cancellation of CP (BP-9315) which authorized installation of new transmitter.

Actions of July 26

Granted License

WTRC-FM Elkhart, Ind., Truth Pub. Co.—Granted license covering changes in licensed station (BLH-983).

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Granted license covering mounting of tv antenna on top of am tower; change transmitter location (redescription only) (BL-5344).

WORZ Orlando, Fla., Central Fla. Bcstg. Co.—Granted license covering installation of an aux. transmitter, using center (#2) tower (BL-5298).

WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—Granted license covering increase in day power to 5 kw-LS and installation of new transmitter (BL-5321).

KSWM Joplin, Mo., Air Time Inc.—Granted license covering the mounting of tv antenna on top of new am tower, and for changes in antenna system (BL-5361).

WJPG Green Bay, Wis., Green Bay Newspaper Co.—Granted license covering increase in day power to 5 kw-LS, installation of new transmitter and for changes in daytime DA (BL-5339).

WEWS Cleveland, Ohio, Scripps-Howard Radio Inc.—Granted license covering auxiliary transmitter at main site of station WEWS (BLCT-139). Also granted Mod. of CP (BPCT-820 as mod.), to make changes in transmitting equipment; completion date 11-1-54 (BMPCT-2176).

Granted CP

WTAR-TV Norfolk, Va., WTAR Radio Corp.—Granted CP to use currently licensed transmitters and the antenna incorporated in (BMPCT-1051), at 720-24 Boush St., Norfolk, as aux. transmitters and antenna in connection with WTAR-TV, to operate on ch. 3; ERP vis. 28 kw, aur. 14 kw (BPCT-1873).

WGRE Greencastle, Ind. DePauw U.—Granted CP to make changes in licensed station to change transmitter location (BPED-257).

Modification of CP

The following were granted extension of completion dates as shown:

WAWZ-FM Zarephath, N. J., to 9-28-54; WLBR-TV Lebanon, Pa., to 2-26-55; WROW-TV Albany, N. Y., to 2-15-55; WTVO (TV) Rockford, Ill., to 2-24-55.

August 3 Applications

ACCEPTED FOR FILING

License for CP

KLX Oakland, Calif., Tribune Building Co.—License to cover CP (BP-9070) which authorized change from employing directional antenna day and night (DA-1) to directional antenna night only (DA-N) (910 kc) (BL-5378).

WWIT Canton, N. C., Western North Carolina Bcstrs. Inc.—License to cover CP (BP-9006) as mod. which authorized new standard broadcast station (BL-5380).

Modification of CP

WSTV-TV Steubenville, Ohio WSTV Inc.—Mod. of CP (BP-8968) as mod. which authorized erection of new tower, remove fm antenna, and change location 415 feet for extension of completion date (BMP-6603).

License for CP

WDXL Lexington, Tenn., Lexington Bcstg. Co.—License to cover CP (BP-8911) as mod. which authorized new standard broadcast station (BL-5376).

KNOW Austin, Tex., Pioneer Bcstg. Co.—License to cover CP (BP-9117) which authorized installation of new transmitter (BL-5372).

KNOW Austin, Tex., Pioneer Bcstg. Co.—License to use old main transmitter as auxiliary transmitter (BL-5373).

KGBT Harlingen, Tex., Harbenito Bcstg. Co.—License to cover CP (BP-9085) which authorized installation of new antenna and transmitter to be used for auxiliary purposes only (BL-5375).

KHFS Vancouver, Wash., Charles Weagant and Ralph Weagant d/b as Western Bcstg. Co.—License to cover CP (BP-8391) which authorized new standard broadcast station (BL-5379).

Renewal of License

WUST Bethesda, Md., Broadcast Management Inc.—(BR-1513).

Remote Control

WCLI Radio Corning Inc., Corning, N. Y.—(BRC-468).

KJIM Beaumont, Tex., KPBX Bcstg. Co.—(BRC-469).

Application Returned

Clifton, Ariz. (PO Henry Chester Darwin, Box 1394, Banning, Calif.) Henry Chester Darwin tr/as Darwin Bcstg. Co.—CP for new standard broadcast station on 1340 kc, 250 w and unlimited hours of operation.

WBRD Fort Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8164) as mod. which authorized increase power; change hours of operation; installation of DA for day and night use and installation of a new transmitter for extension of completion date.

Remote Control

KWOS-FM Jefferson City, Mo., Capital Bcstg. Co.—(BRCH-103).

License for CP

KVOA-TV Tucson, Ariz., Arizona Bcstg. Co.—License to cover CP (BPCT-853) as mod. for new tv station (BLCT-223).

WTRF-TV Wheeling, W. Va., Tri-City Bcstg. Co.—License to cover CP (BPCT-437) as mod. for new tv station (BLCT-222).

Modification of CP

KUSH (TV) San Diego, Calif., Elliott L. Cushman—Mod. of CP (BPCT-1769) which authorized new tv station for extension of completion date to March, 1955 (BMPCT-2337).

(Continued on page 115)

ALLEN KANDER

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IF YOU
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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
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Payable in advance. Checks and money orders only.

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Sales manager wanted, network station. Preference given man who can announce. Must be good copywriter, strictly sober, dependable. Salary-commissions arrangement. Furnish complete data, photo, references. Box 99E, B•T.

Kentucky daytime 1 kw station wants manager with strong sales experience and managerial ability. No dreamers or drifters. Good salary and commission. Box 255E, B•T.

Salesmen

Radio salesman-announcer for estabished 1 kw southern indie. Good salary and commission if you are looking for a permanent position. Send qualifications, references, family status and salary expected. Box 163E, B•T.

Salesman. Metropolitan New York independent station. Experience required. Commission basis. Leads furnished. Lucrative market. Write Box 248E, B•T.

Salesman. Central N. Y. 1,000 watt independent. Salary plus commission. Must have experience, willing to work and produce sales. Excellent opportunity for right man. Box 251E, B•T.

Salesman at once, man or woman, 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Time salesman, 1,000 watts daytime independent; city 12,000 pop. Drawing account against commission. WWPG, Sanford, N. C.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

5,000w station located in Florida needs two personality DJ's, must have two or more years experience, pop and hillbilly, two first class engineers. Send complete details and tapes first letter. Box 201E, B•T.

Announcer with experience, strong on news and deejay for night work. Good salary. NBC metropolitan southern city. Send complete resume. Box 220E, B•T.

Play-by-play salesman wanted by a one kilowatt southwest indie. Must be ready to begin August 15. Talent, commission, salary. Include complete information and audition in first communication. Box 244E, B•T.

Experienced announcers. First phone preferred, not required. Good salary. Mississippi. Permanent. Box 245E, B•T.

Eastern Pennsylvania kw daytimer needs disc jockey announcer, experienced only. Box 264E, B•T.

Top announcer for top station in large midwestern market. Authoritative news, competent, friendly DJ work. Good commercial style. Excellent opportunity. Send background and tape. Box 278E, B•T.

Wanted at once: Good experienced announcer, interested in permanent position. Send tape, salary expected and complete details to Box 286E, B•T.

Help Wanted—(Cont'd)

Announcer and combo needed. 1,000 watt fulltime MBS station located in progressive Gulf Coast. Excellent opportunity for outstandinig announcer. Send photo and tape to KIOX, Bay City, Texas.

Personality announcer. Must be good. Include audition tape and past employers' names. WBUY, Lexington, N. C.

Experienced woman announcer-continuity writer capable handling well established participating show. Send photo, references, details of background. Save time by submitting tape which will be returned. WLAC Radio, Attn. General Manager, Nashville 3, Tennessee.

Top-notch sports play-by-play man for top sports minded 5 kw station to do football, basketball, daily sports show, etc. Good proposition for right man. Send tape, references, etc., to Program Director, WNXT, Portsmouth, Ohio.

Hillbilly DJ. Genuine, experienced. Good opportunity. Station increasing power. Send audition and application to WSLM, Salem, Indiana.

Staff announcer—immediately. No board. Great opportunity. Contact Meredith Griffing, Centerville, Iowa. Phone 131.

Technical

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

Chief engineer-announcer. Salary open. Car necessary. Texas preferred. KBRZ, Freeport, Texas.

Transmitter maintenance man and assistance to chief engineer to do transmitter maintenance. Vacation relief on console for remote control 1,000 watt station. Low rent apartments at transmitter location. Salary open. Contact Don Morris, KRIS, Corpus Christi, Texas. Phone 4-6354.

First class engineer, suburban Chicago. Immediate. WEAW-AM-FM, Evanston, Ill.

Chief engineer before September 1. WWBG under construction. Installation experience preferred. Housing available. Call 31334, Bowling Green, Ohio.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Promotion man—Capable of originating sales ideas and directing research for newspaper, radio and tv markets both competitive and monopoly. Must have vision and ability to prepare special sales packages and make good personal appearance. Replies should include age, experience, salary bracket and general information all of which will be treated in the strictest confidence. Box 261E, B•T.

5,000 watt NBC station needs an experienced continuity writer, male or female. Pleasant working conditions, retirement income plan, insurance benefits. Send detailed letter, photograph, salary required, references, etc., to Doug Gary, KVGB, Great Bend, Kansas. Prefer someone from middle-west.

Copywriter, some experience—permanent, WVOS, Liberty, N. Y.

Television

Help Wanted

Managerial

A top-notch general manager for new uhf station in a substantial midwestern market. Unique opportunity and generous financial arrangement for an experienced man. Submit qualifications and references to Box 217E, B•T. Personal interview will follow.

Help Wanted—(Cont'd)

Manager. Aggressive, experienced, for growing tv-radio station. Box 226E, B•T.

Salesmen

Sales opening. Excellent opportunity for hustling salesman in new television market. Rich area, good potential. Salary plus commission. Radio or television sales background a must. Write or wire for interview. Manager, WTVO, Rockford, Illinois.

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

Technical personnel for tv and am operation in a midwestern metropolitan market. First phone desirable, but not required. Please supply experience, education and a snapshot. Box 260E, B•T.

Position for tv transmitter and studio engineers (supervisors) for new midsouth vhf educational station. Extensive operation (with opportunity to continue education and pursue research work, if desired). Send resume indicating experience, education and salary expected. Box 262E, B•T.

Production-Programming, Others

Southeastern vhf tv station needs young, energetic person with writing ability to handle audience-program promotion. Prefer television or radio background. Furnish complete details and salary expected, along with photograph. Box 112E, B•T.

Directors and cameramen for documentary films on town and cities—one hour productions—travel—experienced in reporting—permanent. Call Mason City, Iowa, 5420. New York City, Circle 6-4287. Box 282E, B•T.

Situations Wanted

Managerial

Excellent background of sound, profitable management in small, medium, large all-media markets. Mature, aggressive. Will invest from salary. P. O. Box 5031, Dallas, Texas.

Sincerely desire to relocate in single market station as manager. 13 years experience, all phases broadcasting. Have first phone. Available on short notice. Box 218E, B•T.

Assistant manager, program director. Twenty-nine years old with eight years experience, six with present network station in midwestern market over half a million. Prefer central or west Florida. Can do air work if needed. Outstanding references. Box 222E, B•T.

Experienced commercial manager, nine years experience all phases, including one year tv, interested in management. Box 239E, B•T.

Manager wants position with station in medium or small market. Eight years experience. Strong sales. Good newscaster, excellent references. Never fired. Age 37. Married. Three children. Dependable. Box 259E, B•T.

High type station manager-salesman would like good connection in southeast. Seventeen years experience. Box 280E, B•T.

Salesmen

Hard working, sober, reliable, honest salesman with best of references, wants chance to work up with right radio or tv. Experienced in all phases of radio-tv. Best in selling and copy. Sixteen years experience. Draw or straight salary, $125.00 week. Box 241E, B•T.

Announcers

Experienced announcer-sportscaster. Versatile in all phases. College grad., draft exempt. Presently with CBS affiliate. Top references. Box 119E, B•T.

Top-flight sports announcer desires college football play-by-play. 13 years experience. Currently broadcasting major league baseball. Air checks available. Outstanding references. Box 149E, B•T.

Spanish area. Announcer-newsman, programming, university graduate. Six years each, radio and Spanish. Objective: Fulfill Spanish radio desires by permanent residency, southwest. School town preferred. Box 150E, B•T.

Top sports announcer, can handle complete sports job; also staff work; five years radio and television, looking for position in either or both. Box 156E, B•T.

Rockum-sockum rhythm blues jockey. Sell top market. Personal interview. Box 160E, B•T.

Situations Wanted—(Cont'd)

Versatile announcer. Experienced newsman, DJ. Trained voice. First phone. Negro. Box 168E, B•T.

Announcer. Experienced both network and independent, some tv. College grad., married. Presently employed. Box 179E, B•T.

Staff-sports announcer. Four years play-by-play experience. Looking for good opportunity for fall season. Presently employed 5 kw independent. Tape and resume on request. Box 180E, B•T.

Sportscaster—radio or television. Experienced all play-by-play. Selling experience. Box 197E, B•T.

Announcer with four years experience, knowledge of board control, desires Florida location. Box 210E, B•T.

Experienced announcer, married, reliable and sober. Korean veteran, currently employed 10 kilowatter, seeks permanent position with bright prospects for the future. $70 minimum per week. Box 211E, B•T.

Announcer—experienced—DJ work, news, heavy on commercials. 3rd phone. Midwest. Box 212E, B•T.

Sports announcer, staff, experienced. Colorado, California, southwest. Married, veteran, 29. College. Presently employed. Must have play-by-play. $85.00. Box 213E, B•T.

Sports director. Experienced radio-television. Sales. College grad. Available September. Box 215E, B•T.

Sportscaster - newscaster - deejay - staff. Strong play-by-play. Three years experience. College graduate. Veteran. Seek staff connection heavy sports station or writer-announcer metropolitan sports staff. Tape, resume. Box 224E, B•T.

DJ—mambo, latino specialist—8 years radio, tv. Free lancing Pa., top audience pop, latin disc shows. Idea man, know music, show biz. Speak Spanish, Portuguese. Want DJ show, right metropolitan station. Box 230E, B•T.

Experienced, reliable announcer—dee jay desiring change with chance for advancement. Box 234E, B•T.

Experienced, 2½ years Los Angeles area. Desire staff position with larger station offering more potential. 26, married. Salary minimum $120 week. Box 235E, B•T.

Six years experience. Everything but play-by-play. Bill Dillner. Box 240E, B•T.

Announcer, experienced all phases. SRT graduate. Operate console. Well versed music, news, sports. Prefer New York State. Box 243E, B•T.

Local news-sports man (strong on staff, too) seeks permanent post. Newspaper background, 3 and a half years radio; married. Available now. Box 246E, B•T.

Progressive radio demands complete local sports coverage! There's long green in them thar thrills. Sports team consisting of former baseball umpire, play-by-play authority on all sports backed by network quality commercial man with selling voice. Any sport played with a ball is our meat and your gravy. Staff work secondary. If we can't inflate that local sports balloon by jabbers, nobody can. You hire . . . we perspire! Write Box 249E, B•T.

Versatile announcer, thoroughly trained all phases radio and tv. College grad., 27, strong news and commercials, stable and dependable. Salary secondary to opportunity. Box 250E, B•T.

Announcer, copywriter, pianist-organist-singer, desires position utilizing Aunt Nadine-Uncle Bob kiddie show. 30, married, 2 children. Box 252E, B•T.

Announcer, experienced, unlimited versatility, New York City resident. Will travel. Box 253E, B•T.

Experienced staff announcer . . . Good all-around man. Strong news—mature voice—sincere delivery—college, M.A.—single—big potential—top references. Tape. Box 254E, B•T.

Presently employed 1 kw am indie. Looking for change. Warm personality DJ, strong news, good commercial delivery. Excellent play-by-play all sports. Tapes available. Box 257E, B•T.

Situations Wanted (Cont'd)

Sports announcer—4 years experience in all phases—now employed. Desires year round sports program. Prefer midwest. Minimum $85.00. Box 258E, B•T.

Sportscaster-salesman. Exciting commercial delivery. Six years experience football, basketball, and baseball. Desire position with sports minded radio and television station. Let's share profits for fall and winter sports coverage. Personable disc jockey. Available immediately. Box 267E, B•T.

Negro DJ, jive, spirituals, some experience, tape, references. Travel anywhere. Box 273E, B•T.

Top announcer-first phone—eight years experience. Now employed, desires Florida station. Married, family, permanent. Box 274E, B•T.

Announcer, with seven years experience including production and programming, seeks permanency with large organization. Box 275E, B•T.

Good play-by-play. 5 years experience, 27. College football, basketball, with baseball tie-in. Former Big Ten football player. College grad—can deliver. Box 277E, B•T.

Announcer—seven months experience, third ticket. Dependabe, single, 24, travel. Box 287E, B•T.

Famous BBC Radio announcer and television MC now in Canada wishes to travel U. S. Accept work anywhere. Bedroom voice. Real novelty. Age 33. Unmarried. Box 290E, B•T.

General staff—limited experience, versatile, ambitious, hard working. Available now, salary secondary, tape and resume. Don Barton, 26 Linden Street, Brooklyn 21, N. Y.

Straight staff, good commercials, news and sports. Platter personality, control board, light experience. Married, reliable. Settle permanently. Resume, tape, references. Richard Bunn, 1157 38th Street, Brooklyn 18, N. Y.

Light experience—available immediately—need break. Ray Cascone, 85 Hillside Ave., Mt. Vernon, New York.

Staff, news, sports, DJ, capable, industrious, 23 years, veteran, travel, tape, resume. Frank Dana, 240 Dahill Road, Brooklyn, N. Y. Ulster 4-9294.

Staff announcer—strong on news, DJ, commercials—operate board. Prefer midwest. Vet, single. Personal data. Charles Davis, 1212 W. Hubbard Street, Chicago 11. Taylor 9-9744.

Announcer-disc jockey personality—good commercial sense—able news and sports. Young—veteran—single—capable potential—travel—resume—tape. Tony Day, 944 McDonald Ave., Brooklyn, N. Y. UL 3-0281.

Announcer-staff-commercials, sports, strong news, capable, ambitious veteran, limited experience, desires permanent connection, resume, tape, travel. Len Dimino, 78 Lander Street, Newburgh, New York. 4633-J.

Situations Wanted—(Cont'd)

Top morning man and staff announcer with eight years experience in major markets. No drifter or drinker. Seeking position within 150 miles of New York City. James Ewing, 64 Concourse East, Brightwaters, New York.

Announcer, experienced. All-around newscaster, dee jay and sports. Will go anywhere. Tape and photo available. Bob James, 102 West Oakhill Drive, Palatka, Florida.

All-around staff announcer—programming, continuity, commercial writing. Handle board, third class license. Murray Langer, 70 Parkway North, Yonkers, New York.

Announcer-station staff—news, commercials, sports, control board platter shows, light experience, good potential—single, steady, veteran, travel, tape. Frank Luce, 829 Kent Ave., Brooklyn 5, New York. UL 7-4847.

Top-flight program director-announcer. Familiar with all phases of radio-sales-programming-sports-traffic. Married. Best reference is present employer. Michael Novello, Radio Station WANT, Richmond, Virginia. Phone 3-8368.

Staff announcer—all phases including special events, sports, news, commercials, handle board, taping, married, vet. Bob Peattie, 1 Cummings Street, New York. LO 7-9321.

Announcer-station staff-DJ, news, sports, commercials, light experience, strong potential—single, veteran. Reliable, travel, tape, resume. Bob Seymour, 1444 Park Place Brooklyn, N. Y. IW 7-0247.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75.00. 2225½ 2nd Street S. W., Rochester, Minnesota.

Technical

Experienced 1st phone engineer wishes to relocate in or near New York City. Box 145E, B•T.

Engineer—first class license, experienced, reliable—desires position, with opportunity for advancement, in Washington, Oregon or Idaho. Available after two weeks notice. Box 214E, B•T.

Are you building, am-fm-tv? 13 years experience, including 5 as consultant. Desire permanent position as chief engineer. Box 219E, B•T.

6 years engineering experience, am all phases—tv xmtr, studio, microwave relay. No vacation reliefs. Box 232E, B•T.

Engineer, 15 years experience all phases broadcast-am-fm-tv. Box 289E, B•T.

First phone, no broadcast experience, electronic courses, two colleges, twenty years repairing, could teach theory, wants transmitter engineer position, Berkheimer, 229 West Prospect, Pittsburgh 5, Pa.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Engineer, 1st phone, amateur. AF vet. Age 27. Single, reliable. With car. No announcing experience. Willing to learn. West Coast preferred. Photos. Ben Favrholdt, 93rd ARS, Castle AFB, California.

Production-Programming, Others

Writer engineer: First ticket. Announce, sell; will send sample of copy that sells. Box 229E, B•T.

Mature program director; family man, age 31, desires challenging position. 7 years experience from ground up. $100 minimum. Box 236E, B•T.

Experienced copywriter-announcer with references desires permanent location offering opportunity for some real writing. Have extensive knowledge of music, recordings, production spots and operate board. Am 26, single and ready to travel for good offer. Box 247E, B•T.

President's man Friday! Created, promoted, produced every type program. Arranged spectacular special events, publicity and commercial cooperative features. Now employed. Exceptional background. Box 269E, B•T.

Copywriter-announcer: Thoroughly experienced radio-tv man. Now employed. Handle control board. Have working knowledge of radio-tv sales and program promotion. Qualified cartoonist for tv weather show. Recommendations and resume. Box 281E, B•T.

Top-flight production man, twelve years experience, excellent references, college educated, family, prefer personal interview. Northeast. Box 284E, B•T.

Writer-announcer. Available immediately. Single girl, 22. College degree, speech and English, special honor graduate. Acting experience. Prefer midwest. Mary Ellen Cristgau, Byron, Minn.

Young woman with good secretarial background, flair for copy, graduate Cambridge School of Radio-Tv Broadcasting, seeks diversified position. Available immediately—anywhere. Mari Garr, 425 Lester Street, Leonia, New Jersey.

Television

Situations Wanted

Managerial

Tv executive-manager-commercial manager, station director. Radio and tv experienced. Through hearing, construction and now running successful operation. Finest references, details on request, personal interview possible. Family man. Box 73E, B•T.

I will exchange qualified executive ability (attested to by previous and present employers) for top management opportunity. Presently general manager of tv station in one of nation's largest markets. Logical reason for relocating. 13 years in the industry, 7 in management. References and biography on request. Available for interview. Box 291E, B•T.

Salesmen

Commercial manager—tv station—small market, experienced all phases, interested in proposition affording greater financial possibilities. Box 238E, B•T.

Technical

Experienced first phone operator. 10 years all phases am-fm, last 6 as chief. Age 29, married, family, good habits, capable. Completely reliable. Desire permanent employment as transmitter operator with tv or well established am. Box 994D, B•T.

Tv engineer, 33, married, 6 years experience studio, xmtr; emphasis maintenance. Capable, reliable, cooperative, presently assistant chief. Seeking chief, small; assistant chief or maintenance, medium station. Penna. or N. Y. Also extensive am, fm maintenance. Reply Box 225E, B•T.

Experienced network affiliate, cameraman—all studio operations. Have excellent references. Box 276E, B•T.

Attention tv-am grantees or established "live wire" stations: 1st class engineer, 13 years solid background all phases am, network master control, directional arrays, 4 years tv operations, maintenance and construction, desires permanent position at supervisory or executive level. If you demand top efficiency, technical "know-how," plain hard work and have a salary to match, let's get down to business. John B. Ledbetter, KCKN, 901 N. 8th, Kansas City, Kansas. Phone DR 4300 or NI 2464.

Draft exempt veteran, first phone, announcer; radio experience. Fully trained, television (Hollywood, California). Prefer east, southeast. Box 193, Sebring, Florida.

Situations Wanted—(Cont'd)

Production-Programming, Others

Television film director-buyer-supervisor. Ten years California film experience—color. Now employed eastern uhf. Purchased equipment, placed film dept. in operation. Practical experience film buying, programming, screening, sound cutting, splicing, shading. Some boom work. Top references. Box 187E, B•T.

Producer-director-supervisor. 4½ years experience in tv. Steady, reliable, excellent references. Box 221E, B•T.

Nutmegger misses New England! Strong television-radio-theatre-sales background. Currently employed as television production supervisor in one million set market in midwest. Desire similar position with vhf outlet anywhere in New England. Top references, married. Contact now for either immediate opening or for future plans. Box 231E, B•T.

Program-production manager-director—employed. Created, promoted, aired 100 weekly features, network, independent, international background. Box 268E, B•T.

Attention—Dallas, west! Top tv production manager wants to settle in west, northwest, coast. 4 years commercial tv; network, local, studio remote. Presently major network tv station. News, musicals, dramatic, audience participation, film production and procedure; agency contacts. Lighting and special devices expert. Commercial conscious. Initiative. 10 years radio, all phases. Excellent references. 31, married, veteran, MA, BS. Box 270E, B•T.

Five years radio. Program director, announcer, salesman, graduate tv school, desire opportunity as director, stage manager, salesman or combination. Top references. Box 271E, B•T.

Copywriter-announcer: Thoroughly experienced radio-tv man. Now employed. Handle control board. Have working knowledge of radio-tv sales and program promotion. Qualified cartoonist for tv weather show. Recommendations, resume. Box 283E, B•T.

All-round man. Stress production, direction. Also write, edit, special events, film, announcing, technician. Twelve years experience, excellent references. Northeast. Box 285E, B•T.

For Sale

Stations

All or part of new am station in 10,000 population town, central USA to experienced broadcaster. Box 256E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

For Sale: 500 watt am composite transmitter. Excellent condition. Make offer. Box 228E, B•T.

7 Blaw Knox type CN 229' self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

Gates BC-250-D am transmitter, perfect condition, with Sola voltage regulator, $1,500.00, Harlan. Radio Station WHLN, Harlan, Kentucky.

Two Presto 8-N tables complete with 1-C cutters and 190A equalizers mounted in wooden cabinets. Presto 85-B recording amplifier and 60B switching unit. Excellent condition. State price offered. Tele Broadcasters, 41 East 42nd Street, New York, N. Y.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

3 speed kit converts Presto 10-A turntables for instant selection of 33-45-78 rpm. Prepaid or C.O.D., $17.50. Lee Electronics, Wilmington, N. C.

Equipment bargain, one Navy model TAB-6 radio transmitter complete. Can be easily modified to FCC specs for commercial use. $400.00 plus shipping costs. R. G. Blaskow, Box 2468, Birmingham 1, Ala.

Wanted to Buy

Stations

Want to buy or lease radio station in Georgia, Florida or Alabama. Immediate possession desired. All replies confidential. Box 223E, B•T.

Radio station or CP in or near metropolitan market. Attention—stations in the red. Box 279E, B•T.

Equipment Etc.

Channel 12 used 5kw transmitter and 12 bay antenna. Cameras, synch generator, power supplies, projectors, etc. Box 136E, B•T.

Wanted . . . self-supporting tower approximately 345 feet . . . Blaw Knox type H-40 or equivalent, capable supporting six bay channel 4 tv antenna and any tv equipment in good condition. Box 288E, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Wanted . . . All equipment for new channel 7 station including 5 or 10 kw transmitter and associated equipment, 500 foot tower, 12 section antenna, film and studio cameras audio and master controls. STL and remote link. What have you? Dixie Network, Jackson, Tennessee.

Wanted, consolette, limiter, monitors. Write, C. A. Sprague, 658 Lydia, N.E., Grand Rapids, Mich.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Television

Help Wanted

Production-Programming, Others

LEADING TV STATION

HAS OPENING FOR

PROMOTION DIRECTOR

This CBS affiliated TV station in one of the top ten Eastern markets in the country has immediate opening for an experienced promotion-publicity manager. Send full details first letter, including salary requirements. All replies confidential.

BOX 265E, B•T.

Situations Wanted

Managerial

ATTENTION!

Available Vice President & General Manager for Radio and Television station. Outstanding contacts in national field, strong on sales & know-how in production. Age 37 with college education & professional theatre training, plus television. With present firm as VP & GM since 1949. 5kw network radio station and constructed UHF television station in 1953, actually constructed two UHF's in my company in large metropolitan markets. Desire similar position in larger market with larger radio station and VHF television. Also would consider position as VP & GM to construct new VHF if in large key market. All replies in confidence. Box 242E, B•T.

Situations Wanted—(Cont'd)

Announcers

HILLBILLY DISC JOCKEY

Hillbilly disc jockey, now employed, would like to make a change. . . . I have 10 years experience, and can sell your sponsors' products. Presently employed also with special show that will sell. Am drawing 2500 letters a year. Am no slouch, have held same sponsor for five years, SOBER, wide awake, also handle promotions, etc. Married, two children. Offers under $100.00 per week will not be answered. PREFER SOUTH. Box 227E, B•T.

SINGING DISC JOCKEY

. . . for aggressive Radio-TV station. If you want to build the top show in town, let me show you what I've been doing for 5 years, in highly competitive market.

Box 233E, B•T.

DISC JOCKEY

. . . with national reputation. Now in one of America's 10 largest markets. No hyperthyroid but friendly, humorous programming. Commercial voice on many national spots. Versatile, 12 years background radio and agency. 5 years TV. In early 30's, stable, civic minded. Not interested in sinecure, but do want to spend more time with my family in pleasant community. Presently doing 3 hours daily radio, 4 shows week, TV. Interested only in established here-to-stay organization with possibility administrative work now or later. Finest references ALL past employers.

Box 272E, B•T

Television

Situations Wanted

Managerial

Mr. General Manager

Do you need an executive assistant? An experienced, capable, dependable administrator to take the details and excess load off your back; a commercial manager who will produce nationally and regionally; who can build a productive local sales operation. If you do . . . I'm your man.

Box 216E, B•T.

3 TOP TV EXECUTIVES
(UHF and VHF Experience)

1. A roll up the sleeve, hard hitting General Sales Manager, with proven record –Local-Regional-National Sales. Experience fourteen years of industry background.
2. TV Program Director—production and directoral Experience cost-conscious, untiring effort, handled network shows—Six years business know-how.
3. Administrator—Comptroller, network and local know-how to save. Twenty-five years of diversified experience.

Here's team to assure successful TV operation. No need to spend monies for consultants. Financially stable respondents only need inquire. Presently employed by one of nation's high powered stations. Willing to make change.

Box 266E. B•T

(Continued from page 110)

August 4 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted extension of time to and including July 12 within which to file an opposition to appeals from an Examiner's ruling excluding certain depositions filed by WREC Bcstg. Service and WMPS Inc., applicants for ch. 3 in Memphis, Tenn., on June 22 (Dockets 10761-62) (Action of 7/29).

Portland, Ore., Westinghouse Radio Stations Inc.—Granted petition for withdrawal of its petition for clarification of order filed by them on June 2 in re proceeding for ch. 8 (Dockets 9138 et al.), and said petition was dismissed (Action of 7/20).

For Sale

Equipment Etc.

RECORD BARGAIN

Station WTXL has discontinued all Western, Hillbilly programs. Our entire 78 RPM library of 2,500 records for sale. Perfect condition. $500.00. FOB, Springfield, Mass. Write, wire or Phone Springfield 9-4768 at once. Lawrence A. Reilly, General Manager, WTXL, W. Springfield, Mass.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

LABE B. MELL
Television
Management—Operations
Programming
Consultant
South Florida Television Corp.
310 95th St. Miami Beach, Fla.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

By Hearing Examiner Herbert Sharfman

Evansville, Ind., Evansville Television Inc.—By Memorandum Opinion and Order granted petition for leave to amend its application for ch. 7 and reopen the record; said amendment to show certain changes resulting from death of George R. Bayard, one of stock subscribers, was accepted and the record thereupon closed; parties may file supplemental proposed findings with respect to the facts of record affected by this action within five days of the release of this Memorandum Opinion.

WICU (TV) Erie, Pa., Dispatch Inc.—By reason of the issuance of the Commission's Memorandum Opinion and Order of July 29 ordered that the Examiner's ruling of July 21 insofar as it directs the parties to exchange memorandum of law by Aug. 6, and schedules oral argument on Aug. 9, is rescinded (Docket 11048).

By Hearing Examiner Fanney N. Litvin

Issued by Order further correcting the record in proceeding re applications of The Travelers Bcstg. Service Corp. and Hartford Telecasting Co. for ch. 3 in Hartford, Conn. (Dockets 8621, 10699).

By Hearing Examiner Annie Neal Huntting

Scheduled a pre-hearing conference for Aug. 9 in re applications of Mercer Bcstg. Co., Trenton, N. J., et al. (Dockets 10931 et al.).

August 4 Applications

ACCEPTED FOR FILING

Remote Control

KGHI Little Rock, Ark., KGHI Bcstg. Service—(BRC-472).

WQBC Vicksburg, Miss., Delta Bcstg. Co.—(BRC-473).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—(BRC-470).

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—(BRC-471).

Renewal of License

WHIS Bluefield, W. Va., Daily Telegraph Printing Co.—(BR-757).

Application Returned

WOND Pleasantville, N. J., Pioneer Bcstrs. Inc.—Voluntary transfer of control of licensee corporation to Harlan G. Murrelle and Associates.

WINK-TV Fort Myers, Fla., Fort Myers Bcstg. Co.—Mod. of CP (BPCT-875) as mod., which authorized new tv station for extension of completion date to 12-11-54.

AFRS Stations Listed

ARMED Forces Radio Service broadcast stations using more than 100 w power within the region covered by the North American Regional Broadcasting Agreement now are being listed by FCC in NARBA notifications to signatory nations. The AFRS assignments, the Commission explained, are on the basis of non-interference to any regular commercial station. The AFRS station would cease operation if a commercial outlet were granted on the same channel.

Top Network VHF-TV
and
Dominant AM Radio Station
$1,250,000.00

We believe this is one of the very exceptional AM-TV opportunities in America. Both stations blanket and dominate a large market of more than 500,000 persons. The TV is fairly new but operating in the black; the AM has a long record of consistent profits. Very valuable real estate included. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

Sweetest short SUCCESS story ever told . . .



NOVEMBER, 1953 — M and M Candies, through their agency, Roy S. Durstine, Inc., buys the half-hour Saturday morning kid show "Johnny Jupiter" on WSM-TV.

APRIL, 1954 (6 mos. later)—M and M's business up 250% in this area, with jobber orders up as much as 600% in some cases.

Don't take our word for it. Ask O. B. O'Bryant, M and M's District Representative here. Then steer your clients with drooping sales and dragging inventories to Irving Waugh or any Petry man for the full story of WSM-TV sales boosting potentials.

Channel 4 WSM TV
NASHVILLE

TELESTATUS

August 9, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52—Unknown
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed: 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 95,300
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 68,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,800
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,861,132
►KCOP (13) Katz; 1,861,132
►KHJ-TV (9) DuM; H-R;; 1,861,132
►KNBH (4) NBC; NBC Spot Sls.; 1,861,132
►KNXT (2) CBS; CBS Spot Sls.; 1,861,132
►KTLA (5) Raymer; 1,861,132
►KTTV (11) Blair; 1,861,132
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starters

The following tv stations are the newest to have started regular operations:

WPBN-TV Traverse City, Mich. (ch. 7), Aug. 1.

KXJB-TV Valley City, N. D. (ch. 4), Aug. 1.

WKBT (TV) La Crosse, Wis. (ch. 8), Aug. 1.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/3/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC, Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27). 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83), 10/14/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
393,971
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company



The Greatest Draw In Wichita!.....

"BAR 16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"
Mon. – 24.9	17.8 (Amos & Andy)
Tue. – 15.7	16.2 (Superman)
Wed. – 25.4	10.3 (Kit Carson)
Thur. – 21.6	11.9 (Hopalong Cassidy)
Fri. – 24.9	5.4 (Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6* for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double-barreled pull!

See PETRY For Regional and National Participations!

KEDD
WICHITA KANSAS
NBC • ABC
REPRESENTED BY
Edward Petry & Co., Inc.

FOR THE RECORD

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 628,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.

Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33), 12/9/53-Unknown
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 10,250

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov., '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/22/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 46,760
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53 Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,0

Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000.

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (43) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knode 116,000
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker 549,284 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 59,0
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 662,0
► WISH-TV (8) CBS; Bolling
► WTTV (4) See Bloomington

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) Initial Decision 7/27/54

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 111,023

Terre Haute†—
► WTHI-TV (10) CBS, DuM; Bolling

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,0

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,29
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed 106,230

Directory information is in following order: ca letters, channel, network affiliation, national rep resentative; market set count for operating sta tions; date of grant and commencement targe date for grantees.

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 63,678
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 54,481
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC; Petry; 101,292

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
► WABI-TV (5) ABC CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-Aug. '54
Portland—
► WCSH-TV (6) NBC; Weed; 116,627
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 44,200

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 552,235
► WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,191,210
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 140,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 54,250

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,407
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
*WTVS (*56) 7/14/54-Late '54*
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) Venard; 51,000
► WJIM-TV (6) ABC, CBS, NBC; H-R; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
► WPBN-TV (7) NBC; Holman

MINNESOTA

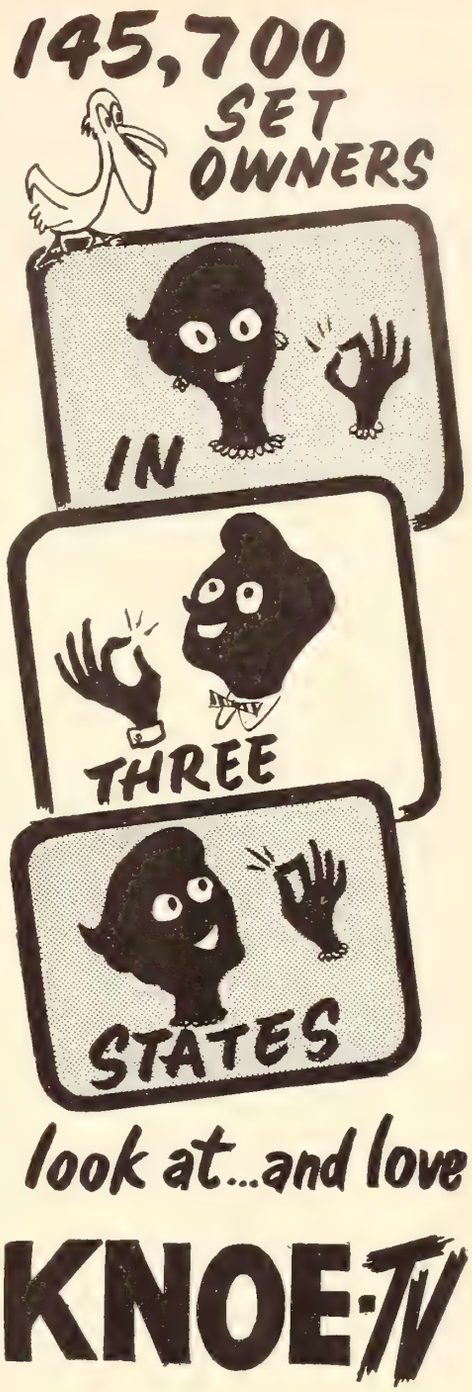
Austin—
► KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
► WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 467,300
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
► KROC-TV (10) NBC; Meeker; 76,648
St Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 477,000
► WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
Birney Imes Jr. (4) 7/28/54-Spring '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 87,085
► WSLI-TV (12) ABC; Weed; 80,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown



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KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

Channel 8–Monroe, La.

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Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 117,776
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 402,796
► KMBC-TV (9) CBS; Free & Peters; 402,796
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735

St. Louis—
KETC (*) 5/7/53-Unknown
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360
► KSTM-TV (36) ABC; H-R; 215,000
► KWK-TV (4) CBS; Katz
WIL-TV (42), 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 11,000

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 10,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 38,853

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

1-2 sales punch
in WESTERN MONTANA


MISSOULA, MONTANA

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling 95,877
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 410,201. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/14/54
*WTVF (*23) 7/24/52-Unknown*

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/26/54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker 9,600

New York—
► WABC-TV (7) ABC; Petry; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000
► WTRI (35) CBS; Headley-Reed; 93,515

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 344,242

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke 143,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 29,950
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-8/28/54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,249
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222

Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 233,474

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 63,676

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,680

Valley City†—
► KXJB-TV (4) CBS; Weed

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710

Ashtabula†—
► WICA-TV (15) 20,000

Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,039,216
► WNBK (3) NBC; NBC Spot Sls; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz 286,382

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► WKBN-TV (27) ABC, CBS, DuM; Raymer 131,838

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
► KGEO-TV (5) ABC; Pearson

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 52,348

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 121,774
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 274,445
*KETA (*13) 12/2/53-Unknown*

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 98,513
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
*Oklahoma Educational Tv Authority (*11). 7/21/54-Unknown*

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,900

Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
► WLEV-TV (51) NBC; Meeker, 76,492

Chambersburg†—
WCHA-TV (46) See Footnote (d)

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 26,269
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/15/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 773,494

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Burn-Smith; 170,700

New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,780,046

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
► WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 160,000
► WGBI-TV (22) CBS; Blair; 165,000
► WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 163,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 175,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 48,300

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 113,048
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 57,700
► WIS-TV (10) NBC; Free & Peters; 107,450
► WNOK-TV (67) CBS, DuM; Raymer; 56,001

Florence†—
WBTW (8) CBS; 11/25/53-9/26/54

Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 81,296
► WTSK (26) CBS, DuM; Pearson; 77,200

Memphis—
► WHBQ-TV (13) CBS; Blair; 285,737
► WMCT (5) ABC, NBC, DuM; Branham; 285,737

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 191,810
► WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) CBS; Katz; 8/5/53-8/6/54 (granted STA July 6)

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 52,061
► KGNC-TV (4) NBC, DuM; Katz; 52,061
KLYN-TV (7) 12/11/53-Unknown

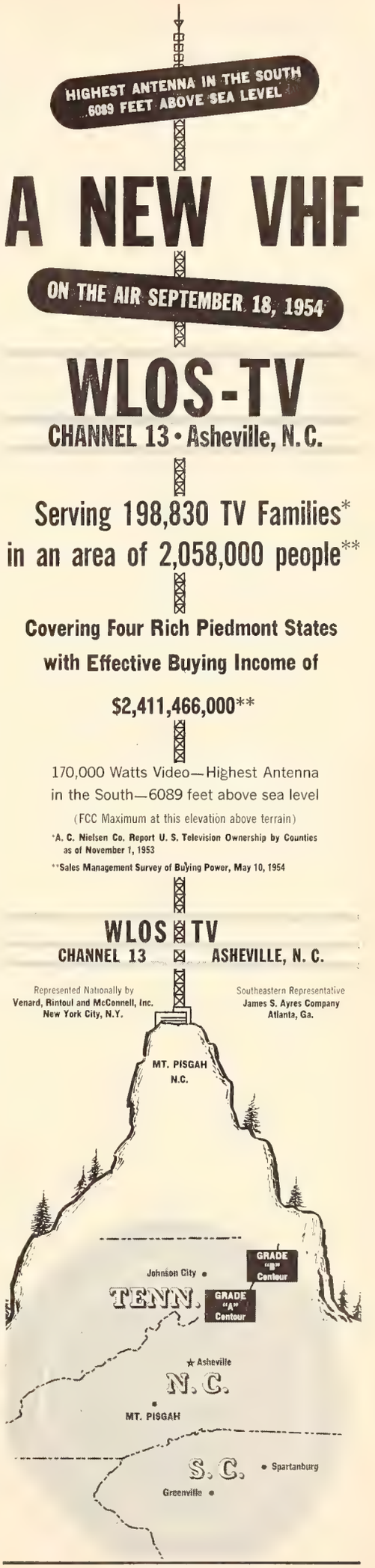
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081

Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
► KVDO-TV (22) NBC; Young; 13,950
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 393,971
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000





CBS & DUMONT TELEVISION

KDUB-TV
LUBBOCK, TEXAS

PRES. & GEN. MGR.: W. D. "DUB" ROGERS
NATL. SALES MGR.: GEORGE COLLIE

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,650

Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,280

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,076

Lubbock—
► KCBD-TV (11) ABC, NBC, Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,350

San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 200,702
► WOAI-TV (4) NBC; Petry; 200,702
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 82,897

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 40,525

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,280

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
► KTVT (4) NBC; Blair; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/15/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
► WACH-TV (33) Avery-Knodel

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knod 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knod 76,679
Louis Wasmer (2) 3/18/54-10/1/54

Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Wee 25,056

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/5 8/12/54 (granted STA June 17)

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Pern 34,500

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,2
Greater Huntington Radio Corp. (13) Init Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,8

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingber 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Wee 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 52,500
► WMTV (33) ABC, NBC, DuM; Meeker; 55,5
Badger Television Co. (3) Initial Decisi 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/5 9/12/54

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,0
► WTMJ-TV (4) ABC, NBC, DuM; Harringto Righter & Parsons; 681,953
WTVW (12) 6/11/54-Unknown

Neenah†—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,3
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollin bery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► KULA-TV (4) ABC; Headley-Reed; 58,0

PUERTO RICO

San Juan†—

- WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
- WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—

- CHCH-TV (10)

Kitchener†—

- CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—

- CFPL-TV (10) CBS; All-Canada, Weed; 65,000

Montreal—

- CBFT (2) 201,433
- CBMT (6) 201,433

Ottawa—

- CBOT (4) 10,100

Quebec City†—

- CFCM-TV (4)

St. John, N. B.—

- CHSJ-TV (4) CBS

Sudbury†—

- CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,822 7,326

Toronto—

- CBLT (9) 222,500

Vancouver—

- CBUT (2) CBS

Winnipeg†—

- CBWT

MEXICO

Juarez† (El Paso, Tex.)—

- XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—

- XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 390; total cities with stations on air: 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,682,451.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 325,748 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
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UPCOMING

AUGUST

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 9-10: BMI tv clinic, Hotel Statler, Los Angeles.

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Hotel Tulsa, Tulsa.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SPECIAL LISTINGS

BAB Clinics

Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

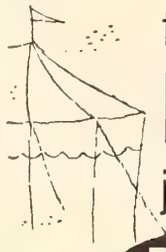
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.


for a BIG selling job - use the
BIG tv station WTRF-TV in the Wheeling market . . .
BIG IN POWER
operating with 316,000 watts, channel 7, the most powerful TV station in W. Va., Southwestern Penn. and Eastern Ohio.
BIG IN PROMOTION
WTRF-TV program schedules are published regularly in more than 55 newspapers, including 3 daily and 2 Sunday Pittsburgh papers. Consistent promotion for all clients has won for WTRF-TV top prizes for outstanding efforts.
BIG IN PUBLIC PREFERENCE
Latest Telepulse survey in 6 counties adjacent to Wheeling gives WTRF-TV 1st 25 most popular one-a-week shows and 1st 15 most popular multi-weekly shows—plus audience preference in every time category.
WTRF-TV
NBC Primary • ABC Supplementary
represented by Hollingbery
Robt. Ferguson • VP & Gen. Mgr.
Phone Wheeling 1177
Radio Affiliates WTRF & WTRF-FM

Free Film Boomerang

THE abundance of "free" films now available to television may be simplifying programming for stations without much money or imagination, but it also is creating a serious problem with which these and all other stations must eventually deal.

The "free" films are mostly produced to obtain television publicity without paying television advertising rates. While some may avoid a direct commercial approach, they all are made with the intention of exploiting a product or a service. By whatever name they are called—publicity, public relations, public information—they are designed to advance the interests of whatever organization pays the production bills.

The question which all telecasters must begin to consider is whether an organization which is willing to pay for the production of a film should not also be asked to pay for the time in which it is telecast. Or, put another way, why should a television station give its time to an organization which is plainly seeking commercial gain?

To be sure, those stations which have a limited program supply have gratefully accepted "free" films as schedule fillers. As a temporary measure to bolster programming, the use of such films may be understandable. But it cannot provide anything but trouble for the long haul.

The more such films that stations use, the more will be produced. The more such films that are produced, the more advertising money will be diverted to their production. The inevitable consequence of such a process will be a diminution of total advertising funds available for conventional timebuying.

Bricker Throws the Brick-Bat

IT'S GOING to be a busy five months ahead for all manner of folks in broadcasting—private as well as government.

While Congress hibernates and electioneers during the balance of 1954, the staff of the Senate Interstate & Foreign Commerce Committee, probably to be headed by former FCC Comr. Robert F. Jones as chief Republican counsel, is going to undertake what ostensibly is to be an investigation of the networks, in pursuance of the Bricker Bill (S 3456). But, the odds are it will become a full-dress inquiry of the FCC, manufacturers, group owners, clear channels, commentators, and "editorializing," with the networks only one facet of the inquisition.

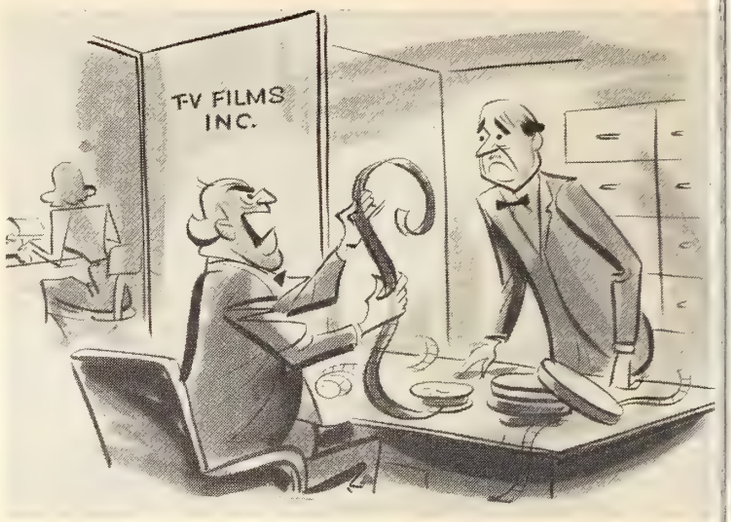
It is evident that Sen. Bricker, of Ohio, as chairman of the full committee, is bent upon pre-empting most of the job previously delegated to the communications subcommittee headed by Sen. Charles Potter, of Michigan, a first-termer who seemed to be making better-than-expected progress in coping with the practically insolvable economic quandary in which uhf stations found themselves.

Whatever the cause, it remains our opinion that this is no time for a fishing expedition into the whole area of broadcast operations and regulation. Sen. Bricker has stated [B•T, Aug. 2] that the committee staff will function during the recess and report to the committee next January. He said he isn't committed to the regulation of radio and television networks and, pending the study, doesn't know whether regulation will be necessary.

The obvious conclusion must be that, under the direction of Mr. Jones, the investigation will have been conducted in private by the time the staff is ready to report. Mr. Jones, as a member of the FCC from 1947 until 1952, found plenty of fault with the networks, group owners, clear channel operators, and was the lone full-tilt dissenter to the final television allocations report.

Small wonder, then, that there was opposition to his appointment, not only by the networks, but by many other entities. They feel he has made up his mind on many of the matters that will come within the purview of his investigative assignment.

Perhaps because of this expressed opposition, Mr. Jones, if appointed, as is now confidently expected, will treat his new assignment with objectivity. If he indulges in "overboard boy" tactics, his impersonal approach will be challenged and his effectiveness destroyed.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"You've shot this entire series of baby food commercials without wedding rings on the mothers' hands!"

As chairman, it is Mr. Bricker's prerogative to name counsel of his own selection. The Democratic minority sought and obtained authority to appoint its own co-counsel. In the words of Sen. Edwin C. Johnson, of Colorado, the ranking minority member, the new counsel will be named if needed to "offset" Mr. Jones.

This has the appearance of an inquiry along partisan lines. If it develops into an imbroglio, with party against party, then all broadcasting and the FCC will be caught in the middle.

We regret this turn of events because we think no good can come of it. But since the deed is done, it is to be hoped that the preliminary investigation will be held within reasonable bounds.

We are not optimistic. Already there are signs that the original intent of the Bricker Bill—study of the networks —is to be exceeded. Mr. Bricker now indicates "all phases" of tv will be covered, and it infers that counsel will lead the way.

Thus, even those few affirmative steps indicated by the Potter subcommittee for immediate relief of uhf may go by the boards. The staff study presumably will take precedence over all else.

Acting Acting Chairman

BEWILDERING, inexplicable, political Washington has been the center of many, many curious things in the lifetime of this nation. But it's hard to think of a situation more incongruous than that on the FCC today.

Rosel H. Hyde, acting chairman, is on a well-earned vacation, the first he has had since he took over the reins 17 months ago. So, by order of seniority, E. M. Webster has become "Acting Acting Chairman."

It happened this way: Mr. Hyde, Republican, and a career official who rose from the ranks, was named chairman (full-fledged) on April 18, 1953, by President Eisenhower. Because of some political abracadabra, the appointment was made for a year. April 18, 1954, came and went. No action from the White House, so Mr. Hyde was elected Acting Chairman by his colleagues under a provision of the statute never before invoked.

Comr. Webster has served as "Acting Chairman" before. But never before in the history of the FCC or any other agency that we know about has there been an "Acting Acting."

Before Mr. Hyde returns from his native Idaho about Sept. 1 we hope the White House gets around to making up its mind.

WBRC-TV

CHANNEL · 6

BIRMINGHAM, ALA.

now CBS

100,000

WATTS

ATOP RED MOUNTAIN



A STORER STATION

BIRMINGHAM BROADCASTING CO., INC.

ESTABLISHED 1949



WBRC-TV OFFICES AND STUDIOS ATOP RED MOUNTAIN

PROGRAMS

Programming in the public interest is more than a "catch" phrase to WBRC-TV. It is their solemn pledge that all programs are dedicated to the people. It is their guarantee to the advertiser that he will have a responsive audience. Local in character, produced with network finess, WBRC-TV programs feature Alabama's greatest array of outstanding personalities.

POWER

WBRC-TV operates with maximum power of 100,000 watts, on channel 6, high atop Red Mountain, overlooking Birmingham, the crossroads of the industrial South. Thus, maximum power, plus high tower, plus low frequency equals complete coverage. Although mail is regularly received from points far more distant, WBRC-TV projects a clear, powerful picture into all TV homes from Mississippi on the west, to Georgia on the east; and from Huntsville in the north, to below the capital city of Montgomery in the South.

PROMOTION

WBRC-TV has long been acknowledged as one of TV's most aggressive promotion stations. Winner of national awards for outstanding merchandising on behalf of its advertisers, the station's own full-time merchandising department completes the final link in the chain of sales that extends from advertiser-broker-retailer to consumer. All accepted promotion and merchandising devices are used to increase the sale of advertised products, including point-of-purchase displays in the chain stores.

PROGRAM PERSONALITIES



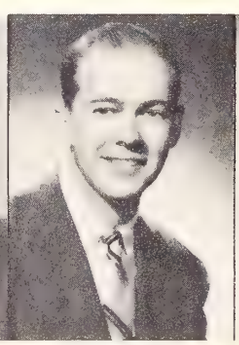
HAPPY HAL BURNS



JOAN MEADOWS



RICK NELSON



BOB BANDY



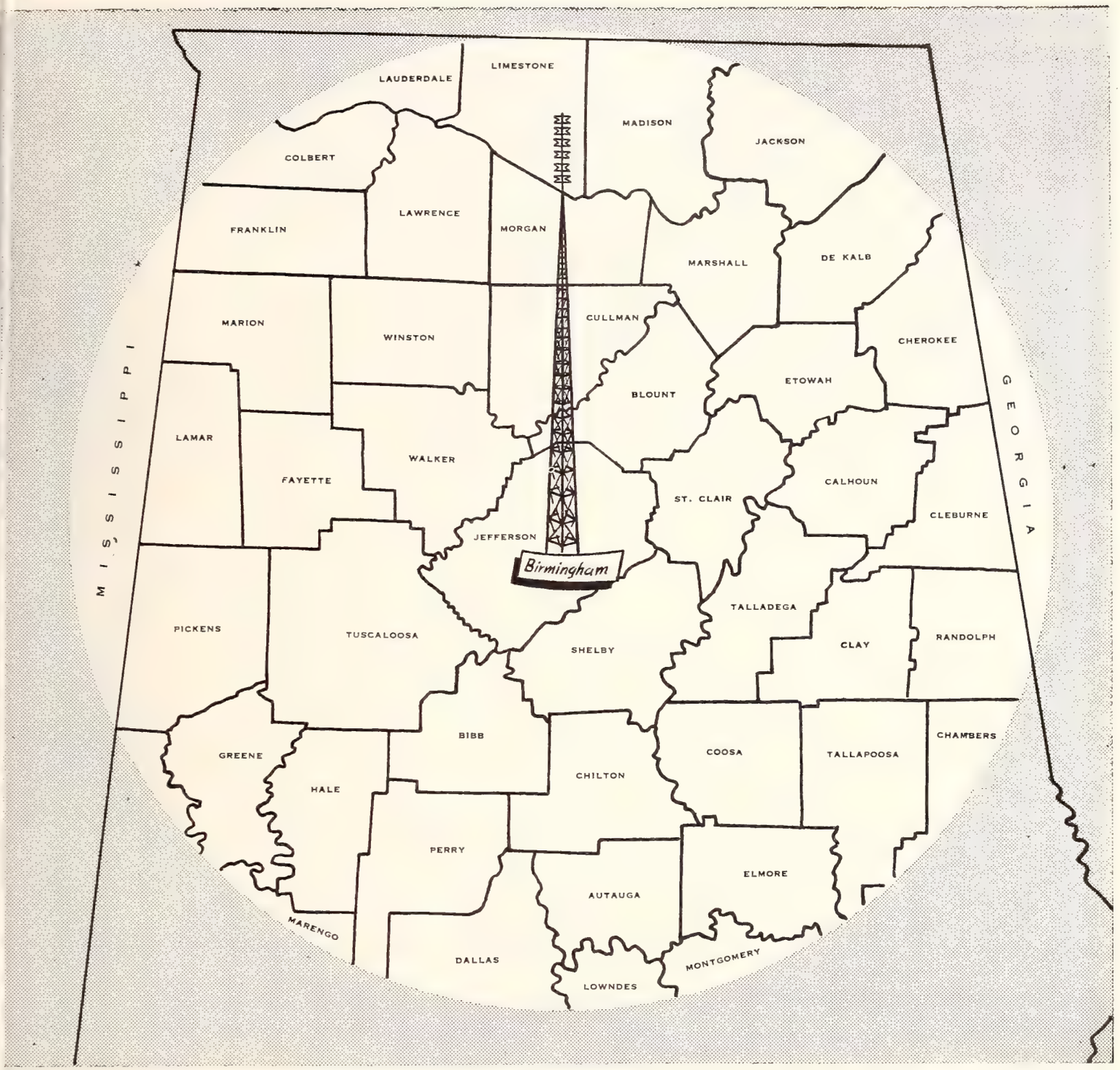
HENRY NORTON



MARGO GEORGE



SHAF GREGORY



Market Data For WBRC-TV's 35 County Coverage*

POPULATION	TV FAMILIES	FOOD SALES	DRUG SALES	RETAIL SALES	E. B. I.
1,936,000	245,080	372,629,000	38,280,000	1,409,568,000	1,986,952,000

*Source: TV Families, "TELEVISION" MAGAZINE; Market Data, Sales Management 1953



PANORAMA OF BIRMINGHAM AT NIGHT

BIRMINGHAM
INDUSTRIAL CENTER OF THE SOUTH

Birmingham, strategically located, is an important distributing center for the southeast. It is served by nine trunkline railroad systems, a water route to the Gulf, several major airlines, and numerous motor freight lines. In Birmingham's wholesale distributing area more than 3,000,000 persons are served with modern lines of dry goods, millinery, drugs, hardware, construction equipment and many other products.

MANUFACTURING

Birmingham has become the manufacturing center of the Southeast in 78 years because of many factors. It lies in the heart of a rich mineral section, the only spot on the globe where coal, iron ore and limestone, the three essentials for making steel, are found together in commercial quantities. Its 920 diversified industries range from chemicals to clothing and from household furniture to heavy machinery.

TRADE

Birmingham's retail district is one of the finest in the South. In just Jefferson County there are 5,250 retail establishments having an annual payroll of over $60,000,000. Retail sales for WBRC-TV's coverage area are almost a billion and a half dollars, for Jefferson County alone they were more than $671,373,000 in 1953. Birmingham is the shopping capital for a radius of 100 miles.

George B. Storer
President,
Storer Broadcasting Co.



J. Robert Kerns
Vice President,
Managing Director
WBRC-TV



Oliver Naylor
Local
Sales Manager



M. D. Smith
Program
and
Production
Manager



Sterling Madding
Promotion
and
Merchandising
Manager



NATIONAL SALES REPRESENTATIVES; THE KATZ AGENCY, INC.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 ● **BOB WOOD**, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 5 billion dollars. *(Sales Management's 1954 Copyrighted Survey)*



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

You must buy KFMB-TV....
to reach all of San Diego County

KFMB-TV

CBS

ABC • DU MONT

SAN DIEGO, California...

still FIRST in

America's Fastest Growing Billion-Dollar-Market!

30th in the NATION in FOOD SALES*
$183,855,000.00



Bigger than...

- PROVIDENCE, R. I.
- INDIANAPOLIS, IND.
- KANSAS CITY, MO.
- DENVER, COLO.
- NORFOLK, VA.

*1953 Food Sales... *Sales Management, 1954*

FIRST in-
Day-time,
Night-time,
All-the-time
RATINGS

WRATHER - ALVAREZ BROADCASTING, INC.

San Diego 1, California

Represented by EDWARD PETRY & CO., INC.

AUGUST 16, 1954 35c PER COPY

BROADCASTING TELECASTING

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23 RD
year

HE NEWSWEEKLY
RADIO AND TV

You must face the FACTS!

Thanks to the annual "Iowa Radio-Television Audience Survey" conducted for the past sixteen years by famed Dr. Forest L. Whan, you can know more about the listening-viewing facilities, habits and trends in this State than in any other area in the Nation.

Projecting all recent figures, you'll find that WHO-TV offers you ready access to 227,000 television sets in Central Iowa—an area that includes an urban population of 566,300, a rural population of 545,100. These 1,111,400 people have an effective buying income of over 1.7 *billion* dollars.

WHO-TV is, we believe, the first station ever to go on the air with programming from 6 a.m. to 12 midnight—with the finest NBC-TV network programs . . . the best local programs, *plus* one of the Nation's largest local-talent staffs. Ask Free & Peters!



WHO-TV

Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives







GENERAL BAKING COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG**, **WCOD**, **WTVR**

For nearly half a century, the bakers of BOND BREAD have grown steadily in a most competitive field. The word "quality" has been a keystone in that success . . . quality of product . . . of selling . . . of service . . . and of advertising.

In broadcasting, quality in every respect adds up to a complete job, too. Top quality programming and public service over the Havens and Martin, Inc., stations in Richmond deliver sales results throughout the rich areas of Virginia. Join the other advertisers using WMBG, WCOD and WTVR, the First Stations of Virginia.



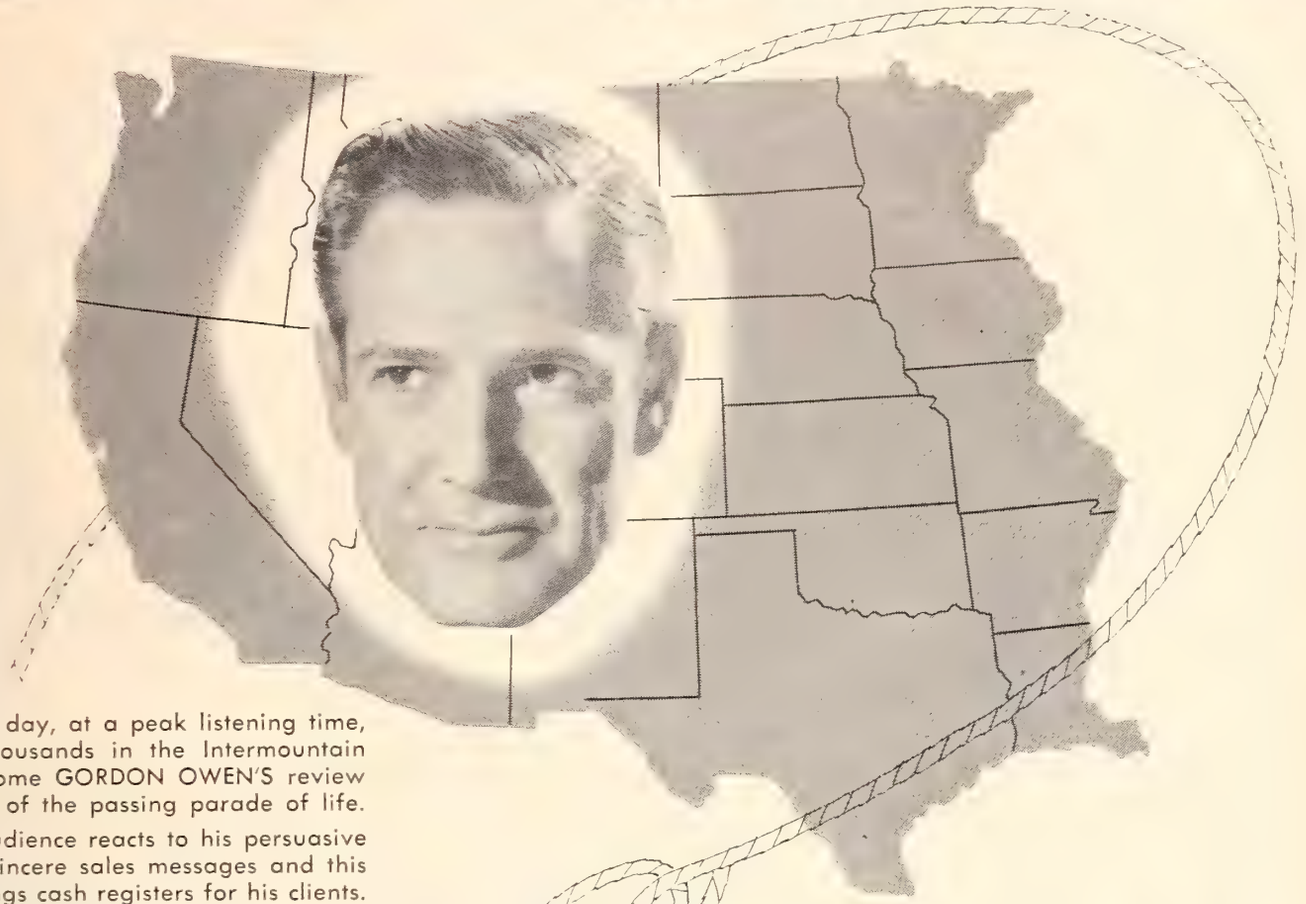
Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

La ch n to Gordon Owen



Every day, at a peak listening time, countless thousands in the Intermountain West welcome GORDON OWEN'S review of the passing parade of life.

His loyal audience reacts to his persuasive and sincere sales messages and this response rings cash registers for his clients. Keep **your** sales figures growin' . . . with Gordon Owen.

Gordon Owen's
HOMEMAKER SHOW

8:15 - 8:30 a. m.

Monday through Saturday

FULL

nter ountain etwork



44 STATIONS IN

UTAH IDAHO MONTANA WYOMING

SOUTH DAKOTA NEBRASKA COLORADO

NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Again! Unquestionably

KRLD HAS MORE TOTAL AUDIENCE IN DALLAS THAN ANY OTHER STATION OR FREQUENCY

MONDAY THROUGH FRIDAY: 6 A. M. TO 12 MIDNIGHT...

KRLD IS FIRST

SATURDAY: 6 A. M. to 12 MIDNIGHT . . .

KRLD IS FIRST

SUNDAY: 6 A. M. to 12 MIDNIGHT . . .

KRLD IS FIRST

"Pulse April-May 1954"
(Based upon 112,200 quarter-hour reports)

FROM 6 A. M. UNTIL 12 MIDNIGHT, SEVEN DAYS A WEEK, KRLD IS UNQUESTIONABLY FIRST.

"Wherever you go, there's radio," Tell your story to the great Dallas-Fort Worth market and the Southwest with North Texas' most listened-to Radio Station.

KRLD 50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

closed circuit®

IT'S NOW known that both CBS and NBC have made major economic studies to determine feasibility of changing from traditional network structure in both radio and tv to simplified program service operation, with networks selling service to stations. Though NBC executives are bearish about prospects [CLOSED CIRCUIT, May 31], CBS 20th floor thinks such operation has good profit potential and indeed will inevitably be forced by high costs of tv networking and dwindling radio network revenue.

★ ★ ★

POLITICAL pressures are another factor which may hasten drastic revision of network concepts. At least one chief executive of major network believes such investigations as forthcoming Bricker probe could be avoided if networks were merely program services sold directly to stations.

★ ★ ★

AT BEHEST of Dept. of Justice, FCC attorneys are researching political libel looking toward drafting of legislation which would protect broadcast stations now precluded under Sec. 315 of Communications Act from censoring political speeches. Department's interest, it's understood, was aroused by recent speech of Comr. Robert E. Lee before National Press Club [B•T, Aug. 2] in which he underscored dilemma of broadcasters and urged solution through legislation.

★ ★ ★

NUMBER of top-level people are actively under consideration for presidency of TvB with likelihood that decision will be made following Chicago meeting, tentatively slated for Sept. 2. It's definitely established, however, that none of ten men who served as joint committee to effect merger will be in running. Clair R. McCollough, chairman of NARTB Tv Board, and Richard A. Moore, acting head of former TvAB, are key men in selection of new president, with concurrence of their respective boards. Presidency as well as other staff positions currently are "wide open," it's understood.

★ ★ ★

IN PRIVATE conversation last week one of highest network officials predicted that tv trend toward "Spectaculars" will lead to creation of star system which will out-Hollywood Hollywood. In his view, budgets which seem high today will be considered small change in future. "I don't say this is either good or bad," he said, "but it certainly will make broadcasting a different business."

★ ★ ★

PAPER WORK was being completed last weekend on acquisition of KFSD-AM-TV San Diego by Fox, Wells Co., New York investment firm, for $2.8 million [CLOSED CIRCUIT, Aug. 9]. Board of directors of new KFSD Inc. will comprise James G. Rogers Jr., Fox, Wells executive and former vice president and general manager of Benton & Bowles; Glen R. McDaniel, president, Radio - Electronics - Television Manufacturers Assn., counsel for Fox, Wells, and William T. Lane, Syracuse agency owner and former head of WAGE Syracuse and WLTV (TV) Atlanta. New manager for properties not yet selected.

★ ★ ★

DON'T think that the forthcoming Senate investigation of networks has all the chains in a tizzy. DuMont executives make no bones about their delight at this turn of events; they virtually asked for something like this during the uhf hearings before Sen. Potter.

IT WOULDN'T surprise observers to see CBS divest itself of its minority interest in WTOP-AM-FM-TV Washington (45%), WCCO-AM-TV Minneapolis (47%) and KQV Pittsburgh (45%) within next few months.

★ ★ ★

IT'S NO discredit to Sig Mickelson to report his elevation to vice presidency of CBS Inc., with supervision of all radio-tv news and public affairs shows (see story page 104), may take heat off network in forthcoming Bricker probe. Able newsman and skilled administrator, Mr. Mickelson was going places anyway, but Sen. Bricker's known concern over broadcasts by some CBS commentators may have hastened appointment of top overseer to whom all commentators must answer.

★ ★ ★

ACQUISITION of his seventh am station by R. W. Rounsaville to be announced soon when application for FCC approval of his purchase of 70% of WWOK Charlotte, N. C. (construction permit for 1480 kc, 1 kw daytime), is filed. Mr. Rounsaville, who is post-war broadcaster (he started with $2,000 of his GI savings), already owns WQXI-AM-TV Atlanta, WLOU and WQXL-TV Louisville, WCIN and WQXN-TV Cincinnati, WMBM Miami Beach, WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton, Tenn. Am stations in Louisville, Cincinnati and Miami Beach are run as "race" stations.

★ ★ ★

PURCHASE of WESK Escanaba, Mich. (250 w, 1490 kc, NBC), by Stanley R. Pratt, president of WSOO Sault Ste. Marie and former director of patronage of Republican National Committee, for $20,000 effected last week, subject to FCC approval. Mr. Pratt also owns 20% of WMIQ Iron Mountain, Mich.

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for super results use

SUPER POWER

WGAL-TV

NBC
CBS
DUMONT

Lancaster, Pennsylvania

316,000 WATTS



316,000 WATTS

STEINMAN STATION
Clair McCollough, *President*

Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Sunbury	Shamokin
Chambersburg	Lewistown	Coatesville
Frederick	Carlisle	Lewisburg
Hagerstown	Shippensburg	Huntingdon
Westminster	Martinsburg	Waynesboro

Representatives

MEEKER TV, Inc.

New York Los Angeles Chicago San Francisco

at deadline

MILLION-WATT GEAR FOR UHF STATIONS PROMISED BY GE BEFORE END OF YEAR

TWO major steps in tv transmitter field announced Friday by General Electric Co. First, GE disclosed it will have maximum-allowable million-watt uhf transmitting gear available to uhf operators before end of year. Second, it announced immediate availability of uhf tv broadcast line for tv satellite stations.

Megawatt ERP for uhf stations made possible by new 45 kw transmitter, wave-guide efficiency of 90% and antenna gain of 25, GE explained. New 45 kw transmitter has 12 kw amplifiers in parallel. Present 1 kw and 12 kw transmitters can be used as part of system, with uhf tubes described as on production lines and already "de-bugged." New 45 kw job priced at $225,000 plus klystrons, which are leased. Boost to maximum for station with GE 12 kw transmitter would cost $165,000 with $175,000 cost involved in changing 1 kw transmitter to 45 kw system.

Arrangement of 12 kw amplifiers in parallel is described as unique by GE engineers. Use of production uhf tubes and equipment already proved in field also termed unusual in radically new product and designed to avoid troubles of early introductory period.

GE said satellite equipment is available in packages, with cost depending on size of market to be covered and whether film programs will be originated. Complete cost of packages (except tower and building): Small market, 1 kw transmitter, from $50,000; medium market with 1 kw transmitter, from $75,000; large market, with 12 kw transmitter, from $150,000.

William J. Morlock, general manager of GE's Commercial Equipment Department and chairman of RETMA Broadcast Equipment Section, said FCC's new policy and availability of equipment will enable uhf stations to commence with greatly reduced operating costs, making it unnecessary to increase personnel and facilities until their areas have developed into tv markets that will justify such expansion.

Schick First Taker For DuMont Pro Football

FIRST SIGNING of national tv network sponsor for coming fall football games announced Friday by DuMont Tv Network with disclosure that Schick Inc. (electric shavers) had contracted for one quarter of 40 Saturday night and Sunday afternoon National Football League games over 92-station network. Contract was placed through Kudner Agency, N. Y.

Every weekend from Oct. 2 through Dec. 12 DuMont will carry from two to five games on Saturday night and Sunday afternoon contests, with selected games of the week going on coast-to-coast lineup Sunday afternoon while other games go to regional hookups. One Schick-sponsored game will be seen in each city each weekend. Saturday schedule (10 games) opens with New York at Baltimore Oct. 2; Sunday schedule (30 games) not yet announced.

Fights Force NBC Moves

TO accommodate acquisition of Gillette Friday night fights, heretofore carried by ABC, NBC Radio is rescheduling *Fibber McGee & Molly* from present Mon.-Fri. strip to Sun.-Thurs. basis (10-10:15 p.m.) and switching *Great Gildersleeve* from weekly half-hour to Sun.-Thurs. quarter-hour (10:15-10:30 p.m.) which will be offered to advertisers in 15-minute segments. *Fibber* will continue to be sold on one-minute participations basis. Change for *Fibber* effective Aug. 29; for *Gildersleeve* Sept. 26. Gillette fights also are on NBC-TV.

WKY-TV to Feed Color

WKY-TV Oklahoma City, using own color equipment, will become first network affiliate to originate a network colorcast when it feeds color coverage of American Indian Exposition to NBC-TV tomorrow (Tuesday) for insertion in network's *Home* (11 a.m. to 12 noon), NBC announced Friday.

$7 Uhf Tuner Feasible, Manufacturer Tarzian Avers

TV TUNER manufacturer Sarkes Tarzian supplied Senate Interstate & Foreign Commerce Committee with details Friday on how he can supply set manufacturers with full-range vhf-uhf tuner for only $7 more than vhf unit alone. Data was requested to support debate expected this week on House-passed catch-all bill which includes $7 excise tax relief for firms making combination vhf-uhf sets.

Mr. Tarzian affirmed his testimony before Senate Commerce Subcommittee probing uhf ills that $7 uhf portion could be added in field to his tuners by using screwdriver.

Disagree on Rebuke

MEMBERS of House Commerce Committee reportedly disagreed last week over contents of statement, said to have been drafted by Committee staff, which was to have delivered sharp rebuke to radio-tv for what Committee felt to be excessive beer and wine advertising.

Rep. Charles A. Wolverton (R-N. J.), Committee chairman, said late Friday there definitely will be statement, probably "Tuesday or Wednesday." Statement was to be issued by Committee in lieu of reporting out Bryson bill to prohibit liquor advertising on radio-tv and in newspapers, letting bill die on shelf.

UPS AND DOWNS

WOR New York claimed Friday that, for first time in radio history, advertisers have opportunity to sponsor same personality on combination-rate basis at times when people are retiring at night and when they are waking up in morning. Station is offering participations on early-morning *Rambling with Gambling* (Mon.-Fri., 6-8 a.m.) and *John Gambling Show* (Mon.-Fri., 11:15-11:45 p.m.)

• BUSINESS BRIEFLY

NEWS FOR MILES • Miles Labs, Elkhart, Ind. (Alka-Seltzer and One-A-Day brand vitamins), in what was described as its first across-the-board network tv news series purchase, signs to sponsor *Morgan Beatty and the News* on DuMont Tv Network, Mon.-Fri., 7:15-30 p.m., immediately preceding his 7:30-45 p.m. strip on NBC Radio, also for Miles. Telecasts will originate from DuMont's WTTG (TV) Washington studios, and, because of time element, special studio has been constructed there for origination of Mr. Beatty's NBC Radio broadcasts. Miles-DuMont contract described as for 52 weeks, starting Sept. 27, and was placed through Geoffrey Wade Adv., Chicago.

THREE FOR EDWARDS • Signing of three new sponsors for CBS-TV's *Douglas Edwards with the News* (Mon.-Fri., 7:30-7:45 p.m. EDT) announced Friday by Willam H. Hylan, CBS-TV vice president in charge of network sales. Sponsors are: Whitehall Pharmacal Co., N. Y., through the Biow Co., N. Y., for Monday period, starting Aug. 23; Bendix Home Appliances Div., Avco Mfg. Corp., South Bend, through Earle Ludgin & Co., Chicago, for Wednesday program, starting Aug. 25, and Pharmaceuticals Inc., N. Y. (Geritol), through Edward Kletter Assoc., N. Y., for Wednesday segment, effective Aug. 27.

REVLON TO SSC&B • Revlon Products Corp., N. Y. (Silken Net hair spray, Love-Pat and Aquamarine shampoo), appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising. Media plans as yet undecided.

MORE FOR MONARCH • Monarch Wine Co., Brooklyn (Manischewitz wine), Friday announced step-up in advertising plans for fall, doubling tv schedule to include 50-60 stations and adding 50% more radio stations for total of 150-160. Through Emil Mogul Co., N. Y., company has released series of 20-second and one-minute tv film commercials, combining animated version of "Man, oh Manischewitz" musical jingle with live photography of wine being enjoyed in typical home situations.

RADIO BOLSTERS TV • General Foods Corp., Maxwell House Div., Hoboken, N. J. (Instant Sanka), plans to supplement its tv spot campaign with radio spot drive in about 20 markets, not set as yet, with starting date still undetermined. Agency: Young & Rubicam, N. Y.

Four V's Join ABC-TV

AFFILIATION of four more television stations with ABC-TV, raising total affiliates to 205, announced Friday. New affiliates are: KIEM-TV Eureka, Calif. (ch. 3), owned and operated by Redwood Broadcasting Co., with Don H. Telford as general manager; KBES-TV Medford, Ore. (ch. 5), owned and operated by Southern Oregon Broadcasting Co., with William B. Smullin as general manager; KHOL-TV Kearney, Neb. (ch. 13), owned and operated by Bi-States Co., with Duane L. Watts as general manager; and WTHI-TV Terre Haute, Ind. (ch. 10), owned and operated by Wabash Valley Corp., with Joseph M. Higgins as general manager.

For Your Sake, Mr. Time Buyer, We

keep hammering

This One Important Fact

There Is Only One TV Station in the Detroit Area with Maximum Power . . . and that's WJBK-TV

Get MAXIMUM COVERAGE on the 1,468,400 TV sets in the rich Southeastern Michigan market with WJBK-TV's 100,000 watt power, 1,057 ft. tower and commanding Channel 2 dial position.



A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22,
ELDORADO 5-7690

at deadline

Chief, Assistant Named For Broadcast Bureau Unit

NEW CHIEF and assistant chief of FCC Broadcast Bureau's Rules & Standards Division were announced Friday with Hart S. Cowperthwait getting top post. Named assistant chief was division attorney Herbert M. Schulkind.

Mr. Cowperthwait has been chief of Technical Branch of Television Division. He succeeds Arthur Scheiner who resigned to enter private law practice in partnership with former FCC General Counsel Benedict P. Cottone.

Engineering graduate of U. of Minnesota, Mr. Cowperthwait joined FCC in 1941. After wartime monitoring, he was assigned broadcast duties, including chief of Allocation Section. Mr. Schulkind, law graduate of Columbia U., joined FCC in 1949 as broadcast attorney in Office of General Counsel. He transferred to Rules & Standards in 1951.

KXOK Sale Filed

APPLICATION for FCC approval of sale of KXOK St. Louis from present Elzey M. Roberts family ownership to Elzey M. Roberts Jr. and C. L. Thomas for $300,000 in cash and stock transfers filed Friday. Reassignment of KXOK is required in order for present owners to exercise option to purchase 23% interest in KWK-AM-TV St. Louis, according to merger agreement which resulted in tv grant [B•T, April 12].

Station, on 630 kc with 5 kw, will be assigned to KXOK Broadcasting Inc., 75% owned by junior Mr. Roberts and 25% by Chester L. Thomas, present general manager. Both will withdraw from connection with KXOK Inc., present licensee. In June 30, 1954, balance sheet, station shows total assets of $2,950,750, of which current assets are $1,435,038, and total current liabilities of $420,662, plus surplus of $1,530,088, and common stock valued at $1 million.

KWK-AM-TV is now owned by Robert T. Convey and associates and *St. Louis Globe-Democrat*. After all merger options are taken up, KWK stations will be 28% owned by Mr. Convey and group, 23% by *Globe-Democrat*, 23% by KSTP-AM-TV Minneapolis-St. Paul, 23% by KXOK Inc. group, and 3% by St. Louis residents of Missouri Valley applicant.

Hearing Indicated

NORTH CAROLINA Television Inc., sole applicant for ch. 7 at Washington, N. C., advised by FCC in McFarland notice that hearing is indicated on tv bid because of coverage overlap between two stations in which firm's stockholders also are interested. FCC cited WFTC Kinston and WGBR Goldsboro. Kenneth C. Royal, ex-Secretary of Army, is part owner of tv applicant and WGBR.

Chambersburg Uhf Off for Good

DARKENED ch. 46 WCHA-TV Chambersburg, Pa., won't resume telecasting, board of directors has voted. Off air July 18, station told FCC it will return permit if requested.

Notre Dame Gets Ch. 46

FINAL DECISION granting ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., subsidiary of Notre Dame U., issued by FCC Friday. Competitive bid of WHOT South Bend was denied. Notre Dame has bought WHOT for $140,000 from Universal Broadcasting Co., subject to FCC approval (story page 58). Universal operates WISH-AM-TV Indianapolis.

Radio Actions

RADIO actions by FCC Friday: KMYR Denver granted change from 250 w on 1340 kc to 5 kw fulltime on 710 kc, directional. KPMO Pomona, Calif., granted increase in day power from 500 w to 1 kw, operating on 1600 kc, 500 w night.

Shreveport, Providence Cases Postponed

TWO tv oral arguments scheduled by FCC today (Monday) were postponed Friday until Sept. 14. They are: Shreveport, ch. 12 case, in which examiner's initial ruling favored Shreveport Tv Co. over KRMD and Southland Tv Co., and Providence ch. 12 case, involving economic protest by ch. 16 WNET (TV) against ch. 12 WPRO-TV.

Rennekamp Stations Cited

TECHNICAL violations of FCC's rules, including operation of stations without first class licensed operators, cited by FCC Friday in orders to Kenneth E. Rennekamp stations WEMR Emporium, WMAJ State College, WAKU Latrobe, WKBI St. Marys and WKRZ Oil City, all Pa., to show cause why cease and desist orders should not be issued for violations of Act and rules.

Commission explained certain of stations cited also had defective modulation monitors, one was operated contrary to specifications of its authorization despite warning indication of remote control device and another failed to have Conelrad civil defense equipment. Similar order also was sent Curt Doelicke to show cause why he should not be ordered to cease from operating WEMR or any other station without permit.

STRIKE SPIKED

SERIES of radio-tv spots and special simulcast by WSBT-AM-TV South Bend, Ind., credited Friday by officials of Studebaker Corp. plant there with helping to avert possible shutdown by 10,000 members of United Auto Workers (CIO) and union acceptance of pay adjustment. After union met Aug. 6 and rejected management proposal to pare wages, station prevailed on Studebaker officials to participate in simulcast Wednesday evening to correct misinformation and rumors on issues involved. Studebaker officials answered queries on suggested 10-15% downward pay adjustment and on its position that pay slash was necessary to meet competition. UAW members met again late Thursday and agreed to accept.

AT&T Wants To Extend Experimental Color Rates

AT&T Friday filed with FCC application to extend experimental color tv rates until Feb. 1, 1955, indicating that as yet telephone company officials have not determined how much transmission of color programs from city to city is going to add to costs of black-and-white program transmission. Experimental tariff is same as black-and-white for line charges ($35 per circuit mile per month for eight consecutive hours daily service) and $500 station connection charge, plus extra $450 for color hookup.

Full Power for KOIN-TV

KOIN-TV Portland, Ore., increased to full 100 kw Friday as new Ideco tower and six-bay antenna went into operation. Oregon Gov. Paul Patterson took part in inaugural. Engineering tests of ch. 6 signal said to show five-fold increase in Goldendale, Wash., and Eugene, Ore., 125 miles away.

UPCOMING

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Tulsa.
Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.
Aug. 22-24: Georgia Assn. of Broadcasters, St. Simons Island.

For other Upcomings see page 125.

PEOPLE

KENNETH L. SKILLIN appointed advertising and sales promotion department manager of Armour & Co., Chicago, succeeding **RALPH E. WHITING,** who resigned to join Earle Ludgin & Co. there as vice president and account executive.

GEORGE J. ZACHARY appointed radio and television production manager, Lever Bros., N. Y., succeeding **JOHN ALLEN,** who resigned to start own tv producing firm. Mr. Zachary will be responsible for production of radio and tv programs and commercials by Lever's advertising agencies. He also will be in charge of development of new programs and talent.

RICHARD T. CONNELLY, director of press, NBC, resigning effective Sept. 7 to return to radio and tv publicity department of Young & Rubicam, N. Y., where he served for eight years prior to taking NBC post some 16 months ago.

CARL TILLMANNS, director of advertising and promotion, Paul H. Raymer Co., station representation firm, transfers to company's radio sales staff.

WARREN J. BOOROM named assistant director of local promotion for BAB, effective today (Monday), by **R. DAVID KIMBLE,** BAB director of local promotion. Mr. Boorom succeeds **S. I. ABELOW,** who has resigned to join Grey Adv., N. Y. Mr. Boorom has served as director of promotion and advertising for WTOP Washington since last April.

BERNICE FITZ-GIBBON, noted retail advertising woman (and outspoken critic of radio-tv as advertising media), retained by Biow Co., N. Y., as consultant, according to announcement being made today (Mon.) by Milton Biow, chairman of agency. She has served as advertising executive for three of New York's largest department stores, Gimbel's, Macy's, and Wannamaker's, and since resignation from Gimbel's last February has operated own advertising consultant office.

CHARLES KELLY, manager of tv, WMAL-TV Washington, to WSUN-AM-TV St. Petersburg, Fla., as general manager, effective Sept. 1.

JIM FIDDLER, pioneer radio-tv weatherman who has been featured on NBC-TV's *Today*, joins WLWT (TV) Cincinnati today (Mon.) as staff meteorologist, directing weather station at Crosley Square.

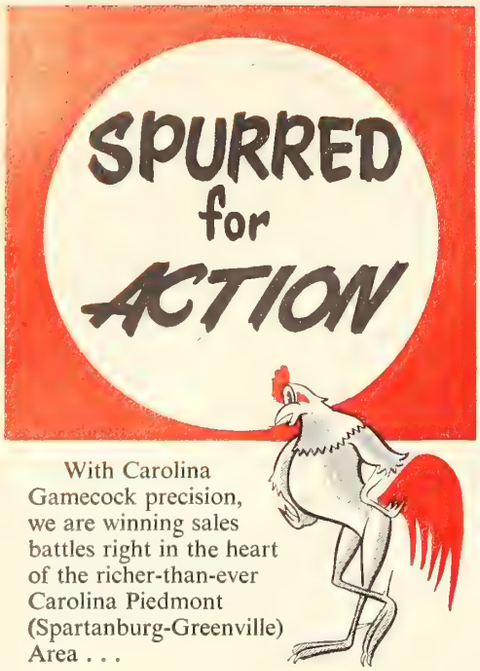
ANTHONY H. BORIS, Philip Morris' "Johnny," who helped make "Call for Philip Morris" nationally known, died Thursday in Grand Rapids at age 39. He was with Philip Morris for 10 years.

First Color in Mexico

XHT (TV) Mexico City (ch. 4) is scheduled to present today (Monday) what is hailed as "the first color telecast in Latin America." Edward J. Stern, president of international division of Ziv, reported Friday that event will be marked by presentation of half-hour episode of Ziv Television Program's series filmed in color, *Favorite Story*.

ABC Film Calls Huddle

PLANS announced Friday by George T. Shupert, president of ABC Film Syndication, for three-day meeting in New York, starting Aug. 25, of entire personnel of division, including producers, administrators and sales executives. Meeting will be held in conjunction with launching of two new ABC film properties, *Mandrake the Magician* and *Passport to Danger*, which will be available for late fall programming.



With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900
**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

index — BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Joel H. Johnston, Sharleen Kelley, Jean McConnell, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *Senior Editor;* David Berlyn, *Assistant New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Selma Gersten, Barbara Plapler.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

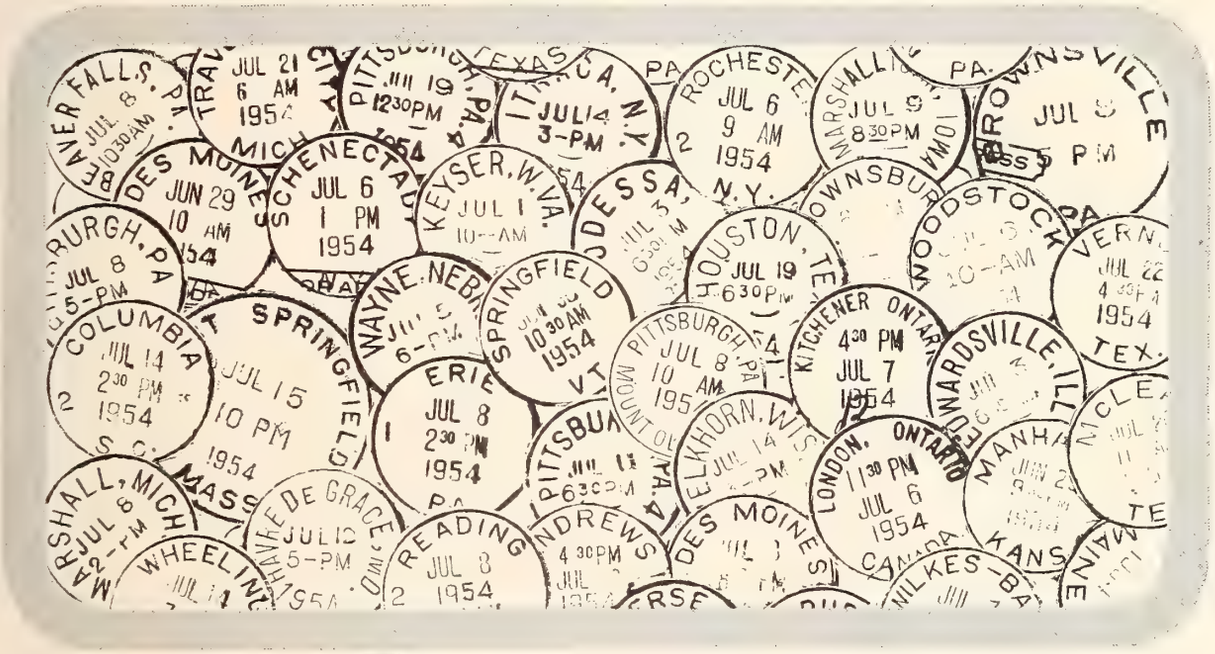
SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.

Over 800 cards and letters from 34 different states, 6 Canadian Provinces, Cuba, and Puerto Rico . . . all telling us that the WMBR-TV signal was received in varying degrees of clarity! Naturally, we can't claim this "freak reception" as a part of our vast coverage pattern . . .

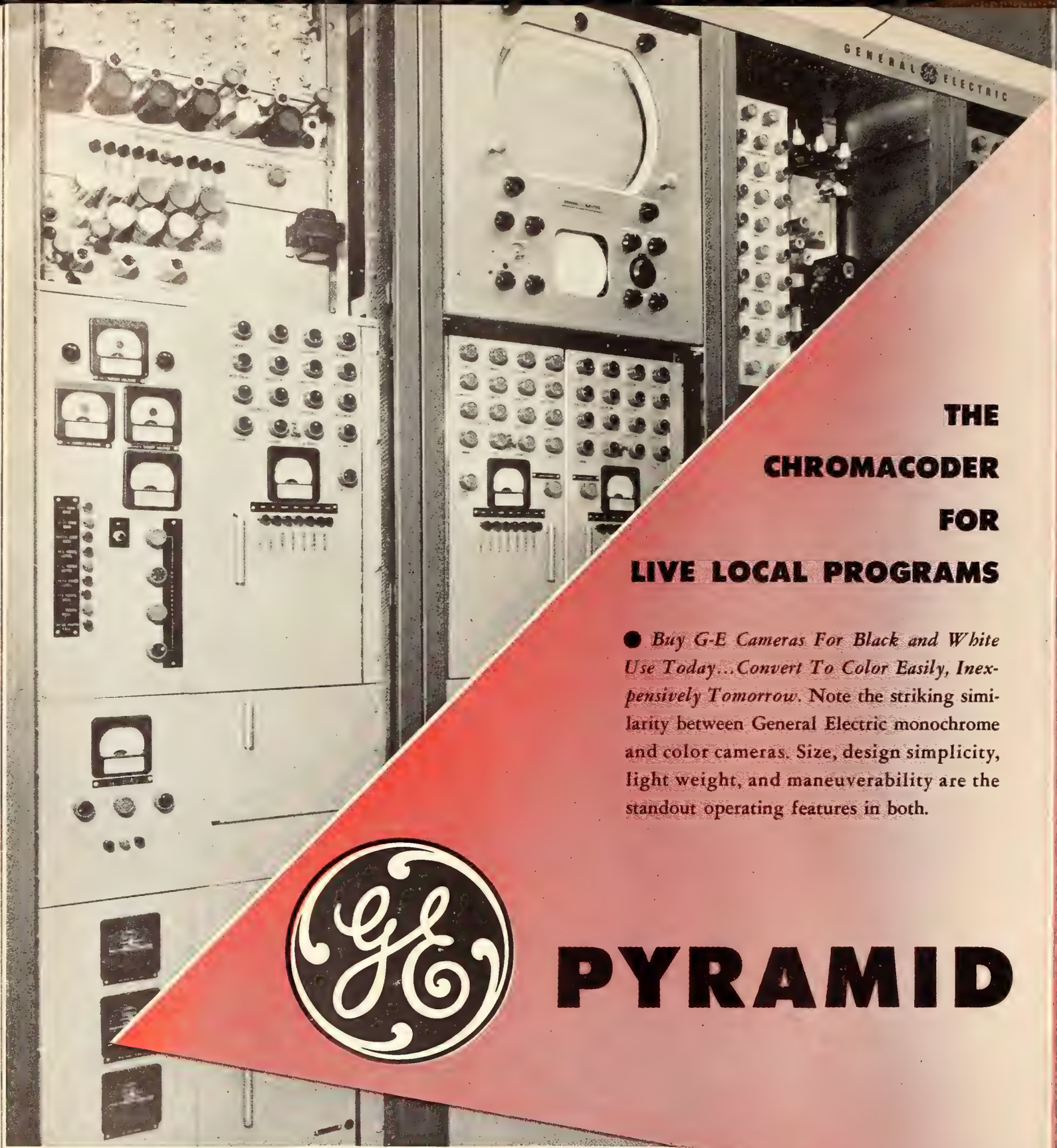


. . . but, we can and do claim 112 counties in Florida, Georgia, and South Carolina, with 261,000 TV families within the total coverage area of WMBR-TV . . . the most powerful television station in North Florida operating with 100,000 Watts on Channel 4 in Jacksonville, Florida!

WMBR-TV

Channel 4, Jacksonville, Florida

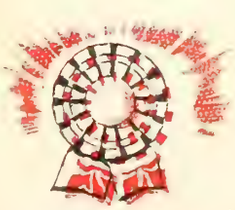
Represented by CBS Television Spot Sales



THE CHROMACODER FOR LIVE LOCAL PROGRAMS

● *Buy G-E Cameras For Black and White Use Today...Convert To Color Easily, Inexpensively Tomorrow.* Note the striking similarity between General Electric monochrome and color cameras. Size, design simplicity, light weight, and maneuverability are the standout operating features in both.

PYRAMID



Excellent Quality!

See a Chromacoder color transmission for convincing proof that G. E. has perfected a system which will attract commercial revenue.



Unmatched Economy!

One Chromacoder serves any number of cameras. Save $40,000 on your first two new color cameras...$80,000 on three channels.

Savings based on average selling price of "3-tube" cameras.



High Maneuverability!

Light weight, rugged design permits equally flexible use of General Electric color television equipment *on remotes* or in the studio.



Simplified Operation!

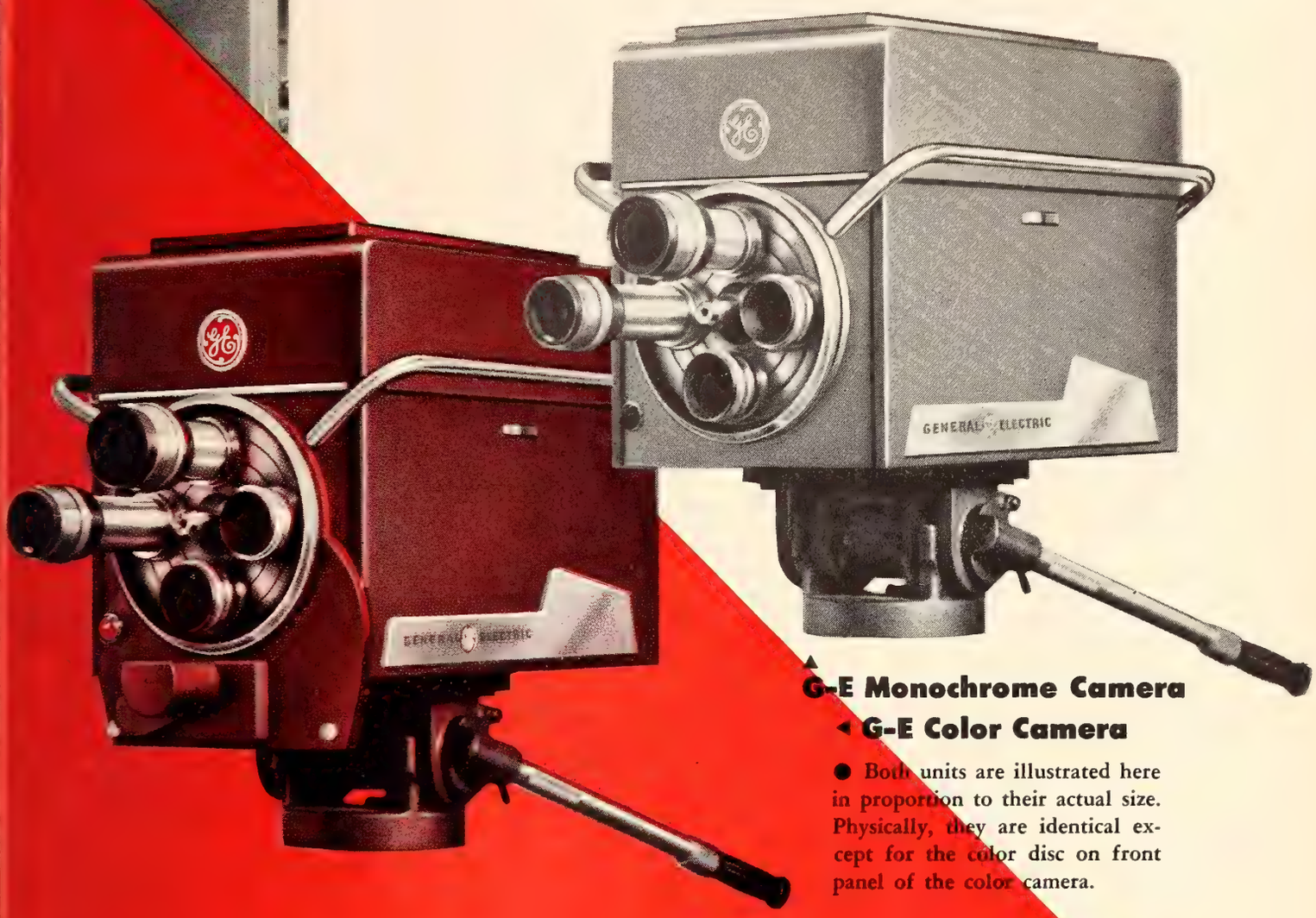
One operator, stationed at the Chromacoder control panel, controls precise color registration adjustments for *all* cameras.



Proved Successful!

At NARTB in Chicago, this equipment was put through its paces under simulated studio conditions and received enthusiastically.

Examine G-E Color...**THEN DECIDE!**



G-E Monochrome Camera

G-E Color Camera

● Both units are illustrated here in proportion to their actual size. Physically, they are identical except for the color disc on front panel of the color camera.

PLAN for color TV

EVERY BROADCASTER who attended NARTB this year had an ideal opportunity to make the color equipment comparison General Electric suggests. Television receiver screens proved Chromacoder's exceptional performance beyond question. And, the facts on economy... system adaptability... and ease of operation are too obvious for anyone to overlook.

If you missed G-E's color demonstration at the convention, get in touch now with our local district representative. He has an interesting color program to present. Ask about the *Pyramid Plan*. You'll welcome this realistic, economical approach to color telecasting.

General Electric Company, Section X284-16, Electronics Park, Syracuse, New York

In Canada, write: *C. G. E. Electronics, 830 Lansdowne Avenue, Toronto*

Progress Is Our Most Important Product

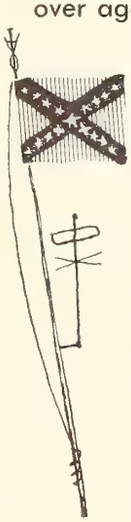
GENERAL ELECTRIC

EVEN LEE WATCHES

WHEN



Good thing the surrender terms didn't include Channel 8 — Lee would have started the war all over again!



Down in Lee country, folks have been known to pass up seconds of corn pone and chittlins rather than miss a single moment of WHEN-TV.

Naturally, we mean Lee, N. Y., just one of more than 250 upstate communities that stand up and salute every time Channel 8 flashes on their TV screens. Awfully tiring, this saluting business, but with Lee it's a matter of love.

Livin' is rich and easy in Lee, 'cause folks there are buyers. You sellin'?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES WHEN

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

IN REVIEW

OZARK JUBILEE

Network: ABC Radio
Time: Sat., 10:05-10:30 p.m. EDT
Star: Red Foley
Producer: RadiOzark Enterprises
Director-Writier: Don Richardson
Announcer: Joe Slattery
Music: Graty Martin's Crossroads Gang
In cast: Pete Stamper, Aunt Bunie Wilson, Foggy River Boys Quartet and guest.
Estimated production cost: $1,300 per week

IN AN EXTENSION of its music-news formula, ABC Radio on Aug. 7 launched a hill-billy music show, *Ozark Jubilee,* which should attract devotees of mountain-style music and humor. It could provide a refreshing pause for Saturday night stay-at-homers who want to flee from the television set.

Red Foley is an ingratiating performer, perhaps the outstanding protagonist of hill-billy



RED FOLEY

vocalizing. Even in his rendition of "standard" tunes, country-style, Mr. Foley is a most talented showman. He is abetted by an able cast of Ozark comedians, including Pete Stamper and Aunt Bunie Wilson.

The show is recommended listening for those who appreciate the cultural phenomenon that is hill-billy entertainment. It is one of the superior presentations in this specialized field, and listeners will either like it or despise it.

ONE MINUTE PLEASE!

Network: DuMont
Time: Tues., 8:30-9 p.m.
Cast: John K. M. McCaffery, permanent m.c.; Hermione Gingold, Hildy Parks, Marge Greene, Marc Connelly, Cleveland Amory and Ernie Kovacs.
Producer-Director: David Lowe
Origination: New York
Production cost: $4,500 per week

SOME have it and some don't. The gift of gab, blarney, loquacity, chatter, babble, effusion, that is. And that's the whole point of DuMont's *One Minute Please!,* which is an import from the staid and proper BBC—and sounds like the British trying to be really jolly.

What the British (and DuMont) have done is to take an old parlor game and convert it to the electronic screen. The game, if your memory goes back no further than mah jong, was to see how well someone could talk seemingly sensibly on a subject he knew nothing about. It belonged in the same era as home songfests, corn-popping in the fireplace, and Gibson Girl shirtwaists.

In the DuMont show, complete with quizmaster and panelists, the time given each contestant is one minute. But, there's a twist ("Gotta give it the old twisteroo, son."). This is some common word which once spoken may not be used again. In one of the rounds on the show we saw, the secret word was "to, two, too." It certainly served to shorten the attempts of some of the participants.

We're not sure we like that hurdle. When such masters of the spoken and written word as Marc Connelly and Cleveland Amory begin to expound on such subjects as "How Peter Piper Picked a Peck of Pickled Peppers" or "How to Begin the Beguine" even their nonsense has a certain sparkle.

Subjects are sent in by viewers. So are recommendations for the secret word. If the subject or the secret word is used, the viewer gets merchandise. There's lots of loot on this program. And every item is carefully identified with the maker's name, and in some instances who the retailer is.

This business of going back to the heyday of the simple, unsophisticated pre-World War I America for tv programs (charades, 20 questions, etc.) has given us pause. What next, we ask ourselves! The answer came to us the other day. What we would like to see is the old fashioned elocution recitation, complete with gestures, that was the staple of family life at the turn of the century. Ah, youth!

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time for Color.*

Aug. 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

Aug. 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

Aug. 31: *Danger,* Block Drug Co. through Cecil & Presbrey

Sept. 7 (10-10:30 p.m. EDT): *Life With Father,* Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp. through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp. through McCann-Erickson

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

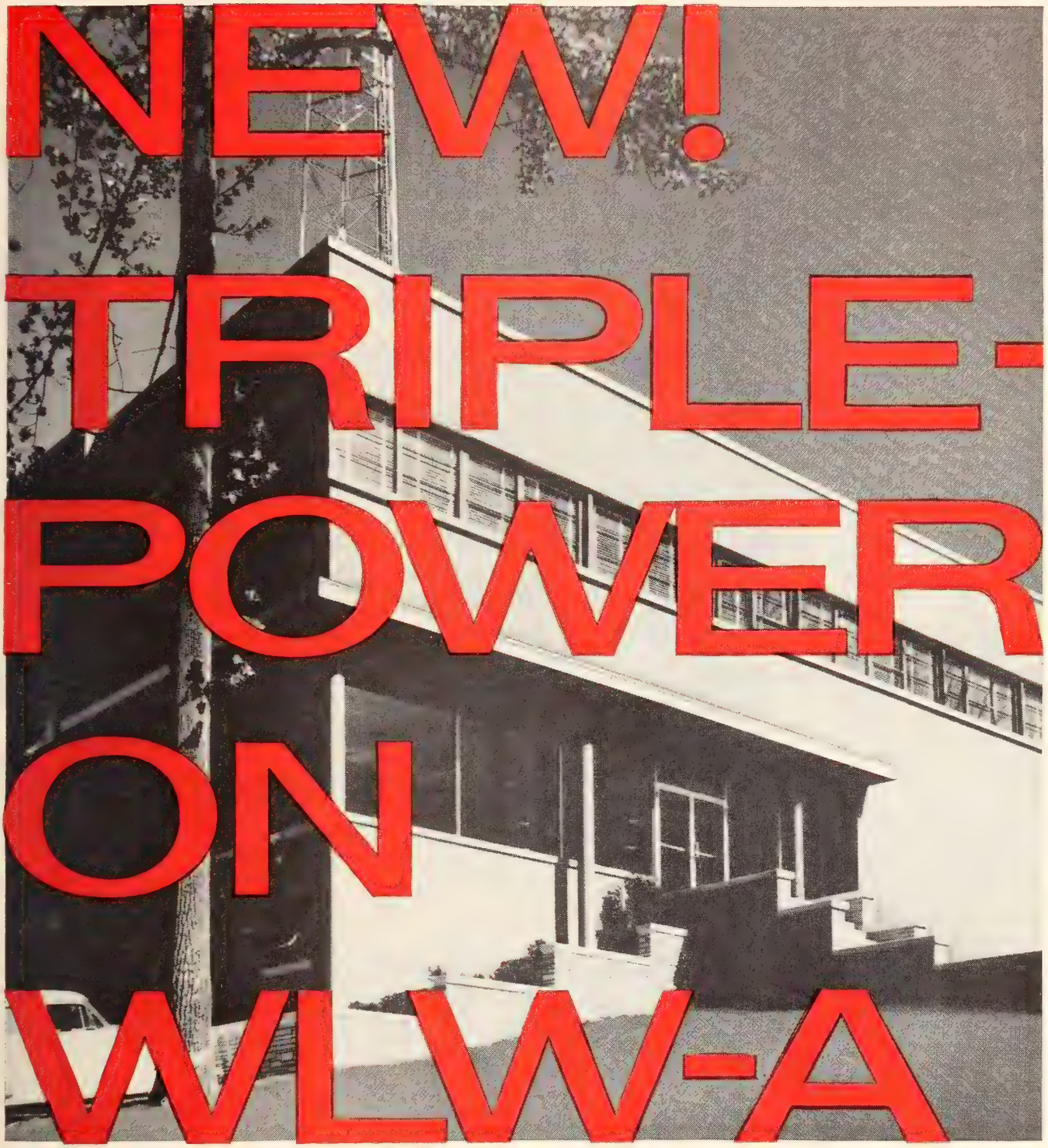
Aug. 16: Address by George Briard

Aug. 17 (on *Home* only): Pickup from Oklahoma City Indian Convention

Aug. 19: Dick Satterfield & Arlene Francis (*Home*)

Aug. 19: *The Marriage*—situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T.]



the one TV station with 3 times the power of any in Atlanta!

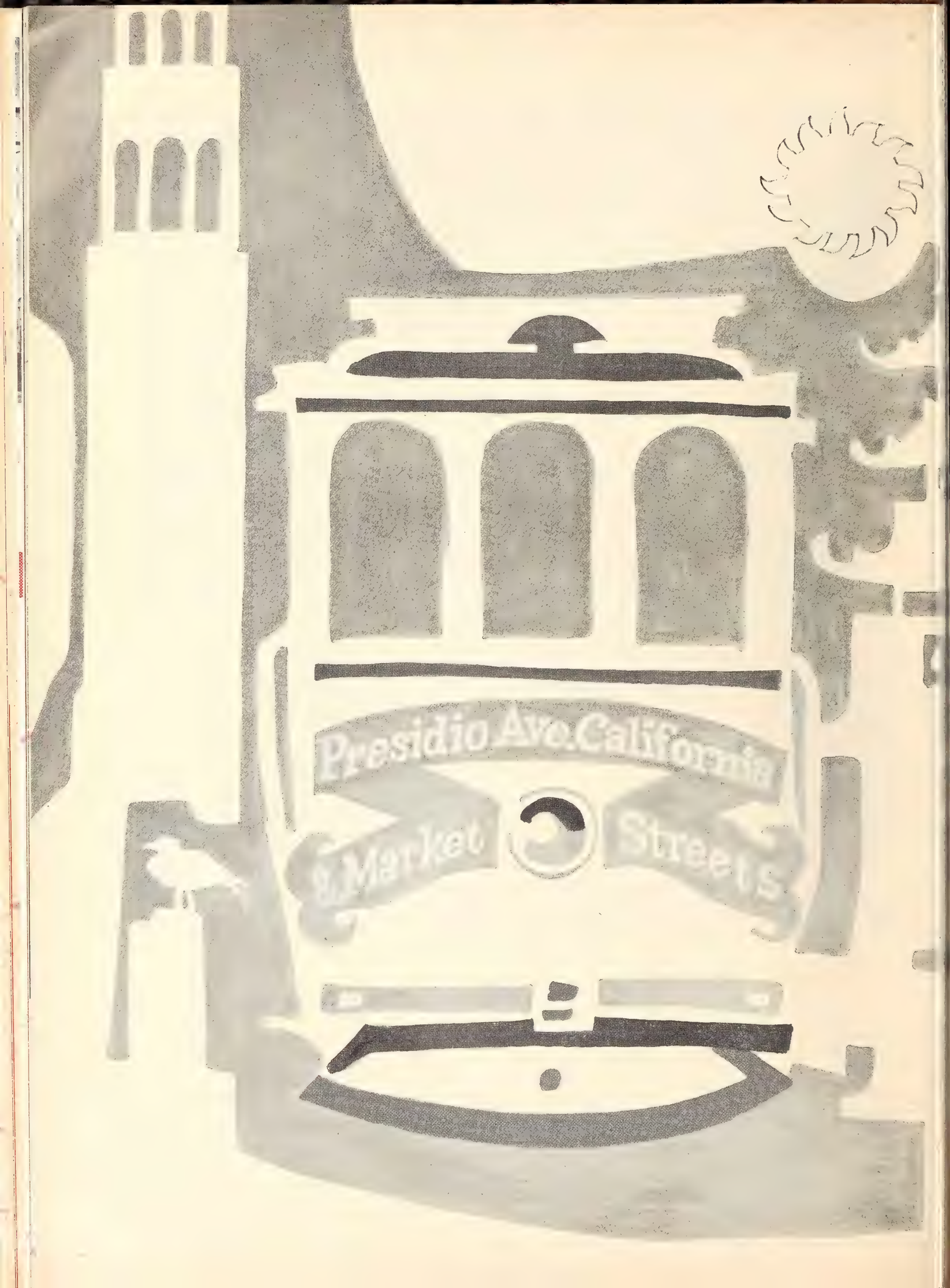
There's a new TV picture in Atlanta and you don't have to look hard to see where the sales are being made. It's WLW-A.

Look at the new power—316,000 watts.

Look at the new plant—36,000 square feet in a dazzling modern building at 1611 West Peachtree NE. Seating for 300 in Studio One, another 150 in Studio Two. The only Atlanta TV station with room for audience participation, live audience excitement.

And then take a second look at WLW-A showmanship, WLW-A audience building, WLW-A merchandising to the point-of-sold. This is triple-power to tap the spending as well as triple-power sending! Something your competition isn't overlooking.

WLW-A, *Crosley Broadcasting of Atlanta, Inc.*


Presidio Ave.California
& Market Streets



Now WBC means San Francisco, too

San Francisco's first television station, KPIX on Channel 5, has joined the group of radio and television stations operated by Westinghouse Broadcasting Company in key centers of the country.

KPIX is WBC's kind of station. It's the Number One station in San Francisco's one-million-set metropolitan area—as much a part of its daily life as the cable cars, hills, bays and bridges. As a WBC station, KPIX will continue the policies and programming that have placed it first with these people it serves and sells.

For more information about KPIX, now that it's part of the finest station group in the country, ask the National Representatives, the station sales staff, or call Eldon Campbell, WBC National Sales Manager. His number is PLaza 1-2700, New York.

KPIX channel 5 CBS

KPIX, San Francisco
WBZ-WBZA·WBZ-TV, Boston
KYW·WPTZ, Philadelphia
KDKA, Pittsburgh
WOWO, Fort Wayne
KEX, Portland

National Representatives: Free & Peters, Inc.
KPIX, San Francisco, represented by the Katz Agency, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

#1
in the morning!
#1
in the afternoon!
#1
in the evening!
IN
Winston-Salem
NORTH CAROLINA
. . . the hub of a rich, fast-growing 15 county market in the industrial heart of the . . .
#1
State in the South
Whatever your product or service—you will sell more of it faster to more people when you use the . . . . . .
#1
STATION
NBC AFFILIATE
600 KC—5 KW
AM - FM
WSJS
Represented by
HEADLEY-REED CO.

OPEN MIKE

Expert Witness

EDITOR:

You are right as rain on the abracadabra re the chairmanship [of the FCC].

Proper administration, especially in this sensitive and controversial area, requires stability of that office. Left in doubt and teetering, the chairman's strength is sapped within the organization and without it. Respect generally is lessened. It is unhealthy in a myriad of big and little ways when the staff, the industry and Washington are left to guess as to where tomorrow's leadership may be.

My earliest knowledge of the one-year deal was when Mr. McNinch went over from the Power Commission "to clean up the mess" that had been created in part by the previous uncertainty in the office. Troubles remained. Then I came in.

The White House sent me a one-year nomination. Sensing even then the problem, I sent it back with this comment: "Uncertainty and weakness are inherent in another temporary appointment. The President has the power to fire the chairman any day he is so minded. Send me one without any specified term or date limitation." This was done. There was never any doubt, within or without, as to where leadership was vested.

James Lawrence Fly
Fly, Shuebruk, Bloom & Gaguine
New York

Where There's Hope

EDITOR:

On page 60 of the Aug. 9 issue of BROADCASTING • TELECASTING, you state that "Bricker stirs little hope among uhf industry." Further the story stated "Senator Bricker's move into the tv picture caused a pall of gloom to descend on uhf operators who had been banking heavily on succor from the Potter Committee."

Our letter as representatives of the Uhf Coordinating Committee did not report to the stations that little hope existed because of the Senator Bricker action. Quite to the contrary, our letter stated that no hope could be expected until the Senator Bricker investigation. Furthermore, our letter to uhf stations said that no hope existed as a result of the Senator Potter Committee taking no action except to consider an ad hoc study committee. This study committee could not be expected to make early or beneficial suggestions for the solution of the uhf problem in our opinion because they would be unfamiliar with the practices of the television industry. . . .

Fred Weber, Vice Chairman,
Uhf Coordinating Committee
WFPG Atlantic City, N. J.

Reservations About Reservations

EDITOR:

I find the article on educational tv in the July 26 issue very informative. It only convinces me further that the reserved channels are a waste of valuable tv space.

Speaking as a viewer, it seems unfair to me that we should be denied additional service. For example, in the New Orleans area where we must depend for vhf service (too far for uhf), there is now one station operating on ch. 6. Three companies are trying for the other vhf ch. 4. The FCC saw fit to reserve ch. 8 for educational purposes. As I see it now, it will be a long time before we can watch anything other than a single station.

It is my opinion that the commercial stations can and will supply plenty of time for educational programs. Among three vhf stations more time would be available than the educational-only tv station could afford to operate. . . .

We are thankful for our single station and watch it constantly. We are a daytime station therefore can see tv at night.

Archie Rushing Jr., Prog. Dir.,
WRJW Picayune, Miss.

Reason Why

EDITOR:

. . . We appreciate very much the really fine support that BROADCASTING • TELECASTING has given us, and I am sure it is one of the reasons why broadcasters and advertisers throw so much support into the various Council campaigns.

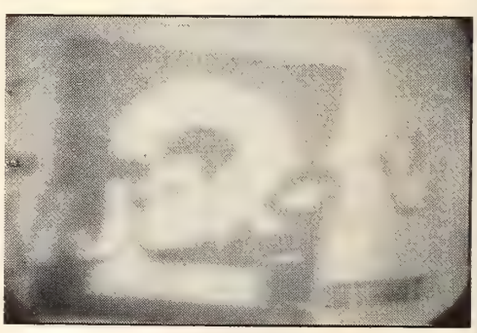
Maxwell Fox
The Advertising Council
New York

Far-Flung Signals

EDITOR:

Let us join the "long-distance contenders" with this 1,417 mile freak signal pickup in Havana, Cuba. Attached picture was forwarded with a letter from Mr. T. E. Cody—excerpt as follows:

"The picture I am enclosing was taken at 9:30 a.m. on June 15, 1954. . . . I live on a



farm 20 miles southwest of Havana, Cuba, and I have only the tv equipment necessary to receive the stations in Havana, a two element lazy X antenna and a 17-inch tv receiver. . . ."

Kenneth H. Boehmer,
Sls. Prom. Mgr.,
WJBK-AM-TV Detroit

EDITOR:

Not to be outdone by Louisville's WAVE-TV —which reported in last week's [Aug. 2] OPEN MIKE several locations from which they've received long distance signal reports—WCIA (TV), ch. 3, has received several dozen reports of clear reception in many distant points —one 1,800 miles away, and others more that 1,000 miles distant. These include Havana, Cuba; Billings and Great Falls, Mont.; Phoenix, Ariz.; Miami, Tampa and other Florida cities; Saskatchewan, New Brunswick and Quebec, Canada; numerous cities in Maine, New York, Rhode Island, Connecticut, Massachusetts and Texas.

Bill Moore, Publicity,
WCIA (TV) Champaign, Ill.

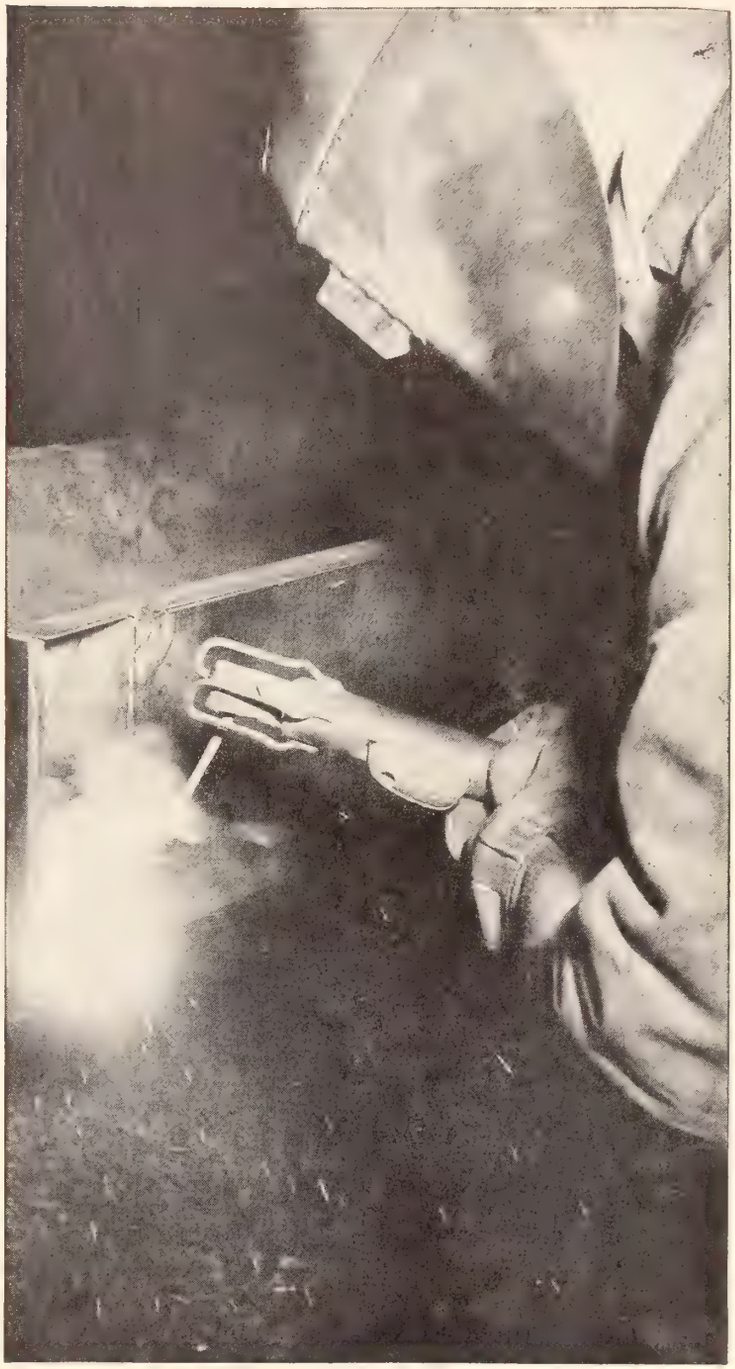
Man in the Iron Mask . . . .

. . 1954-style — and for quite a different reason! The mask of the welder is a common sight up and down the prosperous countryside of our busy Ohio River Valley. His is only one of the many skills in constant demand, at premium wages, by hundreds of plants — large and little — that thrive in this industrial nerve center of America.

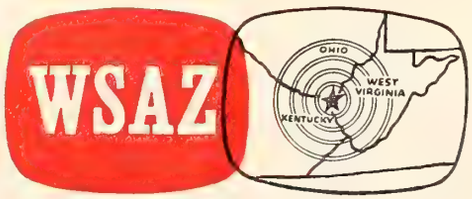
It's a big area, as befits big productivity, big payrolls, and ever bigger potentials . . contained within the boundaries of 116 counties spread across five states. Here are made goods as small as a grommet, as immense as super bridge girders — sought eagerly (and paid for handsomely) by consumers around the world.

Small wonder that welders in iron masks . . experts at turret lathes . . deft workers on assembly lines . . men and women with high specialization they can bring to a diversity of jobs . . all have helped this bustling region amass a total buying power last year that just missed *four billion sales-available dollars.*

A lot of it went into retail buying during 1953; this year may see even more. But this year (as last year), WSAZ-TV is still the *only* single medium of communication that penetrates all 116 counties where these dollars are being spent. More than ever, as the favorite television station in the industrial heart of America, WSAZ-TV helps mold the buying habits of more than a million regular viewers. It can speak with equally mighty persuasion on your behalf — if *you* will only speak to The Katz Agency today.



Welding skill is only one of many abilities needed in the versatile activities of West Virginia Steel Corporation, fabricators and distributors of metal products at Charleston, W. Va. Founded 20 years ago with only five employees, the company has developed swiftly into one of the city's major business enterprises.



T E L E V I S I O N

Huntington-Charleston, West Virginia

Channel 3 — 100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and Du Mont

Also affiliated with Radio Stations WSAZ, Huntington, and WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency



ONE OF THE NATION'S TOP TEN!*

AND KOMA's GOT HIM!

EDDIE COONTZ

BACK HOME AFTER 5 SENSATIONAL WEST COAST YEARS

BEYOND COMPARE ON THE OKLAHOMA AIR!

STARS ON 2 GREAT KOMA SHOWS

Former idol of Oklahoma radio fans, "disk jockey" Eddie Coontz returns to KOMA following a brilliant 5-year record in California. . . . Eddie's morning show for home-makers and afternoon show for the younger set are sure to be sellouts. But right now you can buy . . . and your participating spots will hit the big KOMA area with all the impact this entertainer-salesman extraordinary can put behind them. Better wire or phone!

*as rated by Billboard

KOMA

50,000 WATTS • CBS RADIO

EDGAR T. BELL
Executive Vice President

OKLAHOMA CITY

GENE RIESEN
Sales Manager

REPRESENTED BY AVERY-KNODEL, INC.

MILESTONES

► BRUCE BARTON, chairman of the board of BBDO, and ALEX OSBORN, vice chairman, the only original partners still active in the agency, celebrated the 35th anniversary of their association Aug. 1.

► WALTER HAASE, general manager, and ELEANOR NICKERSON, head of bookkeeping dept., WDRC-AM-FM Hartford, Conn., are observing their 30th and 18th anniversaries with the station, respectively.

► VIRGINIA COLLINS, KFMO Flat River, Mo., has marked the beginning of her 30th year in the radio industry. Civic clubs there proclaimed Aug. 2 as "Virginia Collins Day."

► JACK LATHAM, newscaster, NBC Radio Hollywood *Richfield Reporter* and *11 O'clock News,* on KNBH (TV) same city, is in his 18th year as radio-tv newsman and his eighth year on the Richfield program.

► FETZER Broadcasting Co. (WKZO-TV Kalamazoo, Mich.) honored 15 employes with presentation of diamond pins on their entrance into the station's Ten Year Club. "Mac" McFarland and Dick Stoher received pins from John E. Fetzer, president of Fetzer Broadcasting Co.

► BILL TAYLOR celebrates his 10th anniversary on WOR New York Aug. 15. His *Sunrise Serenade,* broadcast each Saturday at 5:30-6 a.m. and Sunday at 5:30-8 a.m., starts its 11th year Aug. 21.

► WHLI Hempstead, N. Y., has observed its seventh anniversary.

► WBTV (TV) Charlotte, N. C., has celebrated its fifth birthday.

► WJAR-TV Providence has observed its fifth birthday.

► FRANK HALL has marked his third anniversary as the RCA Victor television newsreel reporter on WFIL-TV Philadelphia.

► LYDIA DE GARAY has observed the 1,000th broadcast of her *Home Sweet Home* program over KCOR San Antonio, Tex.



L. R. RAWLINS (r), general manager, KDKA Pittsburgh, presents Ida Kohlhaas (c), station accounting department, and Evelyn Gardiner, director of the *KDKA Home Forum,* with 30- and 25-year service pins, respectively.

SATURATION

ON POWERHOUSE Radio WOW is a terrific buy!

HERE'S WHAT YOU GET!

Time	Sets-In-Use	Rating	Share of Total Audience
Monday			
7:00 AM	29.6	12.2	41%
8:00 AM	33.6	9.4	28%
9:00 AM	30.8	8.0	26%
10:00 AM	28.6	7.9	28%
11:00 AM	29.1	7.1	24%
1:00 PM	29.0	9.8	34%
3:00 PM	23.3	9.2	40%
5:00 PM	20.5	7.7	38%
7:00 PM	30.7	10.9	36%
9:00 PM	25.7	10.8	42%
(10) Average	28.1	9.3	34%
Tuesday			
6:30 AM	16.7	7.9	47%
8:30 AM	33.2	8.8	27%
10:30 AM	29.2	7.5	26%
11:30 AM	27.3	7.3	27%
2:30 PM	26.2	8.6	33%
4:00 PM	23.5	8.6	37%
5:30 PM	24.9	9.3	37%
7:30 PM	32.1	12.0	37%
9:30 PM	23.6	9.4	40%
10:00 PM	21.8	9.5	42%
(10) Average	25.9	8.9	35%
Wednesday			
7:45 AM	30.7	10.2	33%
9:45 AM	31.0	7.9	25%
10:45 AM	28.3	7.2	25%
11:45 AM	28.1	7.6	27%
1:45 PM	27.7	8.6	31%
3:45 PM	23.6	8.7	37%
4:45 PM	23.6	7.9	33%
6:45 PM	28.6	10.8	38%
8:45 PM	27.8	10.8	39%
10:30 PM	15.6	7.6	48%
(10) Average	26.5	8.7	34%
Thursday			
7:15 AM	32.5	12.6	39%
9:15 AM	30.5	7.5	25%
10:30 AM	29.2	7.5	26%
11:30 AM	27.3	7.3	27%
12:30 PM	33.1	11.5	35%
3:30 PM	23.5	8.8	37%
5:00 PM	20.5	7.7	38%
7:15 PM	30.7	10.5	34%
8:15 PM	30.0	12.1	40%
9:45 PM	21.9	8.4	38%
(10) Average	27.9	9.4	34%
Friday			
6:15 AM	14.3	7.1	50%
9:00 AM	30.8	8.0	26%
10:15 AM	27.5	7.4	27%
11:15 AM	27.1	7.0	26%
1:15 PM	29.2	9.0	31%
3:00 PM	23.3	9.2	40%
4:15 PM	23.6	8.5	36%
7:15 PM	30.7	10.5	34%
8:45 PM	27.8	10.8	39%
9:45 PM	21.9	8.4	38%
(10) Average	28.6	8.6	35%
Saturday			
8:15 AM	31.0	7.8	25%
9:30 AM	26.3	7.0	27%
10:15 AM	23.8	6.8	28%
11:00 AM	20.3	5.3	26%
11:45 AM	23.0	5.0	22%
(5) Average	24.9	6.4	26%

LARGEST AUDIENCE
LOWEST COST!

Compare the Ratings:

Total spots 55
Sets-In-Use (Average per spot).....29.4%

RATINGS:

WOW—Area Rating (Average per spot).....9.3
Station "B" (Same times).....5.1
Station "C" (37 Daytime, same times).....3.0

Share of Total Audience:

WOW—(Average 55 spots).....36%
Station "B"—(Average 55 spots, same time).....18.5%
Station "C" (37 Daytime, same spots).....11.0%

Comparative End-Rates:

	8-Sec	Cbs	Minutes
WOW	$6.50	$18.00	$22.00
"B" Station	7.00	14.00	14.00
"C" Station	5.68	11.35	11.35

Compare the Costs:

Cost-Per 1000 In-Home Families:

Base	S.A.M.-Day	Base B-Day	Base C-Day
WOW	389,809	425,390	.....
"B" Station	293,125	321,520	.....
"C" Station	147,410	201,210	.....
8-Sec:			
WOW	18c	16c	14c
"B" Station	47c	43c	...
"C" Station	1.28	94c	...
Chainbreaks:			
WOW	49c	45c	39c
"B" Station	94c	85c	...
"C" Station	2.56	1.88	...
Minutes:			
WOW	60c	56c	47c
"B" Station	94c	85c	...
"C" Station	2.56	1.88	...

Sources:

Sets in use, ratings, shares are from the Pulse of the WOW Area, March, 1954.

Rates are from the March, 1954 Standard Rate & Data, or (for shorties) quoted by Station Managers, 3/28/54.

C-P-M computed using total weekly base (as indicated) times WOW Pulse Area rating divided into rate.

REGIONAL RADIO WOW

OMAHA, NEBRASKA

Bill Wiseman, Sales Manager

NBC Aff. • 590 KC • 5000 WATTS

JOHN BLAIR & CO., REP.

A MEREDITH STATION • *Affiliated with Better Homes and Gardens and Successful Farming Magazines*


Picture of America enjoying

Far be it from NBC to tempt the citizenry to desert its dinner. But the truth is . . . the great new NBC-TV Monday night lineup is about to become America's favorite dish. It's so alluring . . . folks are apt to scurry from table to television half-fed!

MONDAY . . . GREAT DAY IN THE EVENING!

Starting with the popular Tony Martin Show at **7:30** *(The Gillette Co.; The Toni Co. Division)* . . . the high-rated Camel News Caravan with John Cameron Swayze at **7:45** *(R. J. Reynolds Tobacco Co.)* . . . and then . . .

its favorite Monday night dish



PREMIERE! THE SID CAESAR SHOW

8:00-9:00. The Colossus of the history-making "Show of Shows," now on his own in a mad and marvelous program complete with Carl Reiner, Howard Morris and guests. Sponsors: *American Chicle Co., Radio Corporation of America, Speidel Corp.* Three Mondays a month. Begins September 27.

PREMIERE! MEDIC

9:00-9:30. The American Medical Association calls it "dramatic, informative, authentic." A taut, moving series of medical stories, authorized by the Los Angeles County Medical Association. Sponsor: *The Dow Chemical Co.* Begins September 13.

ROBERT MONTGOMERY PRESENTS

9:30-10:30. Now in its fifth great year. The first July Nielsen Report shows it as the sixth highest-rated show in all television. Averaged a 31.7 Nielsen between September '53 and May '54. Sponsors: *American Tobacco Co.* and *S. C. Johnson & Son.*

PREMIERE! LELAND HAYWARD PRESENTS

8:00-9:30 . . . every fourth Monday, beginning October 18. The *ne plus ultra* in Entertainment. Live super-shows in Color, with the *great* Greats of show business! Sponsors: *Ford Motor Co.; Radio Corporation of America.*

And so it goes, on into the night . . . into **"TONIGHT,"** the new NBC variety show starring Steve Allen. Five nights a week (11:30 PM-1 AM*). Begins September 27.

Small wonder that Monday Night on NBC-TV will be America's favorite dish this Fall! And the same thing goes for every night.

ADVERTISERS: Obviously the best place to sell your product, is where the viewers come and *stay.* NBC-TV.

NBC **TELEVISION**

a service of the Radio Corporation of America

**11 PM-12 Midnight C.S.T.*
All times are New York Time.



our respects

to JACK GROSS and PHIL KRASNE

KNOWN as the Bobbsey twins of the tv film industry, to separate the working combination of Jack Jerome Gross and Philip Ned Krasne is almost impossible.

Technically, Mr. Gross functions as president of Gross-Krasne Inc. and board chairman of United Television Programs Inc., Hollywood. Mr. Krasne serves as executive vice president of Gross-Krasne and president of UTP. Together they hold a long term lease on California Studios, which, in addition to serving as headquarters for their production and distribution activities, accommodates such firms as Ziv Television Programs.

Friends for many years, Messrs. Gross and Krasne decided to cast lots together in 1951 and enter tv film production. No stranger to the medium, Mr. Krasne, in association with Frederic W. Ziv, had produced the *Cisco Kid* motion picture series. In late 1949 he filmed that series for tv consumption, later selling his interest in the property and 39 half-hour completed color films to Ziv Tv.

His partnership with Mr. Gross, who during the preceding year had produced "Little Egypt" and "Mark of the Renegade" for Universal Pictures (now Universal-International), was just getting organized when Lever Bros. decided to put *Big Town* on film. In December 1951 Gross-Krasne shot the first one, and Lever contracted for 26 films to start on CBS-TV in April 1952.

Now, 91 films later, Gross-Krasne has started a new group of 39, budgeted at $1,500,000, featuring Mark Stevens as Steve Wilson in the revised format. When the series moves to NBC-TV this fall, Lever will alternate with another sponsor, as yet un-announced.

Last year the producers completed *Your Gospel Singer* series of 13 quarter-hour films, four half-hour films for CBS-TV *Lux Video Theatre* and handled physical production of three half-hour films based on John Steinbeck stories for CBS-TV's *Omnibus*. The last seven films are now included in the *Curtain Call* package.

In a partnership deal, similar to those engineered by major motion picture studios with talent, Gross-Krasne and Louis Hayward last year started the first group of 39 half-hour *Lone Wolf* programs. At same time they now have *Mayor of the Town* before the camera. The latter, in conjunction with Rawlins-Grant, stars Thomas Mitchell, with the William Morris Agency handling national sales and UTP, regional sales.

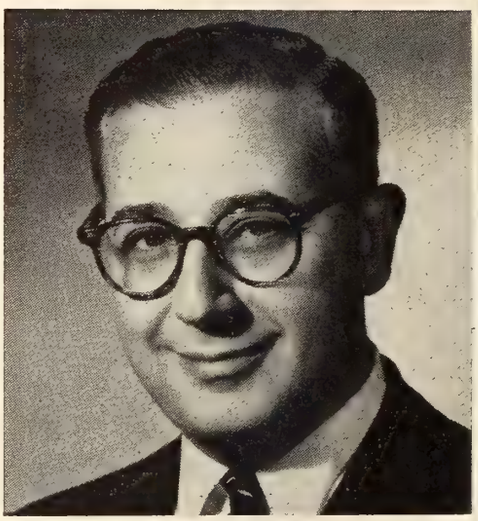
Upcoming is an O. Henry anthology series. They plan to complete three films this summer and use them to determine the advisability of syndication or national sale. A minimum of 39 programs is contemplated.

When Jack Gross and Phil Krasne bought out their partners in UTP in August 1953, they emphasized that UTP was not in business to distribute Gross-Krasne products only. That they meant what they said is demonstrated by the UTP catalogue, featuring *Waterfront, Rocky Jones, Space Ranger, Double Play, Royal Playhouse, Counterpoint, Hollywood Offbeat,* the upcoming *Where Were You* and other packages.

Mr. Gross was born July 29, 1902, in New York City. Moving to St. Joseph, Mo., in 1910 he showed early an interest in the entertainment field. During the next 10 years he



JACK GROSS



PHIL KRASNE

was cashier in a vaudeville house, percussionist, student at St. Joseph's Junior College and a motion picture operator.

He later worked in cities throughout the midwest as theatre manager with the RKO chain. He was transferred to San Francisco in 1928 and became western division manager of RKO Theatres in 1935.

His next step was to join Universal as producer from 1938 to 1943. Shifting to RKO as assistant to the vice president in charge of production, he left in 1950 to return to Universal.

Included in his motion picture credits are "My Little Chickadee," "Bank Dick," "Never Give a Sucker an Even Break," "Enchanted Cottage," "Rachel and the Stranger" and others.

Mr. Krasne, who was born May 6, 1905 in Norfolk, Neb., spent his childhood in Omaha and Council Bluffs, Iowa. In 1923 he entered the U. of Michigan and received his L.L.B. four years later. Following graduation from the U. of Southern California Law School in 1929, he specialized in motion picture problems.

In 1936 he entered independent motion picture production with the "Charlie Chan" series starring Sidney Toler and "The Falcon" group, followed by "Cisco Kid."

Jack, Hilda and 13-year-old Linda Gross live "within spitting distance of California Studios" in Hollywood. With little time for hobbies, Mr. Gross reveals an interest in horses, "though not to ride."

Phil, Bernice and 10-year-old Jimmy Krasne live in Beverly Hills. While Mr. Krasne claims he rides horses, Mr. Gross says, "Phil's hobby is building new offices at California Studios."

The Acme Story and WATV



The American Stores Company, one of the largest food chains in the nation, operate the Acme Super Markets—with 132 outlets in northern New Jersey and Staten Island.

13



FOUR YEARS AGO Acme started on WATV sponsoring "Junior Frolics", with "Uncle" Fred Sayles—one half hour, once a week.

13



TWELVE WEEKS AGO Acme added the Look Photoquiz, with Paul Brenner—five quarter hours per week.

13



This 150% increase in time and 500% increase in frequency, by a sponsor in the highly competitive food chain field, indicates a satisfied WATV client.

13

Do YOU have a sales problem?

channel 13 watv

covering metropolitan new york-new jersey

TELEVISION CENTER, NEWARK 1, NEW JERSEY

REPRESENTED BY WEED TELEVISION CORP.



We ain't got no fifth amendment listeners in Central Ohio. They listen to WBNS and they'll tell any pollster who calls up and asks 'em. When PULSE interrogates this area's listeners they get answers which add up: WBNS has more listeners than all other local stations combined; WBNS has the TOP 20 PULSE-rated programs heard in Central Ohio.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO



JOHN MITCHELL

on all accounts

JOHN MITCHELL, vice president in charge of sales of Screen Gems, New York, literally swept his way into the radio business.

As a young graduate in the shipping room at the Erwin Wasey agency in New York he was assigned as janitor for two weeks while the regular man was on vacation. The hours were 4 a.m. to noon and the pay was $13 a week. When the vacationing professional returned, young Mitchell was rewarded with his choice of departments in the agency. He chose radio where the hours were more regular and his pay was $3 more per week.

In the next two years he managed to work in all phases of the radio department and by 1941 was ready to move to Mutual as sales service manager, functioning there as a liaison between the sales department, the agencies and the stations, heading a 10-man department. A year and a half later he was named an account executive at the network. He remained with Mutual until 1943 when he was commissioned an ensign in the U. S. Navy. For the next two years he was aboard LSTs with amphibious forces attached to the Fifth Fleet in the Pacific. He was released as a lieutenant commander in 1945 and still maintains his commission.

After the war he returned to Mutual for six months. Then he, together with four partners, began construction of radio station WVET Rochester, N. Y.

Mr. Mitchell had been running the station for two years in 1948 when, anticipating the importance of television, he returned to New York to join United Artists as director of television. For four years he headed this department, supervising the distribution of filmed programs for television.

On Dec. 1, 1952, he received an offer from Ralph M. Cohn, vice president and general manager of Screen Gems Inc., to head that organization's sales department. Mr. Mitchell accepted. He has been with the firm ever since.

John Mitchell was born in New York City on April 27, 1918. Later his family moved to Rochester where he got his first taste of selling. By the time he was 12 he and his brother Ralph had developed a lucrative Christmas tree and wreath business.

At the U. of Michigan, he served as advertising and business manager of *The Michigan Daily* and worked on the school radio station. He graduated with a B.A. degree in economics.

He is married to the former Cecile Hober. They have one child, Joan, 6. Hobbies: tennis, golf, swimming, horseback riding.

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N.C.

HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

Serving 198,830 TV Families* in an area of 2,058,000 people**

Covering Four Rich Piedmont States

with

Effective Buying Income of

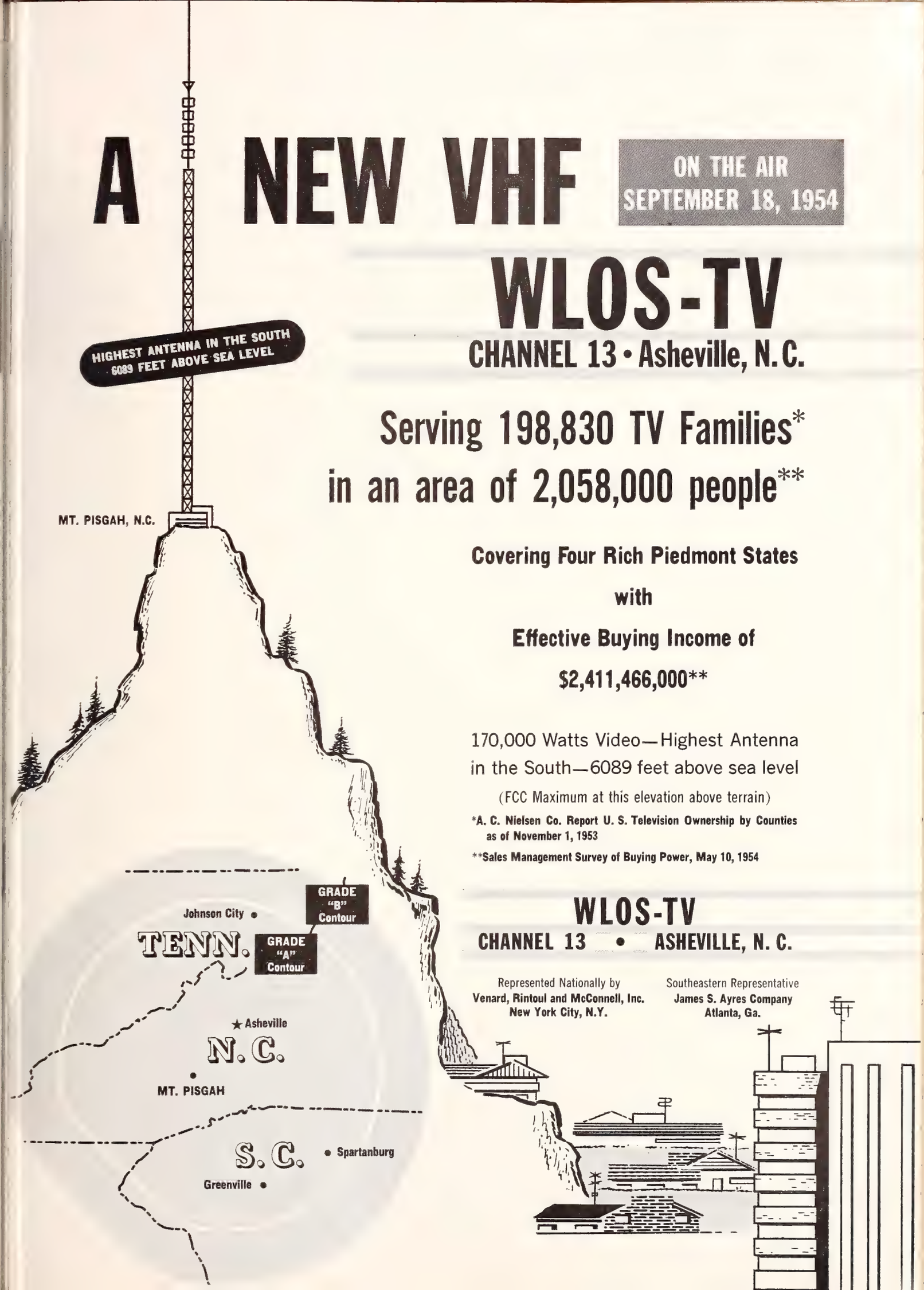
$2,411,466,000**

170,000 Watts Video—Highest Antenna in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954



WLOS-TV

CHANNEL 13 • ASHEVILLE, N. C.

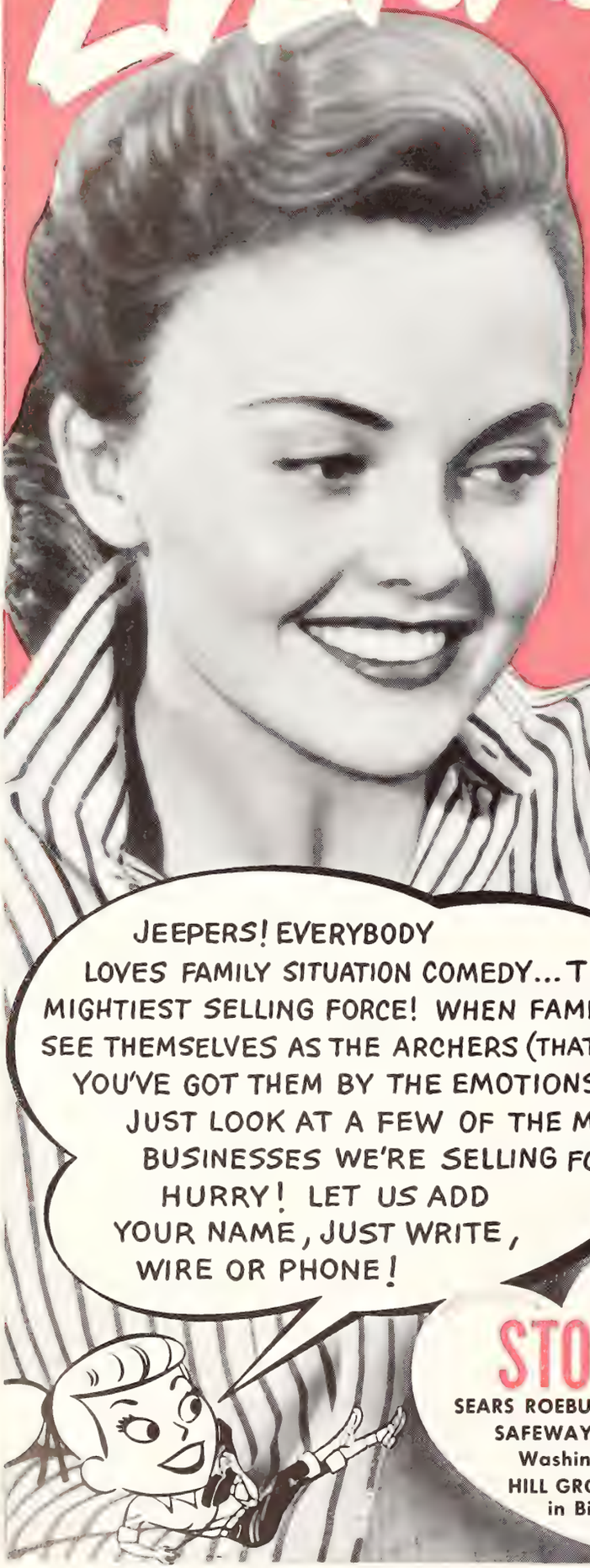
Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.

EVERYBODY LOVES

Sponsors, Stations, Agencies . . . They're all rush

ANN BAKER stars as "Corliss"
BOBBY ELLIS as "Dexter"





JEEPERS! EVERYBODY LOVES FAMILY SITUATION COMEDY... TV'S MIGHTIEST SELLING FORCE! WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS (THAT'S US) YOU'VE GOT THEM BY THE EMOTIONS! JUST LOOK AT A FEW OF THE MANY BUSINESSES WE'RE SELLING FOR! HURRY! LET US ADD YOUR NAME, JUST WRITE, WIRE OR PHONE!

STORES
SEARS ROEBUCK in Houston
SAFEWAY STORES in Washington, D. C.
HILL GROCERY STORES in Birmingham

COFFEE
OLD JUDGE COFFEE in St. Louis

DAIRIE
SEALTEST DAIRIES, Inc in Pittsburgh, Altoona and Erie, Penn.
ABBOTT DAIRY in Philadelphia

FRESH
PR
STAGE, M
MAGA

CORLISS!

date America's Favorite Family!



CANDY

BROWN & HALEY CANDIES
in Pacific Coast Markets

BREAD

HOLSUM BREAD
in Salt Lake City

OIL

LION OIL COMPANY
In Tennessee, Arkansas, Louisiana, Mississippi, Texas

COSMETICS

SWEETHEART SOAP
in Boston
(Cosmetic Division)

's FUN-KISSED FAMILY SITUATION COMEDY . . .

ESS!

"MEET CORLISS ARCHER"

5 SPONSOR IDENTIFICATIONS INCLUDING 3 FULL LENGTH COMMERCIALS IN EVERY HALF-HOUR!

Based on Characters Created by F. Hugh Herbert

TV's NEW, BIG-HIT SHOW

With a Big PAY-OFF For Sponsors!

MARY BRIAN
as "Mrs. Archer"

JOHN ELDREDGE
as "Mr. Archer"



UTILITIES

ROLINA LIGHT & POWER
North and South Carolina
ARIZONA PUBLIC SERVICE
in Phoenix
VALLEY ELECTRIC
in San Luis Obispo, California

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



EVERY DAY IS PAYDAY

IN THE HEART OF INDUSTRIAL AMERICA

EVERY DAY OF THE WEEK . . . EVERY WEEK OF THE MONTH . . . EVERY MONTH OF THE YEAR . . . PAY ENVELOPES are handed out to workers in the Heart of Industrial America! This was revealed in a recent survey of 133 manufacturing plants and business houses in the WWVA area . . . firms which employ many, many thousands of WWVA listeners.

Here's An Audience With Ready Cash to Spend the Moment They Hear Your Sales Message on WWVA

These are the men and women who keep the wheels humming in the Heart of Industrial America . . . in the Steel Mills . . . Chemical Plants . . . Glass Factories . . . Coal Mines . . . Potteries . . . Tobacco Plants . . . and the many other diversified industries for which this area—served by WWVA—is famous.

SELL THEM! TELL THEM!
WITH ONE STATION, ONE COST, ONE BILLING

50,000 WATTS
CBS RADIO
• 1170 •

WWVA

WHEELING, WEST VA.

A STORER STATION

NATIONAL SALES HEADQUARTERS:
Tom Harker, 118 East 57th St., New York 22, N. Y.

JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

August 16, 1954 Vol. 47, No. 7

POWER STATIONS ORGANIZE TO SELL NIGHT RADIO SHOWS

Two years in the planning, a Quality Radio Group will be formally set up in Chicago the end of this month. It will produce night radio shows, sell them with its own sales organization. Its formation is bound to steal the thunder from two other meetings of NBC-TV and CBS Radio affiliates also scheduled for Chicago at the same time.

THE QUALITY GROUP

AFTER two years of quiet planning, a group of the country's foremost radio stations proposes to inaugurate this fall a cooperative tape-recorded programming project available to national advertisers for nighttime sponsorship [CLOSED CIRCUIT, May 24, B•T May 31].

Avowedly designed to re-sell national nighttime radio in the light of sagging network schedules, the project tentatively has been labeled "Quality Radio Group," studiously avoiding the "network" connotation. The target starting date is Labor Day and one half-hour segment reportedly already has been sold.

The project is headed by John H. DeWitt, Jr., WSM Nashville, temporary chairman, and William Wagner, WHO Des Moines, as acting secretary-treasurer. Ward L. Quaal, vice president and assistant general manager of Crosley Broadcasting, is handling legal and financial aspects. To formalize the plan, a meeting will be held in Chicago either just before or immediately following the NBC Tv Affiliates meeting scheduled at the Drake Hotel Aug. 31-Sept. 1.

The Group will have a maximum line-up of 36 stations, it was learned, and it is hoped to have two dozen of them in the fold by the time service begins. Already reported as definitely aligned are:

WSB Atlanta, WGN Chicago, WLW Cincinnati, WFAA-WBAP Dallas-Fort Worth (sharing 820 kc), WHO Des Moines, KFI Los Angeles, WSM Nashville and WOAI San Antonio—all Class 1-A clear channel stations; WBT Charlotte and WOR New York, Class 1-B clears; and KPRC Houston and WOW Omaha, regionals.

Others numbered among those tentatively committed include a half-dozen 1-A clears throughout the country, a dozen 1-B's (all with 50 kw) and a number of regional outlets in major markets. All of them are affiliated with existing networks.

The programs to be offered are the top-rated features of the cooperating stations. In addition to the half-hour "definitely" sold, it was reported that several others are on the verge of being signed.

The Group will function on a cooperative basis. The time costs will be the sum of the established rate-cards of the stations used.

To launch the project, cooperating stations will pay initial dues amounting to 20 times their highest prevailing daytime hourly rate. Thus, a station having a $300 rate would contribute $6,000. A reserve of 5% of the return on time sales would be retained to maintain a New York sales office and defray traffic overhead.

Originally, the project was to have been called "Quality Stations Network," but that name was dropped because the group will not option time or function along network lines. Thought was given to "Quality Stations Assn.," but that has a trade group connotation. The name "Quality Radio Group" consequently was tentatively selected, but will be subject to ratification by the stations at the upcoming Chicago meeting.

The Group hopes that its activity will stimulate spot buying generally. Moreover, it will tend to remove these larger stations from local competitive selling, leaving local advertisers largely to local stations. It is pointed out that this was the situation before nighttime network radio began bogging down. Since that time, however, many big stations have solicited local business and adjusted their rates competitively.

Corporate papers for the Group now are being drafted by the law firm of Lane & Waterman, of Davenport, Iowa. Basic station agreements also are being drawn by the firm.

The New York office to be established will function only for the Group. Existing relations of individual station members with their national representatives are not disturbed, it was explained.

The project got its initial incentive, according to a spokesman, because it was felt that radio networks were not effectively selling nighttime radio. Moreover, it has been ascertained that many of the programs produced by the member stations are salable nationally. Through the use of high quality tape, line charges become no factor. The station lineup is being fashioned, it was stated, so as to provide the national advertiser with the lowest cost per thousand available in nighttime radio.

BLUE-CHIP LINEUP

Here are the 13 powerful stations already aligned in the Quality Radio Group:

50 kw 1-A Clears

WSB Atlanta, WGN Chicago, WLW Cincinnati, WFAA-WBAP Dallas-Fort Worth (sharing 820 kc), WHO Des Moines, KFI Los Angeles, WSM Nashville, WOAI San Antonio.

50 kw 1-B Clears

WBT Charlotte, WOR New York

5 kw Regionals

KPRC Houston, WOW Omaha

THE NETWORK MEETINGS

PLANS were being finalized last week for meetings of the affiliates of NBC-TV and CBS Radio, slated for Chicago during a three-day period starting Aug. 31.

• NBC-TV affiliates will confer with officials of that network, headed by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, at the Drake Hotel on Aug. 31 and Sept. 1 in what key affiliates describe as a "seasonal" get-together not expected to produce fireworks.

• CBS Radio affiliates will meet with executives of their network, led by CBS President Frank Stanton, at the Edgewater Beach Hotel on Sept. 1-2 for sessions which both Affiliates Advisory Board Chairman Kenyon Brown, KWFT Wichita Falls, and CBS Radio President Adrian Murphy characterized as "a unique gesture of good will" designed for "both pleasure and profit" [B•T, Aug. 9].

The NBC-TV sessions are expected to canvass plans for fall programming, selling, promotion, and related subjects, and amicability is expected to prevail, according to key leaders of the affiliate body.

If any heat is generated, they said, it is apt to come from (1) what some affiliates regard as network forgetfulness of its pledge to introduce no new sales formats without prior consultation with affiliates, and (2) compensation to be paid to affiliates for carrying network color programs.

While the exact rates that the network will levy upon advertisers for broadcasting color programs cannot be determined until AT&T's color rates have been fixed, affiliates were said to feel it is none too soon to start talking about an increase in compensation for the stations when they carry NBC-TV color programs.

Network officials—and they declined to discuss plans for the Chicago meetings on the ground that it is the affiliates' session and network executives are only invited guests—were represented as having indicated no compensation boost will be forthcoming because of color.

Affiliates on the other hand maintained that they must install additional equipment to carry network color and that this expense should be



Key Quality Figures

These two broadcast veterans, along with William Wagner, WHO Des Moines, are spearheading the tape-recording programming project. At left, John H. DeWitt, WSM Nashville, temporary chairman of the Group. At right, Crosley Broadcasting's Ward L. Quaal, handling Quality legal and financial aspects. Mr. Wagner is acting secretary-treasurer of the Group.



offset by increased compensation. In any event, it was argued, if color tv packs all the wallop claimed for it, then color programs should be worth proportionately more to the advertiser, and both network and stations should benefit.

NBC-TV affiliates are headed by Walter J. Damm, of WTMJ-TV Milwaukee.

The CBS Radio session, although the agenda does not list it, is expected to include further discussion of the network's plan (already ratified by affiliates) to cut nighttime costs to "approximately premium day costs" and reduce station compensation by 20%. Effective date of these changes had not been disclosed, but network salesmen are discussing it with prospective sponsors, indicating the new structure will go into operation before the fall-winter season starts in October.

CBS Radio Agenda

Agenda for the meeting calls for CBS Radio officials to present plans for 1954-55 programming, sales, advertising and promotion, which will be the subjects of the entire opening session, starting at 2 p.m. Sept. 1. A banquet featuring entertainment by CBS Radio talent is scheduled that evening, followed by two separate sessions on the morning of Sept. 2, one for station owners and managers and dealing with management affairs, and one for promotion people.

Dr. Stanton, president of CBS Inc., will address the affiliates—in one of his first recent speeches devoted to radio—at a luncheon Sept. 2.

Both CBS Radio and NBC-TV expect to have top-level officials on hand for the respective meetings.

CBS Radio Delegation

From CBS Radio the following are slated to attend, along with CBS President Stanton and Richard Salant, vice president and general executive of CBS Inc.:

Adrian Murphy, president; J. Kelly Smith, administrative vice president; H. Leslie Atlass, vice president in charge of central division; Lester Gottlieb, vice president in charge of network programs; John Karol, vice president in charge of network sales; William A. Schudt Jr., vice president in charge of station relations.

George Bristol, director of sales promotion and advertising; Harper Carraine, director of research; George Crandall, director of press information; Edward DeGray, director of station relations; Louis Dorfsman, associate director of sales promotion and advertising; W. Dudley Faust, network sales manager; Harry Feeney, assistant to the director of press information; Norman Frank, supervisor of network programs; Sidney Garfield, director of exploitation; Richard Golden, director of sales presentations; E. E. Hall, sales service manager; Roger K. Huston, network sales manager in charge of western division; Tom Means, director, promotion service, CBS-owned radio stations; Ole Morby, western division manager, station relations; Frank Nesbitt, manager of sales development; Charles Oppenheim, administrative manager, sales promotion and advertising; Murry Salberg, manager of program promotion.

NBC-TV Representatives

The NBC delegation to the meeting of NBC-TV affiliates is slated to include, in addition to Gen. Sarnoff, the following:

Sylvester L. (Pat) Weaver Jr., president; Robert W. Sarnoff, executive vice president; George Frey, NBC-TV sales vice president; Thomas A. McAvity, vice president in charge of tv network programs; Joseph V. Heffernan, financial vice president; William H. Fineshriber Jr., vice president in charge of the radio network; Charles R. Denny, vice president in charge of owned stations and Spot Sales; Harry Bannister, station relations vice president, and other members of station relations department; John K. West, vice president in charge of Pacific division; Frank M. Russell, vice president, Washington; Emanuel Sacks and David Adams, staff vice presidents; John M. Clifford, administrative vice president; Robert Shelby, vice president and chief engineer; Sydney H. Eiges, vice president in charge of press.



Affiliates' Chiefs

These two broadcasters head station delegations which will meet with CBS Radio and NBC-TV in Chicago. At left, Walter Damm, WTMJ-TV Milwaukee, leader of NBC-TV affiliates. At right, Kenyon Brown, KWFT Wichita Falls, who is chairman of the CBS Radio Affiliates Advisory Board. Both network sessions are expected to be amicable, with no more than minor fireworks predicted in network or station quarters.

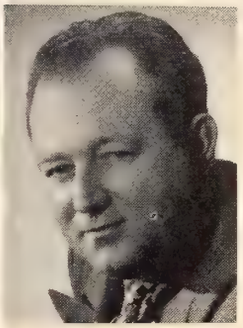


AFL DROPS EDWARDS IN POLICY DISPUTE

Commentator claims union attempted to impose censorship of his newscasts, on MBS.

THE AMOUNT of control a sponsor should exercise over a news commentator is at issue in a disagreement involving AFL and Frank Edwards, sponsored by the union on MBS for four and a half years up to Aug. 11.

AFL announced Thursday noon it had "terminated his services" in a dispute with Mr. Edwards over a union policy directive. He replied the union violated the sponsorship contract and tried to censor him. The union said it didn't want Mr. Edwards to broadcast when he was dissatisfied, adding the main problem was to get the commentator "to present news as news and opinions as opinions."



MR. EDWARDS

Mr. Edwards said he received a written memo Aug. 2 that "imposed" on him without his agreement "a strict censorship of my selection and use of news material," violating their contract. "I did not agree to submit to his (George Meany, AFL president) new terms," Mr. Edwards said.

Mr. Meany, on the other hand, said Mr. Edwards "felt he could no longer go along with a policy directive he had agreed to" because "he felt it infringed upon him." He added, "The same matter had been worked out with Frank Edwards two years previously, but since that time he had little by little departed from it and it was felt that it should be put in writing."

The union president denied the policy directive "entailed censorship."

"The main issue was over the separation of news and opinions," Mr. Meany emphasized.

Charge Contract Violation

Mr. Edwards said Mr. Meany's "unilateral alteration of my conditions of employment" was unacceptable because it violated contract terms "and in practice amounted to a directive to slant the news to fit his personal ambitions, animosities and prejudices. In my opinion, they were an affront to the intelligence of the millions of AFL members and other American citizens who listened to my broadcasts."

The commentator included copies of the exchange of memos, wires and statements, starting with the AFL Aug. 2 memo. This copy included these AFL policies:

Background information, which helps to illuminate the bare facts and cast them in their true light is permissible, but opinions should be clearly labeled as opinions and interpretation.

Whenever the established policies and views of the AFL are pertinent to an issue in the news, they should be brought to the attention of the listening public.

Efforts should be made to include occasional feature stories on activities of AFL affiliates occurring in the public interest.

Among a group of duties listed for the editor of the program were these:

To determine what news items must be covered in each program; to check the accuracy of the script; to check the opinions expressed to make certain they conform with the AFL policy; to exercise the usual final authority of an an editor over the entire script in line with the principles herein stated.

A memo from President Meany, dated Aug. 4, as made public by Mr. Edwards, follows:

"For your information, Charles Herrold has been serving as editor of the AFL radio news program with Frank Edwards as commentator. In order to assure orderly and efficient procedure and to avoid confusion and mistakes, it is hereby directed that all news and information you may wish to supply for broadcast on this news program shall be channeled through Mr. Herrold. Your full cooperation in this matter will be appreciated."

Mr. Edwards called the terms "totally unacceptable" in a letter to Mr. Meany, saying, "I cannot accept any conditions which would reduce me to a mere robot parroting the preconceived notions of a censor." He stated he was resigning at the end of the next 13-week cycle, offering to negotiate contract changes mutually agreeable.

Notice of dismissal was sent Aug. 11 by William F. Schnitzler, secretary-treasurer of AFL. It was effective immediately and notified Mr. Edwards he would get his regular pay through the 13-week cycle and in addition $2,602.32 under contract terms.

Harry Flannery, member of the AFL staff who has subbed for Mr. Edwards, was named to handle the broadcasts (MBS, 10-10:15 p.m.). Mr. Flannery has freelanced on ABC and CBS and formerly was a CBS European newsman.

Mr. Edwards said his lawyer (Roberts & McInnis) "is studying the legal aspects of the situation." He claimed the union refused to agree to a joint statement he could read over the air as an amicable explanation for the end of the 4½-year relationship.

Direct Mail Ads Increase

ESTIMATED dollar volume of direct mail advertising by American business during June was $100,500,882, a gain of 1.64% over June 1953, the Direct Mail Adv. Assn. reported last week.

Selling Stock by Radio

RADIO campaign to promote the services of Paine, Webber, Jackson & Curtis, members of the New York Stock Exchange, will be launched in four cities, starting Sept. 13. The company will present a six-times-a-week business-financial news show over WQXR New York, starting at 7:30 a.m., and a similar program over WBZ-WBZA Boston-Springfield and WWJ Detroit, starting at 5:55 p.m., which will be sponsored by PWJ&C on Monday, Wednesday and Friday. The company also has purchased three early-morning spot announcements per week on WMAQ Chicago, during which time dramatized commercials will be tested. Doremus & Co., New York, is placing the business.

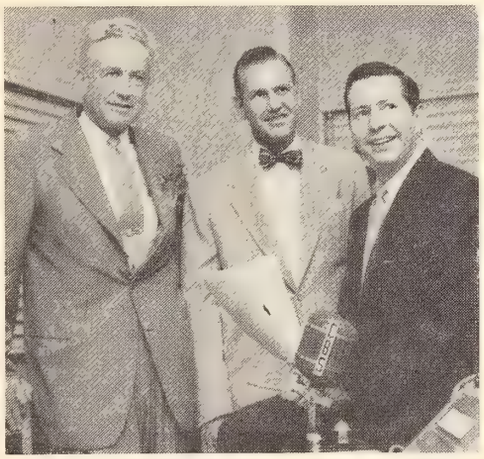
EASTMAN TO DEBUT WITH COLOR VIDEO

NEGOTIATIONS were reported to be in the "completion stage" last week for sponsorship by Eastman Kodak Co., Rochester, of 39 episodes of a half-hour dramatic comedy series in color only, which will be produced for an estimated $1.5 million. Sponsorship will be on a network and spot basis, starting in January.

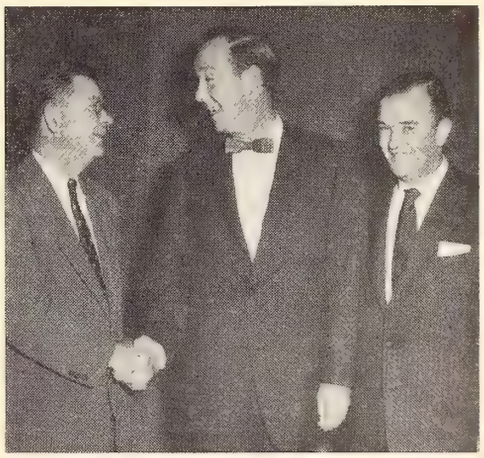
The series is titled *Norby* and will feature actor David Wayne. Mr. Wayne's Norby Productions is preparing the package, which will be filmed in 35mm Eastman color at the Fox Movietone studios in New York. It was reported that each film will be budgeted for $40,000, making a total of $1.5 million for the films alone.

The series will mark Eastman Kodak's entry into network television sponsorship, which a spokesman said last week "had been mulled over for many years." He pointed out that the transaction was expected to be completed shortly. Agency for Eastman Kodak is J. Walter Thompson Co., New York.

PALL MALL, TIDEWATER START NEWS SERIES



PALL MALL cigarettes will sponsor news commentator Doug Edwards over CBS Radio Wed., Thurs. and Fri. from 8:25-8:30 p.m. EDT. The show will be repeated for the West Coast at 8-8:05 Pacific time. Discussing plans for the show are (l to r) Alan C. Garratt, Pall Mall advertising manager; William M. Spire, Sullivan, Stauffer, Colwell & Bayles vice president and Pall Mall account supervisor, and Mr. Edwards.



WELCOME into the Tide Water Associated Oil Co. family is extended John Daly (c), ABC vice president and commentator whose *John Daly and The News* (ABC-TV, 7:15-7:30 p.m. EDT) is now sponsored on Wednesdays and Fridays in the East by that firm. At the initial telecast (l to r): Frank L. Frost, supervisor of advertising for Tide Water Associated's eastern division; Mr. Daly, and John McEvoy, account executive with Buchanan & Co.

SCHWEPPES DROPS 'GIN' REFERENCES

Firm eliminates quinine water commercial copy that stressed gin and tonic combination, but continues campaign by use of term 'beverages.'

SCHWEPPES Ltd. last week brought to an abrupt halt its transcribed commercials for "gin and tonic" which many observers felt came close to violating the broadcasting industry's self-imposed ban on hard liquor advertising.

"Effective immediately, please discontinue using any Schweppes announcements with the mention of the word gin," was the instruction sent by Hewitt, Ogilvy, Benson & Mather, New York agency for Schweppes, to the stations which had been carrying them.

This did not terminate the Schweppes campaign, however, as the stations were instructed to substitute other commercials on the records they had, commercials which do not refer to "gin" but merely to "beverages."

Only a handful of the 40 to 50 stations in about 20 major markets on the Schweppes list were affected by the change in commercials. The remainder of the outlets had refused from the start to broadcast the invitation to participate in a gin and tonic and had been broadcasting the non-alcoholic Schweppes messages right along.

The commercials withdrawn last week were delivered by Comdr. Edward Whitehead, president of Schweppes, both the London and New York companies. His rich, cultured, unmistakably English voice adds that note of foreign prestige to the company's radio advertising that the illustrations of foreign scenes and personages, including Comdr. Whitehead, contribute to the printed advertising. After introducing himself as "the man from Schweppes" who is in America "to make sure that every drop of Schweppes Quinine Water bottled in this country has the original bittersweet flavor that has long made it famous from London to Singapore," Comdr. Whitehead continues:

"Indeed, in every corner of the civilized world, Schweppes is known as the indispensable mixer for the authentic gin and tonic, a delightful drink which I am going to enjoy right now. Here goes the ice [sound of ice cubes clinking into a glass]. Now a jigger of gin [sound of liquid splashing over the ice] and now in goes the Schweppes [which fizzes as it is poured past the microphone]. That enticing sound is what we call Schweppervescence and it lasts the whole drink through. Ah, surely Schweppes gin and tonic is the coolest drink in the world . . ."

Curious as to the reason for the discontinuance of the gin and tonic commercials, B•T queried the agency and was told the notices had been sent on instructions from the client. The agency said it had heard of no complaints from the listening public and did not know the reason for the move.

At the New York headquarters of Schweppes, John Rhodes, vice president, who answered B•T's questions, said that the former commercials had been "stopped for certain reasons." Pressed to say what those reasons were, he said "I don't think I can." Then he added thoughtfully, "the government doesn't much like your doing it, anyway."

Five New York stations are carrying the Schweppes announcement campaign: WQXR, WMCA and WMGM have been broadcasting the gin and tonic texts, WABC and WNEW the non-alcoholic reference versions. Queries to the first three failed to reveal any sign of complaints from their listeners.

Another radio "gin and tonic" campaign, this one promoting the use of Rawlings English Quinine Water over WQXR New York, has elicited no complaints from any source, according to the agency, Mann-Ellis, New York, which reported plans to continue their commercials unchanged.



COACHING the six finalists for the Miss Rheingold 1955 title on the art of reading station breaks over WMGM New York are (l to r) Arthur Tolchin, WMGM sales manager; Peter M. Bardach, radio-tv timebuyer, Foote, Cone & Belding, and Raymond Katz, station program director. The finalists (l to r): Grace Brown, Susan Alexander, Nancy Woodruff, Jean Moorhead, Barbara Wilson and Stephanie Griffin.



HELEN VER STANDIG, vice president and timebuyer, M. Belmont Ver Standig Inc., Washington, D. C., agency, signs on behalf of Embassy Dairy with WTTG (TV) there for what is believed to be the second largest tv spot contract by a local sponsor. Approving the agreement are WTTG's Jules Haber (l), account executive, and George Griesbauer, sales manager.

Rheingold Beer Must Answer Court Action on Ads Today

ATTORNEYS for Rheingold Beer (Liebmann Breweries) have until today (Monday) to file an amended demurrer to Los Angeles Superior Court action brought by Beverly Hills attorney Max Gilford to force a change in the beer's advertising [B•T, Aug. 2].

Judge Arnold Praeger overruled the brewery answer, which stated Mr. Gilford did not have legal grounds for his complaint, and allowed Liebmann attorneys 10 days to file an amended pleading.

Meanwhile, Mr. Gilford, who filed the action in his own name on behalf of the "general public," withdrew his original request for a preliminary injunction to make Rheingold stop use of such supposedly misleading and inaccurate copy phrases as "largest selling beer in the East," and "the very same beer that is served in the East." However, his charges remain in the court records.

Should Judge Praeger again refuse the Rheingold demurrer today and Mr. Gilford reinstates his injunction request, the crowded court calendar makes it improbable that any hearing date can be set sooner than nine months to a year.

Pontiac to Sponsor Buttons Now Under Contract to NBC

PONTIAC MOTOR Division, General Motors Corp., Detroit, will sponsor *The Red Buttons Show* over NBC-TV three out of four Fridays 8-8:30 p.m. EST, starting Oct. 1, it was announced last week by Thomas A. McAvity NBC vice president in charge of television network programs. The agency for Pontiac is MacManus, John & Adams, New York.

Mr. McAvity said that Mr. Buttons has been signed to an exclusive contract with NBC adding that the network is "delighted to have this talented comedian in the family of NBC stars." For the past two seasons, Mr. Buttons had starred in his own television show on CBS-TV.

Services Held for Holm

MEMORIAL services were held in New York last Thursday for Floyd R. Holm, 43, a vice president and associate director of radio and television of Compton Adv. Burial and funeral services for Mr. Holm, who died in New York Aug. 7, took place last Friday at Forest Lawn Cemetery, Glendale, Calif.

Mr. Holm joined Compton about 10 years ago as a radio producer. He formerly had been a singer with the *Breakfast Club* quartet and the *Escorts and Betty* group in Chicago

R&R Named by Air Force To Handle Recruiting Ads

RUTHRAUFF & RYAN, New York, was named by the Air Force last week to succeed Dancer-Fitzgerald-Sample, New York, as agency for its forthcoming $1 million recruiting advertising program for fiscal 1955.

R&R was among seven agencies which made presentations the week before in seeking the account. Detailed plans on each medium's share of the new Air Force advertising recruiting budget were not available last week.

Heretofore Air Force recruiting advertising monies have been included in an amount appropriated for that purpose to the Army, with the AF share $500,000 in fiscal 1954.

NEW BUSINESS SPOT

Strauss Stores Corp., Maspeth, L. I., N. Y., through Product Services Inc., N. Y., currently in radio spot announcement campaign in New York, upstate New York and New England areas.

Monsanto Chemical Co., St. Louis (All detergent) signed to sponsor **Guild Films Co.'s** new half-hour *Frankie Laine* show in Detroit, Phoenix, Tuscon and Portland. Agency: Needham, Louis & Brorby, Chicago.

NETWORK NEW BUSINESS

Chrysler Corp., Detroit (Chrysler-Plymouth dealers), to sponsor *It's a Great Life* comedy series on NBC-TV (Tues., 10:30-11 p.m., EDT) starting Sept. 7. Agency: McCann-Erickson, N. Y.

Miles Labs. Inc., Elkhart, Ind., will sponsor one program a week of NBC-TV's *Three Steps to Heaven* (Mon.-Fri., 10:45-11 a.m., EDT) and of *Concerning Miss Marlow* (Mon.-Fri., 3:45-4 p.m., EST), starting week of Sept. 27, on rotating Wednesday and Thursday schedule on each show. Agency: Geoffrey Wade Adv., Chicago.

Warner-Hudnut (home permanents), N. Y., signed as alternate sponsor with American Tobacco Co. (Lucky Strike cigarettes), same city, for NBC-TV's *Your Hit Parade* (Sat. 10:30-11 p.m.) for 26 weeks starting Sept. 18. Agency: Kenyon & Eckhardt, N. Y.



SIGNING for 27 announcements a day, seven days a week for seven weeks over WDXB Chattanooga is Joseph B. Brown, district manager for Canada Dry Ginger Ale Inc. Luke Wilson (l), account executive, and WDXB General Manager Jim Cole witness the Spur Cola saturation campaign contract.

Allstate Insurance Co., Chicago, to sponsor 15-minute programs immediately preceding and following each 1954 World Series game over MBS. Agency: Christiansen Adv., Chicago.

Campbell Soup Co., Camden, N. J., to start sponsorship Sept. 10 of *Dear Phoebe* on NBC-TV (Fri., 9:30-10 p.m., EDT). Agency: BBDO, same city.

United States Tobacco Co. (King Sano cigarettes), N. Y., signed for more than 100 spot announcements on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m., EDT and CDT) and *Home* (Mon.-Fri., 11 a.m.-12 noon), starting today through rest of year. Agency: Kudner, N. Y.

Wm. Wrigley Jr. Co., Chicago, which has been sponsoring CBS Radio's *FBI in Peace and War* on six weeks' summer schedule since June 30, will sponsor program on regular basis starting Aug. 18 (Wed., 8-8:25 p.m., EDT). Agency: Arthur Meyerhoff & Co., same city.

AGENCY APPOINTMENTS

Battery Products Co., Oakland, Calif., appoints Ad Fried Adv. Agency, same city.

WDSU-AM-FM-TV New Orleans, effective Sept. 1, **Louisiana Coca-Cola Bottling Co.,** effective Oct. 1, and **Fulton Bag and Cotton Mills,** Atlanta, effective Nov. 1, appoint Fitzgerald Adv. Agency, New Orleans.

Pontiac Dealers Assn. of Greater Chicago appoints Marvin Gordon & Assoc., same city.

Miller Protecto Products, Kalamazoo (Sweetaire home spray deodorant), appoints Mottl & Siteman, L. A.

Fohrman Motors and **Fohrman Packard,** Chicago and Evanston, Ill., respectively, appoint Olian & Bronner, Chicago.

Pharmaco Inc., (Medigum cough remedy), Kenilworth, N. J., appoints Steers & Shenfield, N. Y.

Penetone Co., Tenafly, N. J., appoints Lewis King-Sidney Flamm for trade publication and radio-tv advertising.

Shasta Water Co., San Francisco, appoints Barnes Chase Co., L. A., for national advertising with Charles V. Davis, vice president in charge of that city's office as account executive.

Eatmor Cranberries Inc., New Bedford, Mass., appoints Bozell & Jacobs Inc., Chicago, with Sam L. Austin handling account.

American Store Co., Philadelphia, and **National Assn. of Sanitary Milk Bottle Closure Manufacturers,** same city, appoints Arndt, Preston, Chapin, Lamb & Keen, that city.

Newhouse Automotive Industries, L. A., names Van der Boom, Hunt & McNaughton Inc., same city, with Gordon Van der Boom as account executive.

AGENCY SHORTS

The Harry P. Bridge Co., Phila., moves to Commonwealth Bldg., 1201 Chestnut St., Philadelphia 7.

Wheeler-Kight & Gainey Inc., Columbus, Ohio, moves to 975 S. High St.

Robertson, Buckley & Gotsch Inc., Chicago, moves to Chicago Federal Savings Bldg., 108 N. State St., suite 1120. New telephone: State 2-5336.

Richard N. Meltzer Adv. Inc., San Francisco, opens Los Angeles branch office at 6363 Wilshire Blvd. Telephone is Webster 8-2993. Thomas W. Lowey, head of sales, Motorola Division, Eoff Electric Co., Portland, Ore., is in charge of agency's Southern California accounts.

Noel, Lent & Assoc., Hollywood, moves to 7401 Melrose Ave., telephone: Webster 8-2161.

Arthur G. Rippey & Co., and **Kostka-Bakewell & Fox Inc., both Denver,** merge into **Rippey, Henderson, Kostka & Co.,** with offices in First National Bank Bldg. Arthur G. Rippey, Clair Henderson and William Kostka form managing committee of firm, with Gilbert Bucknum, Harry Lazier, H. Bond Badgley, Vernon R. Ewing, James Holme, Robert Whitney, George Bakewell Jr. and Revill J. Fox as other partners.

D'Evelyn-Guggenheim-Crawford becomes successor firm to **D'Evelyn-Wadsworth-Guggenheim,** San Francisco.

A&A PEOPLE

C. K. Huxtable appointed manager, radio-tv dept., Montgomery Ward & Co., Chicago, succeeding **P. J. Faber,** resigned.

Lyle W. Smith, advertising manager, Chicago-Central fluid milk and ice cream district, Borden Co., N. Y., appointed as assistant national advertising manager.



MR. SMITH

Carl W. Stursberg Jr., Young & Rubicam, N. Y., to Colgate-Palmolive-Peet Co., Hudson, N. J., as brand advertising manager.

J. R. Bouras to Quaker Oats Co., Chicago, as premium manager, succeeding **B. R. Prag,** resigned.

Harry C. Christ, account executive, MBS, Portland, to Rudy Yost Truck Equipment Co., same city, as sales advertising manager.

Phillip L. McHugh, Campbell-Ewald, Detroit, promoted to vice president in charge of all radio and tv activities.

Alexander E. Reitz, production manager, Waldie & Briggs Inc., Chicago, additionally appointed media director.



MR. REITZ

Alvin Kabaker, vice president and director of radio-tv programming, Dancer-Fitzgerald-Sample, N. Y., additionally appointed director of publicity and public relations.

Robert E. Lee, account executive, Roche-Eckhoff & Assoc., Hollywood, named vice president, firm name changing to Roche-Eckhoff & Lee; **Frank Roche** becomes president and **Irving A. Eckhoff,** vice president and general manager.

Jess Hadsell advertising manager, WOWO Fort Wayne, Ind., to contact dept., Gray & Rogers, Phila.; **Ralph Richmond,** Ward Wheelock, same city, to copy dept.,; **Robert J. Leinheiser,** John Falkner Arndt, that city, to G & R agency.

Chris Demiris and **William D. Rice,** vice president and account executive, Cooper & Crowe,

Salt Lake City, purchase agency from **Gordon Crowe,** who joins Music Corporation of America, N. Y. New firm is Demiris-Rice & Assoc., with offices in Atlas Bldg., Salt Lake City.

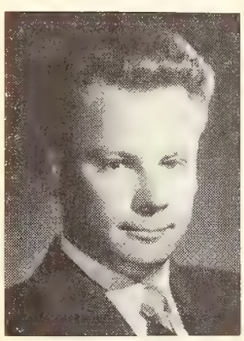
William Mordwin to Hazard Adv. Co., N. Y., as partner.

Edward G. Bell, secretary, Mathisson & Assoc. Inc., Milwaukee, elected vice president; **Ralph Henkel** succeeds Mr. Bell, and additionally becomes treasurer.

Arnold J. McKee, Washington businessman, appointed vice president in charge of sales, Milloy Adv. Inc., same city.

Fred Marinacci, formerly with Western Adv. Inc., Seattle, named general manager, Blitz Adv., same city.

Roger Moran, formerly radio-tv writer-producer, Earle Ludgin & Co., Chicago, appointed creative director and account executive, Weiss & Geller, same city.



MR. MORAN

Walter Stocklin, vice president in charge of art, Ward Wheelock, Phila., to Hutchins Adv., same city.

Bruce Allen, advertising and sales promotion manager, Zonite Products Corp., N. Y., **George Brown,** J. Walter Thompson Co., same city, **William H. Fitzsimmons,** Needham, Louis & Brorby, Chicago and **Craig Campbell,** Lever Bros. Co., N. Y., to Benton & Bowles, same city, as account executives.

Winfield J. DeMarest, Procter & Gamble, N. Y., to Friend-Krieger & Rader, same city, as account executive.

Douglas MacNamee, senior radio and tv writer, BBDO, N. Y., to Ruthrauff & Ryan, same city, as radio and tv copy chief. **Ernest Motyl** and **Ken Haverstick,** Geyer Adv., N. Y., to Ruthrauff & Ryan, as supervisor of film production and tv art director, respectively.

Ken Haverstick, Geyer Adv., N. Y., to radio-tv dept., Ruthrauff & Ryan, same city, as tv art director.

Hayden Huddleston, WROV Roanoke, Va., resigns to form advertising agency under own name.

Grace Nupp, community service director, WTOP-AM-TV Washington, to William D. Murdock Adv., same city.

William Altman, formerly with Donahue & Coe, N. Y., to radio-tv dept., Friend-Reiss-McGlone, same city.

John P. Roddy, copy staff, Knox Reeves Adv. Inc., to Bruce B. Brewer & Co., Minneapolis, in same capacity.

Walter O'Meara, consultant, Sullivan, Stauffer, Colwell & Bayles, N. Y., author of his fourth novel titled "The Spanish Bride," to be published by G. O. Putman's Sons in October.

Vincent Rowe, head of development and creation, new radio-tv programs, Ted Bates & Co., N. Y., father of girl, Susan Millicent.

Edmund Kasser, radio-tv timebuyer, Ruthrauff & Ryan, Chicago, father of girl, Kathleen Elizabeth.

Leslie T. Fossell, 38, account executive, J. Walter Thompson Co., N. Y., died Aug. 3.

NATIONAL TELEFILM, WTVI (TV) SET UP BUDGET FILM PLAN FOR UHFs, SMALL VHFs

Proposition is designed to enable lower-income outlets to buy quality film at a price they can afford.

A MOVE designed to assist uhf stations and small vhf stations to obtain quality film programming at an initial investment commensurate with their financial structures is being announced jointly today (Monday) by Harold Goldman, vice president in charge of sales for National Telefilm Assoc. Inc., New York, and John D. Scheuer, executive vice president and general manager of WTVI (TV) St. Louis-Belleville, Ill.

It was explained to B•T in an exclusive interview that the plan was devised by Messrs. Goldman and Scheuer as an answer to the plight of smaller stations who did not have sufficient finances to purchase high-budget films in competition with large vhf stations. The formula was arrived at by Messrs. Goldman and Scheuer, the latter facing an uphill struggle with his uhf station, after consultation for several weeks.

Its highlights are:

The station pays NTA, the film distributor, a certain small initial fee for one hour of programming or fraction thereof. The station adds its hourly time charge and sells the program for a certain price. NTA and the station subsequently divide equally the difference between the purchase price by the sponsor and the costs of initial payment to NTA and time charges. For example, if NTA prescribes a basic hourly rate of $200 for a program and the station's time charge is $200 per hour, a program sold for $600 will bring in $100 to the distributor and $100 to the station. The salutary feature of the plan is that the initial outlay of the station is reduced, with the "nut" at a figure he can afford, according to Mr. Goldman.

Must Give Guarantee

One stipulation by NTA is that the station guarantee to contract for a certain number of hours of programming over a 12-month period.

Mr. Goldman reported that thus far 18 stations have contracted for the plan, with an additional 18 outlets in negotiation with NTA. He stressed that it was Mr. Scheuer, aware of the difficulties of smaller stations, who voluntarily spark-plugged the plan by sending telegrams to numerous stations throughout the country with details of NTA's offer.

Ely Landau, president of NTA, pointed out that the plan should prove to be a boon also to tv film producers of quality programs, saying that it creates a market of an additional 150 stations that can be supplied with their products. He asserted it has been "an increasingly difficult problem" to clear time on vhf stations in large markets and voiced the belief that this new approach will open up new markets.

NTA's film library includes the half-hour *China Smith, International Playhouse, Orient Express, The Roller Derby, Pantomine Quiz;* quarter-hour *Bobo the Hobo, Find a Hobby, The Eva Gabor Show, The Passerby* and *The James Mason Show,* plus more than 150 westerns and feature films.



JOHN DEERE PLOW Co. dealers in northern Illinois and southern Wisconsin sign with WREX-TV Rockford, Ill., to sponsor the *Waterfront* film series for a 26-week campaign starting Sept. 7. L to r: seated, T. W. Jenkins, division manager, John Deere Co.; Joseph M. Baisch, WREX-TV general manager; standing, Paul Collin, WREX-TV sales representative, and Jack Gennaro, WREX-TV sales manager.

Getting Choosy

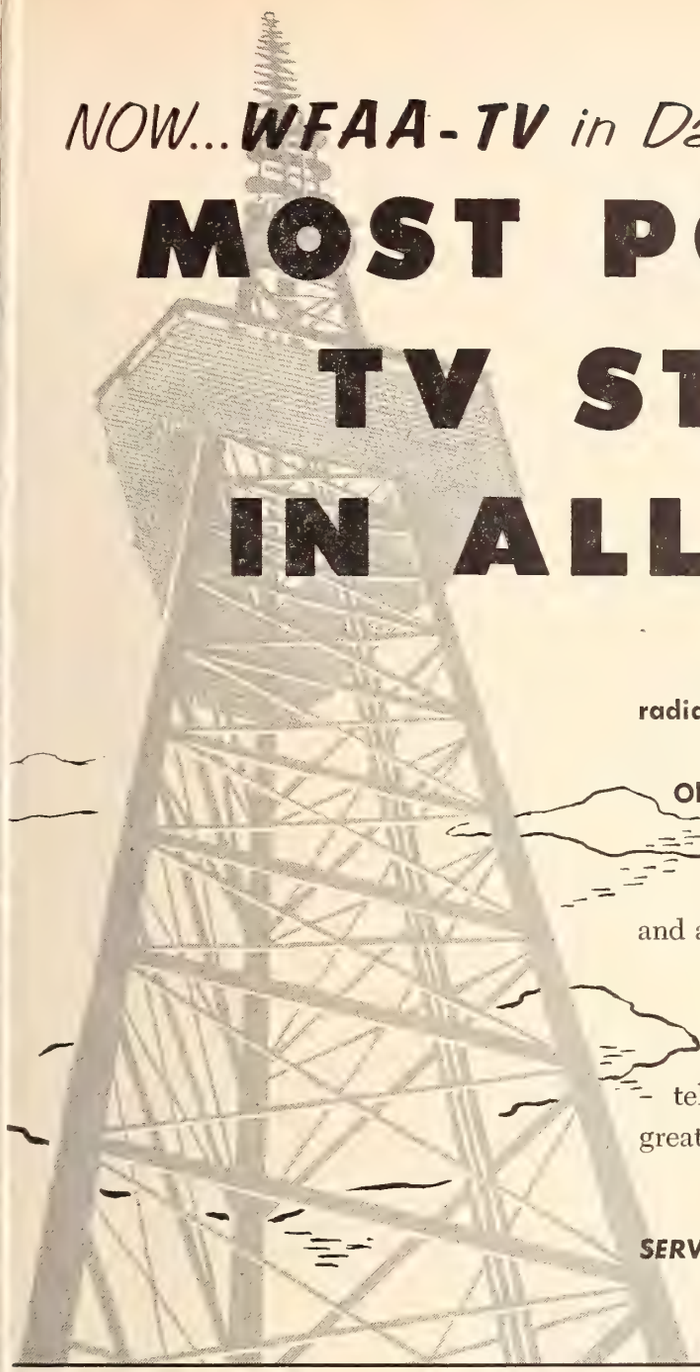
FACTOR of obsolescence is becoming more significant in tv film distribution, according to the Broadcast Information Bureau's latest Tv Film Directory, which was released last week to subscribers. The directory points out that in the past, distributors accepted for tv distribution any footage that could be cleared for the purpose, but that currently they are dropping hundreds of titles which they feel are obsolete for viewers because of film quality or story line. The latest directory, titled "Series, Serials and Film Packages," covers 355 pages.

Sillerman Predicts TPA '54 Gross at $9 Million

OPINION that business for Television Programs of America for 1954 will total at least $9 million has been offered by Michael M. Sillerman, executive vice president of TPA, after announcing that total sales as of last week amounted to more than $6 million.

Mr. Sillerman reported that two more productions would be announced shortly to go on sale before the end of the year. He predicted that sales on *Ellery Queen,* which was released two months ago, and has already done $750,000, would reach the $1 million mark by early September.

Latest sales on *Ellery Queen,* Mr. Sillerman said, have been to the Clark Gas Co. for WCCO-TV Minneapolis, WTMJ-TV Milwaukee and for St. Louis and Green Bay, Wis. with no stations set; Sears Roebuck & Co., Chicago, for KVOA-TV Tucson and KPRC-TV Houston; O'Keefe Brewing Co., Buffalo, for WBEN-TV Buffalo and WJBK-TV Detroit, and Bologna Wine Co. for WDSU-TV New Orleans



NOW...**WFAA-TV** in Dallas is the

MOST POWERFUL TV STATION IN ALL TEXAS!

Now . . . with 274,000 watts video effective radiated power* . . . WFAA-TV is the most powerful VHF station in the Southwest — including Texas, Oklahoma, Arkansas, Louisiana and New Mexico!

Effective Sept. 26, 1954

This means 69% greater grade A coverage — and adds half a million people to WFAA-TV's grade A contour! It means greater penetration of the 29-county WFAA-TV Market — the largest concentration of population, wealth and television homes in Texas! And it means a greater response from your advertising presented on WFAA-TV!

SERVING 398,000 TV HOMES

(WFAA-TV Research Dept., July 1, 1954)

Channel 8

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

WFAA-TV
DALLAS
NBC - ABC - DUMONT

SOON...even **GREATER** service for Texas' **GREATEST** Market...

Now under construction — WFAA-TV's new 1,521-foot tower which will blanket the greater DALLAS-Ft. Worth market area with 316,000 watts. Coming SOON!

Channel 8

NBC • ABC • DuMONT **WFAA-TV** DALLAS

FILM SALES

CBS-TV Film Sales, N. Y., announces **Langendorf Bakeries,** San Francisco, has signed to sponsor *The Range Rider* tv film series over KEYT (TV) Santa Barbara, KERO-TV Bakersfield, KTVU (TV) Stockton, all Calif., and KIMA-TV Yakima, Wash. CBS-TV Film Sales also announces sale of *Crown Theatre* to WTRI-TV Albany and WABC-TV New York; *Files of Jeffrey Jones* to WABC-TV; *Eddie Drake* to KOAT-TV Albuquerque; *Gene Autry* to WTRI-TV, WCBS-TV New York, KTTV (TV) Colorado Springs, Colo., KNXT (TV) Los Angeles and KFBB-TV Great Falls, Mont.

Ziv Television Programs Inc., N. Y., reports five top film series have been "practically sold out" in nation's top 60 markets, accounting for about 74.5% of total national tv audience. Programs are: *I Led Three Lives, Mr. District Attorney, Favorite Story, Cisco Kid* and *Boston Blackie.*

Screen Gems Inc., N. Y., announces **Gallo Wines,** Modesto, Calif., through BBDO, San Francisco, will sponsor *The All Star Theatre* in 17 markets throughout country, raising total markets on program to 157.

FILM PRODUCTION

National Video Productions Inc., Washington, announces it will begin production on *Hand to Heaven* program, appearing live for past two years over WTTG (TV) that city.

Atlas Film Corp., Oak Park, Ill., announces series of tv film commercials for following firms: **Miller Brewing Co.,** Milwaukee, through Mathisson & Assoc., same city; **Clinton Foods Inc.,** Clinton, Iowa (Hi-C Sherb Ade orange drink), through L. W. Ramsey Co., Chicago, and **Anheuser-Busch Inc.** (Budweiser beer), St. Louis, through D'Arcy Adv., same city.

Television Screen Productions Inc., N. Y., announces production has started on another 13 episodes of its five-minute animation tv film series, *Jim and Judy in Teleland.* Thirty-nine programs of series are completed, raising to 52 the number that will be available by Oct. 1.

RANDOM SHOTS

National Television Films, Charlotte, N. C., established as division of **Howco Productions Inc.,** same city, for distribution of tv films.

Jerry Courneya Productions Inc., West Hollywood, Calif., forms own distributing company, United Producers Distributors.

FILM PEOPLE

Jim Stevenson appointed general manager, Mannie Baum Enterprises Corp., N. Y., *Greatest Fights of the Century* series distributors; **Allen Black,** in charge of production of series under former packager, Greater Fights Inc., joins Baum company in similar capacity.

Murphy McHenry, formerly with Productions on Film Inc., Cleveland, to Transfilm Inc., N. Y., as account executive on tv commercial and industrial films.

Alex Sherwood to Harry S. Goodman Productions, N. Y., as sales director for northeastern U. S.

Gerard H. Slattery, formerly with Nona Kirby Co. (radio and tv representatives), Boston, to Television Programs of America, N. Y., as account executive covering northern New England states, headquartered in Boston.

John D. Puter, account executive, William Kosta Co., Denver, to Ziv Corp., Salt Lake City, as sales representative.

Robert H. Forward, general manager, KABC-TV Hollywood, to Sportsvision Inc., San Francisco, as director of production.

John Rapp and **Lester White,** comedy writers, signed by Ziv Television Corp., N. Y., for *Eddie Cantor Theatre* series.

Paul Talbot, president, Fremantle Overseas Radio & Television Inc., N. Y., on round-world sales trip for company's radio and tv shows.



CKLW-TV Windsor, Ont. (ch. 9), which also will cover the Detroit area when it begins regular programming in the early fall, signs with the NBC Film Division for five programs. L to r: seated, Len Headley, manager, RCA radio-tv program division, Toronto; Ted Campeau, CKLW-TV president; Campbell Ritchie, station program operations director; standing, Tom Shull, NBC Film Division and Art McCall, station film director.

L. A. BMI TV CLINIC STRESSES FILM VALUE

Third major session draws registration of 187 from western states and Canada.

FILM with its attendent ramifications of competitive bidding for packages, contractual inequities between station and distributor and foisting off of inferior feature films came under fire at the BMI Television Program Clinic, held in Los Angeles last Monday and Tuesday. Topping the attendance at sessions a fortnight ago in New York and Chicago [B•T, Aug. 9], the Los Angeles meetings had a total registration of 187 station, film distributor and agency executives with 48 stations in the 11 western states and Canada represented.

From 80-90% of tv programming will be on film or video tape within three to five years, Harold See, manager, KRON-TV San Francisco, and chairman, NARTB Film Committee predicted. Among the obvious and concealed problems of film programming, he listed price structure, re-runs, quality, quantity, future technical developments and contracts. Citing necessity for standards to be established between stations and distributors, he said a tv station in a big market is now faced with feature films in third to seventh re-run and syndicated film packages in third to fourth re-run. The larger the market, the worse this problem, which is augmented by a confused situation regarding price.

Firm believer that live tv can beat film programming, Joe Drilling, vice president, KJEO-TV Fresno, declared local viewers are interested in live video and for this reason his station maintains a live camera from sign-on to sign-off. Finding in his experience that live tv is more reasonable than film, he said his problem had been to convince agencies that such programming constitutes good adjacencies.

Change of Formula

To illustrate high grade production on a low grade budget, George Mathiesen, production manager, KPIX (TV) San Francisco, declared the formula for success in tv should be revised to read, 90% imagination and 10% all other ingredients. Emphasizing imagination as the key word, he said set designs are all-important in live tv production and part of quality programming lies in the use of good graphic art in the opening title cards.

Robert J. Burton, BMI vice president in charge of publisher and writer relations, warned that a warranty from the distributor will not cure the ills of film. Story and music rights are the two fundamental rights involved in tv film, he declared in discussing "Legal Aspects of Tv Film Clearance and Music Rights." Common practice in syndicated tv film packages is to turn the film over to a dubber, who for $300 or $400 will decide what music fits and dub it in from libraries recorded abroad and categorized according to mood. This, he said, goes around the 5% AFM levy for using live musicians.

The yardstick he uses to determine effective tv programming is results, according to George Whitney, general manager, KFMB-TV San Diego. Ratings don't mean a thing unless the merchandise moves. When San Diego's other

announcing

HOAG-BLAIR COMPANY

Quality representation for

TV Stations outside the major markets

In answer to the specialized type of national representation which regional market television stations require, BLAIR-TV, INC. and JOHN BLAIR & COMPANY have lent their support and 21 years of radio and television experience to the formation of a separate organization, HOAG-BLAIR COMPANY —devoted to exclusive representation of regional market television stations. Four regional stations represented by BLAIR-TV have participated actively in the formation of this new company and they will be the first stations on the HOAG-BLAIR list.



The top management of each of these four stations will act as the board of governors of HOAG-BLAIR for the first year with an election of a new board at the end of each year by the stations represented. Robert Hoag, who has had wide experience in the sales end of television, will be the president of HOAG-BLAIR and in close cooperation with this actively engaged board, will give these and other similar stations the type of quality national representation which they want and need, concentrating exclusively on the regional market approach as opposed to that of the highly competitive metropolitan market.

KIDO-TV	BOISE, IDAHO	NBC - ABC
KFYR-TV	BISMARCK, N. DAK.	NBC - CBS - DU MONT
KBES-TV	MEDFORD, ORE.	ABC-CBS-NBC-DUMONT
KIEM-TV	EUREKA, CAL.	ABC-CBS-NBC-DUMONT



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Board of Governors |

Walter Wagstaff, *Chairman* KIDO-TV, Boise, Idaho

Frank Fitzsimonds KFYR-TV, Bismarck, N. Dak.

William Smullin—*Smullin Stations* KBES-TV, Medford, Ore. KIEM-TV, Eureka, Cal.



THE $3 million sale of the *Lone Ranger* radio-tv property by George Trendle and associates H. Allen Campbell and Raymond J. Meurer [B•T, Aug. 9] is finalized by (l to r) Mr. Campbell; Mr. Trendle; Jack Wrather, and Mr. Meurer. Mr. Wrather purchased the property in association with his mother, Mrs. Mazie Wrather, and John L. Loeb & Assoc.

two stations, one American and one Mexican, went after the children's audience in a particular time slot, Mr. Whitney explained he conceded the kids and went after adults with family type fare. While the other two stations got the children and the high ratings, KFMB-TV got the business and the money for that time period.

George Putnam, KTTV (TV) Hollywood, told the clinic that the newscaster is a guest in the viewers' homes and, if you don't make yourself welcome, they can and will turn the dial. The tv newsman, he explained, must assume a new and full responsibility, acting as editor, publisher and copy boy.

Despite the fabulous sums spent on gambling, only pennies are spent on tv in Las Vegas, according to Jean Paul King, general manager, KLAS-TV that city. When for the price of a coke people can see the very tops in entertainment, they become choosy as tv viewers. In examining "Small Market Tv Success Story," Mr. King summarized the main original problem: he needed good programs to sell sets, he needed a set count to sell programs and he had to sell programs to have good programs.

Warns Against Encroachment

Judge Justin Miller, immediate past president and board chairman, NARTB, who this week addresses the Chicago Bar Assn. in behalf of tv coverage in courtrooms, emphasized that, while the First Amendment protects the press, constitutional guarantees can be evaded. Discussing "Tv Under Attack" by FCC, FTC, Congress and the Dept. of Justice, among others, he said a danger is that one entering wedge into broadcasters' rights can be expanded. Censorship is a tempting area for governmental control, he added, with tv providing a wonderful goat for harassed parents who want to believe juvenile delinquency came in with tv.

"Non-money stuff," public service and public relations in tv, was taken up by Len Higgins, manager, KTNT-TV Tacoma, who divided public service into what you are asked to do and what you originate. Suggesting that public service films and slides come in handy during the beginning of a station's operation, he estimated that only 2% of the people with appeals have any plan to offer the station. The others expect miracles.

The most important fact learned by tv during the past six years, according to Earl Hudson, vice president in charge of ABC Western Division, is that entertainment is the key word. Upcoming plans by the networks encompass situation comedies on film, color spectaculars and hour-long dramas. Entertainment is also taking over the commercials, he added, with most of them getting completely away from the straight pitch.

With hour-long dramas and variety programs flourishing, he declared the season of 1954-55 will also go down as "the year of decision whether spectaculars can pay off." With more than $20,000,000 from blue chip advertisers set for the coming season's spectaculars, a single program of this type will run as high as $300,000 exclusive of time and microwave charges. He quoted Sid Caesar's new hour-long NBC-TV program as budgeted at $152,000 with $60,000 allotted for Imogene Coca's new half-hour NBC-TV program.

With ABC-TV's goal to lead in hour-long dramas, *Elgin Tv Hour, U. S. Steel Hour, The Mask* and *Kraft Theatre*, to date, Mr. Hudson declared NBC-TV and CBS-TV have adopted more of a "sky's the limit" attitude toward costs.

Future of color tv programming in a few weeks will become the present, declared Harry Ackerman, vice president in charge of network programs, CBS-TV Hollywood. Color can't transfer mediocre programs into entertainment and often makes a bad show worse, he stressed.

That there is no vast footage of good color film available to tv, he declared. The majority, despite reports, is yet to be shot. With CBS-TV scheduled to do three programs in color weekly during fall and winter, he revealed the added cost is approximately $2,400 for every half-hour network program.

William Dempsey, educational director, KPIX (TV) San Francisco, declared that educational programming begins at home. It is only successful if it is important to station management and staff. Necessary, he emphasized, is the cooperation "from the other side of the ivy curtain," as some professors "are educated beyond their intelligence."

Intellectual snobbery, according to Mr. Dempsey, must be broken down by the tv executives who must realize the educator is an expert in his field and make him realize the tv executive is an expert in his.

Acting as chairmen for the various sessions were James T. Aubrey, general manager, KNXT (TV) John Reynolds, manager, KHJ-TV, both Hollywood; Donn B. Tatum, director of tv, ABC Western Division; and John K. West, vice president, NBC Pacific Division. Thomas C. McCray, general manager, KNBH (TV) Hollywood, served as chairman of arrangements for the luncheon programs. Glenn Dolberg, BMI vice president in charge of station relations, and James Cox, in charge of West Coast station relations for BMI, were general chairmen.

Participants in the original production devices exhibit at the Hotel Statler were KPIX (TV), KRON-TV, both San Francisco; KABC-TV, KNXT (TV), KNBH (TV), all Hollywood; and KERO-TV Bakersfield.

At the conclusion of the meetings, Carl Haverlin, BMI president, cited the cooperative attitude on the West Coast whereby a vice president from each of the three networks spoke at the Los Angeles Clinic. He also said that in all probability the speeches given at the three clinics will be published as soon as possible under the title "Thirty Three Television Talks."

Box Office Tv Issues 3-Service Rate Card

BOX OFFICE TELEVISION Inc., New York, last week issued a rate card for three distinct types of service, said to mark the first time that such a rate schedule has been established in closed-circuit television history.

William P. Rosensohn, executive vice president of BOTV, said that Class A service, utilizing theatres and local television studios for viewing by audiences of about 100, is available for $1,000 per market; Class B service, which makes use of the facilities of the Sheraton Hotel closed-circuit network, is priced at $1,500 per market, and Class C service, utilizing theatres only, is available at $1,650 per city.

The three services, Mr. Rosensohn pointed out, may be used in any combination to reach the cities desired and accommodate audiences of varying sizes. The new rate card is available from BOTV Inc., 30 E. 60th St., New York.

200 Tvs Take SRTS Series

OVER 200 stations have signed contracts for the new *Shorty-Tunes* series produced by Standard Radio Transcription Services, it was announced last week by Milton Blink, SRTS president. First releases will be shipped this month for September. Release includes 20 songs of current and standard popular variety recorded by Lawrence Welk's orchestra and the Janice Luce combo. Pressings are on vinylite (33 1/3 rpm), averaging 90 seconds in length.

NOW TELECASTING

channel

4

KWK-TV ST. LOUIS

100,000 WATTS

OVER 600,000 SETS IN THIS AREA

ANTENNA HEIGHT 563 FEET

CBS TELEVISION NETWORK

Represented Nationally by

THE KATZ AGENCY, INC.

4-Prestige stations with but a single thought . . .

RADIO!

RADIO is everywhere. Radio is in every room of the house . . . in most automobiles traveling the highways and city streets . . . on tractors in the fields . . . in garages, stores, barns . . . in fact, wherever people work, rest or play! PEOPLES BROADCASTING CORPORATION is going to buy more radio stations, because we believe in the future of radio as the greatest, most effective of all advertising media. Today, PBC boasts four stations in four rich American markets. Each is programmed to reach substantial citizens with money to spend in the market it serves. They are leaders all . . . prestige stations that sell effectively because they represent the finest in radio.

PEOPLES BROADCASTING CORPORATION is owned by the three million policyholder-owners of the Farm Bureau Automobile Insurance Company, Columbus, Ohio. All PBC stations broadcast timely, interesting public service features. Each station has won an impressive number of public service awards. Besides fulfilling its obligation to act in the public interest with such programming, each station retains its regional leadership by constantly attracting public attention. PBC stations act on the principle that there is no distinct separation between commercial and public service radio . . . that to *sell*, a station must also *serve*. The stature of all four PBC stations would seem to prove that principle valid.

PEOPLES BROADCASTING CORP.

MURRAY D. LINCOLN, *President*
HERBERT E. EVANS, *V.P.-Gen. Mgr.*

1 WMMN — CBS 5,000-920 — FAIRMONT, W. VA. — REP. H.R.

A. G. FERRISE, *Gen. Mgr.*

FIRST since 1928. In North Central West Virginia. WMMN is FIRST in coverage, power, penetration and FIRST in audience. WMMN is the ONLY station that delivers this vital market.

2 WTTM — NBC 1,000-920 — TRENTON, N. J. — REP. FORJOE

FRED L. BERNSTEIN, *Gen. Mgr.*

Covering Central New Jersey and the Delaware Valley. Trenton is the Hub in this vast industrial area with a population of 300,000 in the retail trading zone, plus 16,000 new homes in Levittown, Pa., and 4,000 new homes in Fairless Hills, Pa.

3 WRFD — IND. 5,000-880 — WORTHINGTON, OHIO — REP. GEO. CLARK

JOSEPH D. BRADSHAW, *Gen. Mgr.*

WRFD's primary signal dominates 72 of Ohio's 88 counties. WRFD is programmed for rural and small town listeners who account for 46% of Ohio's total retail food sales . . . 40% of the retail drug sales.

4 WGAR — CBS 50,000-1220 — CLEVELAND, OHIO — REP. CHRISTAL

CARL E. GEORGE, *Gen. Mgr.*

—serving 4½ million friends in Northern Ohio with the best in radio. Cleveland ranks No. 1 among metropolitan markets in the nation for consumer spendable income with $7,492 per household. (Consumer markets, SDRS, 1954)

WBS Football Series Ready

AVAILABILITY of World Broadcasting System's 15-minute fall football feature, titled *Football Time,* was announced last week by Pierre Weis, WBS general manager. The program will be supplied for 13 weeks and will be available for a single sponsor or participating advertisers.

Each quarter-hour show, according to Mr. Weis, will present features of interest to fans, including segments on "Your Football Thrill of a Lifetime," "The Honor Roll of Football Immortals," and "The Winning Score." The program will allow for participations by local announcers with scores of current games and predictions on future contests.

PROGRAM SERVICE SHORTS

U. S. Army is distributing *Holiday Album of Music,* series of ten 15-minute recordings by U. S. Army concert band and Army band chorus honoring historical American dates, to nearly 2,000 radio stations throughout country.

L'Ais—Agenzia Internazionale Dello Spettacolo, Rome, established as public relations firm in entertainment field, including theatre, radio, television, music and records, and will service publications in Italy as well as those outside country. Offices: Via Cernaia, 37, Rome.

Gotham Recording Corp., N. Y., service recording firm, has contracted to supply background musical scoring for "News of the Day" newsreel, announces Stephen F. Temmer, vice president and chief engineer of company.

Song Ads Co., Hollywood, signed by Wine Growers Guild (Guild Wine), Lodi, Calif., through Dancer-Fitzgerald-Sample Inc., San Francisco, to create tv spot announcements for new campaign.

Mitchell Gertz Agency, Beverly Hills program packagers, moves to 338 N. Rodeo Dr. Telephone remains Crestview 4-5491.

Howard W. Sams & Co., Indianapolis, Ind., publishers, announces contract with Ira Kamen, tv executive and author, to do first book on subscription tv.

PROGRAM SERVICES PEOPLE

Thomas A. McMahon appointed head of Salt Lake City field office, MCA TV Ltd.

James C. Hirsch, formerly vice president, W. B. Doner & Co., adv., Chicago, to Publication Services Inc., Washington, elected to board of directors, vice president and general manager.



MR. HIRSCH

Irwin Schwartz to Jerry Courneya Productions Inc., Hollywood, as advertising and publicity director; **Jim Doyle,** formerly sales manager assistant, KHJ-TV Los Angeles, to company as associate producer and promotion manager.

Wallace A. Ross appointed national sales manager of closed circuit conferences div., Box Office Television Inc., N. Y.

McCONNAUGHEY NAME REVIVED AS CANDIDATE FOR FCC CHAIR

Ohioan says he hasn't been approached by anyone in authority, but would be disposed to accept if post is offered. Sterling may leave FCC in fall, if doctors so advise.

REVIVAL of speculation about the chairmanship of the FCC developed last week with the name of George C. McConnaughey, present chairman of the Renegotiation Board, bobbing back into the picture as President Eisenhower's choice for the post whenever a Republican vacancy develops.

And simultaneously, it was ascertained that a vacancy might occur this fall. Comr. George E. Sterling, who rose through the engineering ranks, is somewhat concerned about his health, and if his doctors feel he should avoid the rigors of FCC duties, he will advise the President of his decision to retire—probably by Nov. 1. Mr. Sterling, who is 60, is not seriously ill, but has suffered from the pressures of Government stewardship spanning more than 30 years.



MR. McCONNAUGHEY

Mr. McConnaughey, 58, told B•T last week that no one in authority had talked with him about the FCC, and said he had not "plugged" for the assignment. He conjectured his name might have been "bandied about" and added that if the chairmanship were proffered, he would be disposed to accept. He pointed out that his principal interest is in regulation and administration, and that much of his background is in that field.

Some weeks ago [CLOSED CIRCUIT, May 3, 10, July 12] Mr. McConnaughey's name first arose as President Eisenhower's choice for the FCC chairmanship, after an intra-party stalemate apparently had been reached on reappointment of Rosel H. Hyde. Mr. McConnaughey reportedly had made a hit with the President by the manner in which he has handled the affairs of the Renegotiation Board since his assumption of the chairmanship last November. He is regarded as a vigorous free-enterpriser, and a top administrator.

If Comr. Sterling gets a clean bill from his doctors upon his return from his home in Maine later this month, it is presumed he will continue on the FCC, perhaps until his present term expires on June 30, 1957. He is eligible for retirement now on a slightly reduced annuity, but by Nov. 1 he will be in a position to retire at approximately half his present salary of $15,000.

It is known that Comr. Sterling has been offered several positions in private industry, including the consulting practice. A few weeks ago he vacated his home in Washington, after the marriage of his second daughter. Presumably he and Mrs. Sterling intend taking an apartment upon their return to Washington. Mr. Sterling was named a commissioner on Jan. 2, 1948, after having served as chief engineer, and prior to that as head of the Radio Intelligence Division during World War II. In recent weeks, he has asked Chairman Hyde to relieve him as security officer and to assign certain other functions to other Commission members.

Meanwhile, no word has been forthcoming either from the White House or from other responsible GOP quarters on the chairmanship situation. Mr. Hyde, now vacationing in Idaho, has been serving as Acting Chairman since his one-year appointment to the chairmanship expired last April 18. There had been considerable speculation about the elevation of John C. Doerfer, of Wisconsin, to succeed Mr. Hyde, in keeping with a reported new administration policy to rotate the chairmanship.

Supporters of Mr. Hyde have by no means given up the fight. He has substantial Congressional as well as industry backing. But the opposition centers largely in the Republican National Committee, which reportedly is disposed in the direction of Comr. Doerfer.

There has even been speculation about the appointment of either Chairman Hyde or Comr. Doerfer to Federal judgeship vacancies. Such appointments are for life and usually are attractive to lawyers who have served in Federal and state regulatory posts.

The next term expiration on the FCC is that of Comr. Frieda B. Hennock, appointed as a New York Democrat in 1948. She is an avowed candidate for reappointment. But since there are four Republicans on the FCC—the maximum permitted under the statute for a single political party—her retirement would not permit the President to name another Re-



COMR. STERLING

publican who could be appointed to the chairmanship.

The term of Comr. E. M. Webster expires June 30, 1956. An Independent, he is a retired Coast Guard Commodore. He is eligible for retirement under the same provisions as those which apply to Comr. Sterling, but there is no indication that he will leave prior to the expiration of his present term.

Mr. McConnaughey was born in Hillsboro, Ohio, June 9, 1896. He attended Denison U. in Ohio, for three years and enlisted in the Army in 1917, serving in France. He returned to Denison and received his degree in 1920. From 1920-23 he studied law at Western Reserve, graduating with an LL.B.

After practicing law in Cleveland from 1924-1939, Mr. McConnaughey was named chairman of the Public Utilities Commission of Ohio by the then Gov. and now Senator John W. Bricker. He served until Feb. 1945 in that post and from 1942 to 1945 served also as chairman of the War Transportation Commission of Ohio. He was elected president of the National Assn. of Railroad and Utilities Commissioners for 1944-45 at which time Mr. Doerfer, then chairman of the Wisconsin Public Service Commission, also was active in the affairs of NARUC, and likewise is a former president. Mr. McConnaughey then practiced law in Columbus until appointed to the Renegotiation Board chairmanship by President Eisenhower.

Mr. McConnaughey is a Presbyterian, and a member of the board of trustees of Denison U. He is a Mason, and belongs to the American Legion. He is a member of Sigma Chi and of Phi Delta Phi legal fraternity. He has two sons, George C. Jr., and David C., the latter a lieutenant in the USAF.

Senate Passes Over Uhf Tax Credit Bill

A HOUSE catch-all tax bill which includes a provision for a $7 excise tax credit on uhf-equipped tv sets was passed over by the Senate on a call of the calendar last week and is expected to come up this week for debate on the latter body's regular agenda.

The bill (HR 6440) was passed over after objections were made that it should not be treated as a calendar measure, that an amendment is to be offered and that an amended part of the bill left out some of the language.

The uhf tv set tax provision is a watered-down House version of an amendment to the bill offered originally by Sen. Edwin C. Johnson (D-Colo.) to exempt uhf-equipped sets from the 10% excise tax levy [B•T, May 17].

The House amendment also seeks to define more closely what articles in the manufacture of radio-tv receivers are subject to the excise tax. Receivers made for the military, for municipality and other services contain some parts subject to the excise tax. Thus, the government was paying an excise tax on certain equipment for which it was repaid by the manufacturer. The amendment exempts from the federal excise levy items used in the manufacture of "non-taxable articles" (certain receiver-transmitters, etc.) and specifies an exemption for "non-entertainment type" radio and tv parts other than tubes and cabinets.

Sen. Johnson said about the House amendment that he had asked for a "slice of bread" for uhf set manufacturers, but had come out with a "sliver" [B•T, Aug. 2].

The orginal measure was designed by Sen. Johnson to help uhf by making sets cheaper to buy.

INDUSTRY POUNDS ON COMMITTEE DOOR SLAMMED ON RADIO-TV BY WATKINS

Sen. Mundt and Ray Jenkins, key figures in Army-McCarthy hearing, join broadcasters in pointing out virtues of radio-tv coverage (see story page 46). But so far Sen. Watkins stands pat on decision to exclude radio-tv live or recorded coverage from McCarthy censure investigation slated later this month.

A FLOOD of protests from the radio-tv industry, other groups and plain citizens last week greeted a special Senate Committee's announcement that it will prohibit radio, television and newsreel coverage of hearings on a Senate resolution to censure one of its members.

On hand last week at the office of Sen. Arthur V. Watkins (R-Utah), chairman of a six-man group which will hold hearings on a Senate motion to reprimand Sen. Joseph R. McCarthy (R-Wis.), were letters and telegrams from at least three radio-tv networks, a radio network, the NARTB, three radio-tv newsmen's organizations and others.

Sen. Watkins' office also indicated a "great many" protests from ordinary citizens who want to hear or view the hearings, which begin Aug. 30, on their radio or tv sets.

The industry reacted swiftly to the announcement barring radio-tv and motion picture coverage with protests that it discriminates against these media in favor of newspapers and magazines. Furthermore, went the tenor of the protests, the ruling will deny the public access to the only "true" picture of the hearing.

The industry responses came from ABC, ABC Radio, ABC-TV, CBS Inc., NBC, Mutual, NARTB, Radio-Tv Correspondents Assn., Radio-Television News Directors Assn. and Radio-Newsreel-Television Working Press Assn. of New York, with several spokesmen from some organizations deploring the special Senate committee's action.

Besides Chairman Watkins, other Senators on the committee also received protests. These are Sens. Frank Carlson (Kan.) and Francis Case (S. D.), Republicans, and Edwin C. Johnson (Colo.), John C. Stennis (Miss.) and Sam J. Ervin (N. C.), Democrats.

In an amplifying statement last week, Sen. Watkins and his committee affirmed the exclusion of not only live tv, but also tv film camera coverage.

Reactions Pour In

Broadcasters' reactions to the radio-tv ban announcement last week accentuated testimony given the week before to a Senate Rules subcommittee which has been holding hearings on Congressional committee procedures. At that time broadcasters set forth the industry viewpoint on the case for equal access of radio-tv at open Congressional activities, one of the subjects under investigation by the subcommittee [B•T, Aug. 9, 2, July 26, 19, 5] in its study on revamping committee procedures. (Also see stories, pages 46 and 49.)

Robert H. O'Brien, executive vice president of ABC, in a telegram to the Senate group, asked reconsideration of the ban, saying:

"Radio and television as the most complete and rapid means of modern communication are, we feel, the best possible instruments to assure full public participation. In addition, the Committee's determination to adhere to judicial procedures offers the American public an opportunity to witness one phase of the legislative functions of government operating in the best tradition of the Congress . . ."

John Daly, ABC-TV news vice president, and Thomas Velotta, ABC Radio news vice president, jointly signed a telegram protesting the rule against radio and tv.

In the message, Sen. Watkins was told ABC "completely respects the privacy of an executive or closed meeting of any committee of the Senate. However, we must protest in the strongest terms the arbitrary exclusion of radio and television reporting of the pending hearings by your special committee before any decision on whether such hearings shall be open or closed. If open hearings, accessible to any other information media, are held, democratic processes should bar discrimination against television and radio. . . ."

In his ABC-TV *John Daly and the News* show Tuesday, Mr. Daly put the case before his viewers. He said: "More people get their news by radio and television than by any other news medium. You might call it 'the people's choice.' Why do Senators rule out television news?

". . . The committee appears to base its ban on the fact that no radio and tv are permitted in the full Senate. Well, we've been disputing that for a long time, too.

"It isn't only a question of rights—under freedom of the press; but what a tragic waste, not to permit Americans to participate in the democratic processes of government. . . ."

Frank Stanton, CBS Inc. president, in a statement, called the rule "grossly discriminatory against the millions who would otherwise listen to, and view, the proceedings by radio and television."

Ban Not Justified

Mr. Stanton said the radio-tv ban is not justified by the charge that radio and tv equipment causes discomfort or confusion, that radio-tv have demonstrated they can cover hearings efficiently and quietly. He added:

". . . The rule turns its back on the benefits made available to this generation, of the modern miracle of electronic journalism which permits the public to see and hear for themselves their government in action."

In a telegram to Sen. Watkins, Thomas F. O'Neil, MBS president and board chairman, said:

"Millions of Americans depend on radio for their knowledge of the operations of government. Denial of radio coverage of the Senate committee hearings is a denial of direct access to this news for these Americans. It also would discriminate unfairly against radio since this access is being given to the press."

Everett Holles Jr., director of MBS operations in Washington, phoned directly to tell Sen. Watkins that he feels the rule is discriminatory among media. Here, said Mr. Holles, is a matter concerned with representatives elected by the people and these people have the right to know what is going on. Radio and tv are the most unprejudiced media in allowing people to make up their own minds, Mr. Holles said.

Julian Goodman, NBC Washington manager of news and special events, wrote:

"NBC respectfully requests your committee permit us to film for our television news shows and tape record for playback on radio news

YOU NEED "11" ON YOUR TEAM IN GREEN BAY PACKERLAND

NBC AFFILIATE



Channel 11

GREATER

SIGNAL POWER
115,000 watts dominate the area, bringing dependable reception to thousands of homes for the first time.

PROGRAM POWER
Original ideas with Packer-land appeal make WMBV weather, news, sports, kids shows rate top with viewers.

SALES POWER
Get the rates and availabilities.
See how you get more for your dollar.

IDEAL TEAM-MATE FOR YOUR CHICAGO - MILWAUKEE COVERAGE

NO DUPLICATION — ALL NEW MARKET

National Representatives
GEO. W. CLARK, Inc.
New York, Chicago, Minneapolis, Los Angeles, San Francisco

WMBV

RADIO-TV PARK
MARINETTE, WISCONSIN
Offices in Green Bay, Milwaukee

shows the proceedings of your committee on the censure motion. We feel the best interests of Congress and the country will be served if this coverage is allowed and pledge ourselves to make our physical coverage arrangements as unobtrusive as possible."

Harold Fellows, NARTB president, said in his message to the Senate group requesting it to open the hearing to radio-tv coverage:

". . . The great public interest in the subject of your inquiry coupled with the fundamental concept of equal access to all media of public reporting should override any objections based on less relevant considerations. Your announced determination to follow the rules of evidence and maintain the decorum of a court of law will afford the American people an unparalleled first hand opportunity through radio and tv to better evaluate the traditional proceedings of the U. S. Senate."

Mr. Fellows requested that a representative group of broadcasters be permitted to review with the committee the "physical problems of reporting in complete harmony with your procedural plans."

Other NARTB spokesmen were Edgar Kobak, WTWA Thomson, Ga., chairman of the association's Freedom of Information Committee; Henry B. Clay, KWKH Shreveport, Radio Board chairman, and Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman.

Mr. Kobak told the Senate group that electronic media "offer the federal government an unparalleled opportunity to share its deliberations with the American people in the traditional American fashion." To deny this opportunity is unfair both to broadcasters and to the public interest, said Mr. Kobak.

Mr. Clay called the banning action "contrary to the fundamental principles of free speech and free press," and said it denies "a basic right of the American people to learn first hand" about their government.

Cites Obligation

Mr. McCollough said: "These devices of modern communication, known for their objectivity and accepted by the American people, should not be placed in a special category, if the electronic media are to fulfill their obligation to the public."

Joseph S. McCaffrey, executive secretary of the Radio-Tv Correspondents Assn., in a letter to committee members, said:

". . . The great public interest in the issue before you demands that every possible means of communication be used to keep the public informed. These three media have earned their place in the coverage of Congressional hearings. They are as vital to the task of informing the American people as the reporters of the press.

"To your mind there may be some special problem raised by the admission of recording television and film. If there are we are more than willing to talk them over with you, hopeful of working them out so that when the hearings are over you will feel as proud of our coverage as we believe we will."

Arnold Lerner, president of the Radio- Newsreel-Television Working Press Assn. of New York, in a telegram to Sen. Watkins, said:

"We resent the implication that these mass communications media are second class members of the U. S. press. . . . Safeguards of press freedom were written into the Constitution long before the era of electronic and photographic journalism, but the spirit of the Bill of Rights calls for equal access to news events for all media in the interest of a better informed public. . . ."

One group of five television film newsmen, signing themselves as "The Television News Film Industry," sought vainly to gain admittance for tv film cameras after interpreting Sen. Watkins' original Aug. 6 statement to mean the committee had not ruled out the possibility of "some kind" of tv coverage.

But they were rebuffed by Sen. Watkins in a statement last week in which he reiterated the radio-tv ban. The group supplies tv news film to such news programs as CBS-TV's *Douglas Edwards,* NBC-TV's *John Cameron Swayze and the Camel News,* ABC-TV's *John Daly and the News* and to "hundreds" of independent tv stations.

"Naturally," said the statement, "we would prefer to use our normal lighting facilities to insure quality coverage, but if our regular lights . . . are objectionable, we believe adjustments can be made to your combined satisfaction. . . ."

Offering a test of the lighting beforehand, the statement continued: "Should the lighting test prove unsatisfactory, we believe we can operate without our usual lighting, providing the committee will select a committee room that admits some degree of daylight. . . ."

Signing as Washington managers of their respective organizations were: Charles E. Shutt, Telenews-Hearst Metrotone News Inc.; Julian Goodman, NBC Tv News Film; Bryson Rash, ABC-TV News Film; William Corrigan, CB TV Newsfilm; Anthony Muto, United Pres Fox Movietone News.

Patrick Murphy Malin, executive director the American Civil Liberties Union, in a te gram to Sen. Watkins, said the public's rig to see and listen to the hearings could not fully met unless all mass communications med are accorded equal treatment.

Fred L. Bernstein, general manager WTTM Trenton, N. J., has added his voice those protesting. Mr. Bernstein's letter to Se Watkins said in part:

". . . It is vital that the American pub have a front row seat at your committee hea ings, so the American people can see and he for themselves. Responsible radio-tv covera of your hearings can provide that front ro seat."

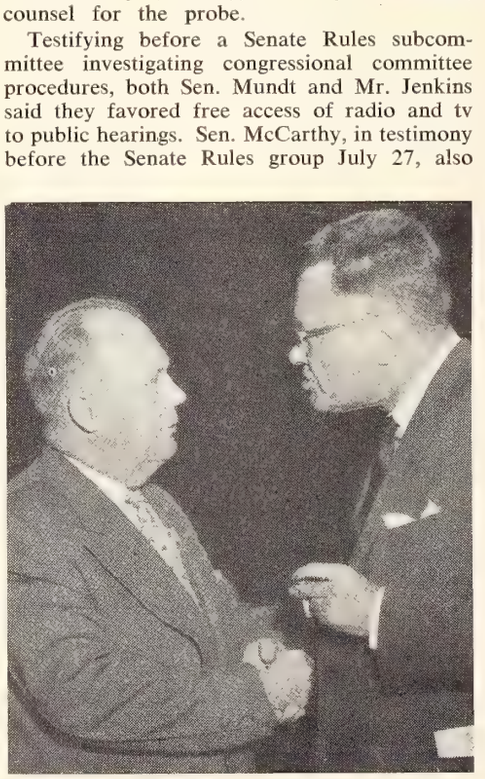
As a sidelight to this controversy, ABC rad announced last week that on Aug. 24, *America's Town Meeting of the Air* progra (Tues., 9-9:45 p.m. EDT) will discuss t topic, "Is Radio-Tv Exclusion From Gover ment Hearings Justified?" The program w be broadcast a week before the committ to examine the charges brought against Se McCarthy begins.

MUNDT, JENKINS SUPPORT RADIO-TV

TWO MORE figures in the recent widely-televised McCarthy-Army Senate probe last week went on record as favoring telecasts and broadcasts of open congressional committee hearings.

They are Sen. Karl E. Mundt (R-S. D.), who served as chairman of the Senate Investigations subcommittee which conducted the hearing on the dispute between the Army and Sen. Joseph R. McCarthy (R-Wis.), and Ray H. Jenkins, counsel for the probe.

Testifying before a Senate Rules subcommittee investigating congressional committee procedures, both Sen. Mundt and Mr. Jenkins said they favored free access of radio and tv to public hearings. Sen. McCarthy, in testimony before the Senate Rules group July 27, also had said he advocated radio-tv coverage hearings [B•T, Aug. 2].



TWO TV VETERANS agree that the broadcast media should be admitted to congressional hearings. Sen. Karl Mundt (l) and Ray Jenkins, chairman and counsel, respectively, of the famous McCarthy-Army hearings, appeared before the Jenner Rules subcommittee to voice their stands on procedural matters.

Broadcasters and telecasters last week we protesting about still another Senate investig tion scheduled to begin Aug. 30, and centeri about the Wisconsin Republican. Radio a television have been barred from planned hea ings by a special Senate committee on a moti to censure Sen. McCarthy (see story, page 4 also see SDX story, page 49).

The session Thursday, although attended or by some two dozen spectators, was covered radio and television and newsreel photographe Sen. William E. Jenner (R-Ind.) is chairman the Senate Rules group.

Sen. Mundt was emphatic in voicing his o position to a statutory prohibition against rad and tv coverage of hearings. He said: ". These new media which report by sound a picture to John Q. American are a great a mighty conscience for the press. There seldom any cause to complain about biased prejudiced reporting when a congressional hea ing is conducted before the television and ov the radio."

Television, he said, "simply removes t walls from the committee room to let the peo living in South Dakota, Colorado or Califor have the same access to the deliberations of committee as would otherwise be exclusiv the right of those living within a few mi driving distance of the National Capital. I su mit that the people of my state have the sa right to see and hear what takes place . . . the people of Virginia or Maryland."

In his opinion, said the senator, both te vision and radio "are here to stay. They legitimate media of communication. They administered, operated and staffed by men the same general respectability and capacity those employed in the field of journalism."

For Congress to legislate against radio coverage, he said, "would, in my opinion, a backward step."

Sen. Mundt said he felt the decision to ad radio-tv should be left to the individual co mittee.

"Personally," he said, "I shall always v against any legislative measure based on su a discriminatory premise and which endeav to select from among the media of communi



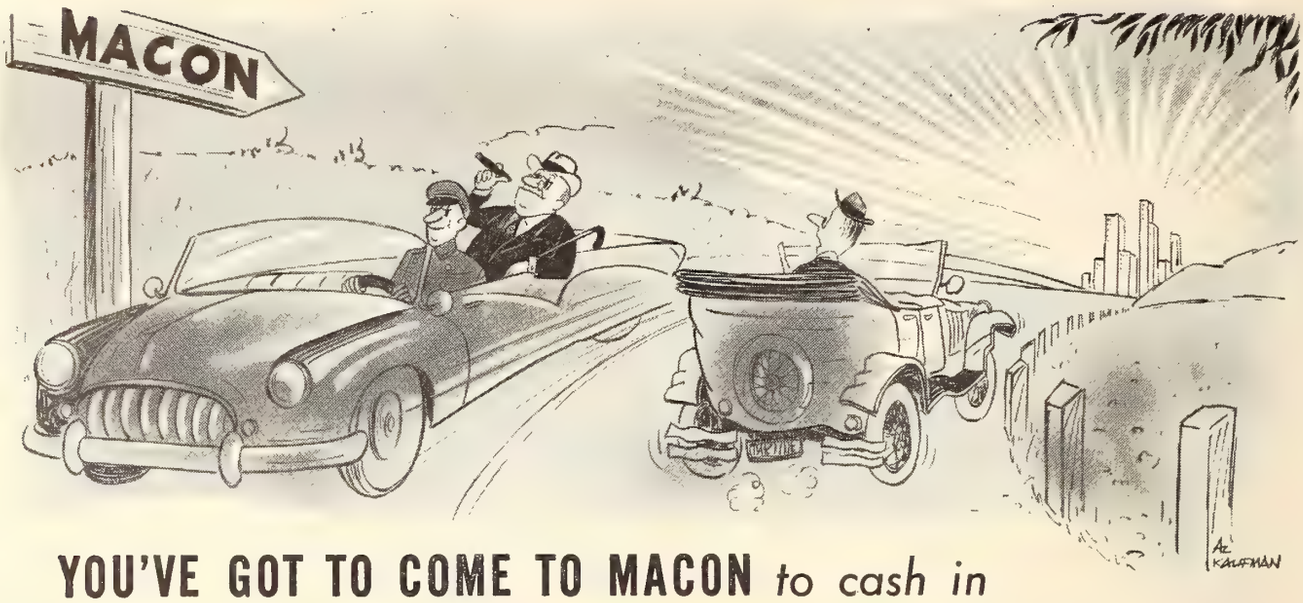
No small potatoes!

Old-timers in the Northwest say Paul Bunyan invented farming. Invented the steam shovel too—to dig potatoes with.

But Bunyan would be small potatoes to Northwest farmers today. Agriculture in WCCO's 4-state area is *big business,* with annual income of better than 1.6 billion dollars. It's a business peculiarly dependent upon weather and market conditions, so Northwest farmers depend heavily on WCCO's farm broadcasters, Maynard Speece and Jim Hill. The result is that Messrs. Speece and Hill do *30* information-packed programs a week, and reach a *rural* audience, throughout WCCO Radio's 110-county basic service area, of *more than 900,000 every week!*

WCCO Radio's farm shows command a uniquely loyal and responsive audience, ideal for any advertiser with products to sell to farmers and their families. Like a *big* yield in the Northwest? Sow your sales messages on **WCCO RADIO**

Minneapolis-St. Paul · 50,000 watts
Represented by CBS Radio Spot Sales



YOU'VE GOT TO COME TO MACON *to cash in on the steadily growing Middle Georgia market...*

and *only* WMAZ-TV, Macon, can adequately reach this well-balanced industrial and agricultural center for you!

THE MARKET!

Middle Georgia is no middle ground industrially speaking. It's a boom area with dozens of new industries—a thriving, growing area with the variety of business to resist the ups-and-downs of less diversified markets.

- **TOP COMPANIES** like Durkee Foods, Armstrong Cork and Ralston Purina have opened new plants in Middle Georgia within the last 5 years.
- **CATTLE** has brought a whole new source of income to Middle Georgia farmers, accounting for over 35% of their cash farm income.
- **EXPANSION** is everywhere—in new plants and mills, iron works, highway construction and home building.
- **MOST IMPORTANT,** Middle Georgia is growing in *people!* Metropolitan Macon has doubled its census figures since 1940. Purchasing power is way up too, considerably above the state's average-household-income figures.

THE COVERAGE!

WMAZ-TV's area is 700,100 people strong! An area never before successfully tapped by TV—before WMAZ-TV! Macon is 93 miles from the closest TV city of comparable large size—Atlanta!

- ***Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station.***

  Significantly, the remaining 37 in this 47-county area represent...

...80% of this area's population!
...81% of retail sales!

- ***153 New TV Families Added a Day!...153 New Customer-Families a Day!***



Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

WMAZ-TV DOMINATES THE MACON AREA AUDIENCE MORNING, NOON & NIGHT!

Telepulse** proves it!

Share of Audience

Sign-on to noon...45% Noon to 6 P.M....68% 6 P.M. to Midnight...57%

All the top 15 once-a-week shows...
All the top 10 multi-weekly shows...
are on WMAZ-TV

**Telepulse, Macon Area Report, Feb.-Mar. 1954

WMAZ-tv

MACON, GEORGIA • CHANNEL 13

CBS, DUMONT & ABC NETWORKS

ASK YOUR AVERY-KNODEL MAN

tion some with which to cooperate and others to condemn."

Mr. Jenkins said he believes television is "the perfect medium for bringing to the public the true facts" because it allows viewers to judge the way a witness acts before the camera. Calling radio-tv sources of the "utmost accuracy," he said the American people would not have got the "true picture" at the McCarthy-Army hearing without the electronic media.

He felt television and radio should be admitted to a hearing upon approval by a majority of the Senate, a two-thirds vote of the committee or if demanded by a witness.

On the subject of objections by witnesses to the camera and microphone, he said he believes a witness who is innocent would not fear these media, and if the witness is a Communist or "hiding behind the Fifth Amendment," he shouldn't be given a chance to refuse.

In cases where information against a witness is largely rumor, Mr. Jenkins said, the witness should be questioned in closed session so he would not be "stigmatized" if innocent.

But in the case of a witness who refuses to testify before microphones and cameras, he should be cited for contempt, Mr. Jenkins said.

LAWYERS RENEW ANTI-BROADCAST STAND

American Bar Assn. committee recommends that radio and tv be barred from Congressional investigative proceedings.

THE American Bar Assn. last week was poised once again to recommend the adoption by Congress of a "uniform code of investigative procedure" for all Congressional committees, encompassing its proposal that radio-tv coverage of Hill probes be prohibited.

The recommendation was contained in a report prepared by a special ABA committee and released in Chicago last Thursday. It will be submitted to ABA's House of Delegates during the association's 77th annual meeting at the Conrad Hilton Hotel in that city this week.

The committee noted that ABA has been steadfastly on record against broadcast media coverage of testimony before investigating groups on Capitol Hill, and it explained this time it saw nothing "in the recent Army-McCarthy hearings that would cause us to recommend that the association change its prior position." It was seriously doubted whether any serious objections would be raised against the committee's conclusions.

Attendance at this week's meeting is expected to exceed 5,000, with reservations already obtained from over 3,000 lawyers, judges and legal educators.

In a special section devoted to the rights of witnesses, the committee felt that "if Congress does not adopt the earlier recommendation of the association barring [such] broadcasts entirely, the witness should at least have the right to testify without television or radio broadcasting, providing he notifies the committee of his desires a reasonable time prior to the hearing." The group felt "no prejudice" should be attached to any such decision and that it should not be made "under public scrutiny."

ABA offered its original recommendation against radio-tv coverage at its 1952 annual meeting, condemning the practice where it involved testimony before investigating committees.

Excerpts of the group's report on "televising and broadcasting of hearings":

"Some thoughtful observers of current investigations are convinced that many of the abuses can be traced to the glare of publicity in which they are conducted. Remove the tv cameras and the microphones and the investigation loses its circus atmosphere and becomes instead a businesslike, fact finding agency—so the argument runs. Equally thoughtful critics disagree and contend that freedom of communication is a necessary and salutary part of investigations. There is merit to both arguments, but we feel that the balance favors the former group. Hearings (except for executive sessions) should be open so that they do not smack of the star chamber, but it does not follow that they should be made a stellar attraction for the edification of the millions."

The subject of "courtroom publicity and amendments to Canon 35 [dealing with the publicizing of courtroom proceedings]" also will come up before ABA's section of judicial administration, with Judge Justin Miller, former NARTB president and board chairman, slated to participate in a panel discussion. Other participants are to be announced. The session will be held today (Monday) at 2 p.m.

Neville Miller, chairman of ABA's standing committee on communications and member of the Washington law firm of Miller & Schroeder, will report on FCC actions the past year, including a review of color tv, am and fm broadcasting development, and certain legislation enacted, as well as decisions on appeals from Commission actions.

Gambling Bill Dies On Senate Calendar

OBJECTIONS last week to the amended Senate bill to prohibit transmission of gambling information via communications facilities apparently left it to die on the Senate calendar.

The bill, which in its original form had met strenuous opposition from broadcasters on grounds its provisions were discriminatory, was passed over Wednesday on the Senate floor.

Chief objectors to the amended bill, it was understood, were Sens. John Sherman Cooper (R-Ky.), John M. Butler and J. Glenn Beall (both R-Md.) and Pat McCarran (D-Nev.). All come from states where betting on horse races is legal. At least two other senators objected.

The amended version (S 3542) of the bill removed passages which the broadcasting industry and the FCC had felt were objectionable, and was the result of conferences which included the Justice Dept., FCC, NARTB, Western Union and telephone companies.

The orginal bill, authored as was the amendment by Sen. John W. Bricker (R-Ohio) and sponsored by the Justice Dept., would have required that: (1) broadcasters and others handling news on horse and dog racing prove the information is not being used to circumvent the measure (aimed at preventing a repetition of a nationwide betting syndicate), (2) only one race broadcast be made each day—with a time lapse of one hour after the event (which broadcasters felt discriminated against radio and tv in favor of newspapers) and (3) FCC file tariffs to implement and enforce the bill's provisions.

SDX Report Attacks Hill's Closed Sessions

A COMMITTEE of Sigma Delta Chi, professional journalistic fraternity, has issued a 26-page report attacking the general practice of secret executive sessions of Congressional committees and signified it will continue its fight against that part of the 1946 Legislative Reorganization Act.

The committee, headed by V. M. Newton Jr., managing editor of the *Tampa Tribune* and designed to advance the fight for freedom of information, urged Senators to "take direct action to eliminate it from Congress." It questioned particularly those meetings in which national security was not involved. Some 44% of over 3,100 meetings last year were held in secret, Mr. Newton noted.

According to Mr. Newton's report, based on letters to Congress in March, 25 senators declared they favored open meetings unless security is involved. Thirteen others reported they approve open meetings with certain reservations, while 11 went on record for secret executive meetings. Sixty-six Senators responded to the question.

Following is the breakdown as compiled in the SDX report, leading off with Senators who favored open sessions save where national security is involved:

John Sparkman, Ala.; Lister Hill, Ala.; J. W. Fulbright, Ark.; J. Allen Frear Jr., Del.; Henry C. Dworshak, Idaho; William E. Jenner, Ind.; John F. Kennedy, Mass.; Hubert H. Humphrey, Minn.; Edward J. Thye, Minn.; Stuart Symington, Mo.; James E. Murray, Mont.; Mike Mansfield, Mont.; George W. Malone, Nev.; Styles Bridges, N. H.; H. Alexander Smith, N. J.; Clinton P. Anderson, N. M.; Herbert H. Lehman, N. Y.; William Langer, N. D.; Wayne Morse, Ore.; Price Daniel, Tex.; Estes Kefauver, Tenn.; Henry M. Jackson, Wash.; Warren G. Magnuson, Wash.; Matthew M. Neely, W. Va.; Lester C. Hunt, Wyo. (deceased).

Senators favoring open committee meetings "but with certain reservations":

Spessard L. Holland, Fla.; Herman Welker, Idaho; Everett M. Dirksen, Ill.; Guy M. Gillette, Iowa; Allen J. Ellender, La.; Russell B. Long, La.; Frederick G. Payne, Me.; Margaret Chase Smith, Me.; J. Glenn Beall, Md.; Robert G. Hendrickson, N. J.; Harry F. Byrd, Va.; Thomas A. Burke, Ohio; Homer Ferguson, Mich.

Senators who indicated in their letters "an open-minded attitude toward seeking a reasonable solution to the problem":

William F. Knowland, Calif.; Prescott Bush, Conn.; George Smathers, Fla.; Francis Case, S. D.; Lyndon B. Johnson, Tex.; Harley M. Kilgore, W. Va.; Alexander Wiley, Wis.

Senators "who replied to your Committee's letter but who ducked the issue":

John J. Williams, Del.; Homer E. Capehart, Ind.; John Sherman Cooper, Ky.; Karl E. Mundt, S. D.; Frank A. Barrett, Wyo.; Leverett Saltonstall, Mass.; Edward Martin, Pa.; Milton R. Young, N. D.

Senators who wrote "that they favored secret executive session of committees":

Barry Goldwater, Ariz.; Carl Hayden, Ariz.; Eugene D. Millikin, Colo.; Walter F. George, Ga.; Paul H. Douglas, Ill.; Irving M. Ives, N. Y.; Clyde R. Hoey, N. C. (deceased); Wallace F. Bennett, Utah; Ralph E. Flanders, Vt.; George D. Aiken, Vt.; A. Willis Robertson, Va.

Senators "who did not reply to your Committee's original and reminder letters":

John L. McClellan, Ark.; Thomas H. Kuchel, Calif.; Edwin C. Johnson, Colo.; Richard B. Russell, Ga.; Bourke B. Hickenlooper, Iowa; Andrew F. Schoeppel, Kan.; Frank Carlson, Kan.; Earle C. Clements, Ky.; John Marshall Butler, Md.; John C. Stennis, Miss.; Charles E. Potter, Mich.; James O. Eastland, Miss.; Thomas B. Hennings Jr., Mo.; Hugh Butler, Neb.; Pat McCarran, Nev.; Robert W. Upton, N. H.; Dennis Chavez, N. M.; John W. Bricker, Ohio; Robert S. Kerr, Okla.; A. S. Mike Monroney, Okla.; Guy Cordon, Ore.; James H. Duff, Pa.; Theodore F. Green, R. I.; John O. Pastore, R. I.; Burnett R. Maybank, S. C.; Olin D. Johnston, S. C.; Albert Gore, Tenn.; Arthur V. Watkins, Utah; Joseph R. McCarthy, Wis.; William A. Purtell, Conn.

LAMB COUNSEL HITS FCC 'RESUME' OF CHARGES BEFORE BRICKER, HYDE

J. Howard McGrath contends the Broadcast Bureau's detailed allegations are not a proper bill of particulars as urged by the Senate Commerce Committee and attacks public disclosure. Sen. Kefauver, confident of Mr. Lamb's loyalty, criticizes FCC's 'blank charge' proceeding in National Press Club talk.

COUNSEL for broadcaster-publisher Edward Lamb complained last week to the Senate Interstate & Foreign Commerce Committee and FCC Chairman Rosel H. Hyde that the Commission's "resume of allegations" in the WICU (TV) Erie, Pa., license renewal case does not constitute a proper bill of particulars and its public disclosure was unfair and damaging.

The renewal bid of Mr. Lamb's WICU goes to hearing Sept. 15 before Examiner Herbert Sharfman on issues alleging Mr. Lamb has lied to the Commission about previous communist associations, which ties he continues to deny. The resume was issued a fortnight ago by the FCC Broadcast Bureau. It purports to cite instances of Mr. Lamb's ties with the communist groups [B•T, Aug. 9].

Issuance of the resume was ordered by the Commission after it received a letter from Chairman John W. Bricker (R-Ohio) of the Senate Commerce Committee urging FCC to provide Mr. Lamb a bill of particulars. Mr. Lamb appeared before the Senate committee to protest confirmation of Comr. John C. Doerfer to a new term on FCC. Mr. Lamb testified Comr. Doerfer was the "key" to his troubles with the Commission but the attack was denied by Comr. Doerfer who subsequently was unanimously confirmed [B•T, July 5, June 28].

Mr. Lamb's counsel, J. Howard McGrath, former U. S. Attorney General, on Wednesday addressed Sen. Bricker and other members of the committee, "I am writing you this because I do not believe that a Committee of the United States Senate will tolerate this open defiance of the rules of fair play by the members of an administrative agency, which in reality is only an arm of the Congress. I trust that you and your Committee will give this matter your close attention."

Recalls Earlier Letter

In both his letters to Sen. Bricker and Chairman Hyde, Mr. McGrath recalled that the earlier Bricker letter to FCC advised the Commission to supply "names, dates and places" in a "bill of particulars" on its accusations. Not to do so violates normal judicial procedure and gives FCC the unfair benefit of surprise at the forthcoming WICU hearing, Mr. McGrath said.

Mr. McGrath protested public release of the resume of allegations "contrary to our understanding that it was to be furnished us without being made public."

He attacked sending of copies of the resume to FCC's unnamed witnesses against Mr. Lamb, which he said he was advised had been done. He told Sen. Bricker: "This, in my opinion, borders on coercion of witnesses, for they are thus told what they will be expected to sustain by their testimony."

"In addition," Mr. McGrath wrote Sen. Bricker, "I should point out that although the Commission stated in an earlier, widely-publicized pleading that it had information that Lamb was a member of the Communist Party, no mention was made in the resume of any such charge." The earlier pleading he referred to was the Commission's pre-hearing McFarland notice in the WICU case [B•T, March 15].

"Presumably the omission of the charge in the resume means that the Commission, after all the publicity, now admits it has no evidence that Lamb was a member of the Communist Party," Mr. McGrath continued.

Noting the resume contained "all of Mr. Lamb's denials of Communist Party sympathy or affiliation made subsequent to his receipt of the charges," the McGrath letter said "there is even included a charge that he made false representations" before the Bricker committee.

"This clearly has no relation to the basic charges and is tantamount to an assertion by the Commission that a citizen has no right to make denials of charges against him or to appear before and state his just complaints to a Committee of the Congress," Mr. McGrath stated. "The action of the Commission in 'heaping on' all of the subsequent denials by Mr. Lamb is obviously a belated attempt to add substance to and magnify the charges which it now realizes are rather tenuous."



Mr. Lamb (l) and Sen. Kefauver . . . at Comr. Doerfer's nomination hearing before Bricker committee.

The letter to Sen. Bricker continued:

It should be emphasized, Senator, that the forthcoming hearing is a rather unique proceeding in which Mr. Lamb is, illegally I believe, put in the position of having to prove a negative, namely that he is not and never has been a Communist or Communist sympathizer. The only way in which Lamb can defend himself is to deny all such charges and to impeach the witnesses who make them.

It is therefore necessary in this proceeding, more so than in any other, that we have the names of proposed witnesses in order to get background information concerning them so that we may properly cross-examine. I am sure you are aware, Senator, that one of the reasons for the discovery methods contained in the Federal Rules of Civil Procedure is to enable the parties to litigation in Federal courts to obtain the names of witnesses to be used by the opposing litigant. I think you will agree with me that a party certainly should be in as good a position before a Federal agency as he is in a Federal court.

On Tuesday, high respect for Mr. Lamb was voiced by Sen. Estes Kefauver (D-Tenn.) during a luncheon talk before the National Press Club of Washington. The Senator, who has defeated Rep. Pat Sutton (D-Tenn.) in their state primary, also termed FCC's "blank charge" investigation of Mr. Lamb a dangerous precedent.

Mr. Lamb and Lacey Reynolds, Washington correspondent for his *Erie Dispatch,* several weeks ago filed damage suits totaling $3 million against Rep. Sutton and several Nashville radio-tv stations as the result of the Congressman's statements on a talkathon during his campaign against Sen. Kefauver [B•T, Aug. 2, July 19].

Sen. Kefauver in June sat in on the Bricker committee hearing on confirmation of Comr. Doerfer at which Mr. Lamb testified (see picture). He later sent the committee a statement for the record expressing his "full confidence" in Mr. Lamb's loyalty and integrity.

Where Rep. Sutton's talkathon remarks went astray, according to the damage suits pending in court at Nashville, was his alleged reference to Sen. Kefauver as the "darling of the left wingers" who returned to Washington to appear in behalf of Mr. Lamb. According to the suits, Rep. Sutton labeled Mr. Lamb a "known communist" and noted Mr. Reynolds, former reporter for the *Nashville Tennesseean,* was working with him (Lamb).

Characterizations 'Very Serious'

Mr. Reynolds told B•T late last week both he and Mr. Lamb consider the characterizations "very serious" and said concerning the suits, "We are going to carry this thing through."

Sen. Kefauver, during the question-and-answer period following his prepared talk at the National Press Club Tuesday, was asked, "Would you comment on the attempt by your opponent in the recent Tennessee election to brand you as a communist sympathizer because of your friendship and association with the broadcaster Edward Lamb, and one of our colleagues, Lacey Reynolds?"

"I think it is unfortunate that in political campaigns statements like that are made," Sen. Kefauver replied concerning Rep. Sutton's talkathon characterizations of Messrs. Lamb and Reynolds. "There was an apology in a rather mild low voice a little bit later on," he added.

"I am very happy to say that I know Mr. Lamb," Sen. Kefauver continued. "Mr. Lamb is a good friend of mine. I think he is a fine American and I have no question about his loyalty whatsoever. I think he has done much for the section where he lives in and unless and until—I think it is very unlikely—he is proven guilty, I certainly will continue to have the high respect for him that I have at this time."

After paying tribute to Mr. Reynolds and his journalistic record, Sen. Kefauver said:

"I think that while I am talking about Mr. Lamb, I might say I think it is a very bad and dangerous precedent that is indicated by the procedure in the FCC merely charging in blank terms that somebody has been associated with communists in years back without giving them any specification or any names or anything that they can defend.

"It seems to me that it's almost as bad to ruin one's business as it is to blankly charge one of personal wrong doing without specifi-



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cation or without any chance of getting an indictment so that they can be heard. I hope that this present trend as indicated by what they have been doing to Mr. Lamb in the FCC is not followed.

"The charges made, even if later on he is completely cleared, which I am sure will be the result—in the meantime he has been done a great deal of damage on just that charge without any specification, without any names being given and I think that the procedure followed there is a very bad way to treat an American citizen.

"I hoped it would be reversed in line with the recommendations of the Interstate & Foreign Commerce Committee of the U. S. Senate at the time one of the Commissioners was confirmed recently, and I certainly hope that this kind of procedure which I think is just the opposite from everything that we think of as fair play in America, will not be further followed by the FCC or by any other governmental agency."

Meanwhile, FCC's Broadcast Bureau chief, Curtis Plummer, petitioned the Commission last week for "clarification" of its hearing order of June 4 setting forth formal issues and procedure in the WICU renewal case. Mr. Plummer acknowledged that the Broadcast Bureau, according to the order, must proceed first with presentation of its evidence against Mr. Lamb. But he questioned whether in one instance, that pertaining to formal Issue No. 2, Mr. Lamb should not bear the burden of proof.

Issue No. 2 seeks "to obtain full information with respect to the allegations made by Edward Lamb et al. in Paragraph 10 of the complaint filed in the U. S. District Court for the District of Columbia in *Edward Lamb et al. vs. Rosel H. Hyde et al.*"

Mr. Lamb's court complaint, which sought to halt FCC's probe [B•T, June 14, May 17], charged:

Only after issuance of the so-called "charges" by the defendants [FCC] did said defendants send to Toledo, Ohio, and Erie, Pa., at least three investigators who have attempted to induce citizens of those communities, falsely to testify that plaintiff Lamb was in fact affiliated or associated with the Communist Party; and in this connection they have offered and caused to be offered at least one bribe for such false testimony.
(a) Said investigators have further said publicly, "We are going to get Lamb and take WICU away from him."
(b) They have unsuccessfully solicited false testimony designed to impair said Lamb's personal reputation and integrity.

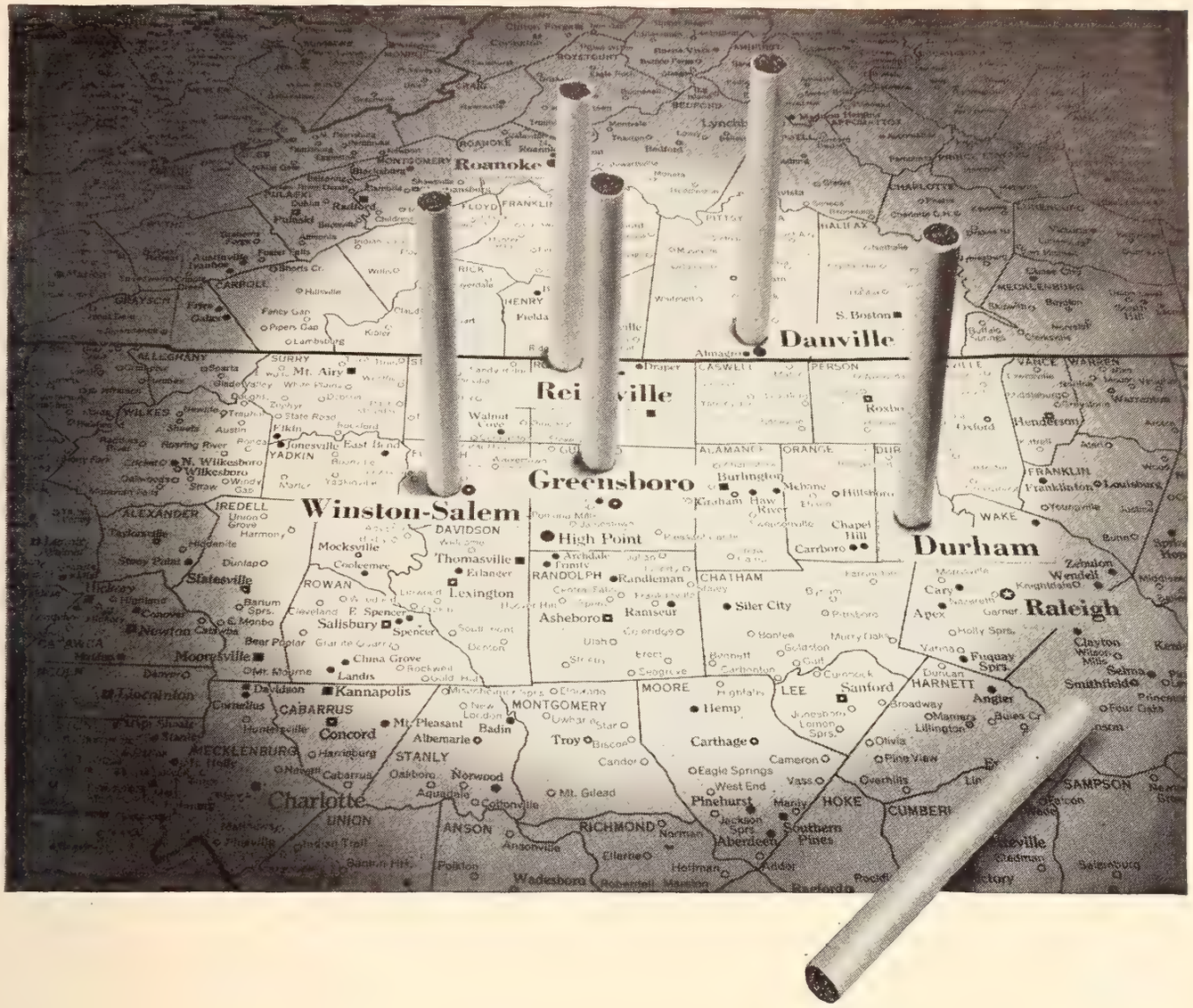
The Broadcast Bureau chief asked the Commission to clarify its June 4 order to require Mr. Lamb to proceed first with introduction of evidence on the bribery charges.

Mr. Lamb, before Mr. McGrath's letters to Sen. Bricker and Chairman Hyde, expressed concern over public release of the Broadcast Bureau's resume of allegations. On the afternoon of Aug. 6, the day the resume was disclosed, Mr. Lamb wired the Commission:

Wire services advise FCC so called bill of particulars of charges by unknown persons against me were turned over for publication by Curtis Plummer or his associates before being given to undersigned or counsel. Can I be advised whether this is the fact and whether same was furnished with knowledge or consent of members of FCC.

In a "straight wire collect" to Mr. Lamb on Aug. 9, FCC Secretary Mary Jane Morris replied in part:

Your information is incorrect. Your counsel, J. Howard McGrath, was furnished with four copies of the chief of Broadcast Bureau's resume of basic allegations at approximately 4:50 p.m. Aug. 5, 1954. He was advised that immediately thereafter copies would be filed with the Secretary of the Commission. The copies were so filed shortly before 5 p.m. Aug. 5, 1954. The filed documents did not become public information until approximately 11:20 a.m. on Aug. 6, 1954. You are further advised that at approximately 10 a.m. Aug. 6, 1954, a secretary from Mr. McGrath's office telephoned the Commission requesting an additional 12 copies of the above described document. These copies were promptly furnished.



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Dog Days at FCC

FCC found itself on a quasi-vacation schedule last week, holding its regular meeting Thursday instead of the usual Wednesday, with Comr. E. M. Webster as acting chairman. Also present were Comrs. John C. Doerfer, Robert E. Lee and Frieda B. Hennock, who have no extended holiday plans for the present.

Comr. George E. Sterling has returned to Maine on vacation while Chairman Rosel H. Hyde is at home in Idaho until about Sept. 1. Comr. Robert T. Bartley, along with Chief Engineer E. W. Allen Jr. and Field Engineering & Monitoring Bureau Chief George S. Turner, is on an official Great Lakes ship radio inspection tour.

Comr. Webster leaves today (Monday) for a week's trip to Los Angeles where he will moderate a vehicular comunications panel at the annual West Coast meeting of Institute of Radio Engineers. Comr. Doerfer this week will be in Chicago at an American Bar Assn. meeting. Next week he makes talks to Georgia Assn. of Broadcasters, meeting Aug. 22-24 at St. Simons Island, Ga., and West Virginia Assn. of Broadcasters, Aug. 27-28 at The Greenbrier, White Sulphur Springs, W. Va.

Michigan Congressman Cites Work of RFE and VOA

RADIO Free Europe and the Voice of America have been praised by Rep. Thaddeus M. Machrowicz (D-Mich.), a member of the House Select Committee on Communist Aggression headed by Rep. Charles J. Kersten (R-Wis.).

In a statement introduced into the *Congressional Record,* Rep. Machrowicz said he had concluded RFE and VOA were doing a good job while in Munich, Germany, with the Kersten group, which he said heard testimony favorable to both from witnesses returned from behind the Iron Curtain. Rep. Machrowicz said he also inspected in person RFE's facilities.

Boyer, Gilchrest Named To Savings Bonds Posts

HAROLD N. BOYER, former assistant to the director of advertising and promotion, U. S. Savings Bonds Div., Treasury Dept., has been promoted to advertising manager. His responsibilities include radio and tv promotion.

Marjorie Spriggs Gilchrest succeeds Mr. Boyer as assistant to Edmund J. Linehan, division director of advertising and promotion. She joined the bond radio unit in 1941 and was chief two years. After a post-war public relations stint, she rejoined the bond division in 1951.



MR. BOYER



MRS. GILCHREST

TWO STAY REQUESTS DENIED BY COURT

Court appeals against the grants of ch. 12 to Milwaukee and ch. 8 at Muskogee, Okla., denied. In third action court denies request seeking to dismiss CBS application for ch. 11 in St. Louis.

REQUESTS for stay orders against Milwaukee Area Telecasting Corp. (ch. 12 Milwaukee) and KTVX (TV) Muskogee, Okla. (ch. 8) were turned down last week by the U. S. Court of Appeals in Washington.

The court also denied a petition calling for the dismissal of the CBS-KMOX St. Louis application for St. Louis ch. 11.

No reasons were given in any of the three rulings.

Stay in the Milwaukee ch. 12 case was asked by WCAN-TV Milwaukee, operating on ch. 25 [B•T, Aug. 9]. The uhf station appealed from an FCC refusal to accept its application to change from ch. 25 to ch. 12. The Commission refused to accept the application on the ground that it was filed after the Milwaukee ch. 12 hearing had begun. Under FCC rules, no new application may be filed after 30 days before a hearing commences.

The Milwaukee Area Telecasting grant came after competing applicants WFOX and WEMP Milwaukee and Kolero Telecasting Co. agreed to merge with Milwaukee Area.

Concurrently with its appeal to the court for a stay order, WCAN-TV lodged a Sec. 309(c) protest with the FCC against the grant. Last week the Commission denied the WCAN-TV protest on the ground that the grant was made after a hearing.

The protest rule provides that objections can be made only to grants made without a hearing.

Protest Rule Provision

In its denial, the Commission scored the uhf station's activities in connection with the Milwaukee ch. 6 and ch. 12 cases (WCAN-TV after numerous legal moves was finally admitted as a party in the ch. 6 hearing for Whitefish Bay; it still has an appeal against the allocation pending before the appeals court).

The FCC said:

". . . we agree with MATC's [Milwaukee Area Telecasting Corp.] contention that Midwest's [WCAN-TV] action here is part of a 'calculated campaign to prevent the establishment of any additional television service in Milwaukee.' We wish to emphasize that the Commission fully appreciates the role of 'private attorneys-general,' that is, the special status of those who, because of their special interest, are well qualified to bring to the Commission's or the court's attention possible contraventions of the public interest. Petitioner's activities here, however—all patently aimed at delay and utilizing unsubstantial grounds—appear to us to fall considerably short of the proper role of such a private attorney-general. . . ."

Among the allegations WCAN-TV made in its protest against the merged Milwaukee Area grant was that possible common ownership of 10 tv stations was involved. It also questioned (1) the financial ability of Milwaukee Area to build the proposed ch. 12 station, (2) whether the grantee was the "real party in interest" in the grant and (3) the propriety of the $30,000 payment to Kolero Telecasting Co.

The Commission termed these charges "unconvincing," "vague," and "conjectural."

In the Muskogee case, KCEB (TV) Tulsa sought a stay of the FCC's grant to Tulsa Broadcasting Co. (KTUL Tulsa) for ch. 8 in Muskogee [B•T, Aug. 9]. It claimed that the proposed KTVX (TV) Muskogee would in fact be a Tulsa station and that this violated the allocation table. Its appeal to the court was from an FCC denial of its protest on the ground that the Muskogee grant came after a hearing. The protest provision in the Communications Act is applicable to grants made without a hearing. Grant to Tulsa Broadcasting Co. came after competing applicants *Muskogee Phoenix* and *Times-Democrat* and Ashley L. Robinson withdrew after the beginning of the hearing.

KCEB, which operates on ch. 23, claimed that the Tulsa Broadcasting Co. was promoting its Muskogee station as a Tulsa outlet "with no conversions necessary" to the detriment of uhf. It also claimed an overconcentration of control in that John T. Griffin and family own KTVX, KATV (TV) Pine Bluff, Ark., KTUL Tulsa, KOMA Oklahoma City, KFPW Fort Smith, Ark., and 50% of KWTV (TV) Oklahoma City.

St. Louis Amusement Co., mainly owned by the Fanchon & Marco theatre chain, asked the court to overrule the FCC and order the Commission to dismiss the CBS application for St. Louis' ch. 11. It argued that CBS was the best qualified of the five applicants, but it claimed CBS already had the limit of five tv stations and was ineligible for any more.

The Commission refused to accept this reasoning and the court appeal followed. The Commission held that the court appeal was premature, since the hearing was still underway and its final result not yet decided. The court apparently agreed with this viewpoint.

Rulings were made by Chief Judge Harold M. Stephens, Circuit Judge Henry W. Edgerton and Third Circuit (Philadelphia) Chief Judge John Biggs Jr.

In the Milwaukee ch. 12 case, Benedict P. Cottone represented WCAN-TV, J. Smith Henley, the FCC and Harry Plotkin, Milwaukee Area. The Muskogee case was argued by Arthur Scheiner, for KCEB; Stanley Neustadt, for the FCC, and Frank Roberson, for KTVX. Russell Hardy represented St. Louis Amusement Co. and FCC General Counsel Warren Baker, the FCC.

Senate Delinquency Group Hits at Block Programming

BLOCK PROGRAMMING came in for serious criticism in a report released by the Senate Juvenile Delinquency Subcommittee last fortnight.

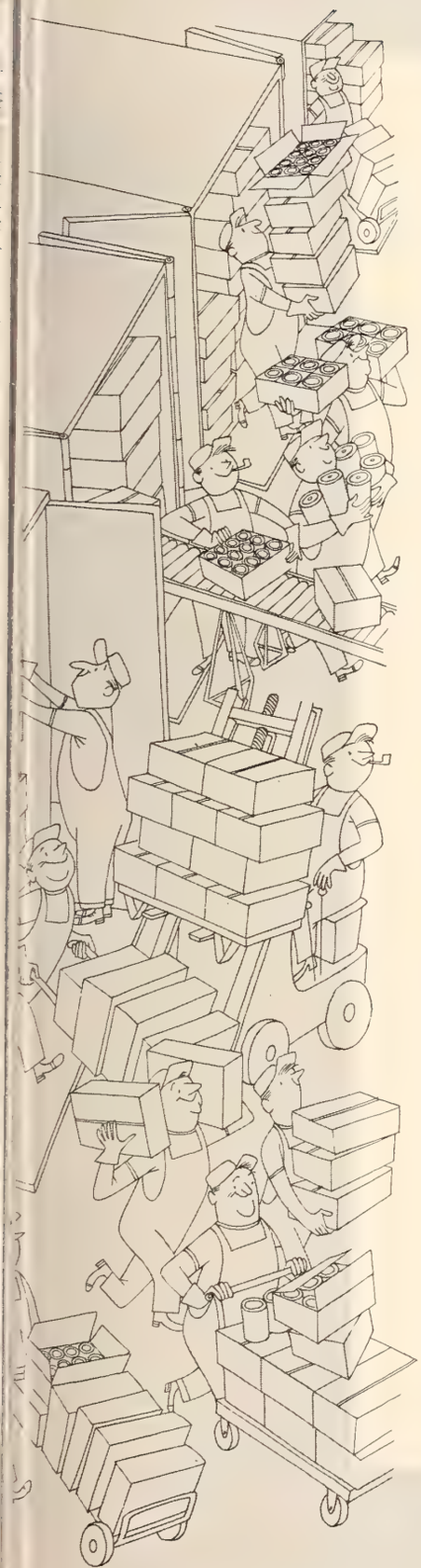
Sen. Robert C. Hendrickson (R-N. J.) said the report was based on some early answers to queries sent to 152 leading radio-tv editors in the nation.

Although most of the writers defended the industry and opposed any regulatory reforms, heavy criticism was directed at the system of block programming. Some editors said they had "suspicions," but no evidence that horror stories have a deleterious effect on young minds.

Sen. Hendrickson said he stressed in his letter that "hundreds" of American parents have protested increasing crime and violence on tv, believing they contribute in some way to juvenile delinquency.

Parents, too, got their share of criticism, one editor saying parents leave their children with the tv set as "a sort of electronic baby sitter," with no guidance. Editors indicated that while tv is a mass medium and must be so programmed, responsibility should be shared between industry and parents.

Many parents also set a poor example for children by watching "phony wrestling matches and morbid, low-level soap operas," one editor was quoted as saying.



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Sources on request.



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Why not make a test of your own in Flint? Let Katz show you how these big paydays can mean big sales when you use WFDF.

*Flint C of C figures, 1954

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GOVERNMENT

IT'S ALL QUIET ON BRICKER FRONT

Although there is wide speculation in the radio-tv industry, the Ohio Senator has nothing new to announce on his uhf-network probe plans.

WHILE an uneasy industry speculated widely on the reasons for the Senate probe of networks, uhf and other aspects of television broadcasting [B•T, Aug. 9], key principals gave no further inkling last week of their choice of counsel or the direction which the investigation might take.

Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee and prime mover for the investigation, said last week he had nothing to announce. The Ohio Republican said that he had been too busy with other matters to do any further work on the subject. Congress has been racing for adjournment, with the possibility it will finish its work this week.

Probe was officially announced by Sen. Bricker two weeks ago when he told Commerce Committee members that he intended having a study made by a special staff, to report to the committee when Congress returns in January.

Post of majority counsel was offered to former Ohio Congressman Robert F. Jones, now with the Washington radio-tv law firm of Scharfield, Jones & Baron. Mr. Jones served as an FCC Commissioner from 1947 to 1952.

Neither Sen. Bricker nor Mr. Jones would comment on the matter.

No Word From Johnson

Sen. Edwin C. Johnson (D-Colo.) said he had nothing to report yet on who the minority representative might be on the three-man special staff. Earlier, Sen. Johnson had said he had someone in mind for the position but that he was waiting to see who Sen. Bricker appointed.

Third man on the probe group will be Nicholas Zapple, committee communications specialist, who will act as coordinator.

Best information is that the special staff will begin work immediately after Labor Day. Whether full-scale hearings will be held, or whether the probe will actually be a "study" with its findings submitted to the full Commerce Committee for further action still remains to be ascertained.

Sen. Bricker warned two weeks ago that no surmises should be made until the special staff had been appointed and had conferred with him.

Although disputed by many observers on Capitol Hill, the conviction seems to be growing in the minds of industry figures that there is a close relationship between the forthcoming Congressional elections and the Bricker probe. It is felt that Republican leaders feel they are not getting a fair break by some network commentators. Involved here, it is understood, is not only the normal GOP-Democratic rivalry, but also the intramural Republican party struggle between the Eisenhower and "Taft" wing.

Some observers claim that Sen. Bricker also has a jaundiced view of networks' impartiality in their handling of his Constitutional amendment aimed at restricting the President's treaty-making power. He feels, these observers believe, that the networks did not give him enough time to "sell" his bill to the American public.

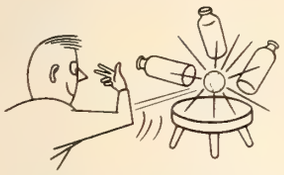
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YOUR PROGRAM COST



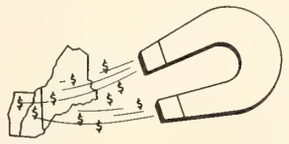
When you schedule a ½ hour program over Mt. Washington TV, you can save up to $250.00 a week — more than enough to buy the best ½ hour syndicated film program available.

Average time costs are 54% less than the combined costs of the three TV stations giving next best coverage.



KNOCKS OFF THREE

WMTW, transmitting from the top of Mt. Washington, covers most of the three states of Maine, New Hampshire and Vermont. Over 445,000 U. S. families live within the WMTW primary coverage area . . . 224,572 TV sets. RETMA — May 28.



PULLS IN MORE

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach — serves a one and a half billion dollar market — retail sales comparable to the cities of Richmond, Omaha, Akron, and Syracuse *combined.* On the air in August.



CBS-ABC

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

WSIX-AM-TV AMONG FOUR SALES ASKED

WSIX-AM-TV Nashville goes for $800,000 to two local men; Beaman and Baker buy half of WLAC-TV Old Hickory (Nashville); Formby and Smith buy 20% of KTXL-AM-TV San Angelo; Michiana buys WHOT.

TRANSFER applications filed last week for FCC approval included WSIX-AM-TV Nashville, WLAC-TV Old Hickory (Nashville), Tenn., KTXL-AM-TV San Angelo, Tex., and WHOT South Bend, Ind.

• Two-thirds interest in WSIX-AM-TV was sold to two local Nashville business men for $800,000. New owners, with one-third interest each, are Robert Stanford, lumber and business supplies merchant, and W. H. Chriswell, real estate broker. Louis R. Draughon, present owner and general manager, retains one-third interest and continues as general manager of the stations [B•T, July 12].

Consideration is to be in the form of $500,000 cash and $300,000 in debentures.

WSIX-AM balance sheet as of June 1 filed with the application reported its fixed assets at $202,014 and total assets at $441,373. Working capital was listed as $253,592. Profit for Jan.-May, 1954 was reported as $13,071.

WSIX-TV balance sheet as of June 1 reported its fixed assets at $354,973 and its total assets at $55,339. Working capital was listed as $140,758. Profit for the January-June period was reported as $224,623.

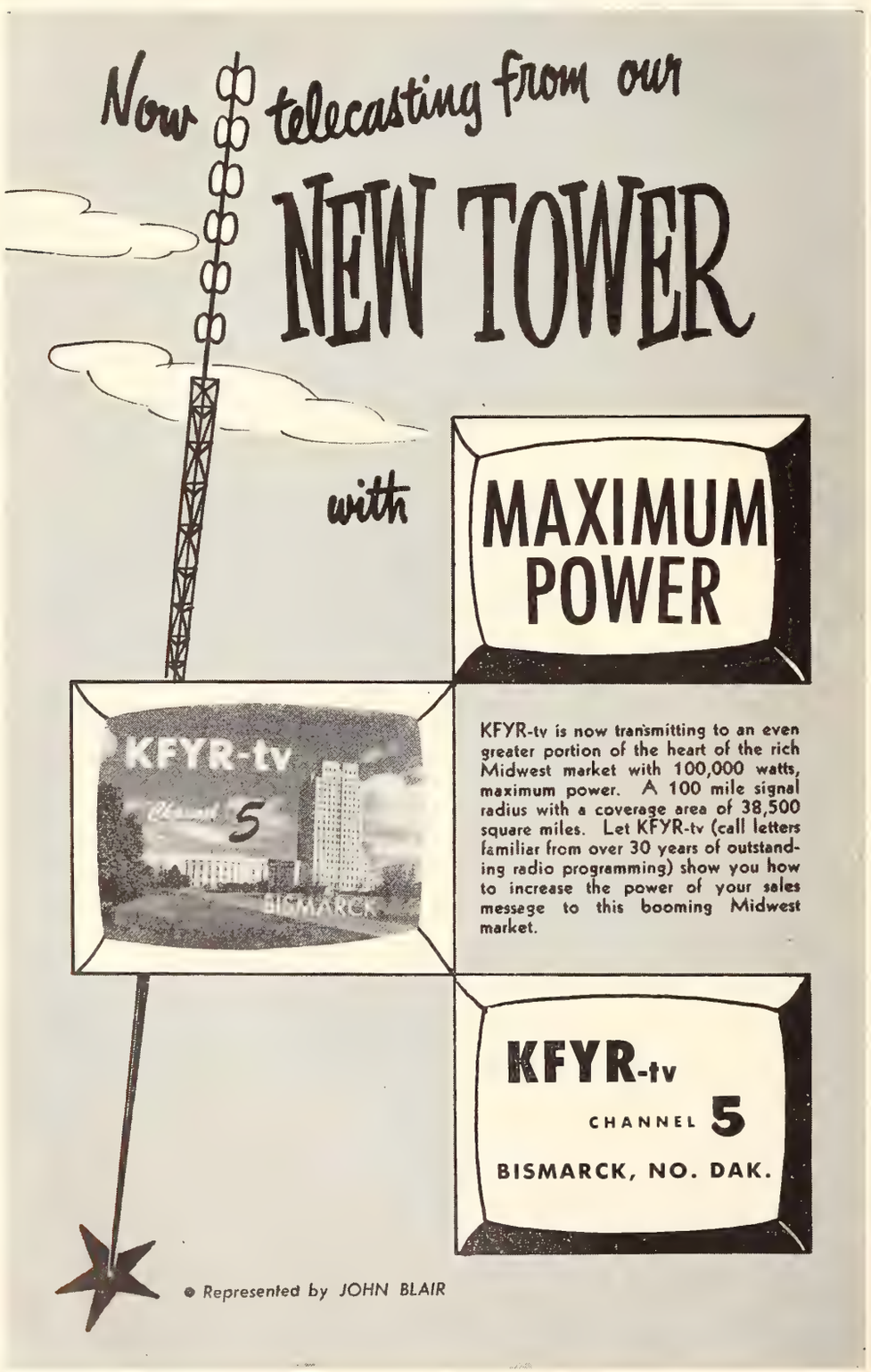
• One-half interest in ch. 5 WLAC-TV was transferred to A. G. Beaman and T. B. Baker Jr. Purpose of the sale is to effectuate the merger of agreement for the ch. 5 facility, whereby Messrs. Beaman and Baker withdrew the competitive bid of their then owned WKDA Nashville in exchange for the option to buy the 50% interest [B•T, Aug. 10, 1953].

Messrs. Beaman and Baker since have sold WKDA to John W. Kluge and associates for $312,500 [B•T, May 3, 10].

• At San Angelo, 20% interest in KTXL-AM-TV was sold for about $26,800 to Marshall Formby and Lowell Smith. Purpose of the sale is to obtain operating capital. Mr. Formby is owner of KPAN Hereford, 40% owner of KFLD Floydada, two-thirds owner of KSML Seminole and one-third owner of KTUE Tulia, all in Texas. Mr. Smith is a rancher and banker.

• WHOT South Bend was sold by Universal Broadcasting Co. to Michiana Telecasting Corp. for $140,000. Michiana is owned by Notre Dame U. WHOT and Michiana were in competitive hearing for a new tv station on ch. 46 at Notre Dame, Ind. Michiana was favored in an initial decision for the ch. 46 facility after introduction into the record of the sale agreement [B•T, July 26, Aug. 2].

Universal Broadcasting is operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, all in Indiana.



FCC Approves Sales Of Seven Properties

TRANSFERS receiving FCC approval late last week included KCRI-AM-TV Cedar Rapids, Iowa, WGUY-AM-FM Bangor, Me., WPGH Pittsburgh, KCOK-KVVG (TV) Tulare Calif., KVSP and KFYO-AM-TV Lubbock, Tex., and KGNC-AM-TV Amarillo, Tex.

• Full ownership of KCRI-AM-TV was purchased for $101,500 by the *Cedar Rapids Gazette*, former 30% owner of the stations. The newspaper buys the 70% stockholdings of 11 other principals, including motion picture exhibitor Myron N. Blank and Harrison E. Spangler, former Republican National Committee chairman [B•T, July 19].

• WGUY-AM-FM was sold by Murray Carpenter to Sherwood J. Tarlow for $17,000 plus a four-year lease at $375 per month. Mr. Carpenter will retain the studio building and fm transmitter site, both needed for television. He is associated with WLBZ Bangor in the ownership of ch. 2 WTWO (TV) at Bangor. The ch. 2 grant was conditioned on his disposal of WGUY [B•T, June 21].

Mr. Tarlow is owner of WHIL Medford, Mass., and is applicant for new am stations in three Massachusetts cities—Beverly, Newburyport and Plymouth.

• WPGH was sold by Pittsburgh Broadcasting Co. to John Kluge and associates for $37,000 and assumption of notes for $10,933. Mr. Kluge is associated in the ownership of WGAY Silver Spring, Md., WLOF Orlando, Fla., KXLW St. Louis, WKDA Nashville, and Mid Florida Television Co., applicant for ch. 9 at Orlando.

• KCOK-KVVG (TV) was sold by Sheldon Anderson for $175,000 and assumption of liabilities not to exceed $478,000. The purchasing group consists of Cordell W. Fray, tv and motion picture producer; Byron J. Walters, Los Angeles municipal court judge, and Milton M. Stewart, in the building industry.

• KVSP Lubbock was sold to Gray Frank-



QUESTION: What do the Kansas City, Omaha, Syracuse and Phoenix markets have in common?



ANSWER: They're all served by a Meredith* Television Station!

Yes, in four important markets there's a Meredith* Station eager to serve you!

You can depend on a Meredith* Station for:

- *Up-to-the-minute equipment*
- *Top-notch production "know-how"*
- *Sales results*

MEREDITH* TELEVISION STATIONS

KCMO-TV KANSAS CITY, MO.

WHEN-TV SYRACUSE, N. Y.

KPHO-TV PHOENIX, ARIZ.

WOW-TV OMAHA, NEBR.

KCMO-TV, WHEN-TV & KPHO-TV represented by The Katz Agency • WOW-TV represented by Blair-TV, Inc.

*Meredith Television Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

lin Maples and R. B. McAlister for $80,000. Messrs. Maples and McAlister are co-owners of KGMC Englewood, Colo.

• Control of KFYO-AM-TV Lubbock and KGNC-AM-TV Amarillo was transferred from the Globe News Publishing Co. to a group of voting trustees comprising Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp.

Campaign Spending Probers

MEMBERSHIP of a special House committee to investigate campaign expenditures of Congressmen, including amounts contributed for time on radio and television, was announced last week.

Chairman will be Rep. C. W. (Runt) Bishop (R-Ill.). Other members: Reps. Kenneth B. Keating (R-N. Y.), Howard H. Baker (R-Tenn.), Hale Boggs (D-La.) and Frank M. Karsten (D-Mo.). Such a group has been named by the House on election years for the past several Congresses and this time was authorized by H Res 439, authored by Rep. Bishop and approved by the House last month [B•T, July 26].

Clipp to U. S. Chamber Post

ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, has been named a member of the Committee on Business Statistics of the U. S. Chamber of Commerce. The committee will hold its first meeting in Washington Sept. 16. It will work for full restoration of regular censuses of manufacturers, minerals and business, and ways of using the data.

UHF'ERS BRISTLE AT FCC'S PROPOSAL FOR UHF SATELLITE, 'BUDGET' OUTLETS

Uhf Tv Assn. says it's ready to 'authorize proceedings before the FCC and in court, if required,' while Uhf Tv Industry Coordinating Committee officials meet in Washington to discuss 'implications.'

REACTION came quickly last week from uhf quarters to FCC's new plan to consider on a case-by-case basis applications for uhf satellite and "budget" stations which would not originate local programs. The reaction: opposition.

The board of directors of the Uhf Television Assn., one of two uhf industry factions, went so far as to "authorize proceedings before the FCC and in court, if required."

Officials of the other uhf group, the Uhf Television Industry Coordinating Committee, met in Washington over the weekend following FCC's brief notice of Aug. 5 and reportedly were concerned over the "apparent implications" of also allowing uhf satellites to vhf stations.

But this group's leadership has adopted a wait-and-see policy pending further conferences with Commission representatives to clarify the new order.

In brief, FCC announced that after Sept. 1 it will consider applications on a case-by-case basis for new uhf stations which will not be required to telecast local programs [B•T, Aug. 9]. These might be satellites of existing uhf—or vhf—stations or independent "budget" operations.

In cases where the new outlets are satellite to an existing station and located in adjacent communities, FCC said it would waive its duopoly rule if good cause is shown. In all other respects, the new stations must meet FCC rules and standards. These include the multiple ownership rule and various technical standards of tv coverage and power.

FCC indicated the whole purpose of the plan is to help uhf development by enabling uhf stations to expand their coverage with satellites so as to more nearly equal vhf coverage. A secondary benefit would be to allow vhf stations to fill in the holes in their areas by using uhf satellites, presumably where the expansion would not harm existing uhf.

Another purpose is to facilitate development of some form of uhf tv service in markets which otherwise could not support a station for some years to come.

Comr. Frieda B. Hennock, however, didn't go along with the Commission majority. In a dissent as long as the majority statement was short, Comr. Hennock held the plan rings the death knell for uhf since it allows entrenched vhf interests to "gobble up" uhf facilities and smother uhf competition by duplicating top quality network shows. Her parallel: the history of fm.

Uhf Tv Assn., headed by Lou Poller, operator of ch. 25 WCAN-TV Milwaukee, indicated particular objection to the provision of the Commission's notice on waiver of the duopoly rule, Sec. 3.636(a)(1). The rule forbids common ownership of tv stations which overlap their primary coverage areas.

'Without Prior Notice'

"This action of the Commission was taken without prior notice or opportunity for hearing as a mere statement of policy involving no suggestion of rule-making proceedinig," the UHFTA statement said. "It is vitally important to tv broadcast operation and the development of a nation-wide competitive television broadcasting system on the ultra high frequencies."

UHFTA continued, "One of the greatest virtues of the uhf band sufficient to overcome the embryonic state of the transmitters and receivers and requirements of higher power, is the large number of available adjacent frequencies. We told Congress [Senate Commerce Subcommittee probe of uhf] that only in the uhf band were there enough channels without intermixture to supply a fully competitive system of national networks and local stations throughout the country.

"The proposed policy strikes this solution of the monopoly question in its vitals. Under the guise of the authorization of new uhf stations, it appears that the Commission now proposes that an existing metropolitan station may consume from one to four or more uhf frequencies in one or more market areas to offer only one program through satellites.

"There is no limitation stated as to the nature of the proposed satellite facilities except that they would be on a different frequency than the parent station. A uhf frequency would be consumed with a 1,000-w satellite."

Prepared by Washington radio-tv attorney William A. Roberts, UHFTA general counsel, the association's statement gave the following "possible effects" of the proposal:

(1) Key uhf frequencies available for elimination of intermixture will be consumed without material public benefit. (2) Merchants in cities adjoining metropolitan centers will be deprived of economical local advertising time in which to develop their business. (3) Independent uhf



There's no speed limit when you place your advertisement in BROADCASTING • TELECASTING, BROADCASTING YEARBOOK, or TELECASTING YEARBOOK. Use any or all three, regularly, to zoom your story into the most acute, decision-making, important minds in the industry. It costs so little to make the greatest profit-making, prestige-making dent in America's greatest industries through America's greatest radio & tv publications. We know that and can back it with facts that'll leave you breathless.



Taking the wheel of Hudson Motor Car Co.'s "Italia," N. K. VanDerzee, V.P. in Charge of Sales, explains:

How a new Hudson avoids traffic problems!

"Here is the new *Italia*—a look into the future and the latest member of the Hudson family which includes the Hornet, the Wasp, and the Jet," says N. K. VanDerzee.

"But new design naturally creates new traffic problems—in the factory. It's a big job to prevent parts shortages from stalling assembly lines. Air Express is a tremendous help.

"As our Traffic Department puts it: One phone call, and it's a load off our minds. Air Express delivers in a matter of hours. This dependable speed gives us the safety margin we need to keep production rolling. We handle about 2,500 lbs. a month by Air Express. Naturally, we're thinking about speed. But our records show that most of our Air Express shipments also *cost less* than they would by any other air service!

"Add to this the country-wide coverage and Air Express' ability to pinpoint shipments in transit, and you have some idea of why our Traffic Department turns to Air Express for our most urgent traffic.

"We in Sales are proud of our reputation for on-time deliveries of new cars. In large part, we owe that reputation to our Traffic Department—and Air Express."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*



stations now relatively free of interference will be choked by major network outlets extended through so-called satellites. (4) Uhf independents lacking strong network connections and national advertising support because of monopolistic arrangements, cannot afford satellites extending their areas, and must face conversion problems if they do. (5) Fringe intermixture will be greatly expanded.

The "threat" to independently owned uhf operation, the statement continued, may be illustrated:

WLBC-TV, ch. 49 in Muncie, Ind., was one uhf independently owned station which expressed its satisfaction with present conditions before the Senate Subcommittee. It has all network availabilities, but lists CBS as its first network. However, within approximately 100 miles is WLWD (TV) on ch. 2 in Dayton, Ohio, an NBC affiliate; in Columbus we have WLWC (TV) on ch. 4, an NBC affiliate and WTVN-TV, an ABC affiliate on ch. 6. The only operating station in Toledo, ch. 13 WSPD-TV, is a Columbia affiliate. In Cincinnati, ch. 5, WLWT (TV) is an NBC affiliate and WCPO-TV is an ABC affiliate. Ch. 4, WTTV (TV) in Bloomington, Ind., has all networks except ABC, and is primarily an NBC affiliate. Under the proposed policy any of these stations could establish a satellite adjacent to Muncie providing the network and local programming only of the home station. Bloomington in turn could find itself with satellites of one or more networks in its back yard.

UHFTA asked its members to supply engineering and economic data for presentation to the Commission "to support revocation of this policy." The letter to members also pointed out "Comr. Hennock's dissenting opinion contains further suggestions for your consideration. Since the proposed policy seems to encourage further monopoly such as was sought to be discouraged in Sen. John Bricker's bill [see story page 56], it will be appropriate to advise him as chairman of the Senate Interstate & Foreign Commerce Committee of any need which exists in your opinion for legislative action."

Running Fight with Nunn

UHFTA also disclosed new developments in its fight with Gilmore Nunn, president of WLAP Lexington, Ky., whom it charged with running local newspaper advertisements against uhf. WLAP earlier this year suspended construction of ch. 27 WLAP-TV and reported its intention to seek allocation of a new vhf channel there [B•T, Feb. 22].

In a memorandum to Mr. Poller, made public by Mr. Roberts, the UHFTA counsel said FCC has refused to investigate the complaint.

The memo related that in March, Russell Rowell, Washington counsel for then applicant ch. 18 WLEX-TV Lexington, reported Mr. Nunn "had placed large advertisements in newspapers in the area advising the public not to waste their money on uhf converters and receivers. In his advertisement it was indicated that WLAP would provide vhf service later."

According to the memo, "the effect of the advertisement, plus other activities, was to practically preclude conversion of uhf sets in the area, and very few uhf sets were sold." The memo continued that UHFTA complained to FCC and asked for investigation while Mr. Rowell supplied the newspaper clippings.

UFHTA said FCC finally answered its complaint. The Commission reply, received Monday was quoted:

"In connection with our general consideration of matters affecting uhf television we have reviewed your letter of April 5, 1954, and the enclosures concerning the American Broadcasting Corp., Lexington, Ky., licensee of Station WLAP and WLAP-TV. You complain that American Broadcasting Corp. has published or caused to be published advertisements and releases in newspapers in Lexington, Ky., for the purpose of discouraging the sale of uhf television receivers to the public. You further request the Com-


KCBD
RADIO — TELEVISION
NBC
LUBBOCK, TEXAS
ANNOUNCES THE APPOINTMENT OF
Paul H. Raymer Company INC.
AS THEIR NATIONAL REPRESENTATIVE
BRYANT RADIO AND TELEVISION, INC.

mission to institute an investigation of the practices complained of and to issue a cease and desist order enjoining American Broadcasting Corp. from any of the acts of which you complain.

The Commission has carefully considered your letter and the enclosures. We do not believe that the facts before us warrant an investigation by this Commission as requested in your letter."

UHFTA concluded: "In the light of this attitude, what restraints are there upon unfair trade action to the detriment of the use of uhf?"

The officials of Uhf Television Industry Co-ordinating Committee who met in Washington to study the FCC notice were Harold H. Thoms, chairman, and Fred Weber, vice chairman. They met with counsel Benedict P. Cottone.

Mr. Thoms is operator of ch. 62 WISE-TV Asheville, N. C., and part owner of ch. 57 WCOG-TV Greensboro, N. C. Earlier this week his WEAM Arlington, Va., petitioned FCC to dismiss its bid for ch. 20 at Washington, D. C., in competition with WGMS Washington, citing multiple vhf stations operating there (see adjacent story).

Mr. Weber is manager of suspended ch. 46 WFPG-TV Atlantic City, which is asking FCC to allow installation of a directionalized vhf station there.

Sugg on Weather Committee

P. A. SUGG, executive vice president and manager of WKY-AM-TV Oklahoma City, has been appointed chairman of the Advisory Committee on Weather Services to the Secretary of Commerce. The committee will study weather service now being made available to the general public through the U. S. Weather Bureau, and make recommendations for improved service where necessary.

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

EXPECT CH. 20 TO WGMS AS WEAM DISMISSES BID

PROSPECT of an initial decision which would grant ch. 20 to WGMS Washington appeared near last week as suburban WEAM Arlington, Va., petitioned FCC to dismiss its competitive bid for the uhf assignment. Comparative hearing is pending before Examiner H. Gifford Irion.

WEAM explained its reasons for withdrawal as follows:

Petitioner has carefully studied the uhf television situation and has concluded that the prospects of a uhf television station in a metropolitan area with four established vhf services are so bleak that it has decided not to proceed. . . . The recent hearings before the Communications Subcommittee of the Senate Committee on Interstate & Foreign Commerce, conducted by Senator Potter, have revealed that wherever uhf must compete with vhf for listeners and programs, the disparity is so great that uhf cannot survive. Furthermore it appears that there are no prospects of obtaining programs of sufficient quality and quantity for petitioner's proposed station.

WEAM is owned principally by Harold H. Thoms, chairman of the Uhf Television Industry Co-ordinating Committee (see story, page 62) and chief owner of ch. 62 WISE-TV Asheville, N. C. He also is part owner of ch. 57 WCOG-TV Greensboro, N. C.

WOOK Washington holds permit for ch. 50. Other uhf assignment there is reserved educational ch. 26.

Senate Bill Seeks Ways To Simplify Agencies' Rules

A BILL passed by the Senate last week would put into action machinery to simplify and make more uniform the rules of practice before the various federal agencies.

Passed by the Senate on a call of the calendar, the bill calls for a nine-man commission to formulate general rules of practice and procedure for administrative agencies. The rules would be submitted to Congress by the Attorney General for review.

The bill (S 17) now goes to the House.

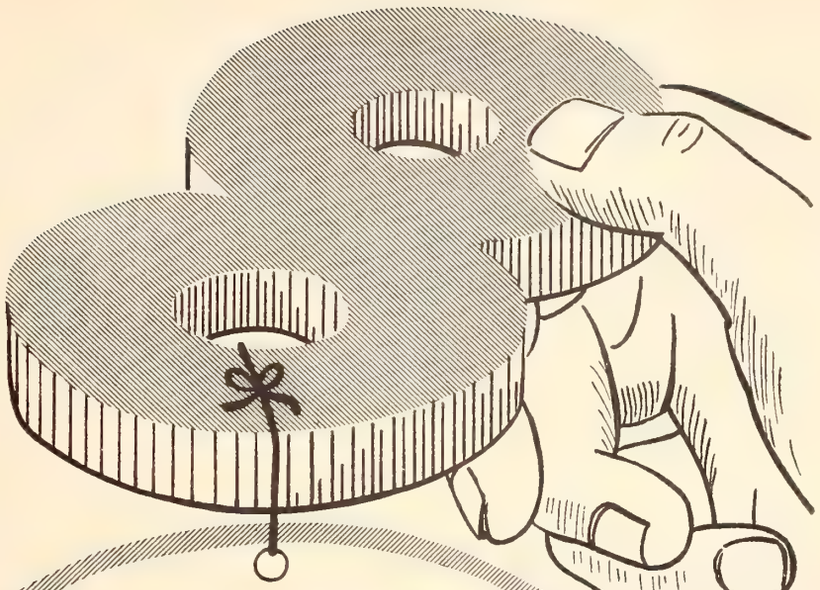
The commission would include the chairman and ranking minority member of the Senate and House Judiciary committees, one of the assistant attorneys general, the head of an independent agency designated by the President, a dean of a law school and a practicing lawyer versed in federal administrative law and representative of the legal profession.

The rules would not abridge, enlarge or modify "substantive powers or limitations respecting any agency nor may they provide or withdraw authority to hold hearings or to issue compulsory process." They would not deal with qualifications or requirements of persons practicing before agencies.

The bill calls for $25,000 for the commission, which would collaborate with advisory groups representing government agencies and private or professional interests.

St. Louis Hearing Delayed

THE HOTLY litigated St. Louis ch. 11 tv contest, scheduled to commence testimony today (Monday) before FCC Examiner Thomas Donahue, has been postponed until Friday because of conflicts among counsel with other proceedings. Applicants will present their cases it was reported, in this order: St. Louis Telecast Inc. (WEW), St. Louis Amusement Co. CBS (KMOX), 220 Television Inc. and Broadcast House Inc. (ch. 36 KSTM-TV, suspended)



BIG REASONS
why you should buy WNHC-TV new haven

- Population — 3,187,684
- No. of Families — 940,989
- Retail Sales — $4 billion
- Drug Sales — $112,863,000
- Food Sales — $1,076,130,000
- Family Spendable Income — $6,178
- Only VHF in Connecticut
- Set Count — 702,032 (at 100,000 watts)

REPRESENTED BY KATZ

WNHC-TV

316,000 WATTS

RADIO TOO!

Channel 8

NEW HAVEN, CONNECTICUT

NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE

Johnson's Try to Restore Baseball Rule Falls Short

SEN. Edwin C. Johnson's bill to restore baseball's Rule 1 (d)—passed over by the Senate during the first session of the 83rd Congress last year—met the same fate last week as a hurrying Senate left it to expire on the books.

During a whirlwind session last Wednesday —when the Senate acted on some 400 calendar measures—the bill (S 1396) was passed over after several shouted objections from the floor. Among the objectors was Sen. George A. Smathers (D-Fla.).

The Colorado Democrat's measure would have restored baseball's former rule prohibiting broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park. Two members of the Upper House, Sens. Everett Dirksen (R-Ill.) and Russell B. Long (D-La.) were largely instrumental in having the bill smothered last year [B•T, July 20, 1953].

Sen. Johnson originally had expected his bill to pass with little trouble, but an alerted radio-tv industry and the NARTB quickly brought pressure to bear against it.

Copyright Bill Passed Over

AMONG BILLS passed over by the Senate on a call of the calendar last week was a measure to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention. It had been approved by the House the week before [B•T, Aug. 9].

It would protect U. S. authors from pirating in countries signing the international agreement and specifies an international copyright symbol.

Goodbyes to Johnson

THE SENATE Commerce Committee gave a farewell luncheon to Sen. Edwin C. Johnson (D-Colo.) last Thursday in the committee rooms in the Capitol. Sen. Johnson, senior Democrat and former chairman of the committee, is retiring in January after three consecutive terms in the Senate to run for the governorship of Colorado. Sen. Johnson served four terms in the Colorado House of Representatives, one term as lieutenant governor and two terms as governor of his state.

USIA Appoints Raymond Guy To Broadcast Advisory Unit

RAYMOND F. GUY, NBC manager of radio and allocations engineering since 1929, has been appointed to the Broadcast Advisory Committee, Theodore C. Streibert, director of the U. S. Information Agency, said last week.



MR. GUY

Broadcast Advisory Committee, of which Judge Justin Miller is chairman, functions within the framework of the U. S. Advisory Committee on Information, and advises USIA on international information activities in radio, television and related fields.

The appointment of Mr. Guy, a veteran of 38 years in radio, brings BAC's membership to 11.

Said to have had the longest continuous experience of any broadcast engineer in the world, Mr. Guy started as a ship's radio operator and in 1916-17 was radio officer and inspector for Marconi Wireless Telegraph Co. In 1921 he joined WJZ (now WABC New York). From 1924-29 he was with RCA's engineering and research laboratories.

He is chairman of NARTB's Television Engineering Advisory Committee and vice president of Radio Pioneers. He was president of IRE in 1950-51. He belongs to Television Broadcasters Assn., Veterans Wireless Operators Assn., Society of Professional Engineers and Radio Executives.

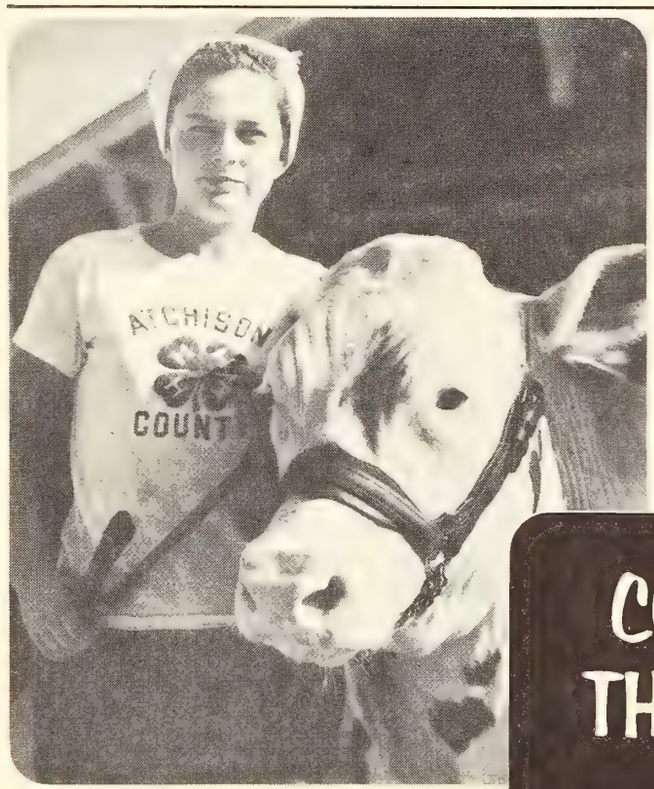
FCC Favors WCBI Changes

WCBI Columbus, Miss., operated by Birney Imes Jr., was favored in an FCC initial decision last week for improved facilities. Examiner Claire W. Hardy proposed to grant the station a change from 250 w on 1340 kc to 1 kw day, 500 w night on 550 kc, directional. WCBI a fortnight ago received permit for a new tv station there on ch. 4 [B•T, Aug. 2].

AEC Tour Pre-Filming Plan

TELEVISION, newsreel and still photographers were allowed a week in advance to film their coverage of the Atomic Energy Commission's unclassified press tour of its National Reactor Testing Station in Idaho Falls, Idaho.

The press tour is scheduled Friday. Photographers shot their film last Thursday, the AEC said.



COLLEGE THIS FALL
for the
Kansas Farmer's Daughter

This fall thousands of Kansas farmers' daughters will leave for college. Sales-minded executives will heed this signal.

The needs, wants and purchases of our statewide farm audience are the same as those of the city family —with one big exception. The Kansas farmer's income is 58% above the national level*.

When making your sales plans, remember that WIBW is the greatest single selling force among these prosperous families. It's the station that has been their *first listening choice* for almost a third of a century.

*Consumer Markets '54

"See Your Caper Man" WIBW CBS RADIO

Ben Ludy, General Manager
WIBW, WIBW-TV, in Topeka
KCKN, in Kansas City

Come and Get it!

Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH	WKHM	WKMF
DEARBORN	**JACKSON**	**FLINT**
5000 Watts (1000 WATTS — NIGHTS)	1000 Watts	1000 Watts

MAIL-SURVEYS OR POPULARITY POLLS

"Uncle Tom" Chase's Trail Time is First in the Omaha Area!



33,628

LETTERS POURED IN TO TRAIL TIME

(JUNE 1, 1953—JUNE 1, 1954)

This tremendous mail pull is only one indication of Trail Time's popularity.

LOOK AT THE RATINGS!

	Trail Time	Other Sta.
Pulse—May 1954	13.4	7.2
Hooper—April 1954	13	9
American Research Bureau—Feb. 1954	16.1	10.6

READERS OF TV GUIDE RECENTLY VOTED TOM THE MOST POPULAR TV PERSONALITY IN THIS AREA.

Trail Time can boost YOUR sales. Contact your Blair TV man or WOW-TV Sales Manager, Fred Ebener.

WOW TV

OMAHA • MAX. POWER • DUMONT • NBC-TV Aff.

A MEREDITH STATION — BLAIR TV, Rep.

Affiliated with Better Homes and Gardens and Successful Farming Magazines.

WFPG-TV ASKS FCC DISCARD TV TABLE

Atlantic City's ch. 46 station petitions for the allocation of ch. 8 there while recommending discarding of tv allocation table and consideration of each application on its merits.

ALL-OUT recommendation that the FCC discard its tv table of allocations and act on applications on a case-by-case basis was made Friday by WFPG-TV Atlantic City, N. J.

Suggestion was made in a formal petition to the FCC by WFPG-TV, which ceased operating on ch. 46 last May, for the allocation of ch. 8 to Atlantic City, using a directional antenna to protect WGAL-TV Lancaster, 110 miles away.

WFPG-TV admitted that there will be some interference to WGAL-TV, but declared that this 3,744 sq. mi. Grade B overlap area (with population of almost one million) also received signals from WDEL-TV Wilmington, Del. Both tv stations are owned by J. F. and J. Hale Steinman and are NBC affiliates.

Petition was filed for WFPG-TV by former FCC General Counsel Benedict P. Cottone and former FCC Broadcast Bureau Rules and Standards Chief Arthur Scheiner. Mr. Scheiner played a major part in writing the FCC's 1952 Sixth Report and Order which ended the four-year-long freeze and established the nationwide allocations table.

The Atlantic City station's petition details the criteria used by the Commission to determine its allocations plan. It also analyzes the results of the Commission actions in following these guideposts and says they have not been successful.

For instance, it points out, the State of New Jersey, which ranks eighth in population, has only 14 tv assignments, of which only one is vhf (WATV [TV] Newark, N. J., part of the New York metropolitan area). Six of the 14 assignments are educational, WFPG-TV emphasizes.

This is compared to Texas, ranking sixth in population with 183 tv assignments, of which 51 are vhf, and Michigan, seventh in population with 20 vhf.

When the nationwide allocation breaks down as it has in New Jersey, the petition says, the Commission should consider each application on its own merits and if the public is better served, grant it without regard to the allocation table or mileage separations. If directional antennas will permit equalization of facilities they should be permitted, the petition declares.

In answer to the oft-repeated protest of FCC officials that they cannot authorize DAs in tv because no data are available, the WFPG-TV petition claims that until tv directional arrays are authorized, there can be no data. It estimates that a tv directional antenna system can be constructed for a 5 kw transmitter for about $140,000. It also calls attention to the stations using directionals in am today.

The Atlantic City station asks that the Commission change its rules to permit the use of directional antennas provided (1) that interference is no greater than permitted under present regulations, and (2) if interference is greater than now permitted, the Commission should still permit its use where it results in a more equitable distribution of tv facilities or where the interference does not diminish the number of services received by the public.

Under present regulations, directional antennas are verboten for tv—except where a slight modification of an omnidirectional pattern is permitted to more adequately cover an irregular service area

During the hearing on uhf before Sen. Charles E. Potter (R-Mich.) and his Senate Commerce subcommittee on communications a number of witnesses urged that the FCC permit the use of directional antennas so that additional vhf channels could be used in some of the more troublesome intermixed markets.

KFJZ Bid in Clear

INTENTION of Fort Worth Television Co. to withdraw from the Fort Worth ch. 11 tv contest, leaving clear the bid of Texas State Network's KFJZ there, was reported Thursday in the local *Star-Telegram*. The paper quoted Fort Worth Television principals Raymond O. Shaffer and associates as withdrawing in order to expedite additional tv service there without lengthy litigation and "several years delay."

Gene Cagle, KFJZ president, was reported pleased with the decision of his competitor and estimated "we will be on the air by early next summer. Our plans are all ready to go." It is understood KFJZ will reimburse Fort Worth Television for expenses incurred to date but the formal agreement is not being worked out until this week. The ch. 11 hearing is scheduled before FCC Examiner Annie Neal Huntting Thursday.

Making It Legal

BILL to incorporate the Foundation of the Federal Bar Assn. [B•T, Aug. 9] was passed by the Senate last week and has gone to the President for his signature. Measure (HR 9882) was drawn by an FBA committee headed by Justin Miller, former NARTB chairman. In addition to Mr. Miller, FCC Comr. John C. Doerfer also is an incorporator. The foundation is for the purpose of permitting the FBA to own its own building which will house the organization's library and offices. Mr. Miller is a past president of FBA.

Senate Drops Foreign Bill

THE SENATE bill to require foreign agents making radio or tv broadcasts or writing published article to identify themselves and their foreign principals [B•T, Aug. 9], was passed over by the Senate last week on a call of the calendar.

The bill (S 521), introduced by Sen. Everett M. Dirksen (R-Ill.), was passed over by request of Sen. Robert C. Hendrickson (R-N. J.).

Two Fm Applications Filed

APPLICATIONS for a new Class B fm station at Albuquerque, N. M., and Atlanta, Ga., were filed with the FCC last week. CHE Broadcasting Co. filed for ch. 242 (96.3 mc) with ERP of 1.36 kw at Albuquerque. The Commission later returned this application as it was signed by the engineer after being notarized. The Atlanta bid by Glenkaren Associates Inc. is for ch. 225 (92.9 mc) with ERP of 10.878 kw.

$90,000,000 pickin's in the



Yes, sir...Mr. Time Buyer...$90,000,000 is ready NOW for picking in the Lower Rio Grande Valley...dollars that are coming from this year's cotton crop NOW being harvested. Will your client get his share of this $90,000,000??? Few Time Buyers realize this rich Lower Rio Grande Valley is the nation's 63rd market...and the fifth market in Texas. Few take advantage of its vast potential. The 378,000 people in the Valley have a combined effective buying income of $350,000,000. Farm incomes in this fertile valley average $12,500 a year per farm family, and last year over $284,080,000 was spent in retail sales.* Start getting your share of the nation's 63rd market today.

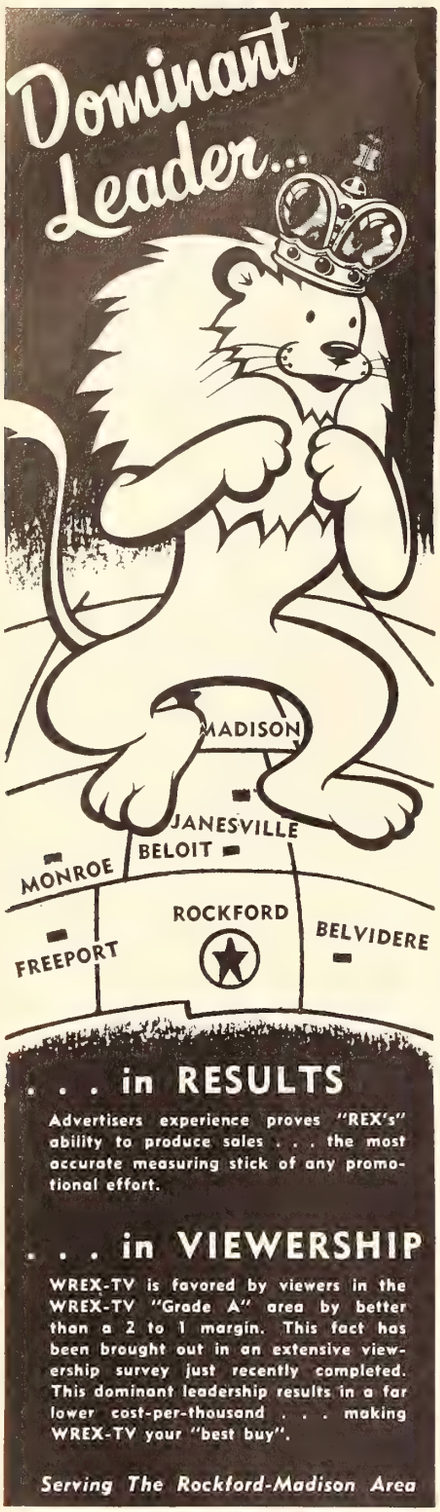
63rd Market in the U. S. with an E. B. I. of $350,000,000
(Effective Buying Income)

Wire Collect for Full Details

* *Sales Management.*

KGBT AM-TV
CBS AM-TV
channel 4
Rep. by John E. Pearson Co.

KRGV AM-TV
NBC AM-TV
channel 5
Rep. by Paul H. Raymer Co.



NARTB DISTRICT MEETS OPEN SEPT. 9; TO STRESS UNITY, SALES, PROGRAMS

The 17 meetings will emphasize informal swapping of ideas rather than formal speeches, with guest panelists at each session.

NARTB will open its annual district meeting series Sept. 9 with a board-specified theme designed to solidify industry unity and to improve selling and program techniques.

While details of the 17 separate meetings haven't been completed by district directors and NARTB Washington headquarters, the general pattern has been developed. Following board instructions, the meetings will be long on informal swapping of ideas and short on formal speeches.

An idea tried out last year—use of industry executives from outside the district will be used on a broader basis in the autumn series. Last year a tv station manager from the Tv Board membership appeared at each meeting as a guest television speaker and panel director. The plan was well received, prompting the board to direct both radio and tv guest panelists at each 1954 district meeting.

The result will be radio and tv roundtable sessions at which delegates can kick their favorite topics around—much of the time behind closed doors. The plan is designed to draw participation of all delegates, with both radio and tv members joining the discussions.

At the opening meeting (Somerset Hotel, Boston) District 1 Director Herbert L. Krueger, WTAG Worcester, Mass., will have E. R. Vadeboncoeur, WSYR Syracuse, as radio guest and Clair R. McCollough, Steinman stations, as television guest. Mr. Vadeboncoeur is director of the neighboring District 2. Mr. McCollough is chairman of the NARTB Tv Board.

At the afternoon session of the first day Mr. Vadeboncoeur is to discuss some of the problems facing radio broadcasters, bringing them information and industry developments and techniques and then participating in the radio panel discussion.

John F. Meagher, NARTB radio vice president who will attend all 17 meetings under present plans, will lead what has been described at NARTB as "a real business huddle." Program framers are working on a way of continuing this discussion into the second day, taking the first-day discussion and drawing out concrete ideas about management methods and station-industry problems.

Director Krueger will open the first of the meeting series Thursday morning, Sept. 9. After naming of committees and other routine business matters, the meeting will go at once into operating problems. Ralph W. Hardy, NARTB government relations vice president, will base his part of the meeting on constructive ways of running a station and in addition will discuss ways of meeting destructive criticism and unwarranted attacks from pressure groups.

Charles H. Tower, NARTB manager of employe-employer relations, will cover station organization problems and management trends along with personnel relations. Mr. Tower will have operating data based on a nationwide survey of radio-tv stations. This survey is nearing completion. William K. Treynor, NARTB station relations manager, will attend the meetings.

NARTB President Harold E. Fellows will address the Boston luncheon on opening day although in some districts his talk will be heard at a dinner meeting. In view of the unprecedented mass of government problems facing the industry and the attacks from all directions, Mr. Fellows will emphasize the special need at this time for a solid industry front.

The unity theme will deal with the competitive problems of radio and tv in the media field, relating them to their common danger if they go separate ways and fail to team up in meeting attacks designed to split the electronic media. He will discuss the growth of state associations and their contribution to industry welfare and show how local, state, regional and national cooperation can head off lies, false charges and prejudicial governmental action.

The second day's agenda hasn't been nailed down but it likely will open with a recapitulation of the opening afternoon discussion. A feature of the second day will be a tv round robin discussion, following the pattern of the radio session. The guest tv speaker will preside and at several meetings may be flanked by NARTB headquarters tv specialists. The district business session is scheduled at noon.

Theme of the tv discussion will be "How to Run a Profitable Tv Station." After Mr. McCollough's appearance before the New England district, the role will be taken Sept. 14 in District 2 (N. Y., N. J.) by Harold Essex, WSJS-TV Winston-Salem, N. C., for many years an NARTB board member. The Dis

5.5 Billion Impressions Contributed By Radio-Tv in Support of Ad Council

RADIO and television, along with transportation advertising, were singled out in the 12th Annual Report of The Advertising Council as the media that had broadened their coverage of council public service messages during the year ended March 1, 1954.

It was noted in the report released last week that radio had stepped up its coverage through increased distribution and use of special radio station kit material. Regular weekly radio support was given to 17 top-priority campaigns, the report stated, with circulation through network programs alone amounting to 2½ billion home impressions (according to A. C. Nielsen Co.). The figure, it was pointed out, does not include "broad and consistent nationwide coverage" given by every radio station in the country and by ABC, CBS, NBC and Mutual.

The report said television circulation given to campaigns by sponsored network programs alone in 1953 was up 61% over 1952 and 247% over 1951. Total for 16 major campaigns and 18 other causes was said to amount to 3 billion home impressions (Nielsen figures).

Tribute also was paid to 18 advertising agencies which contributed a total of 25 volunteer teams of copy writers, artists, account executives and production personnel, who worked on Council materials, including radio and television.



*YOU MIGHT RUN THE MILE IN 3 MINS., 58 SECS.**—

BUT . . . YOU NEED WJEF RADIO TO BREAK RECORDS IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

WJEF serves 116,870 radio homes in the Metropolitan Grand Rapids Area. Conlan figures show that WJEF gets 9.6% more evening listeners than the next station, 25.2% more afternoon listeners and 12.6% more morning listeners. Yet WJEF actually *costs less* than the next station, at *any* time—and is CBS, too!

Let Avery-Knodel give you all the facts on WJEF—Grand Rapids' top radio buy.

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** John Landy set this world's record in Finland, in June, 1954.*



The Greatest Draw In Wichita!.....

"BAR 16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"
Mon. – 24.9	17.8 (Amos & Andy)
Tue. – 15.7	16.2 (Superman)
Wed. – 25.4	10.3 (Kit Carson)
Thur. – 21.6	11.9 (Hopalong Cassidy)
Fri. – 24.9	5.4 (Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6* for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double-barreled pull!

See PETRY For Regional and National Participations!

KEDD

WICHITA KANSAS

NBC • ABC

REPRESENTED BY

Edward Petry & Co., Inc.

trict 2 radio speaker has not been announced. District 2 meets at Lake Placid Club, in northern New York State.

The District 3 (Pa., Del., Md., W. Va.) meeting will be held Sept. 16-17 at the William Penn Hotel, Pittsburgh, with George H. Clinton, WPAR Parkersburg, W. Va., presiding as district director. In general his meeting will follow the schedule of the first two sessions. Mr. Essex will be the television guest speaker.

James H. Moore, WSLS Roanoke, Va., will preside as his district (No. 4, N. C., S. C., Va., D. C.) meets Sept. 20-21 at the Cavalier Hotel, Virginia Beach, Va. Gov. Thomas B. Stanley, of Virginia, has been invited to the meeting. District 4 will not have a luncheon meeting the opening day. President Fellows will speak at the dinner slated that evening.

During the District 4 tv session a panel of delegates from each of the three states and D. C. will participate. It will represent vhf and uhf equally. Director Moore is setting up a two-day entertainment program for wives of delegates, including beach-club events and a tour of a battleship.

John Fulton, WQXI Atlanta, District 5 (Ala., Fla., Ga., P. R.) director, will be in charge of the Sept. 23-24 proceedings, to be held at the Daytona Plaza Hotel, Daytona Beach, Fla. His meeting will complete the East Coast leg of the series, with the itinerary moving to Little Rock, Ark., Sept. 27-28 where Director Henry B. Clay, KWKH Shreveport, La., will be in charge of the District 6 (Ark., La., Miss., Tenn.) meeting.

The series moves next to Louisville and on to Detroit, Lake Delavan (Wis.), Omaha, Minneapolis and through the Midwest and Mountain States to the West Coast. The series will wind up Oct. 18-19 at Spokane, Wash. (see complete schedule of meetings in UPCOMING, page 125).

BAB Backs Radio To Reach Consumers

RADIO's advantages over the newspaper as the only advertising medium capable of reaching all consumers and its effectiveness in pushing food and other products were outlined to station and agency executives at BAB clinics in the Midwest last week.

BAB representatives carried the "radio gets results" theme to Milwaukee and Chicago in back-to-back sessions, relating statistics vital to each of the markets and showing how radio can be used to better advantage over newspapers. Clinics were held Monday and Tuesday, with speakers including David Kimble, BAB director of local promotion, and Norman Nelson, director of national promotion.

"Radio advertising is essential to advertising of food products," Mr. Kimble reminded Chicago executives at the Blackstone Hotel, because it's the only way you can reach everybody. The grocer already has a 100% market, he said. In Chicago, he noted, radio saturation is 98.7% among 1,794,000 families. Newspapers boast 82% but can't reach 324,000 families, while tv is 83% and can't reach 306,000 families. Grocers account for about 30% of the overall $1.5 billion spent annually on local radio advertising.

Mr. Kimble reported some 4,437,500 radio sets in metropolitan Chicago, with some 1,774,490 radio homes—representing twice as much as the circulation of all four local newspapers combined. Chicagoans spent $28 million on 699,388 new radio receivers in 1953. They listen 30,669,000 home hours each week, with the bulk of their sets outside the family living room.

In the Chicago metropolitan area are 839,000 kitchen radios which grocers can use to reach the housewife at the point of cooking. He reported 680,000 kitchen and 684,000 bedroom sets in use each day. He claimed over one million car radios in the area, noting that 76% of all traffic to supermarkets is done by automobiles, and that over 330 supermarkets and grocery chains are using radio successfully.

Mr. Kimble stressed that multiple listening is still largely "unmeasurable" even with Audimeters or other devices because listening is scattered over the household and outside the home. Radio's story, he emphasized, is that it reaches everybody, its cost is small, the grocer can afford repetition and saturation and radio works.

In Milwaukee, Mr. Kimble made a presentation on the use of radio by soft drink companies. Other Chicago sessions included a presentation by Mr. Nelson on automotive successes and discussions of creative selling and commercials.



RAY LIVESAY (l), president of Daytime Broadcasters Assn., met with Alf Landon, DBA vice president, at the latter's Estes Park, Colo., summer home to discuss the objectives of DBA. Mr. Livesay owns daytimers WLBH Mattoon, Ill.; WHOW Clinton, Ill., and KXGI Fort Madison, Iowa. Mr. Landon owns daytimer KSCB Liberal, Kan., and fulltimer WREN Topeka, Kan.

Montana Stations to Meet

FALL MEETING of Montana Radio Stations Inc. will be held Aug. 28-29 at Flathead Lake Lodge, Big Fork. Walter E. Wagstaff, KIDO Boise, Idaho, NARTB director for District 14, will discuss NARTB's membership campaign. John F. Meagher, NARTB radio vice president, will speak on the importance of state associations. FCC Chairman Rosel Hyde has been invited to the meeting. Beach barbecue and lake cruise are scheduled, according to Ian Elliot, KRJF Miles City, MRSI president. Ken Nybo, KBMY Billings, past president of MRSI, will be chairman of the resolutions committee with Don Treloar, KGEZ Kalispell, in charge of arrangements.

Doerfer to Address GAB

FCC COMR. John C. Doerfer will address the Aug. 22-24 meeting of the Georgia Assn. of Broadcasters to be held at King & Prince Hotel, St. Simons Island. Others on the agenda include John F. Meagher, NARTB radio vice president; Julian T. Rivers, advertising manager of Davison Paxon Co., and J. Frank Jarman, general manager of WDNC Durham, N. C., and NARTB board member for medium stations.

New Homes Mean New Markets

Yes, new homes *do* mean new markets! *Buying* minded markets! And, in Tulsa, new homes are being established at an astounding rate. Herewith are the accurate figures as supplied by Tulsa's utility services:

YEAR	ELECTRICITY	GAS	WATER	TELEPHONE
1950	67,422	62,895	53,062	98,274
1951	71,572	66,610	57,280	104,343
1952	75,420	70,039	60,310	112,790
1953	78,955	73,576	63,743	117,701
1954 (June)	80,539	74,957	66,585	120,128

And, herewith are the latest available Pulse figures for Tulsa:

PULSE, MONDAY - FRIDAY SHARE OF AUDIENCE, TULSA, FEBRUARY, 1954

Station	6 am - 12 noon	12 noon - 6 pm	6 pm - 10:30 pm
KVOO	**33**	**38**	**45**
"B"	21	18	23
"C"	20	21	15
"D"	5	5	5
"E"	9a	10a	x
"F"	9	5	6
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Homes using radio	17.9	20.4	20.0

In other words, if you want to reach a rich and tremendously growing market, Tulsa is a *must.*

And . . . if you want to reach and *sell* that market effectively and at the lowest cost per prospect, KVOO is a *must!*

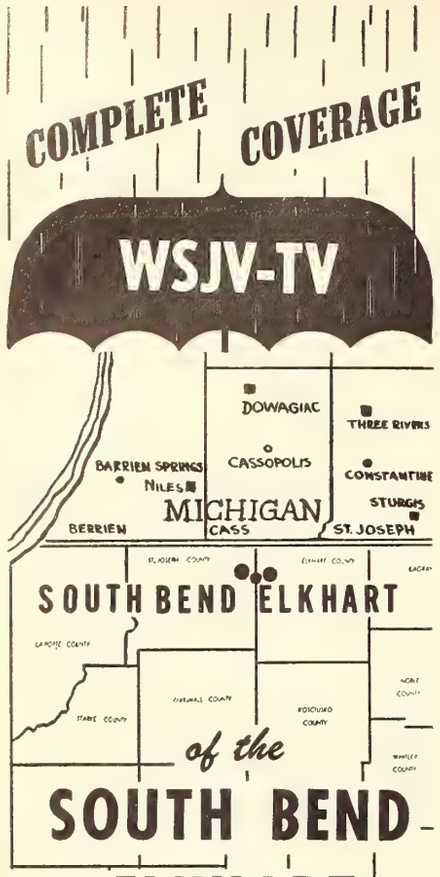
Remember, *more* people listen *more* of the time to KVOO than to any other station in Oklahoma's No. 1 market, and the more than 29 years KVOO has served the area has built up among listeners a faith in, and dependence on KVOO, unmatched by any other station. Your advertising message has more worth when heard over KVOO, Oklahoma's Greatest Station!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



BILLION DOLLAR MARKET



WSJV-TV

is the

ABC-NBC

AFFILIATE

in

South Bend-Elkhart

and the rich St. Joseph Valley



AN EXCLUSIVE UHF MARKET WITH MORE THAN 118,000 UHF SETS IN USE

For AUTHENTIC Market and Coverage FACTS call your

H-R TELEVISION MAN

WSJV-TV

ELKHART, INDIANA

John F. Dille, Jr. President

John J. Keenan, Commercial Manager

TRADE ASSNS.

Radio Fall Meet to Scan Color Tv, Transistors

COLOR TELEVISION and transistor developments will be scanned by electronic manufacturers at the annual Radio Fall Meeting to be held Oct. 18-20 at the Hotel Syracuse, Syracuse, N. Y. The meeting will be sponsored by the engineering department of Radio-Electronics-Tv Mfrs. Assn.; Professional Groups Committee of Institute of Radio Engineers, and RETMA of Canada.

Radio, tv and electronics industry engineers from the U. S. and Canada will take part in the discussions. Reports will be presented on work of sections and committees of RETMA, with 22 papers to be read. Dr. W. R. G. Baker, General Electric Co., will preside at the opening session Oct. 18. After a general session, the meeting will break into groups which will discuss reliability of component parts, tv receivers, radio-tv receivers and electron devices.

A uhf-vhf television tuner using pencil tubes will be explained by W. A. Harris and J. J. Thompson of RCA. Other papers will cover fringe-area performance, converters, fm circuits, automatic gain control of transistor amplifiers, high-voltage tubes for color tv sets, miniature tubes for the uhf band and reliability of transistor service.

Virgil M. Graham, Sylvania Electric Products, is chairman of the Radio Fall Meeting committee.

Film Distributors Renew Try for Trade Association

RENEWED EFFORT to form a trade association among major tv film distributors was set in motion last week as distributors laid plans to hold a conference shortly after Labor Day.

Preparations for the meeting next month were set at a preliminary session held several weeks ago by a small group of distributor officials, including John L. Sinn, president of Ziv Television Programs; Reub Kaufman, president of Guild Films Co.; John Mitchell, vice president of Screen Gems Inc.; Edward Madden, vice president of Motion Pictures for Television, and George Schupert, vice president of ABC Film Syndication. The upcoming meeting is expected to be attended by a large group from the tv film distribution industry.

This is the second major attempt to establish a trade group exclusively for tv film distributors. Several months ago, Ed Grossman, then comptroller of Guild Films, sought to organize a group of distributors into a unit that could deal with problems facing the industry as a whole.

NARTB Defends

NARTB members last week approved a resolution opposing use of the spectrum for commercial broadcasting by government or tax-supported institutions. It points out that the American system of free enterprise has created the world's highest living standard and is fundamentally opposed to direct competition with private enterprise by government or tax-supported institutions [B•T, July 27, May 31]. The resolution was submitted at the Chicago convention but was laid aside for mail balloting.

Miller Keynotes Conference

JUSTIN MILLER, former NARTB chairman and still a consultant to that organization, will make the keynote speech at the ninth annual Conference on Citizenship to be held in Washington Sept. 15-17.

FACTS & FIGURES

KIDS PICK THE BRANDS, PETRY SURVEY REPORTS

Station representative firm advises manufacturers of food products to sponsor children's tv shows.

THROUGH SPONSORSHIP of spot children's tv programs, manufacturers of food products for children can increase sales up to 200%, the television division of Edward Petry & Co., station representatives, asserts in a report being released today.

The study, titled "And a Little Child Shall Lead Them—To Your Product," is based largely on a survey published in June by the NARTB Television Information Committee [B•T, June 7]. It is pointed out that children's tv heroes establish strong brand preferences among 70% of all young viewers and that 89% of these viewers' parents buy the products their children request.

The Petry presentation sketches a number of success stories to illustrate its point—for instance, that Nehi Bottling Co. sales in one market jumped 200% in a year after the company decided to sponsor *Hopalong Cassidy;* that the Bireley plant in Atlanta boosted its volume from 6,000 cases a month to 5,900 cases a day during sponsorship of *Dick Tracy;* that WBAL-TV Baltimore received 2,167 letters in one day after a single 20-second announcement of a gift offer on *Cisco Kid.*

The report tells makers of children's food products:

"With spot tv, you have a choice of either a local or national children's hero—and, whichever you choose, the advantages are many:

"You reach your prime prospects—children.

"You reach their parents, those in charge of the family budget. In market after market, audience composition figures show that the adult share of audience on leading children's programs is almost as large as the children's audience itself.

"You can select your markets—as well as your programs, your times, and your stations—to parallel the distribution of your product, offering maximum schedules in some cities, testing campaigns in others.

"Scheduled in late afternoon or early evening, when time costs are lower, these spot tv programs can provide the basis for more economical, as well as more effective, tv advertising."

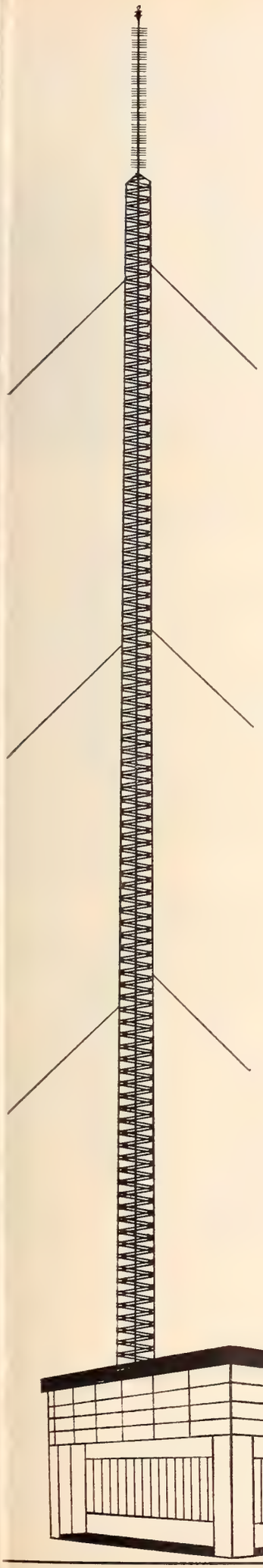
Retail Tv Receiver Sales Reach Record 6-Month High

SALES of tv receivers by retail stores reached a record level in the first half of 1954, totaling 2,805,760 as against 2,775,900 in the first half of 1953.

Radio sales (excluding auto sets) in June were the highest of any 1954 month, totaling 537,494. The June total last year was 449,116. Sales of radios by retail stores totaled 2,410,893 units for the first six months of this year compared to 3,017,196 in the first half of 1953. May 1954 radio sales totaled 386,152 sets.

June retail sales of tv sets totaled 351,885 units compared to 308,728 sets sold in May and 431,089 in June 1953.

Besides the retail stores, RETMA previously had reported production of 2,080,893 auto radios in the first half of 1954, including 336,733 produced in June. Most auto radios are sold directly to auto manufacturers for installation in new cars.



Coming!

A NEW WALA-TV

in

MOBILE, ALABAMA

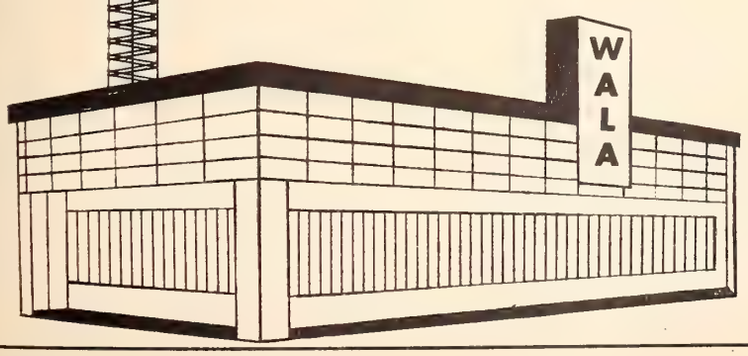
Yes, our tower toppled and made headlines all over the nation on July 12. But true to tradition, the show goes on at WALA-TV. We're operating very successfully while we wait for our new 573-foot tower and new 50 kw transmitter to be installed.

SOON

- A new Tower, 732 feet above sea level
- A new 50 KW RCA Transmitter—316,000 ERP
- Interconnection September 26

NBC **ABC** **CBS**

When WALA-TV goes live September 26, the great Mobile trade area —one of the fastest growing in the nation—will be more television-conscious than ever. And you should be more conscious than ever that WALA-TV is YOUR interconnection with one of America's best markets—the big, thriving Alabama-Florida-Mississippi Gulf area.



The NEW

WALA-TV

Mobile's ONLY Television Station

Pape Television Company Inc.

CHANNEL 10, MOBILE, ALABAMA

Headley-Reed National Representatives

IN THE MAIL THIS MONTH, THE 1954-55

TELECASTING YEARBOOK-MARKETBOOK

the 500 page source-book you'll use daily for vital television business data.

ADVERTISERS • AGENCIES • STATIONS • NETWORKS • SERVICES

Note: If you're not already a B•T subscriber, or if your subscription does not include the Telecasting Yearbook please check and mail the order form.

Mail today to: Broadcasting • Telecasting
1735 DeSales St., N. W., Washington 6, D. C.

☐ *Enter my subscription including the 1954-55 TELECASTING Yearbook—$9.00.*

☐ *Adjust my subscription to include the 1954-55 TELECASTING Yearbook—$2.00.*

☐ *Please send me ... copies of TELECASTING Yearbook at $3.00 per copy.*

name ____ title ____

firm ____

street ____

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CONTRACT making WFIL-AM-TV Philadelphia charter stations for the Nielsen Station Index there is signed by Roger W. Clipp, stations' general manager. Seated with Mr. Clipp is William R. Wyatt, Nielsen Co. account executive. Standing (l to r): Howard W. Maschmeir, executive assistant to Mr. Clipp; Kenneth W. Stowman, general sales manager; Jack Steck, executive program director, and Joe Zimmermann, director of advertising and promotion.

WFIL Stations Take Nielsen Station Index

WFIL-AM-TV Philadelphia, the *Philadelphia Inquirer* stations, under a contract signed with A. C. Nielsen Co. are that city's charter stations for the Nielsen Station Index, new mechanical-electronics system of audience measurement.

The NSI is described as the most comprehensive local audience study yet attempted on a continuing basis, combining diary reports and precision recording equipment.

NSI computations include all sets in the home and automobiles and reports show a four-week cumulative audience plus per program figures.

12 More Buy Nielsen

ADDITION of 12 new clients—two advertisers and ten agencies—as subscribers to its Nielsen Radio-Television Index services was announced last Tuesday by A. C. Nielsen, president of A. C. Nielsen Co., market research firm.

The Pet Milk Co. and Campbell-Ewald Co. have ordered the Nielsen Television Index Complete service, while NTI Ratings Reports have been requested by Doherty, Clifford, Steers & Shenfield. The Borden Co. has subscribed to the Nielsen Station Index Reports.

The following eight agencies also have ordered the station index reports: Benton & Bowles; Dancer-Fitzgerald-Sample; Foote, Cone & Belding; Lennen & Newell; Young & Rubicam; Marschalk & Pratt; Dan B. Miner, and Rhoades & Davis.

Production Workers' Pay Up

AVERAGE weekly earnings for June among Hollywood motion picture production workers, including those in tv film production, reached $130.38, the California State labor statistics bulletin reveals. This is an increase over the previous month's $124.33 average and over the $118.19 weekly average earned during the same period last year.

Film production workers averaged 43.2 hours employment weekly at $3.02 a hour to earn June 1954 pay, compared to 41.6 hours at $2.99 in May 1954 and 42.6 at $2.79 in June 1953, the bulletin breakdown stated.

Network Evening Shows Drop In Latest Nielsen for Radio

EVENING network radio listening suffered a sharp decline during the weeks of July 4 and July 10, according to a comparison of National Nielsen Ratings for those two weeks and NNR figures for June 20 and 26 weeks [B•T, Aug. 2].

The June weeks had maintained an average of 1,120,000 homes reached for once-a-week evening network shows. The following two weeks, which included the long Independence Day weekend, showed an average of 840,000 homes reached by the average once-a-week, network evening program.

Evening multi-weekly and day shows, however, did not suffer an appreciable slump, the comparison of the same two succeeding periods indicates.

NNR ratings for July 4 and July 10 weekends:

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(840)
1	F.B.I. in Peace and War (CBS)	1,679
2	Nick Carter (MBS)	1,539
3	Best of Groucho (NBC)	1,539
4	Roy Rogers Show (NBC)	1,539
5	Gunsmoke (CBS)	1,493
6	Dragnet (NBC)	1,493
7	Arthur Godfrey's Scouts (CBS)	1,493
8	Yours Truly, Johnny Dollar (CBS)	1,399
9	One Man's Family (RCA) (NBC)	1,259
10	Gangbusters (CBS)	1,213
Evening, Multi-Weekly (Average for All Programs)		(700)
1	News of the World (NBC)	1,353
2	One Man's Family (Toni) (NBC)	1,353
3	Lone Ranger (ABC)	980
Weekday (Average for All Programs)		(1,399)
1	Wendy Warren and the News (CBS)	2,286
2	Romance of Helen Trent (T & Th) (CBS)	2,286
3	Young Widder Brown (Toni) (NBC)	2,239
4	Romance of Helen Trent (M-W-F) (CBS)	2,192
5	Aunt Jenny (CBS)	2,192
6	Our Gal, Sunday (CBS)	2,099
7	Stella Dallas (NBC)	2,052
8	Young Widder Brown (Sterling) (NBC)	1,959
9	Backstage Wife (NBC)	1,959
10	Ma Perkins (CBS)	1,912
Day, Sunday (Average for all Programs)		(560)
1	Shadow, The (MBS)	1,306
2	Cecil Brown Commentary (MBS)	1,259
Day, Saturday (Average for All Programs)		(886)
1	Stars Over Hollywood (CBS)	2,006
2	Robert Q. Lewis (H. Curtis) (CBS)	1,726
3	City Hospital (CBS)	1,679

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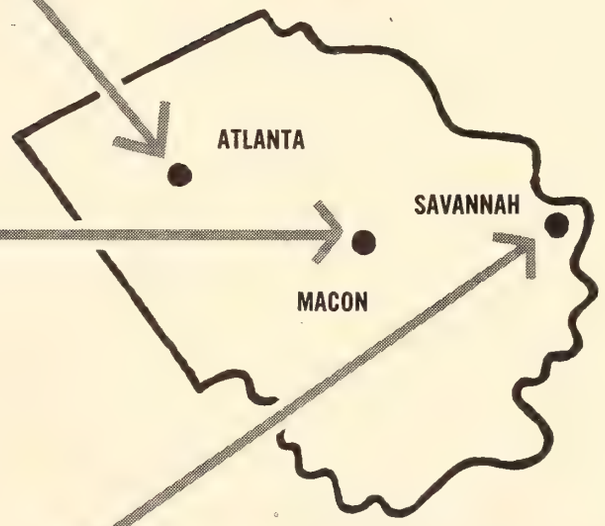
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AFM SPURNS FILM ROYALTIES PLAN

AMERICAN Federation of Musicians has rejected a proposal by a group of tv film producers to establish a new method of royalty payment to the music performance trust fund with respect to film programs using live music, it was learned last week.

A film producer spokesman told B•T that his group, consisting of networks and independent producers, had sought approval of a plan under which a sliding scale of flat fees would be paid for each run of a film show. James C. Petrillo, AFM president, has insisted that the current method of payment be continued under which producers pay 5% of the gross or revenue, based on station rate cards.

It was reported that Mr. Petrillo also is asking for a formal film labor agreement to run for five years, retroactive to Feb. 1, 1954. The old contract expired at the time, it was explained, and the musicians were working under terms of that agreement, although a contract for live television shows was signed during national negotiations last spring.

A producer source also told B•T that although the Federation has rejected the royalty payment formula, it is considering another proposal to relax restrictions on conditions under which musicians may play for incorporation into a tv film agreement. It was said that union rules on holidays and overtime were the prime source of concern to film producers.

Newspaper Guild Asks Rehiring of UP Writer

EXECUTIVES and attorneys of the American Newspaper Guild were directed to "exert every legal effort" toward reinstatement of Theodore S. Polumbaum former UP Boston staff member, discharged for refusing to testify before the House Un-American Activities Committee, in a resolution passed unanimously by the ANG convention in Los Angeles last fortnight.

However, delegates were deep in debate over a clause in the Guild constitution instituted by founder Heywood Broun that membership not be denied anyone on political grounds. Some delegates would amend this so that the Guild would not fight for Communist Party members.

Stagehands, Three Networks Reach Contract Agreement

NEGOTIATIONS between three major networks and stagehands of IATSE Local 33, Los Angeles, servicing Hollywod network operations, were "buttoned up" last week, with a new contract being drawn up and awaiting only the return of Local 33 business agent Carl Cooper from the IATSE national convention in Cincinnati for final signature. The old contract expired Aug. 1.

Major contract point is a 5 to 7% wage increase granted in several categories, with stagehands receiving $100 weekly (previously $93.50); head stage hands, $112 (previously $105), and construction shop foremen $117 (was $110). The union had asked for an across-the-board 10% increase [B•T, Aug. 2].

Representing the networks in negotiations were Eugene Purver, director of labor relations, CBS Hollywood; Oscar Turner, assistant to the director of public relations, NBC Hollywood, and Cliff Anderson, director of labor relations, ABC-TV Hollywood.

NABET Puts Complaints Before Arbitration Assn.

A COMPLAINT against NBC and other parties, alleging contract violations in connection with last July's All-Star baseball telecast, will be placed before the American Arbitration Assn. by the National Assn. of Broadcast Employees & Technicians (CIO) in Cleveland Sept. 15, it was reported last week.

NABET is threatening a $6 million suit against the network, Gillette Safety Razor Co., Maxon Inc. (its agency), the Cleveland Indians and baseball Comr. Ford Frick. Once the matter goes through arbitration, the union plans to proceed with the suit, George Maher, NABET executive secretary, told B•T Thursday. Ben Roberts Esq. will represent the AAA.

NABET is required under terms of its pact with NBC to submit the matter initially to arbitration, Mr. Maher said. It has charged a conspiracy to restrain trade, claiming the network violated its contract by failing to supply a union crew for the All-Star baseball telecast July 13. When NBC failed to supply help from either WTAM or WNBK (TV) Cleveland, its affiliates, the game was originated by WXEL (TV), which employs non-union help, according to the union [B•T, July 19].

The suit will be filed in circuit court for either New York or Chicago.

Writer Groups Plan Aug. 25 Meeting to Set Up New Guild

CONCURRENT meetings of the Screen Writers Guild and Radio Writers Guild in Hollywood, and of SWG and the Tv Writers Group of Authors League of America in New York, will be held Aug. 25 to ratify Writers Guild of America articles of incorporation and approve a constitution for the new group.

In a notice to SWG members, President F. Hugh Herbert stated that the meeting will constitute the last gathering of SWG as presently constituted and the first meeting of Writers Guild of America. The new group will start receiving membership applications Aug. 29.

Among matters to be discussed at the SWG Hollywood meeting will be disposition of the organization's present treasury, with a probable division between a major portion, to be held in trust, and a minor portion to be allotted to SWG-Tv Writers Group for its separate use.

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Dobeckmun to Handle 'Howdy Doody' Packaging

ARRANGEMENTS were completed last week between the Dobeckmun Co., Cleveland, and the Kagran Corp., New York, under which Dobeckmun will serve as agent for Kagran in the manufacture and sale of packaging materials bearing *Howdy Doody* names and likenesses as trademarks for the products of produce packers.

Trademark license agreements will be granted by Kagran Corp., owners and producers of the *Howdy Doody* television program, to terminal packers of fresh carrots, spinach, tomatoes, apples, lettuce and other selected food items, who will be authorized to use *Howdy Doody* characters on the package and on point-of-sale material.

NCTA Opens Wash. Office, Names Smith Exec. Secretary

NATIONAL Community Television Assn. has opened a Washington office, with attorney E. Stratford Smith as executive secretary, it was announced last week. Mr. Smith, formerly with the FCC Common Carrier Bureau, continues as an associate of the Washington radio-tv law firm of Welch, Mott & Morgan.

The organization represents more than 115 community tv systems.

NCTA's Washington office is at 710 Fourteenth St. N. W. Telephone is Metropolitan 8-1415. M. F. Malarkey Jr., Trans-Video Corp., Pottsville, Pa., is president of NCTA.

Curtis Plans Tv Magazine

PLANS for the publishing and distribution of a weekly magazine covering television and tv programming have been announced by Benjamin Allen, president of the Curtis Circulation Co. Robert D. Wheeler has been named editor and publisher and Jonathan Kilbourn managing editor. The magazine will debut this fall and carry both local and national advertising. Consumer price has been set at 15 cents.

PROFESSIONAL SERVICES SHORTS

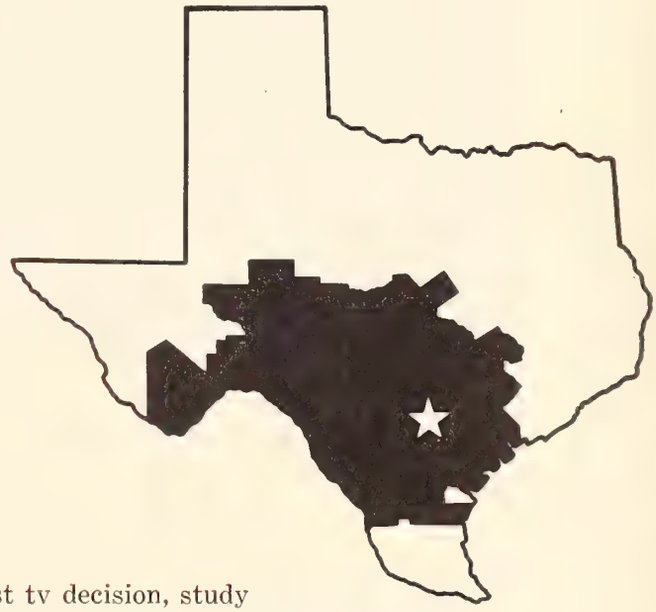
Lee Gottlieb, editor, New York edition of *Tv Guide,* becomes eastern regional editor, headquartered in Philadelphia, where production of Chicago, Lake Ontario, Philadelphia and New York State editions will be handled; **Sho Kaneko,** production manager, Chicago edition, becomes production and art director, eastern office; **Charles Shapiro,** national editorial staff, succeeds Mr. Gottlieb.

Constance V. Collins, formerly with NBC's publicity dept., to Dine & Kalmus, New York public relations firm, as administrative assistant. **Robert W. Bloch,** former radio-tv director, Toy Guidance Council, also to Dine & Kalmus as account representative.

F. D. Tellwright, vice president, Pacific Telephone and Telegraph Co.; **Hubbard Keavy,** bureau manager, Associated Press, L. A.; **J. G. Motheral,** vice president, BBDO; **Richard Moore,** vice president and general manager, KTTV (TV) Hollywood; **Charles Hamilton,** assistant to president, KFI Los Angeles, and **Robert Wolfe,** a vice president, Kenyon & Eckhardt Inc., Hollywood, named to statewide information committee, California div., American Cancer Society.

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Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING



"Glossy prints or mats of this photo available on request"

This is an air-view of Highway U.S. 22 in the State of New Jersey.

It is also a picture of what is wrong with federal and state transportation policy and why the taxpayer is the inevitable victim.

An inspection of the picture will reveal that the highway is paralleled by an important railroad right-of-way. This railroad right-of-way, its stations, its signaling and its safety devices were purchased and are maintained by the railroad using them.

The highway, on the other hand, was built and is maintained out of public funds.

Yet commercial traffic—in the form of big trucks, operated by big trucking corporations—not only clutters up the highway but burdens it with traffic that could move with greater real economy over the adjacent rails.

So long as the trucking corporations fail to pay their fair share of the cost of highway construction and maintenance—and continue to benefit from a subsidy, paid out of tax money — highway costs will remain disproportionately great and highway congestion and danger will tend to increase.

The Eastern railroads do not seek subsidy or advantage for themselves. They ask only the opportunity other businesses have —of being able to compete on a free and equal basis—a condition that, in our competitive economy, works ultimately to the benefit of all, particularly the taxpayer . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

TV TIME POPCORN: HITCHED TO A STAR



AN EASY-TO-MAKE POPCORN HAS FOLLOWED TELEVISION INTO THE PARLOR

by John Osbon

A GOODLY PORTION of popcorn consumption has been transported from the local neighborhood theatre to the parlor of many a snack-hungry televiewer—thanks to television itself and the foresight of a Chicago motion picture executive.

What was a mere $240,000 business two years ago has now exploded into a $3-4 million sales bonanza for B & B Enterprises, the corporate name for Tv Time Foods, makers of Tv Time popcorn. With the addition of new facilities and more markets, it easily could become a $9 million business by the end of 1955.

Everybody eats popcorn, of course, but apparently only Ben Banowitz, president of this fast-growing firm, foresaw the potentialities of a specially-prepared, hermetically sealed cellophone bag containing oil, seed and salt—all the ingredients for home-popping.

Perhaps no other company of its size and type owes its growth and rapid expansion more to television than Tv Time Foods. It is a video success story that defies comparison.

The company spends about 75-90% of its ad budget in the visual medium. It recently completed negotiations for sponsorship of Gene Autry's syndicated *Annie Oakley* film series in a number of markets starting this October—a $2 million package itself [B•T, July 5].

With Tv Time popcorn's growth—the evolution of production techniques and machines, testing grades of corn, importing of nut oils—has come, quite naturally, an expansion of television usage from local through regional to national levels. The product will be in 75 new markets by fall.

Tv always was a natural for Tv Time popcorn. Mr. Banowitz explains:

"Sight and sound when applied to a functional package such as ours not only shows the package in detail but also the simplicity of its use, and affords demonstration."

Mr. Banowitz has been associated with the Allied Theatres of Illinois the past four years, serving as secretary-treasurer, and owns two theatres. He owned four back in 1948—and therein lies the genesis of his success and the kernel of an idea that brought relatively swift rewards.

Like many another theatre owner, Mr. Banowitz became wary of tv's early inroads on theatre box office receipts. He noted that, while ticket sales swooned, popcorn and candy sales in the lobby were picking up. That's when he decided to sell two of his four movie houses.

"I decided then and there to be half right or half wrong," he recalls with a smile. In the end, he proved to be more right than wrong, because he further observed that popcorn receipts were pacing those of candy in his and other nearby theatres—and, indeed, accounted for 60-80% of all confectionery sales. He also thought he detected the tv handwriting on the movie house wall.

Mr. Banowitz "anticipated the rise of television to the point where it would seriously affect motion picture house attendance. That happened in 1948-49. I decided that people who ate popcorn in theatres also would eat it at home, even if they had to pop it themselves." He also felt strongly that one day in the not too distant future movies would be shown on home tv.

Ben Banowitz became fascinated with seed research as far back as 1947, while in the theatre business, and attended Purdue U., Lafayette, Ind., where he studied "popcorn economics." He looked into a variety of problems on packaging. (Among the vital facts of popcorn life he learned: it should be heated at 400 degrees, with ideal machine moisture of 13½%; it is the only grain not specifically treated; it has four times the protein value of milk, more calcium than liver, and as much iron as spinach.)

Tv Time popcorn first was tested in certain midwest and eastern markets in 1951, with supplies placed on the shelves of one grocery chain and perhaps 100 independent stores. Then, as now, the ingredients consisted of two and a half ounces of corn kernel, one and a half ounces of imported nut oil refined by a Banowitz process, and four and a half grains of salt. Each package is guaranteed to provide three quarts of popcorn at 15 cents a throw.

Mr. Banowitz and his co-workers set to work in earnest developing a machine (the product is never touched by hand in the actual packaging process). It took 12 months of night and day effort.

Then B & B enterprises went into tv, at first on a limited scale, in the fall of 1952.

B & B utilized spot participations on children's shows in seven midwest markets, although it had actually tested the product in the East at the outset. It gave away everything from Schwinn bicycles to pedigree pups, and made use of a limited schedule of radio announcements too.

From 1952 to 1953 there was a "spectacular growth," according to Sherwin Robert Rodgers, head of the advertising agency bearing his name, who took over the account early this year after sharing it with M. M. Fisher Assoc. in 1953. Both the product itself and the commercials had been pre-tested and found adequate. The lone remaining difficulty of perfecting the package had been achieved, too, and Tv Time Foods was on its way up the pathway of success.

Today, Tv Time popcorn is in about 98% of the major chains and supermarkets east of St. Louis, according to Mr. Rodgers, and plans to expand beyond its present 19 to 75 markets. Among the chains which carry the product now: Great Atlantic & Pacific Tea Co., Food Fair, Kroger Stores, National Tea Co., Jewel Foods and Safeway stores.

The real saturation via tv came about last fall. It started with a daily participation on WCAU-TV Philadelphia's *Junior Hi-Jinx* and full sponsorship of *Patches* on the same station. Business was placed too on WCBS-TV's *Space Funnies,* WOR-TV's *Merry Mailman* and WABC-TV's *Jolly Gene,* all in New York, as well as on other kids' shows.

Until this past March, B & B Enterprises



TV TIME's major advertising effort will be sponsorship of the syndicated *Annie Oakley* film series on 105 stations. Those concerned with the arrangements sample the product they'll push (l to r): Bill Edwards, eastern sales manager, CBS-TV Film Sales; Mitch J. Hammelburg, Annie Oakley Productions; Ben Banowitz, president of Tv Time Popcorn Co.; Les Atlass, vice president and midwest director of CBS-TV, and Gene Autry of Gene Autry Productions.

pitched its commercials directly at child televiewers. It changed its policy to appeal to adult audiences as well, starting with a two-station ABC network participation on the *Jerry Lester Show* (New York and Chicago). It also launched an ID campaign in 20 major markets, utilizing 20-second spots.

B & B's most ambitious undertaking thus far is its pact for the *Annie Oakley* film series, starting in October, on some 105 stations throughout the country, according to Mr. Rodgers. The program will be carried on an alternating-week, national spot basis, with Canada Dry expected to pick up the co-sponsorship tab in the bulk of markets. Tv Time plans to back up this series with spots in an additional 20 areas—those where the *Oakley* programs cannot be made available—at least until Jan. 1. Radio will be used where there are no tv facilities.

Like many another snack entrepreneur, Mr. Banowitz is cognizant of the obvious tieup possibilities with beverage firms, especially those making soft drinks (like Canada Dry and Dr. Pepper). It hopes to set up arrangements with such companies in subsidiary campaigns.

The *Annie Oakley* films are destined to run two years with six months out for hiatus, according to Mr. Rodgers. The contract was placed through Mr. Rodgers' agency, which specializes in food accounts, and which has prospered by taking on the B & B business. It is opening a New York office and plans shortly to launch a Los Angeles branch, while adding merchandising personnel. Mr. Rodgers attributes his agency's growth in no small degree to Tv Time's own success.

So gratifying have been B & B's results that it plans to cover the whole 48 states plus Canada and Hawaii by this fall. It is readying a 59-cent multiple package comprising four of the 15-cent units and guaranteeing 12 quarts of popcorn. It also will contain a premium for pencils and other merchandise.

Premiums have played an important part in the acceptance of Tv Time popcorn. When B & B Enterprises goes into a video market for the first time, a premium offer is almost sure to be utilized.

The chain of events is simple. B & B appoints a broker and goes into the market (like Denver, to use Mr. Rodgers's example) with a special offer, in conjunction with newspaper advertisements. When it buys a program or participation, B & B offers the premium. It contacts the dealer or merchandiser at the local level and arranges for store placards and displays.

In this way Tv Time Foods has managed to grow from an estimated gross of $1,200,000 in 1953 to a potential $3 million for 1954. It took in $1 million for the first three months of this year alone, with two machines, and hopes to double this figure for the remaining nine months with the addition of other machinery.

Mr. Banowitz estimates he has produced —and sold—some 35 million packages in three years, which, at the rate of 15 cents each, would represent a healthy intake of $5,250,000. But this would be a mere drop in the bucket compared to the gross from 100 million packages he envisages for the not too distant future.

With doubling of output by fall because of two new machines, Tv Time Foods should reach the rate of 2.5 million packages each week. It hopes to triple production and gross by next year.

Things seem to be popping more at Tv Time Foods than they ever did in Mr. Banowitz's theatres.

TELEVISION — A KEY TO UNDERSTANDING

TELEVISION as a major key to international understanding was stressed by two Voice of America executives last week upon their return from separate tours of Europe and South America.

Vestel Lott, chief of VOA's Central Program Services Div., said his visit to the tv centers of Europe "convinced me more than ever that television has the greatest potential yet devised for building international understanding," and that "we at the Voice of America are determined to take advantage of every opportunity presented."

Sidney M. Berry, VOA television development officer, said his trip to Latin and South America convinced him that although the U. S. has "lost a lot of friends in Latin America during the past years," through tv "we have an opportunity of rebuilding the ties in the western hemisphere" provided both the U. S. government and industry study the needs of the respective countries and cooperate in building an international network.

Messrs. Lott and Berry, who spoke at a luncheon for industry executives and trade newsmen in New York on Wednesday, were presented by J. R. Poppele, VOA director and former vice president of Mutual and WOR New York, who told the group that "although many countries are five, 10 or even 20 years behind us in television, it is eagerly awaited by people everywhere" and "we are seeking at the Voice of America to be in on the ground floor of world television."

Mr. Poppele explained that VOA's objective aside from telling the story of U. S. foreign policy, is to create desire for American films and kinescopes so that they will be regarded as a basic part of programming as tv develops in other countries.

VOA currently is servicing 25 stations in 19 countries with shows running from 15 minutes to 1½ hours a week. Two of VOA's most popular features, Mr. Poppele said, are an adaptation of *Voice of Firestone* and the National Assn. of Mfrs.' *Industry on Parade*. Additionally, VOA gets films and kinescopes of other shows on a regular basis.

Mr. Lott outlined the activities of Eurovision, a temporary, experimental network linking eight European countries, which he said has proved to be "tremendously successful." But, he said:

"Unfortunately, there appears little opportunity for the VOA to participate in Eurovision until the achievement of a transatlantic television link. The only possibility at the present state of development would be for some American group to assist in originating the program from somewhere in Europe. There is no place for films in the present Eurovision concept. Incidentally, European television officials feel sure that a transatlantic link will be a reality within five years."

Mr. Berry said that excepting Cuba and possibly Mexico, South American tv from the U. S. point of view "has really not progressed very far," though "the desire is great."

In a country-by-country examination of tv facilities, outlook and usage of VOA services, Mr. Berry cited Cuba as "the most advanced among all the countries I visited," and said it "can look forward to a tremendous television development" and "in all probability" will be "the first link in the establishment of an inter-American network

"A microwave link between Key West and Havana is already a reality," he continued, "and the extension of this link is a matter of cooperative effort between American labor unions and the Cuban telecasters.

"It is my feeling that U. S. participation in the development of Latin American tv will be in direct proportion to the extent of study which U. S. firms make of the requirements and habits of the people of those countries . . ."



A la carte

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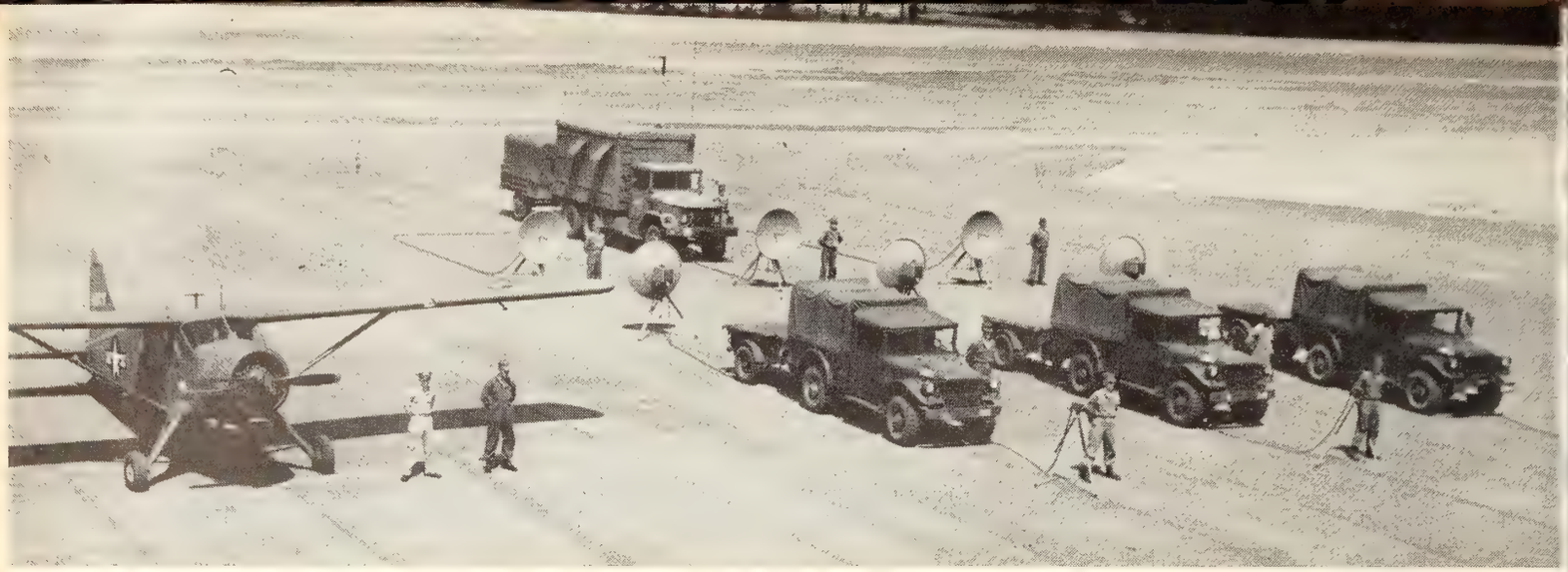
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West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
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Chicago 2, Illinois

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HOW CAMERAS FOLLOW THE TROOPS



THE eyes of field commanders are upon enemy forces, now that the Army has developed tactical television in cooperation with private industry. This new development in warfare, shown for the first time Wednesday, includes hand- and plane-carried Vidicon cameras feeding relay trucks which in turn are caught by a control truck (see basic field equipment above). In addition, a panel of eight or more monitors at field headquarters picks up field signals for the commanding officer, who can select any desired image for close inspection on master control. At left is camera mounted on armored personnel carrier for maneuvers at Fort Meade last Wednesday. Two cameras were mounted in a reconnaissance plane, with Cpl. John J. Moffitt as cameraman. On the ground a camouflaged observer, Pvt. 2/c Charles M. Klingman, used a Vidicon at the scene of action (see cut below).





TV JOINS THE ARMY

BATTLES OF THE FUTURE WILL BE EYE-WITNESSED ON VIDEO

by J. Frank Beatty

TELEVISION has removed the blinders from the eyes of battlefield commanders, opening the way to revolutionary changes in war tactics.

The White House and Pentagon joined the nation's tv viewers Wednesday in watching an NBC-TV colorcast of this historic development in warfare. A complete maneuver using tv cameras as distant eyes for field officers was watched by top military officials and newsmen. The demonstrations took place at Fort George C. Meade, Md., between Washington and Baltimore.

Brig. Gen. David Sarnoff, RCA-NBC board chairman, who submitted the idea of combat tv to the armed forces just 20 years ago, participated in Wednesday's maneuvers. His contribution to military tactics was officially recognized by the Army's Chief of Staff, Gen. Matthew B. Ridgway; Lt. Gen. Floyd L. Parks, Commanding General of the Second Army, and Maj. Gen. George I. Back, Chief Signal Officer.

Gen. Ridgway said, after watching the Army exercises, that after tv is thoroughly tested it "can take its place beside the atomic cannon, the Skysweeper anti-aircraft gun, the NIKE and corporal guided missiles, and the Honest John rocket as part of our modern Army."

The eyes of television were added to a Fort Meade command post through a control panel into which the signals of eight field cameras were fed. One of these signals originated in an L20 light observation plane. Three hand-held RCA tv cameras operated out of ¾-ton trucks through 500-foot cables. The trucks transmitted by microwave relay to a larger monitoring truck near headquarters.

Two larger RCA cameras and a transmitter, totaling 200 pounds, were installed in the reconnaissance plane, one fixed to cover terrain directly below the plane and the other panning surrounding areas.

Equipment used in the exercises consisted of commercially available gear, including light RCA Vidicon cameras. The main exception was a 100-inch "Peeping Tom" lens that fed an Army tv camera. It was aimed at the landing point for amphibious equipment and could not be easily moved.

The 20 years of industry development and military testing produced what the Signal Corps described as a weapon that may provide "the ability to see immediately and control the battle situation."

Samples of the complete black-and-white exercise shown over a closed circuit to newsmen were reproduced in the NBC-TV color program at 11 a.m. Wednesday. With Ben Grauer narrating for NBC-TV, the historic event was carried to all color sets and in monochrome to black-and-white receivers via the network. The Fort Meade signal was relayed to the network via Baltimore.

Military observers were enthusiastic in their praise of combat television, though still awaiting thorough field testing. They watched a command post staff use the eight tv cameras as a source of instantaneous field information. This realization of a commander's dream demonstrated how a reconnaissance plane and other portable cameras can locate equipment, transport and troop locations. Artillery fire was directed on those objectives and their simulated destruction was observed via telescopic lens.

The color program vividly portrayed the destruction of an enemy installation by flame throwers, whose orange hues appeared with brilliance on the screen. Smoke of varied tints appeared during artillery barrages.

A Vidicon monochrome camera in the observation plane supplied a picture of terrain that appeared on color receivers in black-and-white. At four RCA color receivers in the Fort Meade headquarters tent the terrain appeared as green, a bit of trickery by a technician who turned up the green image to provide a realistic scene.

Army personnel handled practically all phases of the exercise televised in black-and-white. NBC program and technical specialists handled the network color program and operated the three RCA color cameras as well as the RCA and NBC mobile units.

Flanking Gen. Sarnoff were Frank Folsom, RCA president; Robert W. Sarnoff, NBC executive vice president; Barry Wood, NBC executive producer and color coordinator; George Lawrence, stage manager, and Ed Pierce, NBC associate producer. Head the RCA executive contingent was T. A. Smith, vice president and general manager, Engineering Products Division. The black-and-white exercise was narrated by Capt. Robert Berry of the 2d Army, a former NBC announcer.



Brig. Gen. David Sarnoff (left), RCA board chairman, describes Vidicon field camera to Maj. Gen. George I. Back (center) Chief Signal Officer, Army Technical Services, and Gen. Matthew Ridgway, Army Chief of Staff.

Speaking during the colorcast, Gen. Sarnoff said the use of tv in military operations will provide increased combat efficiency and make possible a substantial saving of lives. In providing the armed forces with effective communication by sight as well as sound, he predicted extensive use of military tv not only as a tactical system but for communication between the center of command in Washington or elsewhere, and theatres of operation overseas. He pledged RCA's continued cooperation "in

(Continued on page 90)

THE LOYAL AUDIENCE

NIELSEN DEVISES A TEST TO SHOW THOSE WHO KEEP LISTENING

HOW GOOD is my program?

This question, frequently asked by sponsors, producers, actors and writers, is usually answered in terms of ratings or size of audience. But audience size depends on many factors outside the program itself.

For both radio and tv, size of audience depends on sets-in-use at the time of broadcast, and sets-in-use depends on the time of day, the day of the week, the season of the year and the state of the weather. Audience size also depends on the number of persons fed to it by a preceding program on the same station or network, on competing programs on other stations at the same time, on the program's promotion and—of major importance—on the past performance of the program series. A great show last week usually means a good audience this week.

So the size of a program's audience is the end result of many different factors. But what that particular broadcast is able to do with the audience delivered to it—whether it will hold them through the show or let them tune away to other channels—is another matter. It's a matter of holding power.

For anyone concerned with the writing, the casting, the production of a show, with the inherent strength of a program in gripping the attention and interest of its viewers, holding power is fully as important as size of audience. Realizing this, the A. C. Nielsen Co. has developed a measurement of audience holding power which, first in radio and now in tv as well, is yielding a great deal of valuable information on this vital characteristic of programs. The Nielsen research people call it the "Audience-Held Index," or A-H I for short.

A Nielsen executive the other day put A-H I through its paces for B•T in a two-hour session, during which he showed results so far produced on a variety of programs, both radio and tv. In principle, he explained, A-H I is a very simple thing; it is designed to answer this question:

"For this particular broadcast of my program, how many of the homes tuned in at the start stayed with it to the end?"

In actual practice, A-H I doesn't count the listening or viewing homes at the very first minute of the show, but instead begins to count at the fifth minute. This is to give the audience a chance to settle down; that is, the late-comers are included, while those who are really viewers of the preceding show but are late in tuning it out are excluded.

The tune-outs during the body of the show are then counted. The homes which stay with it throughout are the difference: those tuned in at the start minus the tune-outs. The A-H I is simply "Audience Held" expressed as a percentage of the starting (fifth-minute) audience.

The A-H I measurement is concluded at the 25th minute of a half-hour program. The tune-outs during the last five minutes are not included in the computation as they are tuning out not because they don't like the program but rather to get a succeeding program on another station.

Here is an example of how A-H I is computed from Nielsen audience flow data:

Delivered Audience (Measured at Fifth Minute to Include Late Tune-Ins and Exclude Late Tune-Outs)	**7,004,000**
Audience Lost (Tune-Outs, Minutes 6 through 25)	**1,123,000**
Audience Held	**5,881,000**
Audience-Held Index (Audience Held as % of Delivered Audience)	**84.0%**

This measurement is purely the ratio of the number of homes making up the audience at the beginning of the program to those still with it at its conclusion, it was emphasized. There is no correlation between audience holding power and the size of the delivered audience. (See chart.)

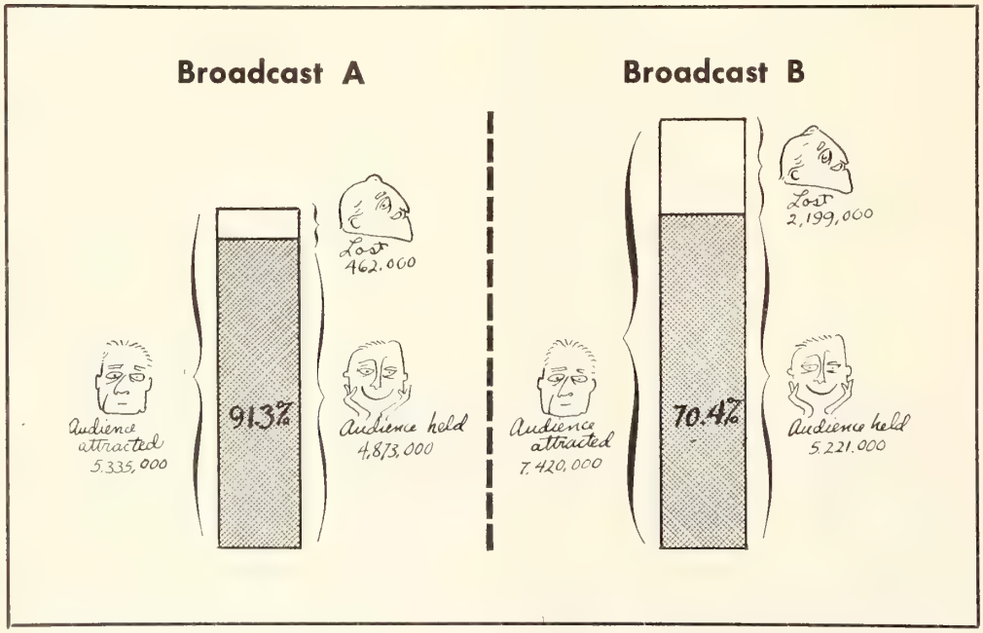
The best use of the Audience-Held Index is in comparing individual programs of a single series, the Nielsen researchers believe. Citing the case of a well-established radio program of the dramatic type, whose A-H I was charted several years ago at a time when television was beginning to cut deeply into evening radio audiences, the Nielsen spokesman said: "The first thing we found was that while total audiences and therefore ratings were down as compared with the years before tv, there had been no loss in the average holding power of the program.

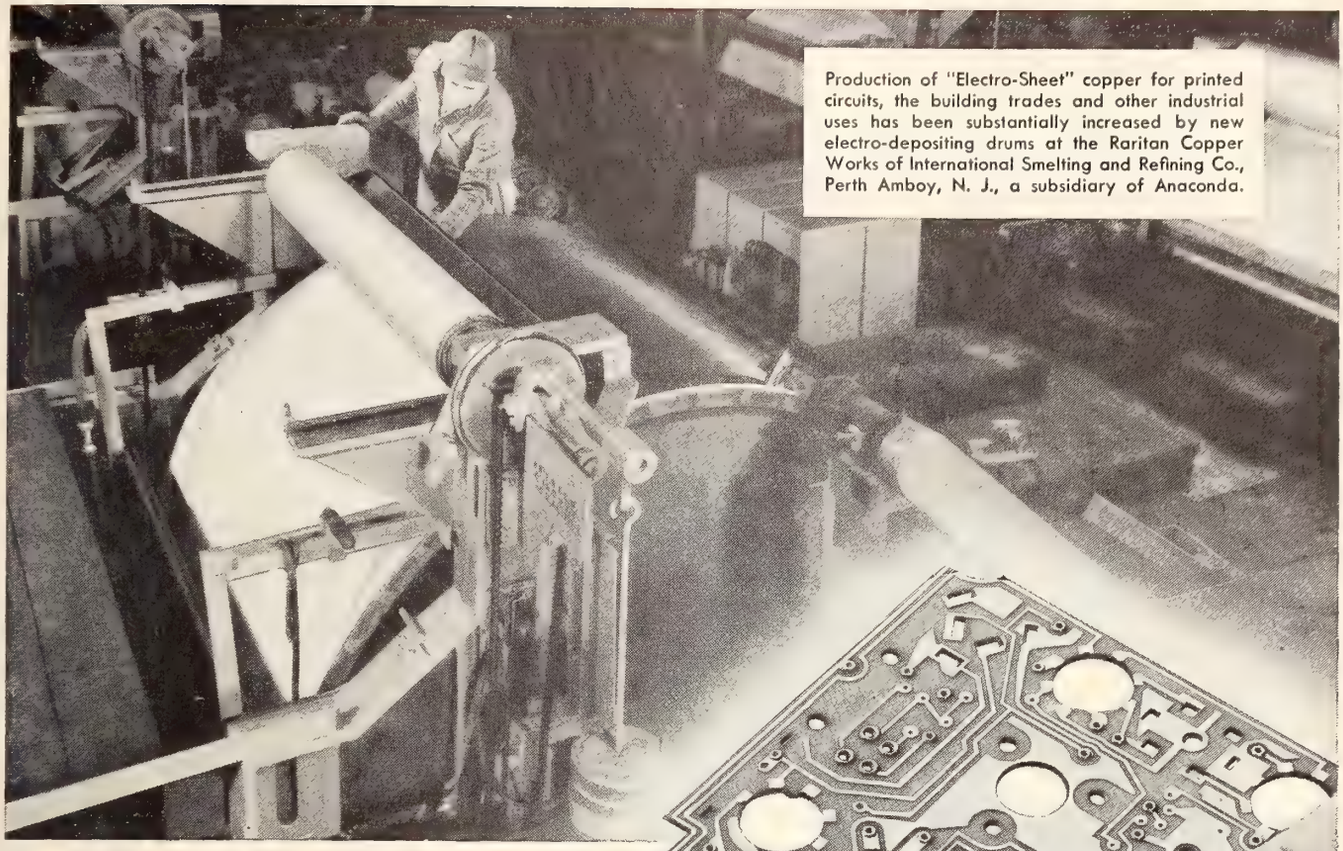
"We also found an A-H I range of nearly 50 points between those programs which were most successful in holding their audiences to the end and those least successful. After our data were matched with the program scripts, one fact stuck out like the proverbial sore thumb:

> "When the dramas dealt with a young heroine and her search for love amid adventure, the program got A-H I's in the 80's; that is, more than 80% of the listeners who heard the opening of the drama were still tuned in at its end. But when the broadcasts were of the historical-documentary type, with no love interest, the A-H I dropped to the 60's, showing that many listeners failed to stay with the programs.

"Very much the same situation is true today for tv dramas. Romance holds viewers fast; undramatic documentaries lose them in droves."

Fluctuations in audience-holding from program to program may be due to many causes, but when a producer sees a low





Production of "Electro-Sheet" copper for printed circuits, the building trades and other industrial uses has been substantially increased by new electro-depositing drums at the Raritan Copper Works of International Smelting and Refining Co., Perth Amboy, N. J., a subsidiary of Anaconda.

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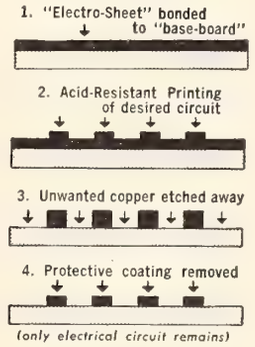
Many millions of pounds of this thin-gage copper sheet have been supplied to industry over the years. A typical use of "Electro-Sheet" in the building field has been for waterproofing-membranes and paper-coated flashing. Because "Electro-Sheet" is furnished in widths up to 64", as thin as ½ oz. to the square foot (.0007"), and up to 7 oz. per square foot, many other industries have found important, yet economical, applications for this product.

To keep pace with the fast-growing demand for "Electro-Sheet" copper in radio and television, Anaconda is producing substantially larger quantities of this material, in 1-oz. and 2-oz. weights, and of "printed circuit quality." This calls for exceptionally clean and smooth surfaces with gage size held to very close tolerances.

This production of "Electro-Sheet" copper typifies Anaconda's program for serving more effectively industry's many needs for copper and copper alloy products.

54292-A

HOW ETCHED PRINTED CIRCUITS ARE MADE



In production of radio and television receivers, components are mounted in place on the printed circuit and connections are made simultaneously by dip-soldering.

• *Inquiries on "Electro-Sheet" should be directed to The American Brass Company, Waterbury 20, Conn.*

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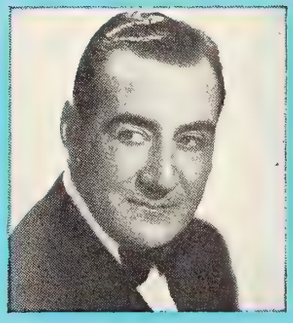
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America's Foremost Vocalists

Each week a glamorous name recording star will make a guest appearance on the Guy Lombardo Show giving your sponsorship an even greater sales impact.

*ARB, April, May, June 1954

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The folks in Northeast Florida are "SWITCHING TO 36" at a rapid rate . . . and no wonder!

From these studios in JACKSONVILLE, FLORIDA . . .



WJHP-TV

Channel 36

presents 174 weekly quarter-hours of top network shows

ABC • NBC • DuMONT

plus 160 weekly quarter-hours of local programs and film presentations.

§ § §

Last year, the 454,700 folks in WJHP-TV's 9-county basic coverage area spent $445,402,000 for retail sales.

This year, these folks are spending more and more of their viewing hours watching CHANNEL 36 . . . and more and more of their Effective Buying Income purchasing goods and services advertised on CHANNEL 36.

§ § §

Just another reason why advertisers, too, are "SWITCHING TO 36" to sell this important Southeastern market.

For the complete story, call Jacksonville 98-9751 or New York MU 7-5047.

§ § §

WJHP-TV

JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

Represented nationally by John H. Perry Associates

A-H I report for a particular show he can usually diagnose the reason without too much trouble. Nielsen clients use A-H I to determine the weak spots in their past programs and thereby simplify their job of maintaining high performance levels in the future.

When four leading tv dramatic programs were compared as to audience-holding ability it was seen that two of the programs had very consistent A-H I's, their highest and lowest single program indexes being remarkably close to the average for the whole series. In radio, the *Jack Benny Show* revealed a similar characteristic. Analyzed for a full season, this program's A-H I record showed a high of 90.8 and a low of 82.4, with an average of 88.5. In contrast, Bob Hope's record for the same year ranged from a high of 90.1 to a low of 68.3, with an average of 81.9.

The Masters Go Over

Another radio A-H I analysis, this one of New York Philharmonic orchestra broadcasts, indicates that the old masters—Brahms, Beethoven and Bach—hold their listeners better than modern composers do. Why this is so is a problem for musicians, not audience measurement researchers, the Nielsen executive said.

He emphasized that A-H I is only one of many different measurements of program performances, all of which must be used to produce a sound, well-rounded evaluation. Taken alone, he said, A-H I has definite limitations which, if not well understood, could lead to serious misinterpretations. For, he pointed out, A-H I is a quantitative measurement which attempts to get at qualitative facts—the reasons why people do certain things rather than something else.

Despite its limitations, the Nielsen people believe that a program's A-H I is a pretty good index of its ability to create habitual listeners or viewers and that these habitual members of the program's audience largely determine the week-in, week-out audience size. More than three-fourths of *Dragnet*'s audience, it was pointed out, see at least three out of four *Dragnet* telecasts in a month.

"Look at it this way," the Nielsen man said. "The first broadcast of a new program series gets part of its audience just because they normally listen to that station at that time. Another part comes from advance promotion and the rest just happened to tune in. The next week the effect of the advance promotion is less, the other two factors the same, but a new one has been added, the habitual audience, made up of those people who caught the first program and liked it well enough to see it through and to tune in the second. If they hadn't seen it through, they wouldn't have come back the second time.

"In the long run, those viewers who do see each broadcast through, who do become habitual viewers, make the difference between a big-audience show and a weak one."

Or, in the type of expression preferred by science-minded researchers:

"Satisfied viewers make habitual viewers make high ratings."

TV JOINS THE ARMY

(Continued from page 85)

the common effort to strengthen and advance our national security."

In informal remarks at a news conference and later at a luncheon where he was host Gen. Sarnoff said the color equipment used for the network production "can be produced in any quantity desired." He added that color portable cameras are not far away and all gear is being lightened. He laughingly observed that whenever he appears at a demonstration, "something usually goes wrong," but no major electronic mishap was apparent to observers Wednesday.

Gen. Ridgway, speaking on the network colorcast, agreed that tv's military progress "is the result of the splendid teamwork which exists between the United States Army and the electronics industry." He told Gen. Sarnoff and Gen. Back they "should be proud of the contributions to national security" witnessed in the maneuvers, adding, "They reflect the skill and devotion of the dedicated men and women of the electronics industry and the Army Signal Corps."

During the black-and-white action, units of the 3d Armored Cavalry Regiment attacked across open terrain, with ground and air cameras following the tank-infantry assault on a water crossing, through a skirmish and then to an assault on a fortified position beyond the beachhead. An "enemy" officer was captured and brought before the camera for interrogation. A blueprint of a key bridge was found on the prisoner. The episode was repeated on the color program, with the details of the blueprint readily discernible to the commanding officer at headquarters.

Color Helps C.O.

Military officials said the addition of color enabled observers and the regimental commander "to distinguish more clearly the nature of the foliage and terrain, and to discern more easily the movement of the troops and equipment in wooded areas."

The concept of military tv came in 1934 from Dr. V. K. Zworykin, vice president and technical consultant of RCA Labs. He proposed to Gen. Sarnoff the development of a "television aerial bomb—a pilotless missile with electronic eyes—as an American alternative to the use of suicide pilots even then being discussed by the Japanese."

Gen. Sarnoff approved the concept and took it up with the armed services. RCA provided personnel and research funds to develop suitable equipment. Early emphasis was placed on design and testing of airborne equipment, first with the services and subsequently with the National Defense Research Committee.

First equipment was field-tested in 1937. From it stemmed the first military tv equipment used in battle. It was employed in remote-control attacks in widely separated areas. Airborne equipment was used by the services at Bikini atom bomb tests, tv-equipped pilotless drone aircraft being flown through the atomic mushroom to obtain first-hand information on radioactivity resulting from the blast. Improved equipment installed in bombs and explosive-laden drones were used in attacks on North Korean targets.

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PROGRAMS & PROMOTION

ALL THAT GLITTERS IS NOT . . .

A GOLD-TRIMMED mousetrap is being used by KPHO-AM-TV Phoenix, Ariz., to convince agency and advertising executives that the best way to "trap the Phoenix market" is with ch. 5 KPHO-TV and 910 kc KPHO. The maroon-painted mousetrap is inscribed with green and gold designs including a gold-flecked bait holder, intended perhaps as an inducement to discriminating mice.

MUSIC FOR BOSTON

WCRB Waltham, Mass., is planning, with the addition of an fm outlet expected to begin operations about Sept. 1, to have what it claims to be the first fulltime am and fm broadcast station in the Greater Boston area devoted solely to the transmission of music. The station has offered concert music on its daily *Afternoon at Symphony* program for the past three years on the am band and last November shifted the remainder of its schedule to a music format. In order to strengthen and operate on the am band during nighttime hours, WCRB will erect two additional 200-ft. antenna towers at its transmitter site. Program plans for the new operation include the establishment of an *Evening at Symphony* program, in addition to presenting transmissions of binaural programs and recordings, the station reports.

WMTW (TV) BRUSH PROMOTION

TWO BRUSHES, one small and one large, are being sent to agencies and advertisers by WMTW (TV) Poland, Me., to point up the difference between that station's coverage and other northern New England stations. An attached tag proclaims that WMTW's more-than-a-mile-high transmitter, which is located on the summit of Mt. Washington, N. H., ". . . covers most of Maine, New Hampshire and Vermont. . . . Reaches virtually all families local tv stations do and thousands of families they cannot reach . . . yet average cost runs 54% less than the combined cost of the three tv stations giving next best coverage." The ch. 8 station, which is due to go on the air sometime this month, claims 219,461 tv homes as of April 30, 1954, using RETMA statistics.

CBOT (TV) 'PRESS CONFERENCE'

CBOT (TV) Ottawa has inaugurated a weekly press conference program with national leaders of Canada's political parties and members of parliament. The program is in the format of interviews of national political figures by newspapermen and women attached to the Canadian Parliamentary Press Gallery. The program is fed on a tv network to CBLT Toronto and CBMT Montreal.

KBIG 'BIRD CALL'

THE NEW KBIG Avalon, Calif., announcer is strictly for the birds. Carl Bailey, station disc m.c., has purchased a talking myna bird, which he proposes to teach to make the station break and other service announcements on his early morning show, appropriately titled *The Early Bird.*

RADIO STATIONS INCREASE

WORLD Broadcasting System has sent a special bulletin to its more than 1,000 radio station affiliates stating that despite television, radio is growing in total number of stations and areas served, as well as in advertising effectiveness. The bulletin points out that in the year ending June 30, 1954, 154 new radio stations were authorized by the FCC, and declares that "these new am operators aren't moving into the business for fun."

Orr on the Spot

CHANCE to film for tv the coverage of a news event as it happened instead of afterwards came recently to Roger Orr of the KMTV (TV) Omaha news staff. Mr. Orr and KMTV newsman Dick Trembath were out on a routine story with the Nebraska Safety Patrol. Mr. Orr spotted a gravel truck coming over the hill fully loaded and realized it would never be able to stop in time to avoid the traffic jam caused by a burning car. He focused his movie camera on the truck. The truck's teen-age driver, seeing he could not stop, swerved the truck onto the shoulder and into a field, where it turned over three times. Mr. Orr caught the whole scene for the KMTV audience.

WGEZ TALENT HUNT

TALENT HUNT was conducted recently by WGEZ Beloit, Wis., as part of that city's Aqua Days celebration for the United Givers benefit. The show was staged for three nights at the Beloit College Fieldhouse, drawing an estimated 13,000 residents and featuring 24 acts. The hunt was divided into two divisions, one for children and one for adults, with the winner of the former receiving a combination radio-phonograph and the adult finalist getting a 21-inch tv set.

WLWA (TV) CONTEST

AS PART of Crosley Broadcasting Corp.'s summer "Operation Sunburst" promotion campaign, WLWA (TV) Atlanta recently staged a "Son of the South" contest. Persons competed to identify different characters out of Southern history from clues and jigsaw picture-puzzles, the mystery personalities becoming more difficult to name as elimination progressed. A 16-year-old youth from Decatur, Ga., finally captured first place when he correctly identified Joel Chandler Harris, creator of the songs and sayings of "Uncle Remus." Among the prizes awarded him were a 1954 convertible automobile, boat, tv set, automatic washer, refrigerator and clothes dryer.

WTRI (TV) GOLD GOLF TEES

GOLD PLATED golf tees are being sent to agencies and advertisers by WTRI (TV) Albany (Schenectady) to bring attention to that station's *Tee Off With the Capital District Pros* program. The weekly, half-hour golf show is produced with the exclusive cooperation of the Northeastern Section of the Professional Golf Assn., according to WTRI, and features instructions and tips from professionals at neighboring golf courses and country clubs.

WALL 'EXCLUSIVE'

DESPITE an undermanned news department, WALL Middletown, N. Y., still was able to come up with an "exclusive" when a loaded milk tanker, out of control, crashed into a long line of traffic coming into that town, killing three persons and injuring ten. At the time, Al Larson and John Zaimes, WALL news editor and newsman, respectively, were spending the day fishing, and Lem Schoefield, a Pennsylvania U. journalism student, was handling the department. Going to the scene of the accident, Mr. Schoefield fed bulletins to the station, lined up a direct broadcast from the Liberty, N. Y., police headquarters and



NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

later made his own newscast. The story broke too late for the local papers and WALL had an "exclusive," reports the station.

WIP COUNTS POLLEN

WIP Philadelphia, in cooperation with the Philadelphia Department of Public Health, is making twice-daily pollen counts for hay fever sufferers in that city. Health officials from six sections of the city—northwest, northeast, north-central, center city, south and west—report directly to WIP, providing listeners with an official count.

FISHY STORY

WBAL Baltimore reports, from an anonymous source, "All fishermen are liars, but all liars are not necessarily fisherman; some of them could be radio agriculture editors," and then relates the following story: It seems that Conway Robinson, WBAL agriculture editor, in an attempt to photograph a new barn, leaned out the window of an airplane, which was being flown by a Mr. Driver, owner of the barn—and his hat blew off. Toying with the thought of expense-accounting one hat, Mr. Robinson discovered, in his own words, "when Mr. Driver returned to earth, there was the hat, lying right at his front door."

WCBS-TV BROCHURE

WCBS-TV New York is sending to advertisers and agencies a gold and white brochure titled "Get in the Picture!" Employing an accordian-like folding device for opening, each section has a line-drawing man viewing a tv screen. He claims WCBS-TV has the largest day and night audience; most quarter-hour wins, day and night; six of the top 10 nighttime shows; seven of the top ten weekday daytime shows; and most of the top ten daily local shows. The station uses the American Research Bureau figures, May 1954, as its source.

Retina Respite

IN a not too subtle dig at television, WINS New York announced last week it has started a four-hour block of "Best Music From Show Business" programming on a Monday-through-Friday, 8-12 midnight basis, dedicated to "the relief of videophiles who have had to put up with too much of too little too often on their tv screens." Bob Smith, WINS program manager, said that "if the tv industry doesn't feel it can cater to the at-home audience during the hot summer months, then radio certainly will."

The station is conducting a contest among listeners to name the new program and reports suggestions, including *Easy Every Ballroom, The Relaxed Retina Revue, Rest Your Peepers, Eye Rest Revue, The Casual Cornea Show,* and *The Easy Iris Show.*

WNAX ANNIVERSARY PICNICS

CELEBRATION commemorating Wynn Speece's 13 years of broadcasting *Your Neighbor Lady* programs over WNAX Yankton, S. D., was recently staged when that station, in conjunction with the program's sponsors, held five anniversary picnics for listeners in South Dakota, Nebraska, North Dakota, Iowa and Minnesota. Despite 100°-plus weather, large numbers of women turned out at the picnics to visit with Miss Speece as she toured the congregating points. Sponsors donated such momentos as recipe books, pencils and small emery boards to be passed out. A week previous to the event Gordon Laughead Jr., WNAX sales promotion manager, visited picnic sites and grocers in the areas, putting up posters and distributing "Your Neighbor Lady" shelf cards for sponsored products. At the picnics themselves 30-minute *Your Neighbor Lady* programs, featuring interviews with 13 year program listeners, were taped.

KOTV (TV) GOLF TOURNAMENT

KOTV (TV) Tulsa staged its 1954 Junior Golf Tournament July 26-28 at Tulsa's Oak Country Club. The three-day competition was open to boys and girls under the age of 16. A total of 190 entrants was attracted by the program.

WDSU-TV 'REPRINT' BROCHURE

AN old-style French gate, which swings open at the center, covers the new blue and white brochure being sent to advertisers and agencies by WDSU-TV New Orleans. When the "gate" is fully-opened, a picture of the station against the sky is revealed, the first of seven reprinted recent trade advertisements contained in the booklet. The succeeding pages and picture show WDSU-TV coverage of a recent visit by President Eisenhower and the Mardi Gras; the station's studios, production staff and news department in operation; and finally a large illustration containing shots of various station personalities, giving the reader a "glimpse at some of the people who make up the large and competent staff of Louisiana's *First* Television Station."

PIANO ROLL RACE

INTRAMURAL competition is in high gear at WBZ-WBZA Boston-Springfield, Mass., where station personalities are engaging in a race to see who can collect the most piano rolls. The contest started when a WBZ disc m.c. played a piano roll he found in the library. Other station music makers, plus the farm director, a sportscaster and the editor of *Home Forum* program, picked up the idea and began asking listeners to send the station any they might have. Over 1,600 have come in with Nelson Bragg running in first place with 857 rolls and Carl deSuze second, having collected 509. The station thinks they perhaps may have the answer to the 45 rpm record problem.

Client Helps Out

UNKNOWN to KTBC-AM-TV Austin, Tex., personnel working on the American National Bank-sponsored election night coverage, the "messenger" who was carrying teletype copy to the staff on camera, answering the telephone and doing other odd jobs, was American National Bank Vice President Arch C. Adams. Mr. Adams went to the KTBC-AM-TV studios to watch the show and, according to the stations, was so carried away with the excitement of the election returns he began running around doing all sorts of odd jobs. More composed the following day, Mr. Adams called to congratulate the station for the production and to praise the staff for their "spirit." KTBC-AM-TV General Manager J. C. Kellam finds a moral from the episode: "Invite your sponsor to watch that show he's paying for—it's the best public relations in the world. . . ."

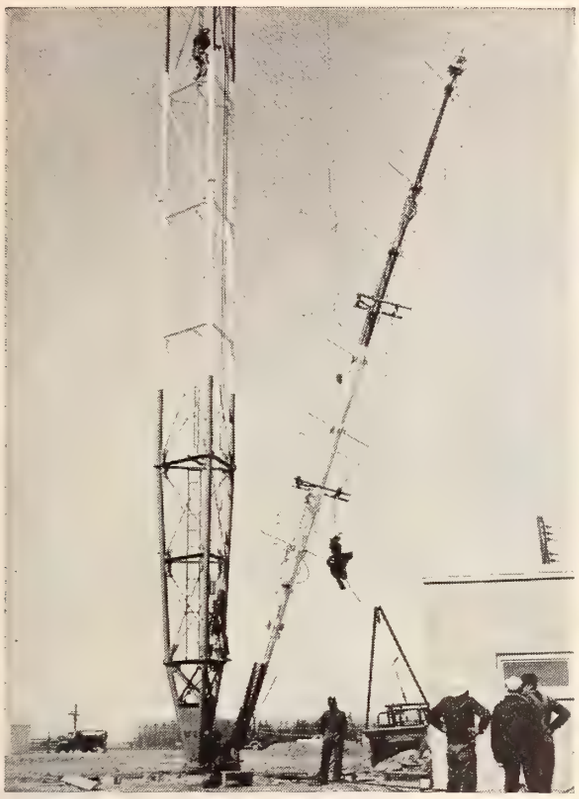


DO YOU KNOW THIS MAN?

He is Kenneth J. Crosthwait, vice-president and general manager of WTCW, Whitesburg, Kentucky. He says—
"I first learned to appreciate the SESAC repertory while with NBC in New York. Now, I've learned to appreciate the great SESAC Library at WTCW. With a daytime independent operation, we depend on the SESAC Library as the basis of our program structure. As far as WTCW is concerned, it's SESAC all the way, and as proof we're using the SESAC Library at our new station in Grundy, Virginia. For well-balanced programming, I fail to see how any station can operate without the SESAC repertory, and for the best value in a transcribed library service, one that will fill the bill for music needs and make money for your station, I know that the SESAC Library leads the way."
The SESAC Library is *lowest in cost* for a complete Program Service

SESAC INC.

475 Fifth Avenue **New York 17, N. Y.**



Going up! 101-foot RCA antenna in position for hoisting to top of 399-foot Truscon Triangular Guyed Tower. KGLO, Mason City, Iowa.

399-foot Truscon Tower erected for...

KGLO

Latest addition to the skyline around Mason City is this Truscon Steel Triangular Guyed Tower now operating for KGLO. It mounts an RCA TF-6 TL antenna 101 feet high. Together, the tower and antenna rise 500 feet above Kensett, Iowa.

What types of towers are you going to need? How tall? How soon? Truscon builds them for you tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV, and Microwave transmission.

Truscon knows towers . . . has designed and built many hundreds that now are standing straight and strong in all kinds of wind and weather. You'll be putting your tower problems in competent hands when you contact any Truscon district office, or write to "tower headquarters" in Youngstown.

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, N.Y.

REPUBLIC STEEL

TRUSCON . . . a name you can build on

HOAG-BLAIR CO. FORMED TO REPRESENT SMALL-MARKET TV; BLAIR RADIO REALIGNS

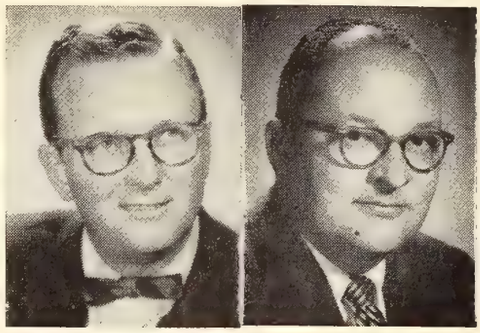
Robert Hoag will head the Blair-Tv Inc. adjunct, designed to represent stations outside major markets. Barnett, Scott and Dwyer involved in John Blair & Co. executive shifts.

EXPANSION MOVES in the activities of the John Blair radio and television station representation firms are being announced today (Monday), encompassing the establishment of Hoag-Blair Co., a representative firm for tv stations located outside major markets, and executive realignment and additions in the radio operation [CLOSED CIRCUIT, Aug. 9].

Changes in John Blair & Co., radio station representatives, involve the appointment of Wells H. Barnett, sales development manager, to the post of assistant to the president; naming of Tucker Scott, a key broadcast media buyer at BBDO, as sales development manager, and naming of Robert Dwyer, WABD (TV) New York account executive, as a Blair account executive in the New York office.

In announcing the formation of Hoag-Blair Co., John Blair, chairman of Blair-Tv Inc. and president of John Blair & Co., stated that he has "long recognized that there is a basic difference in the sales strategy necessary for effective representation of competitive stations in major markets and tv stations located outside of major markets throughout the country."

Mr. Blair said his organization's experience with the separation of radio and television sales, dating back to 1948, "clearly indicates to us that a separation of responsibility between those who sell the major market stations and those who sell the smaller market stations will react to the advantage of both."



MR. HOAG MR. BARNETT

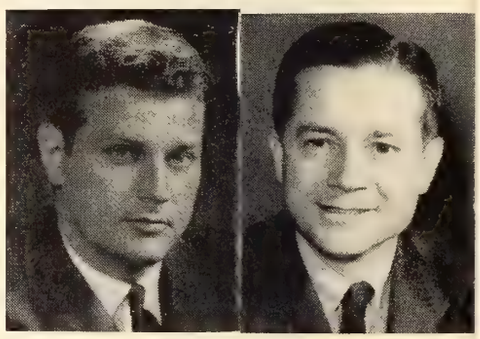
The new company will be headed by Robert Hoag as president and general manager, and will begin operations on Sept. 1 with offices in New York, Chicago, Los Angeles and San Francisco. It will begin with a nucleus of four stations: KBES-TV Medford, Ore.; KFYR-TV Bismarck, N. D.; KIDO-TV Boise, Idaho, and KIEM-TV Eureka, Calif.

One unusual feature of the new national sales organization, it was pointed out, is the creation of a board of governors composed of station operators represented by Hoag-Blair, which will advise management of the company on matters of policy. The board for the first year will consist of Walter Wagstaff, KIDO-TV, chairman; Frank Fitzsimonds, KFYR-TV, and William Smullin, KBES-TV and KIEM-TV. After the first year, the board of governors will be elected by vote of all station operators represented by Hoag-Blair.

Mr. Hoag will make his headquarters in New York. He has been with KFBM-TV San Diego for the past year as sales manager and previously had served in a similar capacity with KTSL (TV) Los Angeles [now KNXT (TV)]. Mr. Hoag also was associated at one time with CBS-TV Spot Sales in New York.

Major ownership in the new corporation, the announcement stated, will be held, for the time being, by Blair-Tv Inc. and Mr. Hoag, with a provision for stock participation by other employees of the company "as they qualify for it." Mr. Hoag said he expected the New York and Chicago offices to be in full operation by Sept. 1. Los Angeles and San Francisco representation of the Hoag-Blair list, he added, will be handled by Blair-Tv offices in those cities, with each office expected to appoint an additional executive prior to Sept. 1 to specialize on the Hoag-Blair list. Mr. Hoag said:

"It is our purpose to develop a positive approach to the problems of selling regional market stations in the national field. It should not be difficult to prove to the national adver-



MR. DWYER MR. SCOTT

tiser that many such stations are outstanding advertising vehicles because they face less intense competition for audience from other television stations, radio and other media than is the case with many major market stations."

William H. Weldon, who joined Messrs. Blair and Hoag in announcing the organization of the new firm, is president of Blair-Tv.

In a separate announcement detailing expansion moves at John Blair & Co., Mr. Blair noted that the changes involved the addition of two executives and the promotion of Mr. Barnett, for the past eight and one-half years sales development manager, to assistant to the president.

Mr. Barnett entered the advertising field in 1938 as a copy writer for Weston-Barnett, a Chicago advertising agency. He moved to WLS Chicago in 1939 as sales service manager, left in 1943 to enter the Army, and in 1946 joined John Blair & Co.

Mr. Scott, who succeeds Mr. Barnett as sales development manager, has been a principal broadcast media buyer for BBDO for the past five years. He was with Westinghouse in Philadelphia before entering naval service as a communications officer in 1942. After the war he joined Compton Adv.'s media service department as a timebuyer in 1946, moving to BBDO in 1949 as coordinator of radio and television and a principal buyer.

Mr. Dwyer, who will cover Philadelphia, Washington and Baltimore agencies in his new post, started his advertising career as an account executive for *Vogue* magazine. He has been an account executive at WABD for the past year.





WHAT DID IT COST TO CREATE YOUR JOB?

If you're an average U.S. factory worker—$12,000.

If you're a rough carpenter, it took approximately $350 worth of tools to set you up in your trade.

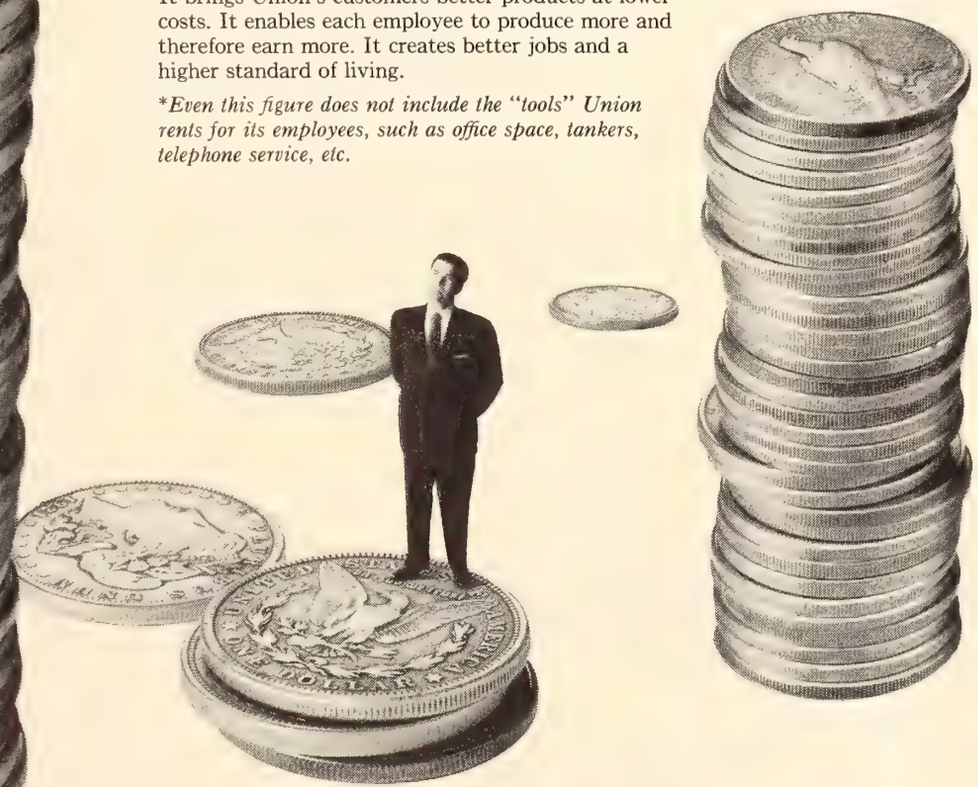
Tools for a garage mechanic cost about $3,000; for a Washington wheat farmer $12,500; for a secretary $300.

But if you work for Union Oil, it took $77,000 worth of tools in the form of trucks, service stations, refineries, oil wells, etc., to create your job.* Obviously, some of our jobs require considerably less investment than $77,000 and some considerably more. But this is the average for Union's more than 9,000 employees.

That's big money. But it accomplishes big things.

It brings Union's customers better products at lower costs. It enables each employee to produce more and therefore earn more. It creates better jobs and a higher standard of living.

**Even this figure does not include the "tools" Union rents for its employees, such as office space, tankers, telephone service, etc.*



UNION OIL 76 COMPANY
OF CALIFORNIA

This is one of a series by the people of Union Oil to explain how business functions. Your comments are invited. Write The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.

KFBI AND KTVH (TV) PLANNING MERGER

Pioneer radio outlet in Wichita and year-old Hutchinson tv station will file for FCC approval within fortnight. No personnel changes planned.

MERGER of 32-year-old KFBI Wichita with one-year-old KTVH (TV) Hutchinson, Kan., was announced last week. KFBI Inc. stock will be exchanged for Hutchinson Tv Inc. stock on a 2¾ shares for one share basis. Application for FCC approval is scheduled to be filed within a fortnight.

"The area-wide capability of both operations, serving the Wichita-Hutchinson area, will be greatly enhanced by the merger," W. D. P. Carey, president of KTVH, said following a joint meeting of the officials of both stations.

KFBI directors to be named to the KTVH board are J. Wirth Sargeant, W. D. Jochems, Wichita attorneys; C. Howard Lane, formerly with Marshall Field Enterprises and now heading KOIN Portland, Ore., and Horace L. Lohnes, Washington radio-tv attorney. Robert J. Laubengayer, KFBI chairman, already is a board member of KTVH. Present KTVH board members in addition to Mr. Laubengayer are Mr. Carey, R. E. Dillon, J. P. Harris, J. H. Child and Bessie M. Wyse.

There will be no change in personnel at either station, it was announced. Harold O. Peterson is general manager of KTVH and Hale Bondurant is manager of KFBI. New offices and studios for the tv station will be opened in the Hotel Lassen, Wichita, tomorrow (Tuesday).

KTVH operates on ch. 12 with 240 kw, has a basic CBS affiliation and also is affiliated with ABC and DuMont. It is represented by H-R Television Inc. It began operating June 25, 1953.

KFBI, founded in 1922, operates on 1070 kc with 10 kw day, 1 kw night, directional antenna. It is affiliated with ABC and is represented by Avery-Knodel Inc.

Besides Mr. Laubengayer, who is a 10% stockholder in KFBI and a 6% stockholder in KTVH, other duplicate stockholders are John P. and Sidney F. Harris, publishers of the *Hutchinson News-Herald*, who own 11.87% and 1.9%, respectively, of KFBI and 11.2% each of KTVH.

KFBI has 14 stockholders and KTVH has 15 stockholders.



A HANDSHAKE seals the agreement to merge KFBI Wichita with KTVH (TV) Hutchinson, Kan. The principals: Robert J. Laubengayer, KFBI board chairman (l) and W. D. P. Carey, president, KTVH.

NO CRYSTAL BALL

#LIBEL#

can forewarn you of

LIBEL · SLANDER
PIRACY
COPYRIGHT VIOLATION

BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

WJRT (TV) Leases Offices, Studios of Defunct WTAC-TV

WJRT (TV) Flint, Mich., has leased the studios and offices of WTAC-TV, uhf station which turned in its permit earlier this month [B•T, Aug. 9], it was announced last week by John F. Patt, president of WJRT and WJR Detroit.

The lease was acquired from the Trendle-Campbell Broadcasting Co., former permittee of WTAC-TV, and will expedite the inauguration of primary tv service to Flint, Mr. Patt said. He also revealed that ch. 12 WJRT has ordered more than $1 million worth of equipment, including a 50 kw RCA transmitter, "to make it the most modern and complete tv operation in Michigan."

The lease agreement, effective Sept. 1, is for 10 years, cancellable on one year's notice, and includes an option to purchase.

Bogalusa Names Robinson V. P.

ROBERT N. ROBINSON, general manager of WHXY Bogalusa, La., has been elected vice president and a member of the board of directors of Bogalusa Broadcasting Corp., licensee, President Dave A. Matison announced last week.

Mr. Robinson also is vice president of the Hub City Broadcasting Co., operator of WHSY Hattiesburg, Miss.

WOR, Goodman Arrange Half-Million Package

ACQUISITION by WOR New York of a $510,000 package of transcriptions from Harry Goodman Productions for the entire 1955 season was announced last week by Gordon Gray, general manager of the station, who described the move as exemplifying "a decidedly bullish attitude toward the future of radio."

The package will be used on the 1955 version of the station's WOR *Radio Playhouse*. The present format of the *Playhouse* calls for presentations from 3 to 5 p.m. daily and from 9:30 to 10 p.m. and 10:30 to 11 p.m. It will be continued in this form until Jan. 1, 1955, when an additional 2:30-3 p.m. daily slot will be scheduled.

Another major change in the format, according to Mr. Gray, will be increased emphasis on classics, based on the writings of Shakespeare, Dickens and Dumas. The contract provides for about 260 hours of classics, plus the following programs: *Stand By for Crime"* (52 hours), *Contraband* (52), *Deadline for Danger* (52), *Nom De Plume* (39), *Thirty Minutes to Go* (13), *All-Star Western Theatre* (52).

Commenting on the purchase for *Playhouse,* Mr. Gray declared:

"We have had a year to test the pulling and selling power of this format and our new outlay testifies to our confidence in the formula. This commitment for the entire year of 1955 proves that we mean business. The greater emphasis on classics is the result of our policy of keeping a constant finger on the pulse of the public."

Mr. Gray said extensive promotion of the WOR presentation of the classics is planned through the New York Board of Education, parent-teachers groups, cultural societies and civic groups. He added that an essay contest for high school and college students will be held, with its grand prize an all-expense trip to the annual Shakespeare Festival at Stratford-on-Avon and Paris.

KOMO-TV, WTTV (TV) Begin Color Operations

KOMO-TV Seattle inaugurated colorcasting last Wednesday with the network pickup of the Army-RCA "Television on the Battle Front" demonstration from Ft. Meade, Md. (See story, feature section).

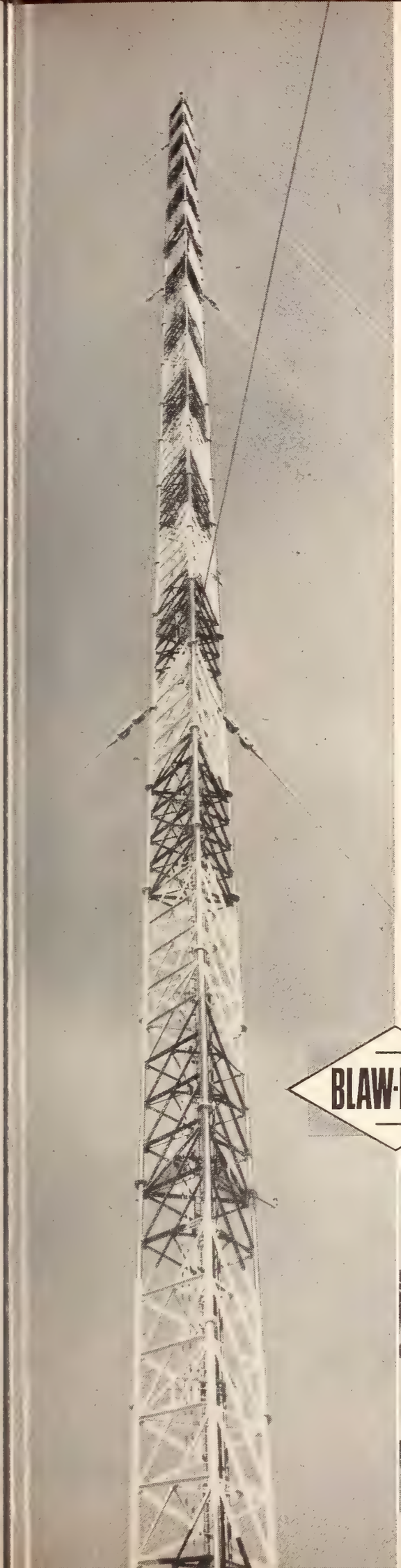
KOMO-TV, an NBC-TV affiliate for Seattle and western Washington, now is scheduled to receive in color the network's *The Marriage* series and the "Spectacular" series when the latter debuts next month. The start of colorcasting by the ch. 4 station was exactly eight months after it began regular tv programming —Dec. 11, 1953.

Another NBC-TV affiliate, WTTV (TV) Bloomington, Ind., reported last week that it, too, scored a "first" in its area by inaugurating network color tv. It is carrying *The Marriage* series and said reports of excellent color reception from Indianapolis and Columbus have been received.

Ward A. Coleman Dies

WARD A. COLEMAN, former general manager of WENC Whiteville, N. C., and president of the North Carolina Associated Press Assn., died last Tuesday after a long illness.

Mr. Coleman had been active in the North Carolina Assn. of Broadcasters and NARTB for the last eight years.



. . . 1088 foot guyed tower designed for triple service

With their new Blaw-Knox tower, and operating on channel 5 to full maximum power of 100,000 watts, WMCT in Memphis, Tennessee, has increased their coverage 100%.

The 1088 foot tower is a triangular guyed type with insulated base and sectionalizing insulators at the 640 foot level.

This special design tower does triple duty. The lower part is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.



WSPA Spartanburg, S. C., has leased and remodeled the adjacent building for the studios and offices of WSPA-TV. A 47x32 ft. studio has been constructed at the rear of the tv building. The WSPA auditorium, which seats 100, will connect with the WSPA-TV studios. The ch. 7 station will be affiliated with CBS when it begins regular programming, presently scheduled for early fall. Start of operations hinges on whether the U. S. Court of Appeals in Washington upholds the FCC action modifying WSPA-TV's construction permit to build the transmitter on Paris Mt.

Tolchin to Succeed Lebhar at WMGM

BERTRAM LEBHAR Jr., director of WMGM New York, is severing his connection with the station, a leading independent, upon the termination of his contract on Aug. 31 and will be succeeded by Arthur Tolchin, currently WMGM sales manager, Loew's Inc., owner of the outlet, announced Friday.

Mr. Tolchin, being elevated to director, has been with WMGM for the past 17 years, becoming assistant director of sales in 1945 and sales manager in 1951. He was one of the founders of the Radio Executives Club, now known as Radio Television Executives Society. He is a native of Milwaukee.

Mr. Lebhar, who in addition to his managerial duties is an active sports broadcaster under the name Bert Lee, entered radio with CBS more than 20 years ago. He subsequently served with WOR New York for four and a half years, then moved to WMCA New York as vice president, and in 1939 to WMGM as director of sales. He became director of the station in September 1949. His future plans were not announced.

Hartford, Buffalo Tvs Go on Air Over Weekend

TWO new tv stations, one vhf and one uhf, were scheduled to begin regular programming last weekend, bringing the first local outlet to Hartford, Conn., and the third to Buffalo, N. Y.

WGTH-TV Hartford (ch. 18), due to begin commercial operations yesterday (Sunday), is represented by H-R Tv Inc. It is the first local tv there. WGR-TV Buffalo (ch. 2), affiliated with NBC and DuMont, was to begin Saturday. It is represented by Headley-Reed Tv and is the third station but second vhf there.

WCHS-TV Charleston, W. Va. (ch. 8), affiliated with CBS and DuMont and represented by the Branham Co., also was scheduled to make its debut at the week's end. It will be the second station but first vhf there.

WJNO-TV West Palm Beach, Fla. (ch. 5), that city's second station but first vhf, is due to start commercial programming this Sunday. The station is affiliated with NBC and represented by Meeker Tv Inc. Its debut will raise to 394 the number of tv stations operating, including seven educational outlets.

THE LATEST WCKY STORY

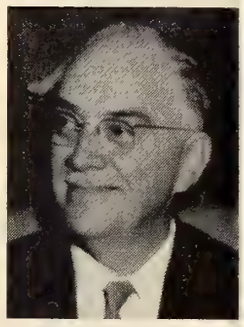
". . . Radio is, and will remain the basic communication medium of the United States."
Actg. FCC Chmn. Rosel H. Hyde

—and in Cincinnati and the South Radio is
WCKY

WCKY CINCINNATI

Campbell on Leave From WFAA-AM-TV

MARTIN B. CAMPBELL, 62, supervisor of WFAA-AM-TV Dallas, has taken indefinite leave of absence after 24 years service with the organization. He is the third prominent industry executive to give up active management in recent weeks, H. K. Carpenter having retired from WHK Cleveland and Arthur B. Church from KMBC-AM-TV Kansas City [CLOSED CIRCUIT, Aug. 9].



MR. CAMPBELL

Mr. Campbell's leave became effective last week. He plans to remain in Dallas but will spend the next three months in Kentucky and Florida. He is a member of the NARTB board as director-at-large for large stations and of the BAB board. He was president of Hill Tower Inc., subsidiary corporation of WFAA-TV and KRLD-TV, set up to build a joint 1,521-foot tower for their antennas.

Entering journalism in Asheville, N. C., in 1912, he served as a lieutenant in World War I, moving to Associated Press in 1921 with the Louisville and Chicago bureaus. He covered the Floyd Collins entrapment in a Kentucky cave for AP. In 1927 he joined the *Louisville Times* handling rewrite and radio. This led to the *Times* station, WHAS, where he became assistant manager. After a tour with Mason-Dixon Group in 1932, he was called to WFAA to direct the half-time 50 kw outlet. Later he consolidated sales forces with time-sharing WBAP Fort Worth, directing the sales end of both.

XEO, XEOR Refuse 45s

TWO Texas border stations—XEO Brownsville and XEOR McAllen—have informed RCA Victor Div. they will be unable to use a shipment of 45 rpm recordings. Robert N. Pinkerton, on behalf of the stations, said the 45s are not suitable for broadcast use and the stations do not intend to go to the expense of installing equipment "for the sole purpose of playing technically deficient records to the detriment of our stations." He said RCA Victor 78s have long been an important part of the stations' program material.

WKZO-TV Boosts to 100 Kw

WKZO-TV Kalamazoo, Mich., has begun operating with full 100 kw power and an antenna 1,000 feet above average terrain, giving it coverage "throughout western Michigan and northern Indiana," the station announced Aug. 7. The RCA-designed antenna weighs 40 tons. It is in 12 sections with four radiators mounted at 90-degree angles around the pole.

Bell Links Two More

WLAC-TV Nashville and WNAM-TV Neenah, Wis., have been connected to the Bell System's network of tv program transmission facilities, AT&T reported last week, making a total of 304 stations in 195 U. S. cities which can now receive network tv service.



HOW TO WIN THE SERIES

You can't play baseball with recording discs . . . nor, do baseballs provide an adequate surface for recording.

On the other hand, a cheap, poorly balanced baseball is useless in a professional game. And, a second rate, unevenly coated recording disc can spell doom for any professional recording job.

In recording, the risk is removed when you choose PRESTO. For here is a disc made with the same care and perfection that go into the world's finest recording equipment. Produced in the world's most modern disc manufacturing plant, PRESTO Green, White, Orange and Brown label discs are outstanding in quality, unbeatable in performance.

Whether you're recording one program, or an entire series, you're always on the winning side with PRESTO discs.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

John J. Dixon to Manage WROK Succeeding Koessler

APPOINTMENT of John J. Dixon as station manager of WROK Rockford, Ill., was announced last week by E. Kenneth Todd, president of Rockford Broadcasters Inc. and publisher of the local *Register - Tribune* and *Morning Star*. Mr. Dixon last Tuesday succeeded Walter M. Koessler, who is to assume the presidency of International Service Corp., Fort Lauderdale, Fla., dredging and reclamation concern.



MR. DIXON

The post of secretary - treasurer of Rockford Broadcasters, also relinquished by Mr. Koessler, has been taken by William K. Todd, business manager of the Rockford newspapers.

The 44-year-old Mr. Dixon has been with WROK since April 1939, when he joined as an announcer. He became program director shortly thereafter and in 1943 was appointed commercial manager, the position he held until last week.

Article Blames Radio-Tv For Juvenile Delinquency

TELEVISION and radio were charged with inciting delinquency through "a 400%" increase in children's programs dealing with crime and violence in a story carried Thursday by the *New York World-Telegram*.

The emotional article, one of a series on juvenile criminals, was titled, "Children Fed Brutality on Tv." It appeared under the byline of Allan Keller, staff writer. While the headline was confined to tv, the story also dealt with radio, motion pictures and comic books.

"It is mayhem and slaughter and mass brutality that beats against the receptive immature mind of the child like the surf, endless and powerful," the story says. It ascribes the 400% figure on tv-radio increase in crime programs in the last three years to National Assn. for Better Radio & Television. The association was said to have found that 26 hours of a 60-hour sampling of programs were deemed "objectionable" by the "experts."

Arthur W. Wallander, former police commissioner of New York, was quoted, "Almost all the programs have the private eye put it over on the cop. They glory in making the policeman look dumb." Testimony of the Hendrickson Committee was cited. "But where are the mothers?" the article asked, and then launched an attack on mothers.

WMVT (TV) Readies Studios

REMODELING of the former Hall Furniture Co. building for studio facilities of WMVT (TV) Burlington, Vt., is moving rapidly and the studio should be completed in about three weeks, it was announced last week by Richard G. Huntley, production director. Mr. Huntley said the tv studio building will house the tv business offices, studio, film editing room, news bureau, photographic darkroom, tv control rooms, announcers booth and dressing rooms.

Who's on First?

IN REBUTTAL to a claim by WNBT (TV) New York that its live color tv spot commercial carried on Aug. 6 was a television "first" [B•T, Aug. 9] WCBS-TV there issued a statement last week stating it was broadcasting color commercials "more than three years ago." The statement said that at 5:30 p.m., June 25, 1951, WCBS-TV presented its first color tv spot announcement for the Bulova Watch Co. and three days later the O'Cedar Corp. signed for a series of color announcements. It was stated that others who sponsored color announcements on WCBS-TV three years ago were Phoenix Aristomat and the Mutual Life Insurance Co. These commercials were presented over CBS-TV's "field sequential" system. A spokesman for WNBT (TV) said the station had not known of earlier color announcements, but pointed out that theirs apparently were the first presented under the present compatible color tv system.

Palsy Group Attacks 'Short' Telethon Costs

COLLECTION in United Cerebral Palsy Assn. telethon on KABC-TV Hollywood last month totalled $136,646, from which $32,464 costs reduced the sum 23.7%, the charitable group revealed last month.

Milton J. Brock Sr., president of local UCP chapter, blamed Theatre Authority, which cut show hours to 18 from the 32 allowed during a similar 1953 telethon, for the group's failure to match the $521,819 raised last year.

This year's net of $104,181 will be divided among Theatre Authority charities ($12,248), direct aid to Los Angeles County cerebral palsy sufferers ($59,051), national UCP research program ($31,099) and Orange County UCP group ($1,782).

Plough Stock Plan

PLAN by which employes of Plough Inc., manufacturer of drugs and household products and licensee of WMPS Memphis and WJJD Chicago, can buy stock in the company on an installment plan, under the employe-owned-and-operated Plough Credit Union, has been announced. At the present time about one of every six employes is a shareholder, owning more than 23% of the total shares outstanding. Under the plan, the firm's shares, listed on the New York Stock Exchange, can be bought by employes at market prices for as little as 50 cents down with 36 months to pay the balance.

WFMJ-TV Switches Channels

RECEIPT of congratulatory messages from distant viewers and servicemen has been reported by WFMJ-TV Youngstown, Ohio, following its switch Aug. 7 from ch. 73 to 21. The changeover was an all-night job and was accomplished with the help of RCA engineers. The station, now using its new 1,015-foot tower, expects to be operating with an RCA 12.5 kw transmitter in a few weeks, which will boost its power to nearly 200 kw. Grade A coverage area of 40 miles, reaching into Cleveland, is anticipated after the increase, W. F. Maag Jr., president, said.

WDSM-TV Boosts Power, Plans Interconnection

WDSM-TV Superior, Wis. (Duluth, Minn.), increased its power early this month to 100 kw, making the ch. 6 station the first one in the area to operate at full power, according to an announcement by the station. WDSM-TV's new tower and antenna is the highest in the Twin Ports, the station claims, measuring 584 feet, 835 feet above average terrain and 1,830 feet above sea level.

The station on Sept. 1 will become interconnected via microwave relay from Minneapolis to receive live programs from CBS-TV and DuMont.

STATION PEOPLE

John Hansen, sales manager, KGO San Francisco, to KABC Hollywood as manager; **William Baxley,** account executive, KABC, promoted to station and regional ABC Radio sales manager; **Jack F. Brembeck,** advertising and sales promotion manager, Kaye-Halbert Corp., L. A., to KABC-TV as promotion manager.

Tom Barnes, sales manager and manager, WDAY-TV Fargo, N. D., promoted to general manager; **Jack Dunn** promoted to radio-tv manager.



MR. BARNES

Paul Skinner, announcer, WTMJ-AM-TV Milwaukee, to WHBL Sheboygan, Wis., as general manager.

Ralph A. Petti Jr., program manager, WSBR Pensacola, Fla., to KCHA Charles City, Iowa, as general manager.

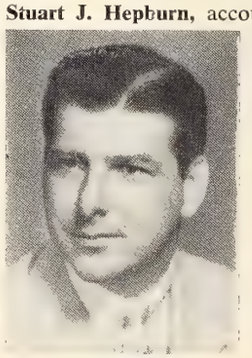
Richard T. Sampson, radio consultant, to KPAS Banning, Calif., as manager.

Louis J. Link, assistant manager and chief engineer, city-owned WSUN-AM-TV St. Petersburg, Fla., appointed acting manager, following resignation of **Maj. George D. Robinson,** manager.

John Henry, sales manager, KOA-TV Denver, to KCSJ-TV Pueblo, Colo., in same capacity, succeeding **Robert Clinton,** to KIMN Denver in sales capacity.

Keith Culverhouse, director of sales presentations, WPIX (TV) New York, promoted to director of advertising and promotion.

Stuart J. Hepburn, account executive, WGAY Silver Spring, Md., named commercial manager.



MR. HEPBURN

Perry Bascom, sales representative, WIP Philadelphia, to WOR-TV New York as account executive.

Kenneth M. Johnson, Daren F. McGavren Co., San Francisco, to KNBC same city as account executive.

George E. Probst, director of radio and tv, Chicago U., appointed director of programs and

Assistant general manager, educational WGBH-TV-TV Boston.

Russ Baker, acting program manager, KGO-TV San Francisco, named to that job.

Richard G. Huntley, production manager, WWOR-TV Worcester, Mass., to WMVT (TV) Montpelier, Vt., in similar capacity.

Lloyd Westmoreland, sales manager, CKOC Hamilton, Ont., named commercial manager, CKCK-TV Regina, Sask.

Don Quinn, vice president and sales manager, Lincoln Dellar stations (KXOA Sacramento, KXOC Chico, Calif., and KXOB Stockton, Calif.), to KABC-TV Hollywood as assistant general sales manager.

John J. Walsh, formerly advertising manager, Dayton Tire and Rubber Co., to WKRC-AM-TV Cincinnati and sister stations WTVN-AM-TV Columbus, as coordinating director of merchandising, promotion and publicity; **Fred Thomas,** promotion and publicity manager, WKRC-TV, promoted to publicity manager, WKRC-AM-TV; **Lila Lambert,** promotion and publicity manager, WKRC, promoted to promotion and merchandising manager, WKRC-AM-TV; **Helen Nugent,** promotion dept., WKRC-TV to assistant to Mr. Thomas in publicity dept.; **Dan Ries,** promotion dept., WKRC, to assistant to Miss Lambert.



MR. WALSH

George L. Snyder to WJBK-AM-FM-TV Detroit as merchandising manager.



MR. SNYDER

Connie Halter, promotion writer, KCBS San Francisco, promoted to sales promotion assistant, succeeding **David Bogard,** who joins BBDO, N. Y., as account executive. **Edward Hayden** promoted to production writer.

Robertson White, former Hollywood screen writer, to WBT and WBTV (TV) Charlotte, N. C., as program development supervisor.

Don McCarty, announcer, WCFL Chicago, promoted to newly-created post, assistant program director.

Tom Maness, continuity supervisor, WPTF Raleigh, N. C., to sales dept. as sales representative; **Helen Tucker** succeeds Mr. Maness.

Phil Waterhouse to KBIS Bakersfield, Calif., as head of news dept.; **Ed Wilson** to station as weatherman; **Jimmy Thomason** to station.

Bill Sheil, formerly with WTVO (TV) Rockford, Ill., to WREX-TV same city, as sports director.

Eddie Doucette signed to handle *Home Cooking* show, WNBQ (TV) Chicago.

Karl A. Rembe, sales manager, KVVC Ventura, Calif., and **Chuck Farmer,** western disc m.c., KVVC, to KVEN same city in sales dept. and as disc m.c.-chief engineer, respectively.

Herb Cahn, KJBS San Francisco, to sales staff, KROW Oakland, Calif.

Doug McKay, formerly announcer, WNMP Evanston, Ill., to production staff, WBBM Chicago.

James Walsh and **Vincent Rubertone,** RCA Institute graduates, to engineering staff, WHLI Hempstead, L. I., N. Y.

Iris Adams, traffic manager, KOAT-TV Albuquerque, to sales service dept., KTTV (TV) Hollywood.

Donna Austin, KSWS-AM-TV Roswell, N. M., to continuity staff, KEX Portland, Ore.

Ronny Born, former radio producer, WLW Cincinnati, to WLWD (TV) Dayton. **Kenny Price** and **Glenn Scott** to WLW and WLWT (TV) Cincinnati staff for *Midwestern Hayride* program; **Jimmy Wilbur** and **Jimmy James** to WLWT (TV), WLWC (TV) Columbus and WLWD (TV) Dayton as members of Crosley Broadcasting Corp.'s Joe Lugar Orchestra.

Larry Clark returns to WTMJ-AM-TV Milwaukee, from two years in sales promotion for Milwaukee firm.

Les Barry to KIMN Denver as newscaster and disc m.c.

Mac McGuire, disc m.c., WIP Philadelphia, to KYW same city, in same capacity.

Sheldon Wigler, radio-tv dept., Donahue & Coe Inc., N. Y., to WVNJ Newark, N. J., as account executive.

June Bell to WSYR-TV Syracuse, N. Y., as vocalist on *The Six-Thirty Club* and *Jim Deline Gang* programs.

George Putnam, newscaster, KTTV (TV) Hollywood, signs new three-year contract with station.

Bob Lee, manager, CHUM Toronto, resigns to co-form tv, industrial and educational film service, tentatively named Comprehensive Film Services.

George C. Biggar, president and general manager, WLBK DeKalb, Ill., elected to board of directors, DeKalb Community Chest.

Joe Wilson, sports announcer, WMAQ and WNBQ (TV) Chicago, honored by Illinois Harness Racing Group for outstanding contribution to sport.

Mrs. Grace Ryden, operator, amateur W9GME Chicago, and head of Radio Amateur Civil Emergency Service, same city, awarded $300 scholarship for tv technical practice to Northwest Radio & Television School at that city's branch for organizing women in area into emergency defense group.

Hugh White, engineer, WSYR-AM-TV Syracuse, N. Y., and Evelyn Goode were married July 24.

Robert C. Betts, newsman, KQTV (TV) Fort Dodge, Iowa, and Rita Fowler were married.

Jack Mahoney, sales staff, WIBG Philadelphia, father of son, Aug. 5.

REPRESENTATIVE PEOPLE

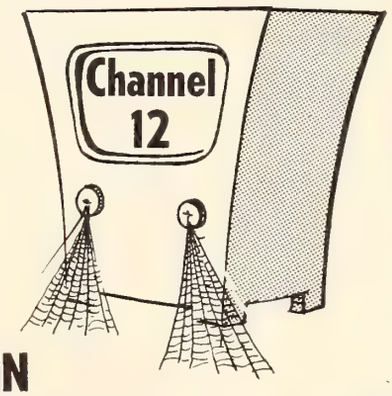
Richard P. Hogue appointed tv sales manager, Headley-Reed Tv Co., N. Y.; **I. N. Hardingham** appointed am sales manager, Headley-Reed Co.; **Austin Smithers,** formerly with ABC, to sales staff, Headley-Reed Tv.

Robert Hilton, owner-operator of Brooklyn advertising agency, to sales dept., CBS Radio Spot Sales, Hollywood, as assistant manager.

John Shelton, Avery-Knodel Inc., Chicago, to sales staff, Crosley Broadcasting Corp., same city.

Doug Brown, account executive, Headley-Reed Co., N. Y., father of girl, Jacqueline, July 30.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS



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LISTENING HABITS are well-established. Pick a positive and loyal viewing audience. Select KTVH in Kansas.

See Your KTVH Sales Representative Today!

CHANNEL 12 KTVH HUTCHINSON - WICHITA VHF 240,000 WATTS

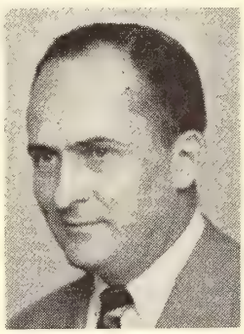
CBS BASIC—DU MONT—ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

MICKELSON TO HEAD NEW CBS NEWS UNIT

CBS-TV director of news and public affairs becomes vice president of CBS Inc. to head combined radio and tv news division.

PLANS for reorganization of the news and public affairs departments of CBS Radio and CBS-TV into a single operating unit under the direction of Sig Mickelson was announced last week by Dr. Frank Stanton, CBS president.

In the changeover, Mr. Mickelson, director of news and public affairs for CBS-TV since July 1951, becomes vice president of CBS Inc. in charge of CBS news and public affairs. The new unit will serve both radio and television divisions.



MR. MICKELSON

"This consolidation will not only provide greater flexibility in our worldwide news and public affairs coverage," Dr. Stanton said, "but it will permit the greatest possible use of our newsmen and correspondents in both radio and television, and allow both media to take advantage of the rich experience of our foreign staff."

Dr. Stanton observed that Mr. Mickelson's appointment was in accordance with the view expressed last spring by William S. Paley, CBS chairman of the board, that top management in broadcasting must give increased attention and emphasis to the operation of news and public affairs.

"Mr. Mickelson will be in complete charge of all news and public affairs broadcasts on both radio and television," Dr. Stanton said. "As a vice president of the parent company of the CBS radio and television divisions, his status and authority will be equal to that of the heads of our most important departments."

It was said that Mr. Mickelson will announce shortly his detailed plans for the new organization, which will be identified as CBS news and public affairs.

Mr. Mickelson was born 41 years ago in Sioux Falls, S. D., and was graduated in 1934 from Augustana College, Sioux Falls, following several years as a newspaper reporter and editor on *The Sioux Falls Argus Leader* and as a newscaster for KSOO in that city. He joined WCCO Minneapolis (then a CBS-owned outlet) as news editor in 1943. He served successively as director of news and special events, director of public affairs and production manager before shifting to CBS in New York in December 1949 as director of public affairs. In July 1951, he was appointed director of news and public affairs for CBS-TV.

Manion Forum Negotiates For MBS Broadcast Series

REPORTED negotiations with MBS for a series of weekly radio broadcasts, to be underwritten by the newly-formed Manion Forum of Opinion, were confirmed last Wednesday by Dr. Clarence E. Manion, former dean of law at Notre Dame U. and co-chairman of the For America organization [CLOSED CIRCUIT, Aug. 9].

Dr. Manion will speak on behalf of the MFO, a privately-financed, non-profit group, in a series of talks starting Oct. 1, it was reported. The 15-minute broadcasts will commence over about 30 Mutual outlets (reportedly coast to coast) and be extended eventually to the full network of some 540 stations, according to E. Ross Humphrey, president of E. Ross Humphrey & Assoc., Chicago agency handling For America advertising.

Earlier, Dr. Manion, who is former chairman of President Eisenhower's Government Relations Commission, reportedly had denied any connection between the forum and For America, which was avowedly set up to fight "international socialism" and "centralized federal power." The forum is headed by B. K. Patterson, president of St. Joseph National Bank & Trust Co., South Bend, Ind.

Present plans call for the broadcasts to be aired on Sunday evenings, perhaps around 9 or 9:30 p.m.

Contributions of from $250 to $10,000 or more are currently being solicited out of Chicago from some 340 business leaders and solicitations will be extended later to 50,000 business, industrial and professional leaders throughout the country. The forum hopes to have sufficient funds in time to launch the series Oct. 1.



MEL WHEELER (c), president and general manager, WEAR-TV Pensacola, Fla., signs with ABC-TV to become the network's interconnected affiliate in the Mobile Bay area, effective Oct. 1. Representing ABC-TV are Earl Mullin (l), regional manager, stations relations department, and Alfred R. Beckman, national director of the stations relations departments. Ch. 3 WEAR-TV's radio affiliate, WEAR, has been an ABC affiliate for several years.

Lee Tv Network Claims Ample Stations in Fold

SUFFICIENT affiliates are now signed to "assure financial and operational success" of the proposed Lee International Tv Network, which plans to operate as a wholly-commercial film hookup, Raymond L. Kulzick, Lee president, has announced.

Mr. Kulzick said Lee would show filmed programs (none sustaining) simultaneously on affiliate stations starting Sept. 26, but declined to report how many stations have signed. Programs would be built in 10-minute units for evening telecasts, he said. Lee also will have its own music and obtain an affiliation with a music publishing house, he added. The network will deliver three hours of programs each day, according to Mr. Kulzick, who is described also as president of R. L. Kulzick Inc., advertising agency. Seven shows are ready for production, he said.

Mr. Kulzick also announced interview auditions for talent whose records Lee proposes to release. Auditions will start Aug. 13, he added. The network is a division of R. Lee Ltd., 409 E. Washington Ave., Madison 3, Wis.

WTPA (TV) to Join ABC-TV

WTPA (TV) Harrisburg, Pa. (ch. 71), will join ABC-TV as an affiliate on Sept. 19, it was announced last week by Alfred R. Beckman, national director of ABC's station relations departments. WTPA is owned and operated by Harrisburg Broadcasters Inc., with David J. Bennett as vice president and general manager.

WGTH-TV Now DTN Affiliate

WGTH-TV Hartford, Conn. (ch. 18), became an affiliate of the DuMont Television Network Aug. 1. The station operates with 163 kw and serves an area with a total population of 1,255,000.

Exclusive CBS for Western Washington
KIRO
One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

ABC NAMES PETRY FOR WEST COAST

EDWARD PETRY & Co. will represent the ABC radio and television networks on a regional basis on the West Coast, effective Sept. 1, under an agreement announced jointly last Friday by Earl Hudson, vice president in charge of ABC's western division, and Edward Petry, president of the station representation firm.

The Petry company since Sept. 1, 1952, has represented ABC's four owned radio and tv stations on the West Coast—KABC-AM-TV Los Angeles and KGO-AM-TV San Francisco—and also the network's WABC-AM-TV New York. The other ABC-owned outlets, WLS and WBKB (TV) Chicago and WXYZ-AM-TV Detroit, are represented by John Blair & Co. (radio) and Blair-Tv (television).

Under the new plan to extend ABC's sales operations regionally on the West Coast, the announcement noted, the networks' western division sales force will be augmented.

Mr. Petry said:

"The highly concentrated sales effort that the combined staffs of ABC and the Petry organization will bring to bear will have far-reaching results in the radio and television industry. We welcome this greater association with ABC as a dramatic move which will bring new sales techniques and drive to the highly competitive fields of spot sales in radio and television."

Mr. Hudson asserted:

"This will provide ABC's regional radio and television networks with the maximum selling impact. The move will bring to peak efficiency the network's selling both in radio and television and will enable ABC to provide even better service to its clients."

Five Outlets Form Calif. Valley Group

FORMATION of the California Valley Group of five radio stations was announced last week by Avery-Knodel Inc., national sales representatives, which described the move as "the most significant development in California radio in many years."

The stations forming the group are KFRE Fresno, KROY Sacramento, KERO Bakersfield, KHSL Chico and KVCV Redding. The combined facilities of all five stations, or combinations of three of them, will be made available to national spot advertisers with discounts ranging up to 20% below established rates, according to Avery-Knodel.

Bell Has 47 Cities Linked for Color Tv

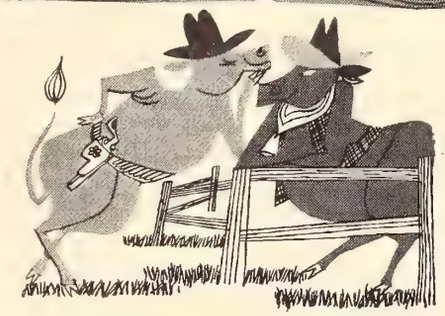
AS OF Aug. 1 the Bell System intercity television network had approximately 29,000 channel miles converted to make color tv service available to stations in 47 cities. As of Dec. 31, it is estimated, about 40,000 channel miles will be so equipped, to serve 94 cities.

This data was supplied to FCC last week by American Telephone & Telegraph Corp.'s Long Lines Division along with lists of the cities now served by color-adapted channels and those to be served by the end of the year.

Served as of Aug. 1: Atlanta; Baltimore; Binghamton; Bloomington; Boston; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Davenport, Iowa; Detroit; Fort Worth; Fresno; Grand Rapids, Mich.; Houston; Huntington, W. Va.; Jackson, Miss.; Johnstown, Pa.; Kansas City; Lancaster, Pa.; Los Angeles; Louisville; Memphis;

A Tale of Two Steers

or—Why we have beef the year round instead of just at roundup time



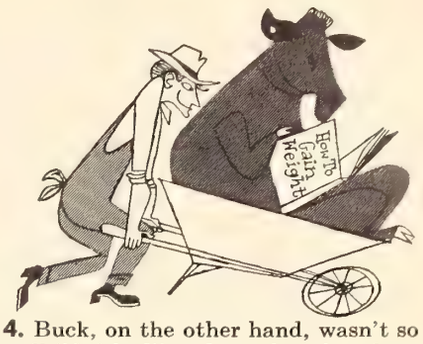
1. Tex and Buck were two steers which grew up on adjoining ranches. At roundup time (in late summer and fall, when the grass began to dry up) they left their home on the range to go to the city.



2. At the stockyards the steers were sized up by *two kinds* of buyers: (1) Meat packers, who estimated how much beef they could *get out* of them; (2) Cattle feeders, who estimated how much beef they could *put on* them.



3. Tex, and others like him, was bought by a meat packer, and shortly thereafter contributed his share of fine pot roasts, stews, and hamburgers.



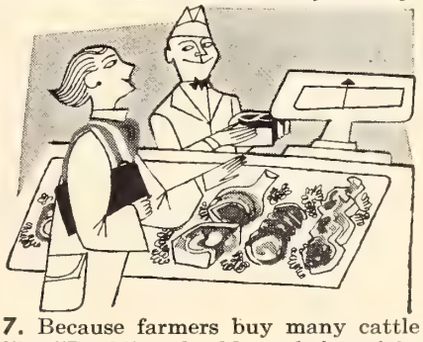
4. Buck, on the other hand, wasn't so well "finished" and was bought, along with some other steers, by a cattle feeder—a man who runs a "boarding house" for cattle.



5. Here Buck lives a life of ease—with nothing to do but eat. (Actually this is very useful work, because he is turning grains and grasses that people don't, or can't, eat into extra pounds of fine beef that they do want.)



6. In 3 to 6 months—after Buck has put on a lot of weight (200 to 450 lbs.)—he will return to the stockyards. He will arrive at the time of year when less beef is coming from the cowboy country.



7. Because farmers buy many cattle like "Buck" and add to their weight and quality, the supply of beef is evened out. If they didn't, we'd have much less beef in the winter, spring and early summer—and prices of all beef would be much higher between one year's roundup time and the next.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago *Members throughout the U. S.*

Milwaukee; Minneapolis; Nashville; New Orleans; New York; Oklahoma City; Omaha; Philadelphia; Providence; St. Louis; St. Paul; Salt Lake City; San Antonio; San Francisco; Schenectady; Syracuse; Toledo; Tulsa; Utica, N. Y.; Washington, D. C.; Wilmington, Del.; Winston-Salem, N. C., and Youngstown, Ohio.

To be added by Dec. 31: Ames, Iowa; Austin, Tex.; Bangor, Me.; Bethlehem, Pa.; Buffalo; Champaign, Ill.; Charleston, W. Va.; Charlotte, N. C.; Columbia, S. C.; Des Moines; Erie, Pa.; Fort Wayne, Ind.; Galveston, Tex.; Hampton, Va.; Hannibal, Mo.; Hutchison, Kan.; Indianapolis; Jacksonville, Fla.; Knoxville; Lansing, Mich.; Little Rock, Ark.; Lynchburg, Va.; Macon, Ga.; Meridian, Miss.; Miami; Monroe, La.; Norfolk, Va.; Peoria, Ill.; Phoenix, Ariz.; Portland, Me.; Portland, Ore.; Reading, Pa.; Richmond, Va.; Roanoke, Va.; Rochester, N. Y.; Rock Island, Ill.; St. Joseph, Mo.; San Diego; Seattle; Sioux City, Iowa; South Bend, Ind.; Springfield, Mass.; Springfield, Mo.; Tacoma, Wash.; Topeka, Kan.; Wheeling, W. Va.

NETWORK PEOPLE

John Asher, sales promotion manager, CBS Radio, Hollywood, to Columbia Pacific Radio Network, same city, as director of sales promotion and advertising, succeeding **James W. Frost,** promoted to newly-created position, manager of sales development.



MR. ASHER

Philip Cohan, CBS-TV producer, and **H. K. Henry,** Montgomery Ward & Co., Chicago, to N. W. Ayer & Son, Hollywood and Philadelphia, respectively, as members of plans-merchandising dept. and tv staff.

Joe Connelly and **Bob Mosher** signed as executive producers, CBS Radio *Amos 'n' Andy Music Hall* series (Mon.-Fri., 9:30-9:55 p.m. EST) which starts Sept. 13; **Sam Pierce,** producer-director, Edgar Bergan program, **Cliff Howell,** director, *Amos 'n' Andy* program, and **Jack Daley,** former motion picture studio and recording company publicity agent, signed as producer, director and recording and contact man, respectively.

Robert Bowen, publicist, ABC-TV Hollywood, to NBC, same city, in similar capacity.

William Philipson, formerly general manager, ABC Western div., appointed executive producer to producer David O. Selznick, on *Light's Diamond Jubilee* show, to be telecast Oct. 24 over ABC-TV, CBS-TV, DuMont TV and NBC-TV.

James H. "Sleepy Jim" Crowley, member of "Four Horsemen of Notre Dame" football foursome and vice president and general manager, WTVU (TV) Scranton, Pa., selected to do color comment for NBC-TV's Canadian professional football game telecasts starting Aug. 28.

Dick Satterfield, beauty authority, and **Chef Phillip,** cooking instructor, sign 13-week contracts to appear on NBC-TV's *Home* show.

CBS' NET INCREASES IN FIRST HALF

Six-month statement reports consolidated net income of CBS Inc. and domestic subsidiaries passed $5 million mark. Gross for same period: Over $131 million.

CONSOLIDATED net income of CBS Inc. and its domestic subsidiaries during the first half of 1954 totaled $5,177,449 as compared to $4,793,377 for the same period of 1953, according to a six-month statement issued last Wednesday by Board Chairman William S. Paley.

The total for the first six months of this year represents $2.21 per share as against $2.05 for the comparable 1953 period.

Gross income after discounts, commissions and returns was $131,442,767 for the first half of 1954 as compared to $144,790,241 for the first half of 1953.

The statement was issued at a CBS board meeting at which a cash dividend of 40 cents a share was declared on class A and class B stock, payable Sept. 10 to stockholders of record at the close of business on Aug. 27.

The consolidated income statement:

	Six Months Ended July 3, 1954 (26 Weeks)	Six Months Ended July 4, 1953 (26 Weeks)
Gross Income	$176,016,777	$151,253,680
Less—Discounts, commissions and returns	44,574,010	36,463,439
	131,442,767	114,790,241
Deduct:		
Operating expenses and cost of goods sold	$96,873,761	$83,725,213
Selling, general and administrative expenses	20,339,351	17,556,636
Provision for depreciation and amortization of leasehold improvements	2,284,361	1,742,993
	119,497,473	103,024,842
	11,945,294	11,765,399
Miscellaneous income, less miscellaneous deductions	317,845	292,022
Income before federal taxes on income	11,627,449	11,473,377
Provision for federal taxes on income	6,450,000	6,680,000
Net Income for Period	$ 5,177,449	$ 4,793,377
Earnings per Share	$2.21	$2.05

Bold denotes red figures

Notes:

1. The provision for federal taxes on income shown above for the six months ended July 4, 1953 is $790,000 less than the amount previously reported. This reduction in tax provision, and the corresponding increase in net income for the period, reflect the applicable amount of change arising from certain tax regulations issued late in 1953, affecting companies engaged in television broadcasting.
2. The 1954 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

SAMUEL R. DEAN, Treasurer

August 11, 1954

DuMont Tube Sales Increase

INCREASE of 160% in sale of DuMont tv picture tubes in far western states during first six months of 1954 over the comparable period of 1953 was reported last week by Edwin B. Hinck, replacement sales manager for Cathode-Ray Tube Div. of Allen B. DuMont Labs. This increased rate of sale, Mr. Hinck said, led to the establishment of a west coast sales and service depot in Los Angeles, with George Jollie in charge.



CONTRACTING for a DuMont 25 kw transmitter and control equipment for KCOM-TV Sioux City, Iowa, are (l to r): Dietrich Dirks, president, KCOM Broadcasting Co.; Al Smith, KCOM chief engineer, and J. B. Klindworth, DuMont sales engineer. The ch. 4 outlet expects to be on the air by Sept. 1.

RCA'S STAY REQUEST DISPUTED BY JUDGE

Petition to stay the $16 million anti-trust suit by Zenith and subsidiary Rauland branded groundless by judge.

RCA's petition before the U. S. Court of Appeals, Chicago, for a stay in the $16 million anti-trust suit lodged by Zenith Radio Corp. and its subsidiary, Rauland Corp., was branded by Federal District Court Judge Michael L. Igoe as groundless last Thursday.

In a lengthy brief filed with the appellate court, Judge Igoe backed up his earlier contention that the trial should be pursued and that its outcome should not hinge on the outcome of development in a Delaware district court over patent issues.

Last month RCA filed an appeal for the writ, claiming that Judge Igoe erred on several counts and sought a stay. The appellate court issued a show-cause order asking why such a stay should not be continued at RCA's request.

In effect, Judge Igoe Thursday accused RCA on the basis of evidence submitted to him through the prolonged proceedings, of playing "one court against another."

He cited five reasons why he was well within his judicial rights in refusing RCA's plea for a stay:

(1) Rauland, Zenith's tube subsidiary, is not a party to the Delaware suit and can assert no treble damage claim there, having been denied intervention by Judge Leahy.

(2) Rauland's treble damage claim cannot be asserted in Delaware by Zenith because a stockholder, even a sole stockholder, cannot maintain a treble damage suit on behalf of the corporation.

(3) Under the federal rules of civil procedure Zenith should not be deprived of its constitutional right to a trial by jury by virtue of the Delaware case in which the only anti-trust issues are misuse issues which are to be tried solely before the court.

(4) Rauland cannot be deprived of its jury

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al in the Chicago court by virtue of anything at happened in Delaware, because it is not party to that suit and cannot be bound by ything that occurs in that forum.

(5) There is no prospect of a trial of any iti-trust issue in the Delaware court for at ast a year.

Judge Igoe noted that "Judge Leahy accepted e RCA contention that the issues in the hicago and Delaware actions were not the me and for that reason refused to stay the hicago action."

Last May Judge Leahy, in effect, denied enith's counterclaim on its 1946 patent suit ainst RCA, General Electric and others, and so, in effect, dismissed the proceedings.

In Chicago, Zenith and Rauland have filed $16 million suit against RCA, General Elec- ic and Western Electric Co., claiming a onopoly in the patent field, after RCA had anged Zenith with patent infringements.

Judge Igoe claimed that "in view of the ct that the Delaware action can in no event spose of any issue, for or against Rauland, cause it is not a party thereto, it seemed clear [me] that RCA had made no showing which ould justify a stay against the use of discovery oceedings permitted by the federal rules of vil procedure."

He added that RCA's plea for a stay "seeks obscure . . . their present contention about e "basic controversy" has been ruled on lversely by Judge Leahy in Delaware."

He continued:

"Since mandamus is an extraordinary writ be used only where no other remedy is avail- ble and since it appears that RCA has never tempted to exercise any remedy by injunc- on in Delaware, it would appear clear that CA has made no case for the issuance of a rit of mandamus here [in Chicago]."

Judge Igoe claimed "the record shows that enith was sued by RCA in Chicago and that CA is now attempting to defeat the juris- ction of the Chicago court which it first in- oked."

Judge Igoe noted that the case in Delaware volves patents on radio-tv sets while the Chi- go dispute covers cathode ray tube patents.

Zenith Report Reaffirms Intent to Wait on Color Sets

NTICIPATION of a greater market for black nd white receivers has prompted Zenith Radio orp. to step up its production plans for the cond half of 1954, but the firm has reiterated s intention of not offering for sale any color sets "in the near future."

Those were the highlights of a financial eport announced by Zenith last week and gned by Comdr. Eugene F. McDonald Jr., resident.

Comdr. McDonald also reported that Zenith as highly gratified with results of the recent chnical experiments of Phonevision in New ork City where the company cooperated with OR-TV there on a special project to test the chnical feasibility of the subscription tv ethod.

Zenith also reported estimated net con- olidated profits for itself and subsidiaries of 1,288,246 for the six months ended June 30, 954, compared to $2,776,190 for the same eriod last year. Figures were derived after llowance for depreciation, excise and federal ncome taxes, and reserves for contingencies. ales for the first six months were $56,681,409 ompared to $82,207,174 for that period in 953.

Tv Set Purchases Stimulated '53 Appliance Sales—Admiral

INCREASED tv set purchases stimulated the sale of refrigerators and other major household appliances in 1953 to 1950-51 levels, according to an Admiral Corp. survey announced by Robert L. Anderson, business research manager. Tv set buying rose 3% last year, with network tv service cited as an important factor.

The largest tv set gains were reported in west and north central regions, ranging from 12 to 17%. The survey also showed a 7% increase over 1951, 11% over 1950, in the use of credit among tv buyers. The $7,500 or over income group accounted for the largest percentage, 21%, of tv purchases. The largest gain with tv ownership tripling between 1952 and 1954 was in the $1,000 and under group.

Cities of 50,000 population and over (except in the 12 largest metropolitan areas) almost doubled percentage of ownership from 1952-54, jumping from 27 to 53%. Towns and cities under 2,500 more than doubled ownership percentage, but the biggest gain was in open country areas which more than tripled ownership from 8 to 26%, attributed largely to increased power by tv stations serving fringe areas and more powerful receivers.

RCA Promotes Seidel

ELECTION of Robert A. Seidel as executive vice president, Consumer Products Division, RCA, was announced last week by Frank M. Folsom, president of RCA. Mr. Seidel, who joined RCA as a vice president in 1949, recently was named Consumer Products vice president succeeding Joseph B. Elliott, who resigned to become president of Schick Inc., Stamford, Conn. [B•T, July 19].



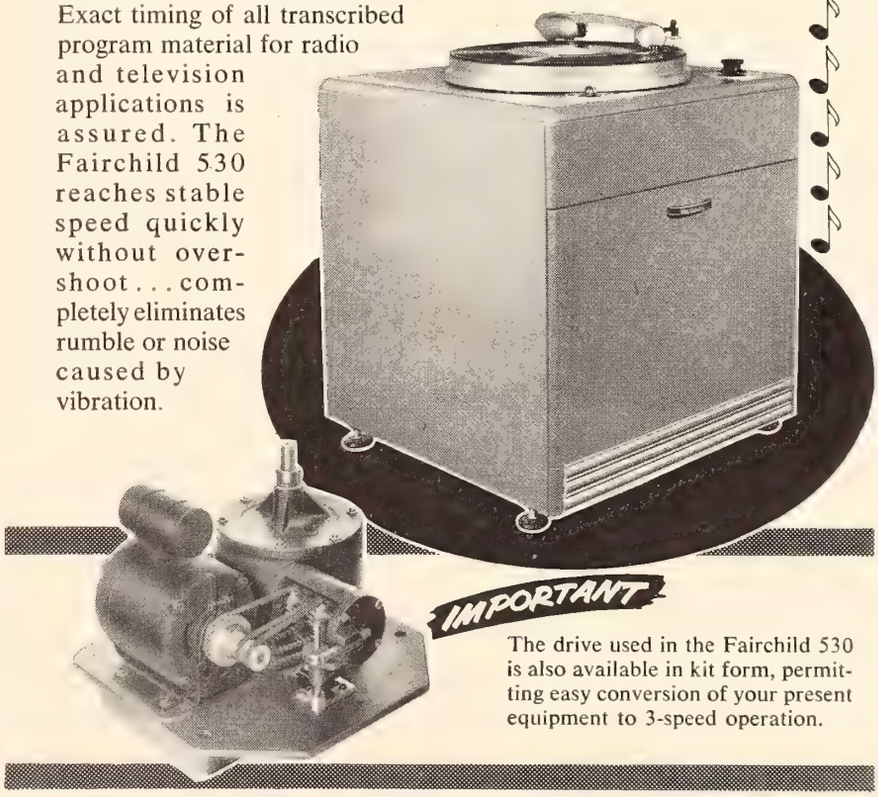
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PRICE CUT 50% ON RCA COLOR SET

REDUCTION of 50% in the retail price of RCA's current 15-inch color console television set, bringing its price to $495, was announced last week by Henry G. Baker, vice president and general manager of RCA Victor's television division. He said the move was made "in anticipation of the advent of a larger-screen color television receiver."

The reduction came several days after Emerson Radio & Phonograph Corp. announced it was prepared to distribute a 15-inch color set for $695 [B•T, Aug. 9]. Motorola Inc. has reported it is producing a color receiver for $895, using CBS-Hytron's 19-inch color tube.

In a letter to distributors, Mr. Baker said receivers would sell for $495 instead of $1,000 and RCA would pay rebates to distributors on all sets shipped and to dealers on those already sold, who will pass the saving along to all consumers who have purchased sets. He emphasized that the action was adopted so that inventories could be cleared before the introduction of the 21-inch color receivers now being developed by RCA. The company has produced about 5,000 15-inch color sets.

RCA's newly developed 21-inch tri-color kinescope tube is scheduled to be demonstrated on Sept. 15. At the same time RCA has said it will unveil a new color tv receiver chassis having "greatly simplified circuitry which results in a significant reduction of costs."

Spokesmen for both Emerson and the Westinghouse Electric Corp. told B•T they had no immediate plans for reducing prices of their 15-inch sets. Westinghouse's four-door console model retails for $1,100. An official of the General Electric Co. said he had "no comment" to make about a possible price change, but pointed out that the company has produced "only a few sets," which have been used mostly for demonstration and training purposes. GE's 15-inch color set retails for $1,000.



Vicksburg Booster



RCA's booster system used at Vicksburg, Miss., to feed stepped-up ch. 25 signals from WJTV (TV) Jackson, Miss., into the area, utilized novel types of transmitting (above) and receiving (right) antennas. Power was increased 200 times by high-gain antennas and amplifier [B•T, Aug. 9]. Transmitting antenna consisted of 38-foot, two-row zig-zag array. Receiving antenna with 100 gain is eight feet square and has eight zigzag radiator rows spaced half wavelength apart on a reflector screen. System produced a 23 db improvement in field intensity in at least 50% of its total receiving areas.

C.R.T. Electronics Quits After Dispute With Union

C. R. T. ELECTRONICS Corp., Mount Vernon, N. Y., last week announced plans to liquidate its assets and go out of business after a labor union tried to organize the plant in a test case.

William Genz, vice president, said 20 employes of C. R. T., which has been manufacturing television picture tubes for the past four years, have been discharged. He told B•T that the company objected to the "strong-arm" tactics of two organizers of the Amalgamated Local 160 of the Playthings, Jewelry & Novelties Workers Division of the Retail, Wholesale and Department Store Union (CIO). He said the organizers strode into the plant on Aug. 6 and rang plant bells to summon workers to a union meeting.

Mr. Genz confirmed that the union had induced the State Mediation Board to call a hearing in New York for last Tuesday, but said that neither he nor Stephen Weston, C. R. T. president, would attend as they would be busy selling company assets. He said he had no objection to a union, if the move had come from plant employes themselves.

A union spokesman said that 18 of the 20 employes at C. R. T. had signed with the local. He claimed that C. R. T. paid "sub-standard" wages and disputed company statements on paid vacations, holidays and other "fringe" benefits.

CBS-Columbia Color Display

A LINE of large-screen color tv receivers will be introduced by CBS-Columbia, set manufacturing division of CBS, at a national distributor convention at the Drake Hotel in Chicago on Aug. 30 along with plans for a color merchandising program that "will demonstrate how black-and-white and color can live t gether profitably for many years to com it was announced last week. The new receiv will incorporate the "205" Colortron pictu tube recently introduced by CBS-Hytron, a other CBS division. Harry Schecter, CB Columbia vice president in charge of sales, sa it would be the "most significant conventi ever held in the history of CBS-Columbia."

GE Plans Microwave Electron Laboratory

PLANS for the establishment by the Gene Electric Co. of a new electron tube develc ment laboratory in a structure on Stanford land were announced jointly last week by I W. R. G. Baker, GE vice president and ge eral manager of the company's electron division at Syracuse, and Dr. Wallace Sterlir president of Stanford U.

Dr. Baker explained that work at the labo tory will be concentrated on developing a exploring the application of microwave electr tubes which he said "promise to revolution the broadcast, communications and radar dustries over the next 10 years." He predict that these tubes, used in radar system, w permit longer detection ranges and more liable operation, and in television will impro fringe area reception. He claimed they al will permit "a much more efficient utilizati of communications channels for aviation a air traffic control, for police and emergen use, for microwave relay and other industr and military purposes."

H. R. Oldfield Jr., recently manager of pla and product applications in the laborator department at Syracuse, has been named ma ager of the new GE laboratory. Previou he had been manager of the GE advanc electronics center at Cornell U., Ithaca, N.



Transmitting Equipment

Station	Transmitter	Power	Band	Use
Ites Radio Co.				
WRWB Kissimmee, Fla.		250 w	am	new station
WJSB Crestview, Fla.		250 w	am	new station
KLPW Union, Mo.		250 w	am	new station
KAWL York, Neb.		500 w	am	new station
WCKM Roaring Springs, Pa.		500 w	am	new station
KTLD Tallulah, La.		500 w	am	new station
WEBY Milton, Fla.		1 kw	am	new station
WABR Winter Park, Fla.		1 kw	am	new station
WKOA Hopkinsville, Ky.		1 kw	am	new station
——— Lumberton, N. C.		1 kw	am	new station
WBKH Hattiesburg, Miss.		1 kw	am	new station
WRCD Dalton, Ga.		1 kw	am	new station
WWNH Rochester, N. H.		5 kw	am	power increase
WDWH Gainesville, Fla.		5 kw	am	new station
CKVL Montreal, Que.		10 kw	am	power increase
Orders				
Ien B. DuMont Labs WNEM-TV Bay City, Mich.		25 kw	tv (ch. 5)	power increase
neral Electric Co. KPRC-TV Houston, Tex.		5 kw	tv (ch. 2)	power increase

THER EQUIPMENT: GE also reported last week it had ipped a 20 kw amplifier to KHOL-TV Holdrege, Neb., and five-bay antenna and studio equipment to WCMB-TV arrisburg, Pa.

trike Effects Philco Loss

HILCO reported a loss of $703,000 for the econd quarter of this year, reflecting the effects of the 45-day strike at its Philadelphia nd Sandusky, Ohio, plants.

In the second quarter of 1953, the company ad net income from operations of $3,532,000, qual to 91 cents a share on common stock, nd an additional $1.40 a share from nonecurring income resulting from the sale of WPTZ (TV) Philadelphia, bringing total earnngs to $2.31 a share for that quarter.

For the first six months of 1954 sales were 174,676,000 and net income after taxes was 1,735,000 or 41 cents a common share. Last ear's first half figures were $238,522,000 and 6,933,000, respectively, or $1.79 a share, to hich was added the non-recurring income qual to $1.40 a share.

Chicago Fm Traffic Control

AN ELECTRONIC traffic control system tilizing fm will be put into operation in Chiago next Jan. 1, Mayor Martin Kennelly nnounced last week. Thirteen downtown and ther selected intersections will be controlled y radio, with the master antenna located atop Chicago's Board of Trade Bldg. Initial radio nstallations, adjudged to be far cheaper than system of automatically-set off cables, will ost about $40,000 at the outset and will utilize he fm band of 27.255 mc. FCC recently issued license for operating transmitter equipment here after twice previously rejecting the city's pplication. Fm control may eventually be xtended to some 450 intersections known to ave traffic problems. The system will be tudied by traffic engineers "the world over," ccording to Ralph F. Michel, associate city raffic engineer, who helped work out the ystem.

MANUFACTURING SHORTS

RCA tube div., Harrison, N. J., announced ew twin-unit power tube (RCA-6524) for use n fixed or mobile communications equipment n uhf 450-470 mc range. Tube is engineered for use as push-pull rf amplifier or as frequency tripler.

Conrac Inc., Glendora, Calif., announces its irst color monitor, using a tri gun 15 GP22 kinescope, mounted in a standard 19" relay rack, and occupying only 26¼" of rack space, has been delivered as part of a quantity to a major network.

Sylvania Electric Products Inc., tv picture tube div., Seneca Falls, N. Y., announces two new 17- and 27-inch aluminized tv picture tubes.

Sylvania Electric Products Inc., N. Y., announces new 7-inch oscilloscope (404), high-gain, wide-band instrument created specifically for designing and servicing tv receivers.

Allen B. DuMont Labs, Clifton, N. J., established display and demonstration room for company's television and electronic products on 82nd floor of Empire State Bldg., N. Y.

George Sheets, who represents Stromberg-Carlson Co., Rochester, N. Y., in Washington as engineering consultant on all S-C electronic and communications contracts, moves office to Suite 712, Cafritz Bldg., 1625 Eye St., N. W.

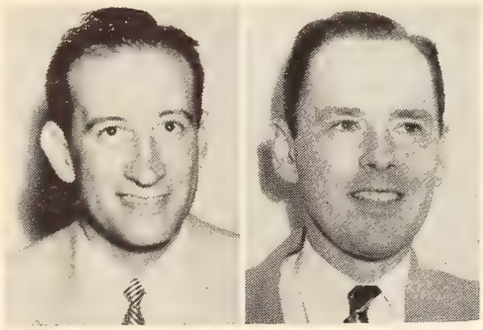
Rek-O-Kut Co., Long Island City, N. Y., announces two new 3-speed 12-inch precision Rondine turntables in model B-12, powered by specially designed 4-pole induction motor, and model B-12H, employing custom-built, hysteresis synchronous, self-lubricating motor.

MANUFACTURING PEOPLE

Henry T. Roberts, general manager, commercial music div., Magnecord Inc., Chicago, additionally elected vice president in charge of division.

Sturtevant Hinman, formerly vice president-director, Sinclair Refining Co., N. Y., and **Robert D. Michels,** attorney, elected vice presidents, Television Shares Management Corp., Chicago underwriter and investment advisor of Television Electronics Fund.

John W. Mullen, eastern regional sales manager, Philco Corp., Phila., to Dage television div., Thompson Products, Beech Grove, Ind., as



MR. STEWART MR. MULLEN

eastern district sales manager; **Wynne E. Stewart,** sales engineer, Kierulff Electronics, L. A., (Dage distributors), to same division as southeastern district sales manager.

Raymond W. Herrick, national sales manager, radio div., Admiral Corp., Chicago, to Emerson Radio and Phonograph Corp., N. Y., as western Michigan, northern Indiana and northwestern Ohio district manager.

Jack Siegrist, advertising manager, Motorola Inc., Chicago, to television receiver div., Allen B. DuMont Labs, Clifton, N. J., as merchandising manager, newly-created position, effective Sept. 1.

Robert S. Burros to Olympic Radio & Television Inc., Long Island City, N. Y., as advertising and sales promotion manager.

John S. Pitts, assistant personnel director, Plough Inc., Memphis, additionally appointed public relations director.

Paul F. Harper, radio div., Western Electric Co., N. Y., transfers to Hollywood office as West Coast representative for patent licensing matters.

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Station Authorizations, Applications
(As Compiled by B•T)

Aug. 5 through August 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,573	533	105
CPs on air	19	26	†304
CPs not on air	121	12	169
Total on Air	2,592	559	409
Total authorized	2,713	571	578
Applications in hearing	120	3	186
New station requests	167	5	16
New station bids in hearing	64	0	174
Facilities change requests	128	17	31
Total applications pending	714	103	227
Licenses deleted in July	0	0	0
CPs deleted in July	1	0	1

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,596	2,574	142	167	70
Fm	562	536	38	5	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	253	308	561[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	266	117	383
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Nine-two CPs (16 vhf, 76 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Tampa, Fla.—The Tribune Co. (WFLA) granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,035 ft., above ground 1,054 ft. Estimated construction cost $961,887, first year operating cost $655,000, revenue $270,000. Post office address Corner Lafayette & Morgan Sts., Tampa., Fla. Studio location Lafayette & Morgan Sts., Tampa, Fla. Transmitter location near Routes 41 & 316, near Tampa, Fla. Geographic coordinates 27° 50′ 27″ N. Lat., 82° 15′ 48″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include Chairman of Board **D. T. Bryan**, President-Treasurer **John C. Council**, Vice President **James A. Griffin Jr.**, Vice President **Truman Green**, Secretary **J. S. Bryan Jr.** Granted Aug. 4.

Beaumont, Tex.—Beaumont Bcstg. Corp. (KFDM) granted vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 537 ft., above ground 600 ft. Estimated construction cost $317,450, first year operating cost $200,000, revenue $350,000. Post office address 1420 Calder Ave., Beaumont. Studio location 1420 Calder Ave. Transmitter location on U. S. Highway #90, about two miles East of Vidor, Tex. Geographic coordinates 30° 08′ 29″ N. Lat., 93° 58′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **D. A. Cannan** (27%), Executive Vice President **C. B. Locke** (19%), Secretary-Treasurer **Howard H. Fry** (2%), **L. H. Cullum** (8%) and **Mary L. Fentress** (8%). Granted Aug. 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KOVR Stockton, Calif.—Television Diablo Inc. granted mod. of CP for ch. 13 to change transmitter and studio location to 519 E. Market St.; ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 3,240 ft. Granted Aug. 6; announced Aug. 10.

WTHS (TV) Miami, Fla.—Lindsy Hopkins Vocational School granted CP for reserved education ch. 2 to change ERP to 5 kw. Granted Aug. 4; announced Aug. 10.

WPBN-TV Traverse City, Mich.—Midwestern Bcstg. Co. granted STA to operate commercially on ch. 7 for the period ending Jan. 25, 1955. Granted July 30; announced Aug. 10.

WGR-TV Buffalo, N. Y.—WGR Corp. granted STA to operate commercially on ch. 2 for the period ending Dec. 7. Granted Aug. 2; announced Aug. 10.

WSJS Winston-Salem, N. C.—Triangle Bcstg. Corp. granted mod. of CP for ch. 12 to change ERP to 288 kw visual, 200 kw aural; antenna height above average terrain 770 ft. Granted Aug. 6; announced Aug. 10.

KXJB-TV Minot, N. D.—N. D. Bcstg. Co. granted STA to operate commercially on ch. 13 for the period ending Jan. 6, 1955. Granted July 30; announced Aug. 10.

WAZL-TV Hazelton, Pa.—Hazelton Tv Corp. granted mod. of CP for ch. 63 to change ERP to 20 kw visual, 10.7 kw aural; antenna height above average terrain 660 ft. Granted Aug. 6; announced Aug. 10.

WOAY-TV Oak Hill, Va.—Robert R. Thomas Jr. granted mod. of CP for ch. 4 to change ERP to 100 kw visual, 69.2 kw aural; antenna height above average terrain 740 ft. Granted Aug. 3 announced Aug. 10.

STATIONS DELETED

WTEV-TV New Bedford, Mass.—FCC deleted tv station on ch. 28 at request of permittee. Deleted Aug. 5; announced Aug. 10.

WBOS-TV Boston, Mass.—E. Anthony & Son Inc. FCC deleted tv station on uhf ch. 50 at request of permittee. Deleted Aug. 6; announced Aug. 10.

CALL LETTERS ASSIGNED

WCBI-TV Columbus, Miss.—Birney Imes Inc. ch. 4.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp., ch. 10. Formerly KFOR-TV.

KUON (TV) Lincoln, Neb.—Byron J. Dunn trustee for U. of Neb., ch. 12. Formerly KOLN TV.

KOED-TV Tulsa, Okla.—Okla. Educational Tv Authority, noncommercial educational ch. 11.

KLOR (TV) Portland, Ore.—Oregon Tv Inc. ch. 12.

New Am Stations . . .

APPLICATIONS

Tifton, Ga.—Charlie H. Parish Sr. and Charlie H. Parish Jr. d/b as Radio Tifton, 1430 kc, 1 kw daytime. Post office address P. O. Box 92, Ft Valley, Ga. Estimated constructioin cost $12,200 first year operating cost $35,000, revenue $40,000 Principals in general partnership include **Charlie H. Parish Jr.** (75%) and his father, **Charlie H. Parish Sr.** (25%). They are also equal partners in application for new am station at Columbus Ga. Filed Aug. 2.

Washington, Ind.—Washington Radio Inc (WMFL (FM)), 1580 kc, 250 w daytime. Post office address P. O. Box 89, Washington. Estimated construction cost $4,326, first year operating cost $35,000, revenue $50,000. Principals include President **Mrs. Paul R. Bausman** (54%) **Dr. C. Philip Fox** (11.5%), and 20 other stockholders each holding less than 3% of the total stock. Filed Aug. 3.

Benton, Ky.—J. Shelby McCallum d/b as The Purchase Bcstg. Co., 1290 kc, 1 kw daytime. Post office address Benton, Ky. Estimated construction cost $14,678, first year operating cost $22,000 revenue $35,000. Mr. McCallum is general partner of drive in theatres in Hopkinsville and Russellville, Ky. Filed July 29.

Saline, Mich.—The Saline Bcstg. Co., 1290 kc 500 w daytime. Post office address % Meredith Bixby, 220 Detroit St., Saline. Estimated construction cost $24,705, first year operating cost $39,000, revenue $44,000. Principals include President **Meredith Bixby** (25%), producer of school entertainment programs; Vice President **Eugene H. Hannah** (25%), general contractor and interior decorator, and Treasurer **Henry Leutheuser** (25%), local hotel and restaurant owner. Filed July 29.

Oxford, Miss.—E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss Bcstg. Co., 1430 kc 1 kw daytime. Post office address % E. O. Roden Box 352, Booneville, Miss. Estimated construction cost $14,725, first year operating cost $22,000 revenue $35,000. Principals in general partnership include **E. O. Roden** (50%), owner WBIP Booneville, Miss., 30% owner WTUP Tupelo, Miss 62% owner of Union News Inc., newspaper in Jasper, Ala., and owner of Booneville Printing Co., newspaper; W. L. Dove (17%), 40% owner WTUP and 36% owner Union News Inc., and G. A. Pribbenow (33%). Applicants have identical partnership interest in WAZF Yazoo City Miss. Filed July 29.

Existing Am Stations . . .

ACTIONS BY FCC

KSDA Redding, Calif.—VALR Inc. granted mod. of CP to change studio location to 1308 Placer St Granted Aug. 4; announced Aug. 10.

WROM Rome, Ga.—Coosa Valley Radio Co granted mod. of license to change studio location to Willingham Scenic Hwy., Horseleg Mt., WROM TV Bldg., 4.2 miles SW of Rome. Granted Aug 4 announced Aug. 10.

WNAW North Adams, Mass.—Cecil F. Clifton granted authority to operate specified hours for period of 90 days from Aug. 1 for financial reorganization. Granted Aug. 5; announced Aug. 10.

WFAX Falls Church, Va.—Lamar A. Newcomb granted CP to change transmitter and studio location to 161 Hillwood Ave. Granted Aug. 2; announced Aug. 10.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co. granted mod. of CP to change studio location to 804 Market St. Granted Aug. 4; announced Aug 10.

APPLICATIONS

WPNX Phenix City, Ala.—Community Bcstg. Co. seeks mod. of license to speciify station location as Phenix City-Columbus, Ga., and to ad



an additional main studio at Columbus. Filed Aug. 4.

KMYC Marysville, Calif.—Marysville-Yuba City Bcstrs. Inc. seek CP to change daytime directional on 1410 kc. Filed Aug. 8.

WFLW Hodgenville, Ky.—V. R. Anderson seeks mod. of CP to change transmitter and studio location from Hodgenville to Bardstown, Ky. Filed Aug. 4.

WWBG Bowling Green, Ohio—Howard R. Ward seeks mod. of CP to specify studio location as 2.5 miles E of East Boundary of Bowling Green and 650 ft. S thereof. Filed Aug. 4.

Ownership Changes . . .

ACTIONS BY FCC

WICA-AM-FM-TV Ashtabula, Ohio—WICA Inc. granted voluntary transfer of control (50%) to Olive D. Rowley individually and as trustee for David and Richard Rowley in accordance with will of R. D. Rowley, deceased. Granted Aug. 5.

WBRE-TV Wilkes-Barre, Pa.—Louis G. Baltimore granted assignment of license to wholly owned subsidiary WBRE-TV Inc. Granted Aug. 5.

APPLICATIONS

KMOD Modesto, Calif.—Radio Modesto Inc. seeks voluntary transfer of control to John E. Griffin, W. W. Giddings Jr. and D. G. Reeves through sale of 50% interest by John H. Schacht to corporation for $42,000. Corporation sells ⅓ interest to Mr. Reeves for $21,000. Each partner will now own ⅓ interest. Filed Aug. 3.

WINI Murphysboro, Ill.—Evers Mick & Donald Lee Ritter d/b as Jackson Bcstg. Co. seek voluntary assignment of CP to Cecil W. Roberts for $22,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Chanute, Kan. and WBLN-TV Bloomington, Ill. Filed July 30.

WTCW Whitesburg, Ky.—KY-VA Bcstg. Corp. seeks voluntary transfer of control to Kenneth J. Crosthwait through sale of 48.78% interest for $17,000. Mr. and Mrs. Crosthwait will now be sole owners. Filed Aug. 4.

WTBO-AM-TV Cumberland, Md.—Md. Radio Corp. seek voluntary assignment of license to individual stockholders Charles E. Smith, George H. Clinton, Edwina S. Clinton, Ben K. Baer Frank A. Baer, Helen K. Baer, Howard L. Chernoff, Melva G. Chernoff, Lydia Busch and May K. Ames. Filed Aug. 2.

WTBO-AM-TV Cumberland, Md — Individual stockholders of Md. Radio Corp. seek voluntary assignment of license to Tenn. Valley Bcstg. Corp. for $110,000. Principals include President **Arthur W. German** (60%), former Eastern Div. Sales Manager for Republic Pictures Corp., Vice President **Edward G. Murray** (30%), film buyer WPTZ (TV) Philadelphia, and Secretary-Treasurer **Morris H. Bergreen** (10%), attorney. Assignment is contingent on FCC approval to transfer of assets to individual stockholders. Filed Aug. 2.

KGEZ Kalispell, Mont.—Donald C. Treloar seeks voluntary assignment of license to KGEZ Inc. for $100,000. Principals include **KBOW Butte, Mont.** (88.1%), **Frank Reardon** (0.2%), **Helen Reardon** (0.2%), **Mary Adele Sullivan** (11%), and **Albert H. Schumacker** (0.2%). Individual stockholders own KBOW. Filed Aug. 3.

WFPG-AM-TV Atlantic City, N. J.—Neptune Bcstg. Corp. seeks voluntary transfer of control to Jack N. Berman and Louis Berman through purchase of 20% interest from Helen Teitlebaum, Robert Teitlebaum and Jack Teitlebaum for $5,000. Messrs Jack N. and Louis Berman each will now own 20% interest. Filed Aug. 3.

WSIX-AM-TV Nashville, Tenn. — Louis R. Draughon, individually and trustee for Jacquelyn Draughon d/b as WSIX Bcstg. Station seek voluntary assignment of license to WSIX Inc. for $800,000. Principals include President **Robert D. Stanford Jr.**, lumber and business supplies merchant, Vice President-Treasurer **W. H. Criswell** (⅓), real estate broker, and Vice President-Secretary **Louis R. Draughon** (⅓). Filed Aug. 5.

WCOR Lebanon, Tenn.—The Lebanon Bcstg. Co. seeks voluntary acquisition of control by Theodore F. Ezell Jr. through purchase of 89 shares from G. Paul Crowder for $18,000. Mr. Ezell will now own 60% interest. Filed Aug. 5.

KANN Sinton, Tex.—San Patrico Bcstg Co. seeks voluntary assignment of negative control (50%) to Charles W. Balthrope for $20,000. Mr. Balthrope owns 94% of KITE-AM-FM San Antonio, 4% KDUB-AM-TV Lubbock, and ⅓ of KENN Kennedy, all Texas. Filed Aug. 2.

WCAX Burlington, Vt.—WCAX Radio Inc. seeks voluntary transfer of control to C. P. Hasbrook. No consideration involved as Mr. Hasbrook is sole owner. Filed Aug. 3.

WCAX Burlington, Vt.—WCAX Bcstg. Corp. seeks voluntary assignment of license to wholly owned subsidiary WCAX Radio Inc. No consideration involved as C. P. Hasbrook is sole owner. WCAX Bcstg. will remain permittee of WMTV (TV), Montpelier, Vt. Filed Aug. 3.

Hearing Cases . . .

OTHER ACTIONS

Little Rock, Ark.—Ch. 11 proceeding. By Order the Commission denied petition filed by Arkansas Telecasters Inc., Little Rock, Ark., for reconsideration of Commission's April 30 order denying petition for enlargement of hearing issues to inquire into technical qualifications of Arkansas Television Co., North Little Rock, Ark., in connection with its transmitter site and the circumstances surrounding certain agreements with respect thereto, in the proceeding involving applications for new tv station on ch. 11, ordered that the "Comment re Petition for Reconsideration" filed by Arkansas Television be stricken. Action Aug. 4.

San Francisco-Oakland, Calif.—Ch. 2 proceeding. FCC hearing examiner Thomas H. Donahue denied as in default bid of KROW Oakland for ch. 2 because of neglect to file exchange material persuant to FCC notice and failure to appear at proceedings. Action Aug. 3.

Uhf Applications — No local programming; waiver of overlap rules. The Commission will consider application for stations in the uhf band which do not propose to originate any local programs and where it appears that this type of operation would permit the flexibility in operation and the necessary economy to make feasible a television station which otherwise may not be constructed. Such a station would be required to meet all applicable rules and would differ from other television broadcast stations only in the matter of originating local programs. The Commission also will consider waivers of Section 3.636(a)(1) of its rules in order to permit dual-channel operations in cases where an appropriate showing has been made that under the facts of a particular case such waiver would be in the public interest. This policy will not become effective prior to September 1. Action Aug. 4.

Bristol, Tenn.-Va.—Ch. 5 proceeding. By Order the Commission granted petition filed by Appalachian Bcstg Co., Bristol, Va., insofar as it requests reversal of an examiner's refusal to permit inquiry into the question of whether a "strike" or "holding" application had been filed by the predecessor applicant to Tri-Cities Television Corp., Bristol, Tenn., competing applicant for ch. 5; denied petition in all other respects. Action Aug. 4.

Point Pleasant, Spencer, W. Va.—FCC Comr. E. M. Webster granted petition of Hi Kinco for dismissal of its bid for new am station on 1590 kc 1 kw daytime at Point Pleasant and retained in hearing competitive bid of Ohio Valley on the Air Inc. for same facilities at Spencer. Action Aug. 3.

Milwaukee, Wis.—Ch. 12 protest. FCC by memorandum opinion and order denied petition filed July 12 by Midwest Bcstg Co. (permittee of WCAN-TV, ch. 25, Milwaukee, Wis.) protesting grant and requesting reconsideration thereof of application of Milwaukee Area Telecasting Corp. for new tv station on ch. 12 in Milwaukee, Wis. Commissioner Hennock issued a dissenting opinion. Action Aug. 10.

WRCO Richland, Wis.—By Order the Commission removed stations WDLB Marshfield, Wis., and KPIG Cedar Rapids, Iowa, as parties to the proceeding involving application of Richland Bcstg. Corp. to change the antenna system of its am station WRCO at Richland, Wis. (1450 kc, 250 w U), and on petition of Chief Broadcast Bureau, amended issue 2 in this proceeding. Action Aug. 4.

Routine Roundup . . .

August 5 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner E. M. Webster

Granted petition of Massachusetts Bay Telecasters Inc., Boston, Mass., for withdrawal of its motion for additional time within which to petition to expand the issues, in re proceeding for ch. 5 in Boston (Dockets 8739 et al.).

Chief Broadcast Bureau—Granted extension of time to and including Aug. 9, within which a response may be filed to petitions of Daily Telegraph Printing Co. for enlargement of the issues in re ch. 6 (Dockets 11042-43).

By Hearing Examiner Elizabeth C. Smith

Adopted a Statement and Order approving agreements entered into in the matter of Allegheny Bcstg. Corp., et al., for ch. 4 at Irwin, Pa. (Dockets 7287 et al.); further ordered that each applicant shall number its exhibits separately, in simple numerical sequence, beginning in each instance with "1" and bearing the name of the respective applicant; hearing for receiving exhibits and taking testimony to begin Sept. 27.

By Hearing Examiner James D. Cunningham

Granted petition by the Chief of the Broadcast Bureau for removal of hearing in re applications of Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., from Washington, D. C., to Atlantic City, N. J.; and denied applicants' joint request for deferment of action on the said petition; said hearing to commence on Aug. 23 (Dockets 11045-46).

WWBZ Vineland, N. J., Community Bcstg. Service Inc.—Granted petition to change place of hearing in re renewal of license (Docket 10133) from Washington to Vineland, N. J., commencing on Sept. 29.

August 5 Applications

ACCEPTED FOR FILING

Modification of CP

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Mod. of CP (BP-8664) as mod. which authorized increase in daytime power; installation of new transmitter and employment of a different DA system for daytime operation for extension of completion date (BMP-6602).

KODL The Dalles, Ore., Western Radio Corp.—Mod. of CP (BP-8898) which authorized change frequency; increase power, install DA-N, make changes in the antenna system and change type transmitter) for extension of completion date (BMP-6604).

WDAK-TV Columbus, Ga., Martin Theatres of Georgia Inc. and Radio Columbus Inc. d/b as Television Columbus—Mod. of CP (BPCT-1297) as mod. which authorized new tv station for extension of completion date to 2-5-55 (BMPCT-2343).

WICS (TV) Springfield, Ill., Plains Television Corp.—Mod. of CP (BPCT-1101) as mod. which authorized new tv station for extension of completion date to 2-24-55 (BMPCT-2350).

WNOP-TV Newport, Ky., Tri-City Bcstg. Co.—Mod. of CP (BPCT-1737) which authorized new tv station for extension of completion date to 2-25-55 (BMPCT-2349).

WIRI (TV) Bloomingdale, N. Y., Great Northern Television Inc.—Mod. of CP (BPCT-1784) which authorized new tv station for extension of completion date from 8-2-54 (BMPCT-2344).

WNOK-TV Columbia, S. C., Palmetto Radio Corp.—Mod. of CP (BPCT-764) as mod which authorized new tv station for extension of completion date to 2-28-56 (BMPCT-2347).

WNAM-TV Neenah, Wis., Neenah-Menasha Bcstg. Co.—Mod. of CP (BPCT-869) as mod which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-2351).

August 9 Applications

ACCEPTED FOR FILING

License for CP

KFMB San Diego, Calif., Wrather-Alvarez Bcstg. Inc.—License to cover CP (BP-8716) which authorized change frequency, increase power and install new transmitter (BL-5386).

KANV Shreveport, La., Northwest Louisiana Bcstg. Corp.—License to cover CP (BP-9097) as mod. which authorized new standard broadcast station (BL-5384).

WALM Albion, Mich., Calhoun Bcstg. Co.—License to cover CP (BP-8813) as mod. which authorized change frequency, increase power and change type transmitter (BL-5387).

WSTR Sturgis, Mich. WSTR Inc.—License to cover CP (BML-1489) which authorized change frequency, power, hours of operation and type of transmitter (BL-5382).



WKMT Kings Mountain, N. C., J. C. Green Jr. and R. H. Whitesides, d/b as Southern Radiocasting Co.—License to cover CP (BP-9275) which authorized increase in power (BL-5396).

Remote Control

WINX Rockville, Md., Montgomery County Bcstg. Co.—(BRC-474).

Remote Control Bid Returned

WMOH Hamilton, Ohio, The Fort Hamilton Bcstg. Co.

Renewal of License

WMAR-TV Baltimore, Md., The A. S. Abell Co.—(BRCT-8).

WAAM (TV) Baltimore, Md., WAAM Inc.—(BRCT-14).

Modification of CP

KONA (TV) Honolulu, Hawaii, Radio Honolulu Ltd.—Mod. of CP (BPCT-984) as mod. which authorized new tv station for extension of completion date to 9-1-55 (BMPCT-2362).

WHAM-TV Rochester, N. Y., Stromberg-Carlson Co.—Mod. of CP (BPCT-960) as mod. which authorized changes in existing tv station for extension of completion date to 10-1-54 (BMPCT-2361).

WCPO-TV Cincinnati, Ohio, Scripps-Howard Radio Inc.—Mod. of CP (BPCT-830) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2358).

WKJF-TV Pittsburgh, Pa., Agnes J. Reeves Greer—Mod. of CP (BPCT-1384) as mod. which authorized new tv station for extension of completion date to April, 1955 (BMPCT-2359).

KMID-TV Midland, Tex., Midessa Television Co.—Mod. of CP (BPCT-1716) as mod. which authorized new tv station for extension of completion date to 11-1-54 (BMPCT-2357).

Renewal of License

WNAV-FM Annapolis, Md., The Capital Bcstg. Co.—(BRH-524).

WUST-FM Bethesda, Md., Broadcast Management Inc.—(BRH-620).

WRNL-FM Richmond, Va., Richmond Newspapers Inc.—(BRH-277).

WMVA-FM Martinsville, Va., Martinsville Bcstg. Co.—(BRH-517).

WEPM-FM Martinsburg, W. Va., C. M. Zinn, et al., d/b as Martinsburg Bcstg. Co.—(BRH-625).

WAJR-FM Morgantown, W. Va., West Virginia Radio Corp.—(BRH-150).

WKWK-FM Wheeling, W. Va., Community Bcstg. Inc.—(BRH-139).

WWVA-FM Wheeling, W. Va., Storer Bcstg. Co.—(BRH-718).

WRFL (FM) Winchester, Va., Richard Field Lewis Jr.—(BRH-54).

WTOP-TV Washington, D. C., WTOP Inc.—(BRCT-40).

Remote Control

WMOH-FM Hamilton, Ohio, Fort Hamilton Bcstg. Co.—(BRCH-104).

Modification of CP

KREM-FM Spokane, Wash., Louis Wasmer—Mod. of CP (BPH-1824) which authorized new fm station for extension of completion (BMPH-4934).

KUOH (FM) Honolulu, T. H., U. of Hawaii—Mod. of CP (BPED-243) for new noncommercial fm for extension of completion (BMPED-279).

WKAB-TV Mobile, Ala., Pursley Bcstg. Service Inc.—Mod. of CP (BPCT-988) as mod. which authorized new tv station for extension of completion date to 12-31-54 (BMPCT-2360).

KFIF (TV) Fairbanks, Alaska, Keith Kiggins and Richard R. Rollins d/b as Kiggins and Rollins—Mod. of CP (BPCT-1709) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2363).

KSBW-TV Salinas, Calif., Salinas Bcstg. Corp.—Mod. of CP (BPCT-1222) as mod. which authorized new tv station for extension of completion date to 11-26-54 (BMPCT-2354).

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. of CP (BPCT-1468) as mod. which authorized new tv station for extension of completion date to 2-28-55 (BMPCT-2355).

WTOC-TV Savannah, Ga., Savannah Bcstg. Co.—Mod .of CP (BPCT-712) as mod. which authorized new tv station for extension of completion date to 2-26-55 (BMPCT-2353).

KLIX-TV Twin Falls, Idaho, Southern Idaho Bcstg. and Television Co.—Mod. of CP (BPCT-1292) as mod. which authorized new tv station for extension of completion date to 2-15-55 (BMPCT-2356).

KSLA (TV) Shreveport, La., Interim Television Corp.—Mod. of CP (BPCT-1770) as mod. which authorized new tv station for extension of completion date from 8-18-54 (BMPCT-2348).

WEAU-TV Eau Claire, Wis., Central Bcstg. Co.—Mod. of CP (BPCT-744) as mod. which authorized new tv station for extension of completion date from 8-25-54 (BMPCT-2352).

August 10 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of August 6

Granted License

WAUG-FM Augusta, Ga., Garden City Bcstg. Co.—Granted license for fm station; freq. 105.7 mc. (ch. 289); ERP 5.8 kw, U (BLH-972).

Modification of CP

WARU Peru, Ind., Wabash-Peru Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and change type transmitter; engineering condition (BMP-6596).

The following were granted extension of completion dates as shown:

WHFM Rochester, N. Y., to 9-1-54; KSLA (TV) Shreveport, La., to 1-1-55; KLIX-TV Twin Falls, Idaho, to 2-18-55.

Actions of August 5

Modification of CP

The following stations were granted extension of completion dates as shown:

WNOP-TV Newport, Ky., to 2-25-55; WNAM-TV Neenah, Wis., to 2-28-55; WNOK-TV Columbia, S. C., to 2-28-55; WICS (TV) Springfield, Ill., to 2-24-55.

Actions of August 4

Granted License

WADP Kane, Pa., Northern Allegheny Bcstg. Co.—Granted license for am station; 1590 kc, 500 w, D (BL-5333).

KLX Oakland, Calif., Tribune Publishing Co.—Granted license covering change from DA-1 to DA-N only (BL-5378).

WBUT-FM Butler, Pa., J. Patrick Beacom—Granted license for fm station; freq. 97.7 mc (ch. 249); ERP 720 w, U (BLH-978).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WINX from Rockville, Md.; WQBC Vicksburg, Miss.; KGNI Little Rock, Ark.; WMID Atlantic City, N. J.

Modification of CP

KXXL Monterey, Calif., S. A. Cisler—Granted extension of completion date to 12-22-54; engineering condition.

The following were granted extension of completion dates as shown:

KREM-FM Spokane, Wash., to 11-30-54; KUOH (FM) Honolulu, to 2-28-55; WIRI (TV) Nr. Bloomingdale, N. Y., to 2-2-55; WFBM-TV Indianapolis, to 3-1-55; WDAK-TV Columbus, Ga., to 2-5-55.

Actions of August 3

Remote Control

WMOH-FM Hamilton, Ohio, Fort Hamilton Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted CP

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—Granted CP to erect a new tower S.W. of old tower and mount tv antenna (BP-9373).

Modification of CP

WINK-TV Fort Myers, Fla., Fort Myers Bcstg. Co.—Granted extension of completion date to 2-11-55 (BMPCT-2338).

Actions of August 2

Granted License

WEPG So. Pittsburg, Tenn., Marion County Bcstg. Serv.—Granted license for am station, 910 kc, 500 w, D (BL-5369).

KEAR San Mateo, Calif., Bay Radio Inc.—Granted license to cover increase in power, installation of new transmitter and change to DA-2 (BL-5295).

WPKM Tampa, Fla., FM Bcstrs.—Granted license for fm station; freq. 104.7 mc. (ch. 284); ERP 10.5 kw, U (BLH-977).

WOW-TV Omaha, Neb., Meredith WOW Inc.—Granted license covering changes in tv station (BLCT-130).

Modification of License

KFOX Long Beach, Calif., Nichols & Warinner Inc.—Granted mod. of license to change name to KFOX Bcstg. Corp. (BML-1597).

KXLW Brentwood, Mo., KXLW Inc.—Granted mod. of license to change name to Saint Louis County Bcstg. Co. (BML-1598).

Remote Control

WCLI Corning, N. Y., Radio Corning Inc.—Granted authority to operate transmitter by remote control.

Actions of July 30

Remote Control

KJIM Beaumont, Tex., KPBX Bcstg. Co.—Granted authority to operate transmitter by remote control.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Issued first Order for conduct of further hearing to be held Sept. 30 in proceeding re applications of WORZ Inc., et al., for ch. 9 in Orlando, Fla. (Dockets 11081-83).

By Hearing Examiner Harold L. Schilz

KSPI Stillwater, Okla., Stillwater Pub. Co.—Ordered a prehearing conference to be held on Aug. 18 in re am application (Docket 10910; BP-8920).

KSEY Seymour, Tex., William C. Moss—Ordered a prehearing conference be held Aug. 17 in re mod. of am station license (Docket 10218; BML-1473).

By Hearing Examiner James D. Cunningham

Issued an Order to govern the hearing in re applications of Dorsey Eugene Newman, Hartselle, Ala., et al., for am facilities (Dockets 10638 et al.); said hearing to convene on Nov. 3.

By Hearing Examiner Isadore A. Honig

Issued an Order to control the course of hearing in proceeding re applications of KFAB Bcstg Co. and Herald Corp. for ch. 7 in Omaha, Neb (Dockets 9009; 10909), the taking of testimony to commence Aug. 23.

By Hearing Examiner Thomas H. Donahue

Continued hearing in re applications of White Radio Co., Wichita Falls, Tex., et al. from Aug. 6 to Aug. 23 (Dockets 10719 et al.).

By Commissioner E. M. Webster

Chief Broadcast Bureau—Granted petition for an extension of time to and including Aug. 1 within which to file exceptions to initial decision in re applications of Gulf Coast Bcstg. Co. and Baptist General Convention of Texas, for ch. 6 in Corpus Christi (Dockets 10558-60).

August 11 Applications

ACCEPTED FOR FILING

Remote Control

KAKE Wichita, Kan., KAKE Bcstg. Co.—(BRC-475).

KECK Odessa, Tex., Ben Nedow tr/as Ector County Bcstg. Co.—(BRC-476).

KREW Sunnyside, Wash., Cole E. Wylie—(Contingent on grant of BP-9380) (BRC-477).

Renewal of License

KANU (FM) Lawrence, Kan.—U. of Kansas—(BRED-99).

WUNC (FM) Chapel Hill, N. C., U. of North Carolina—(BRED-117).

KUOW (FM) Seattle, Wash., Board of Regents of the U. of Washington—(BRED-88).

WHHI (FM) Highland, Wis., State of Wisconsin State Radio Council—(BRED-95).

Modification of CP

WICC-TV Bridgeport, Conn., Southern Connecticut and Long Island Television Co.—Mod. of CP (BPCT-944) as mod. which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2368).

WITV (TV) Ft. Lauderdale, Fla., Gerico Investment Co.—Mod. of CP (BPCT-994) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2365).

WNEX-TV Macon, Ga., Macon Television Co.—Mod. of CP (BPCT-1247) as mod. which authorized new tv station for extension of completion date from 9-3-54 (BMPCT-2370).

KGMB-TV Honolulu, Hawaii, Hawaiian Bcstg. System Ltd.—Mod. of CP (BPCT-1004) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2367).

KID-TV Idaho Falls, Idaho, Idaho Radio Corp.—Mod. of CP (BPCT-871) as mod. which authorized new tv station for extension of completion date to 11-23-54 (BMPCT-2364).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-746) as mod. which authorized changes in facilities of existing tv station for extension of completion date to 12-31-54 (BMPCT-2371).

(Continued on page 117)

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COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Need young agressive sales/station manager, our Clinton, Missouri, daytimer. Write KUDL, Kansas City, Missouri, giving full details.

Manager for Michigan daytime station. Applicants must have sales and programming background and be familiar with small market operation. Send full information to Box 312E, B•T.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting succcessful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Radio salesman wanted—good, small market station, midwest desires young aggressive clean living individual, actual radio sales experience desires but not prime requisite. Man with announcing background, desiring to sell, strongly considered. Box 332E, B•T.

Wanted: One am and one tv salesman. In training for sales manager. Good man can earn between 10 and 12 thousand. Many extra benefits. Send picture references. WAIM-TV-CBS, Anderson, S. C.

Experienced salesmen (3) at WKBS, relocated Mineola, center of fabulous Nassau, Long Island. Call Pioneer 6-6700.

Can you sell? I can use you. WKNK, 5000 watts, Muskegon, Michigan.

Salesman for 1000 watt daytimer soon to be operating fulltime. Excellent opportunity with good draw and account list. Full particulars and photo first letter. Harry C. Weaver, manager, WOKE, Oak Ridge, Tennessee.

Radio salesman. Good man needed for good job. Going to 10,000 watts. WPAQ, Mt. Airy, N. C.

Time salesman, 1,000 watts daytime independent; city 12,000 pop. Drawing account against commission. WWGP, Sanford, N. C.

(Hawaii) Excellent opportunity for two experienced salesmen in radio and/or television. Write full details, P. O. Box 1479, Honolulu.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

5000w station located in Florida needs two personality DJ's, must have two or more years experience, pop and hillbilly, two first class engineers. Send complete details and tapes first letter. Box 201E, B•T.

Announcer with experience, strong on news and deejay for night work. Good salary. NBC metropolitan southern city. Send complete resume. Box 220E, B•T.

Experienced announcers. First phone preferred, not required. Good salary. Mississippi. Permanent. Box 245E, B•T.

Top announcer for top station in large midwestern market. Authoritative news, competent, friendly DJ work. Good commercial style. Excellent opportunity. Send background and tape. Box 278E, B•T.

Wanted at once: Good experienced announcer, interested in permanent position. Send tape, salary expected and complete details to Box 286E, B•T.

Capable announcer wanted by station near Charleston, West Virginia. Must run board and do a professional job on the air. Permanent. Send recording, resume and references. Box 307E, B•T.

Help Wanted—(Cont'd)

Need a good experienced announcer with ability to sell on the air in our farm-ranch area, to replace one going in school under G.I. Box 338E, B•T.

Good experienced announcer for general staff work. KCMC-Radio, Texarkana, Texas. Attn: General Manager.

Experienced announcer for network station. Permanent position, right person. Contact Dr. F. P. Cerniglia, KLIC, Monroe, La.

Need immediately, staff announcer who can gather, write, air local news and work board. Send details, picture and tape to KRGI, Grand Island, Nebr.

Early morning man. Minimum, two years experience. Southerner preferred. No drunks or drifters. Send picture, audition tape and references. Many benefits in addition to salary. WAIM-CBS, Anderson, S. C.

Announcer, experienced at control board for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. Phone 2100.

Experienced top-notch hillbilly announcer for work in progressive station in wealthy southern rural area. Top pay, ideal working conditions, opportunity for extra income if you can sell. Write, wire or phone Ralph Mann, WKUL, Cullman, Alabama.

Experienced woman announcer-continuity writer capable handling well established participating show. Send photo, references, details of background. Save time by submitting tape which will be returned. WLAC Radio, Attn. General Manager, Nashville 3, Tennessee.

Combination announcer-copywriter; must be experienced; good typist; southerner; WNAH, Nashville, Tennessee.

Top-notch sports play-by-play man for top sports minded 5 kw station for football, basketball, daily sports show, etc. Good proposition for right man. Send tape, references, etc., to Program Director, WNXT, Portsmouth, Ohio.

Announcer wanted for nighttime programming. Must be a good personality staff man, strong on commercials and popular music. Audition tape and interview necessary. Send full particulars and photo first letter. Harry C. Weaver, Manager, WOKE, Oak Ridge, Tennessee.

Technical

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

Chief engineer-announcer. Salary open. Car necessary. Texas preferred. KBRZ, Freeport, Texas.

Transmitter maintenance man and assistant to chief engineer to do transmitter maintenance. Vacation relief on console for remote control 1000 watt station. Low rent apartments at transmitter location. Salary open. Contact Don Morris, KRIS, Corpus Christi, Texas. Phone 4-6354.

Job now open for chief engineer-announcer who can do sports. Good working conditions, good salary for right man at this 1000 watt daytimer. Contact Manager, KTFY, Brownfield, Texas.

Chief engineer before September 1. WWBG under construction. Installation experience preferred. Housing available. Call 31334, Bowling Green, Ohio.

Florida opportunity. Man holding first phone license to specialize in installation and service of marine radiotelephone. Must be capable of general shop work repairing and retuning radios and high-fidelity equipment. Chance for fair income, regular hours and ideal living on Florida's rapidly growing West Coast. If you know broadcast equipment, we will train you in marine radiotelephone. State full details of training, experience and expected starting income first letter. Write Craftsmen, 411 S. Pineapple, Sarasota, Fla.

Help Wanted—(Cont'd)

Production-Programming, Others

If you're old-fashioned enough to believe in loyalty to your employer, but still young enough to work first before becoming an executive, you may be the man I'm seeking. The reason you would leave your present job is that there is no opportunity for advancement there. You've had at least five years experience as an announcer and you have proven programming ability. You're promotion minded . . . you're sales-minded with a thorough knowledge of small station operations. Fact is you're probably from a small town in the south or perhaps out west. You're also an older man, married and college educated. You also like people and they like you. If this sounds like you, there's a real opportunity here with an old established 1000 w CBS affiliated in the Middle Atlantic area. Here you would oversee and train announcers and announce at least 20 hours a week yourself. You would supervise traffic, work remotes (sports and public service; misc. sales programs); initiate, build and supervise saleable programs, and be available for public appearances in the interest of the station. If you know you can meet these requirements and know you want to become an integral part of a community as well as a station, then give full particulars in first letter. Write Box 200E, B•T.

Sales promotion director. Experienced all phases of radio and television operations. Full details, salary, first letter. Write Box 347E, B•T.

Television

Help Wanted

Managerial

A top-notch general manager for new uhf station in a substantial midwestern market. Unique opportunity and generous financial arrangement for an experienced man. Submit qualifications and references to Box 217E, B•T. Personal interview will follow.

Salesmen

Sales opening. Excellent opportunity for hustling salesman in new television market. Rich area, good potential. Salary plus commission. Radio or television sales background a must. Write or wire for interview. Manager, WTVO, Rockford, Illinois.

Announcer

We are looking for versatile people for new channel 2 tv station with accent on ad-lib sales ability on camera. State all other hobbies and abilities. New Englander preferred. Contact William Clark, Operations Manager, WTWO, Bangor, Maine.

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

Technical personnel for tv and am operation in a midwestern metropolitan market. First phone desirable, but not required. Please supply experience, education and a snapshot. Box 260E, B•T.

Position for tv transmitter and studio engineers (supervisors) for new midsouth vhf educational station. Extensive operation (with opportunity to continue education and pursue research work, if desired). Send resume indicating experience, education and salary expected. Box 262E, B•T.

Situations Wanted

Managerial

High type station manager-salesman would like good connection in southeast. Seventeen years experience. Box 280E, B•T.

Experienced chief engineer and commercial manager, desires permanent position, preferably in south, can furnish best of references as to character and ability. Box 301E, B•T.

Manager, commercial manager, or program manager—radio and/or television—for a station that wants to go places. 30 year old family man. Good background. Steady, sober, hard working, reliable, interested in making money for you with a well-run station. Box 309E, B•T.

Experienced broadcaster wants managership of station with option to buy from percentage of profits. Any location. Replies confidential. Write fully. Box 324E, B•T.

Situations Wanted—(Cont'd)

Salesmen

ccount executive, 30, University degree-adver- sing. Five years radio sales experience, local, ational accounts. Excellent agency contacts. utstanding record as salesman. (Employed as les manager). Desires change. New York rea. Box 313E, B•T.

alesman—radio-tv. Want permanent position. xcellent references. Prefer east. Box 348E, •T.

Announcers

taff-sports announcer. Four years play-by-play xperience. Looking for good opportunity for ll season. Presently employed 5 kw inde- endent. Tape and resume on request. Box 180E, •T.

op-flight sports announcer desires college foot- all play-by-play. 13 years experience. Cur- ently broadcasting major league baseball. Air ecks available. Outstanding references. Box 9E, B•T.

ersatile announcer. Experienced newsman, DJ. rained voice. First phone. Negro. Box 168E, •T.

nnouncer. Experienced both network and in- ependent, some tv, college grad, married. resently employed. Box 179E, B•T.

portscaster—radio or television. Experienced ll play-by-play. Selling experience. Box 197E, •T.

ports announcer, staff, experienced. Colorado, alifornia, southwest. Married, veteran, 29. Col- ge. Presently employed. Must have play-by- lay. $85.00. Box 213E, B•T.

J—mambo, latino specialist—8 years radio, tv. ree lancing Pa., top audience pop, latin disc hows. Idea man, know music, show biz. Speak panish, Portuguese. Want DJ show, right met- opolitan station. Box 230E, B•T.

ports announcer—4 years experience in all hases—now employed. Desires year round ports program. Prefer midwest. Minimum 85.00. Box 258E, B•T.

portscaster-salesman. Exciting commercial de- very. Six years experience football, basketball, nd baseball. Desire position with sports minded adio and television station. Let's share profits or fall and winter sports coverage. Personable isc jockey. Available immediately. Box 267E, •T.

ood play-by-play. 5 years experience, 27. Col- ge football, basketball, with baseball tie-in. ormer Big Ten football player. College grad— an deliver. Box 277E, B•T.

amous BBC Radio announcer and television MC ow in Canada wishes to travel U. S. Accept ork anywhere. Bedroom voice. Real novelty. ge 33. Unmarried. Box 290E, B•T.

nnouncer: Married. Ambitious—recent grad- ate A-1 radio-tv school. Specializing news and ports. Work any hours. Prefer Florida. Refer- nces. Box 300E, B•T.

ootball announcer . . . seven years experience . . fine voice, best of references. Box 310E, •T.

nnouncer—first phone, presently employed, ants combo-job in the south. Preferably Mis- issippi or vicinity. Box 316E, B•T.

taff announcer leaving Army. Intensive pre- rmy experience with MBS affiliate—spots, DJ, specially strong on news, serious music. Board. lso acting experience. Served in editorial and adio-tv departments, Army Home Town News enter. Graduate Powers Radio-Theatre-TV chool, Boston. Soon married, teetotaler. Audi- ion, references. Prefer northwest or midwest, ut will travel. Minimum, $2 hour. Box 320, B•T.

nnouncer, five years experience, 2 years sales, osition wanted, staff announcer or announcer- alesman. Stable, hard working top references. ox 327E, B•T.

nterested in more radio or beginning television. wo years experience. Box 329E, B•T.

Situations Wanted—(Cont'd)

Up to here in records, no money. Staff-DJ-morning man. Now employed medium market, good story. Love to earn decent living. Single, 27, five years experience. Box 330E, B•T.

Versatile announcer, strong news, experienced collegiate play-by-play sports. Capable commercial and platter man, commercial copy-writing. Single, veteran, travel, tape. Box 340E, B•T.

Announcer, sports, strong news and commercials, versatile, impersonations, DJ. Station asset, reliable, single, veteran, available now. Resume, tape. Box 342E, B•T.

Announcer - sportscaster - heavy news, smooth commercials, good DJ. Station asset tho light experience. Reliable, veteran, college, tape. Resume. Box 343E, B•T.

Versatile announcer-strong commercials, news and sports. Experienced DJ personality-college. Seeking permanent position. Good voice. Veteran. Will travel for worthwhile position. Box 344E, B•T.

Dependable announcer—all phases staff—seek permanency—strong on news, commercials, Disc Jockey-control board. Light experience. Single, veteran, resume, tape. Box 345E, B•T.

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 353E, B•T.

Negro announcer, friendly approach, emphasis news, commercials, board, operations, modern music. Box 354E, B•T.

Seven years, announcing, production. I have the ability, youth, family. I want permanency, future . . . with large eastern station. Box 356E, B•T.

Announcer. 2 years experience 200,000 market. Young, single. Strong on music. Midwest or west preferred. Salary secondary. Wayne Cody Jr., 665 E. 1st South, Salt Lake City, Utah.

Staff announcer, recent broadcasting school graduate in Portland, Oregon. Board trained, veteran, married, second class license. Available immediately, good on news and ad-lib. Durward L. Cunningham, 801 N. Central, Medford, Oregon.

Versatility is my business! 1954 graduate, veteran, single, will travel. Details from Casey Heckman, 2709 Brast Blvd., South Bend, Ind.

Immediately available, announcer, newscaster, control board operator. Seeks staff connection. Able, dependable, light experience. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Staff announcer, broadcasting school graduate, six months experience, third phone, college, veteran, car, tape, photo, resume, 25. Want permanent position. Del Kirby, Ph. 8886, Granview Court, Alpine, Texas.

Available immediately. Radio-television experience. Announcer, news editor, continuity director, film director. Excellent references. John LaLiberte, 1053½ Admiral Place, Elmira, N. Y.

Situations Wanted—(Cont'd)

Announcer: Strong news, smooth DJ, commercial talent, experience light, ambition high. Third ticket, single, veteran, tape, resume, travel. Leonard Lyons, 2531 Ocean Parkway, Brooklyn, N. Y.

Announcer, authoritative news, original DJ show, five years experience, scale plus. West, northwest only. Available 20th Sept. Tape-particulars on request. Married. Write Ron MacDonald, 3319 E. Congress,, Spokane, Washington.

Negro DJ—experienced on commercial reading and writing, newscasting, control board. Holds 3rd class license—excellent health—single. Cambridge graduate. Resume and tape upon request. Dave Oliver, 31-34 98th Street, Corona, L. I., N. Y. Phone HAvermyer 9-0957.

Here I am again — announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting. Has car, will travel. Single. Audition disc available. George Pochos, 215 E. 153rd Street, Harvey, Ill.

Staff announcers (5) board trained for tough commercial schedule, third ticket, write copy. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. Metropolitan 8-5255.

Technical

Engineer, experienced am xmtr control, recordings, tv xmtr, switcher, maintenance, camera, microwave relay. Presently employed. Permanent only. Box 100E, B•T.

Engineer, 15 years experience all phases broadcast-am-fm-tv. Box 289E, B•T.

Broadcast-engineer-first class ticket, age 25—August 1954 graduate RCA Institutes. Limited experience, ambitious. Will answer reply by phone or letter as requested. Box 302E, B•T.

Engineer now employed as chief desires engineering position with good pay. 17 years radio, sober, reliable. Box 317E, B•T.

Chief engineer, part-time announcer. Opportunity to become part of young, good, small market organization in midwest. Good salary and future offered. Box 333E, B•T.

Chief engineer of prominent eastern am-tv station would like to relocate in station which offers challenge and opportunity. Dependable family man with excellent background. Box 336E, B•T.

First phone—no broadcast experience—recent graduate RCA Institute. Extensive experience electric repairs, motors, generators, radio-tv. Want transmitter engineer post. Box 339E, B•T.

First phone, 5 years transmitter, studio, recording, desires New York, New Jersey, Penn., or Conn. area. Box 346E, B•T.

Southeast U. S. position open? Check my qualifications in display ad!

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Available immediately. 1st class engineer with 10 years well rounded experience. Excellent references. P. O. Box 152, Cincinnati, Ohio.

Am-engineer, 1st phone, four years experience all phases, except sports. Age 29, vet. Desires program director's job. Heavy on am. Morris F. Genthner, 239 Grace Ave., Newark, New York. Phone 1112J, act now!

Production-Programming, Others

Sales promotion director—expert in marketing and audience research. Prefer combination am-tv operation. Excellent writer of sales presentations. Past experience with New York independent and southern network stations. Through hard-hitting merchandising efforts combined with carefully thought-out promotion planning have converted many advertisers' headaches into exciting success stories. Acknowledging importance of integrating promotional activities with programming. Can recognize publicity story, and know what to do with it. Familiar with idiosyncrasies of agency time-buyers and network officials. Now in east, will relocate. Box 311E, B•T.

Experienced copywriter, amle, trained in programming, production, directing, desires change in south. Box 318E, B•T.

Newswriter seeks spot midwestern network station. Veteran, 24, single. B.S. radio journalism, light experience. Box 323E, B•T.

News chief at enterprising indie, 26, just back from service, seeks challenging work. Competent reporter, newscaster, special events. Box 326E, B•T.

Mature newsman, program director small station, seeks position of responsibility with future. College trained. $90. Midwest. Box 349E, B•T.

Attention Florida! Resident desires position, radio or tv, news-program director or station manager or assistant. 14 years experience. Box 351E, B•T.

Television

Situations Wanted

Salesmen

Five years radio-tv background, sales, programming, announcing. Sales or production job desired. Versatile, creative, hard working, excellent sales record, best references. Box 328E, B•T.

Announcers

Announcer-director—cut back at 100,000 watt NBC basic in midwest leaves announcer open for job August 23rd. B.S. and M.S. degrees from leading Big-Ten school with radio-tv dept. Single, 25, excellent references, specialty in news. I have the theory backed by 3 years experience. You offer future and we'll talk business. Box 303E, B•T.

Technical

Tv engineer, 5 years experience all phases, presently employed, good references, family man, prefer east of Mississippi. Box 306E, B•T.

Production-Programming, Others

Producer-director-supervisor. 4½ years experience in tv. Steady, reliable, excellent references. Box 221E, B•T.

Television director—experienced in multiple camera operation, local and remote shows, control room and floor. College graduate, 31, family man, presently employed. Box 304E, B•T.

Production manager or program director—put your production department in experienced hands. 8 years radio-tv, 6 years producer director with top pioneer tv station. Experienced all phases. Desires position with progressive organization insisting on perfection. Age 30, married, settled. Salary nine thousand. Presently employed. Box 319E, B•T.

Experienced all phases tv operations. Presently production director. Desire similar position—will consider others. Present market unable to support station. Draft exempt, married, one child. Good references. Box 322E, B•T.

For Sale

Stations

I must sell due to ill health. A fine station in good market. Reasonable. Box 321E, B•T.

Radio and television school in Philadelphia, Pa., well established, giving approved broadcasting and announcing courses, (not technical repair courses) for sale as going business. A radio or television engineer, announcer or instructor will find this as interesting opportunity. We will consider moderate investment and convenient payment terms for balance to capable person with qualifications to successfully operate this school. Box 352E, B•T.

1 kw daytimer in Arkansas, Louisiana, Mississippi area in competitive southern market. Cash "talks," or $15,000 down with convenient terms for qualified party. Box 355E, B•T.

Immediately available, complete equipment, channel 46 television station. For inventory list and details contact John Booth, WCHA, Chambersburg, Pennsylvania.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

For Sale: 500 watt am composite transmitter. Excellent condition. Make offer. Box 228E, B•T.

Large Trans-Lux news sign for corner location with time feature. Excellent condition. Photos, etc., available immediately, complete, $10,500, terms. Will consider renting. Box 325E, B•T.

Gates 500-D transmitter—excellent condition—4 years old—immediate delivery. Best offer. Box 334E, B•T.

7 Blaw Knox type CN 229′ self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

A 425 foot IDECO tower complete with lighting and two sets of guys. Erected six years; always well painted and cared for. Can be purchased as is including three section RCA superturnstile fm antenna and 3⅛ inch transmission line, or will de-erect, box and ship as desired. E. Anthony & Sons, 555 Pleasant Street, New Bedford, Massachusetts.

Your third hand—Modelli Workbench, 48″ x 24″ x 33″, knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Radio station or CP in or near metropolitan market. Attention—stations in the red. Box 279E, B•T.

Broadcaster, experienced all phases, wants to buy into station as active partner. Box 308E, B•T.

Private party desires to purchase controlling or complete interest in radio station in Florida, Texas, Gulf states, Carolinas or California. We have management. Box 337E, B•T.

Capital and active participation available for purchase or investment in am operation or cp southeast. Will consider other locations. Must be small market where no more than $10,000. Will handle. Prepared to negotiate on spot. Privacy pledged. Will acknowledge all inquiries. Write or wire Box 341E, B•T.

To invest in profitable am station, preferably midwest, with option to purchase entire operation. Box 350E, B•T.

Equipment Etc.

Wanted . . . self-supporting tower approximately 345 feet . . . Blaw Knox type H-40 or equivalent, capable supporting six bay channel 4 tv antenna and any tv equipment in good condition. Box 288E, B•T.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Sports announcing-platter spinning. First phone classes. Westech School of Broadcasting, 6435 Crenshaw, Los Angeles, California.

Help Wanted

Managerial

CALIFORNIA RADIO STATION NEEDS MANAGER

If you are a top sales producer with good salable programming ideas, knowledge of promotion, merchandising, and BAB methods . . . if you are an aggressive leader of staff then we will make a deal based on station gross. Station is Number One in market of 300,000 in ideal California area, affiliated with TV. Send complete resume with references and photo.

Box 357E, B•T

Announcers

MORNING MAN

By top network station in one of the largest markets. Present man earning $30,000 in radio only and not realizing maximum potential. Job pays $15,000 guarantee, plus. Those making under $15,000 need not apply. Piano and singing talent preferred but not necessary. TV also available to right candidate. Send tape or disc together with resume and photo to
Box 64E, B•T.

Television

Help Wanted

Managerial

TELEVISION COMMERCIAL MANAGER

"The man we want is probably presently employed as a salesman with a desire to progress. Need man who is capable of supervising salesmen and handling accounts himself for outstanding UHF station in Southeast, affiliated with major network. Excellent salary, plus commission for right man."
Box 305E, B•T

Production-Programming, Others

TELEVISION STUDIO TECHNICIANS

Have immediate opening for two technicians for studio operation and maintenance. Duties consist of operation at all video and audio positions. Prefer men with previous television experience, however, will consider recent graduate of recognized television school. Presently expanding facilities for 100 KW operation. Many employe benefits. Contact Chief Engineer, WTVN, Inc., 753 Harmon Ave., Columbus, Ohio.

Situations Wanted

Managerial

MANAGER-SALESMAN

Recently sold my radio station. Interested in leasing, buying or management in Southeast. Contact Jimmy Childress, Elkin, North Carolina

Technical

VERSATILE ENGINEER

Anxious to return and settle Southeast. Good practical type training. Fine record of adaptability, responsibility and frequent advancement. Experience includes: Navy —some TV—2 years recording—5½ years varied AM, including 3 years Chief. Please send your requirements—or request complete resume for future reference. Box 315E, B•T.

Television

Situations Wanted

Managerial

TV GENERAL SALES MANAGER

Outstanding history of selling and changing men into salesmen. Reputation for getting things done. Aggressive approach to sales, resulting in 400% increase present station. Civic organizer and speaker who projects station into community. Now Sales Manager network basic in one of America's top markets. Sixteen years radio, six TV. Understandable reasons for seeking change.

Box 331E, B•T

Technical

PROFESSIONAL ENGINEER

Desires full charge of engineering affairs of new TV station. Designed and supervised construction of large AM-TV station in the East. Well-Known and Respected in the Industry. Tv experience dates from 1938. Proven administrative ability. Available soon.

Box 335E, B•T

Production-Programming, Others

I'M YOUR MAN

for an executive or supervisory position with your medium-market radio or TV station. Currently employed TV Program Director experienced in radio and TV programming, advertising, copy, production, etc., put radio station and TV station on air and into black. College education. Excellent record and references. Salary secondary to security, congenaility, and opportunity. Box 314E, B•T.

For Sale

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

For Sale—(Cont'd.)

TV EQUIPMENT FOR SALE

1—RCA TK-20 Film Camera, including the following:

1—Pedestal, including cradle
1—Camera control chassis
1—External edge light projector
1—33-B power supply
1—TP-9B multiplexer

Call or Write H. J. Lovell
Chief Engineer, WKY-TV
Oklahoma City, Oklahoma

FOR SALE

200 Ft. Windcharger guyed tower, galvanized steel, complete with guys, 4 side lights, base insulator, guy installers, and conduit for tower light wiring . . . presently in position. For further information write

Radio Station WMOU
Berlin, New Hampshire

RECORD BARGAIN

Station WTXL has discontinued all Western, Hillbilly programs. Our entire 78 RPM library of 2,500 records for sale. Perfect condition. $500.00. FOB, Springfield, Mass. Write, wire or Phone Springfield 9-4768 at once. Lawrence A. Reilly, General Manager, WTXL, W. Springfield, Mass.

IMMEDIATELY AVAILABLE

Result of merger for TV

Collins 737-A 5KW FM transmitter. GE BM-1-A Station Monitor. GE BY-4-A Fm antenna, 4 Bay. Johnson AM/FM Isecoupler. Windcharger 340' Type 300 tower w/lights. 400' coax line 15/8 inch 51.5 ohm

All or Part — Write or Wire

Joe Gamble, Tech., Dir.,
WRBL- WRBL-FM, WRBL-TV
Columbus, Georgia

FOR THE RECORD

(Continued from page 112)

WLBC-TV Muncie, Ind., Tri-City Radio Corp.—Mod. of CP (BPCT-789) as mod. which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2366).

WBCK-TV Battle Creek, Mich., Michigan Bcstg. Co.—Mod. of CP (BPCT-1807) as mod. which authorized replacement of CP (BPCT-1076) as mod. for new tv station for extension of completion date to 3-1-55 (BMPCT-2372).

WTOB-TV Winston-Salem, N. C., Winston-Salem Bcstg. Co.—Mod. of CP (BPCT-1497) as mod. which authorized new tv station for extension of completion date to 3-3-55 (BMPCT-2369).

WBRD Fort Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8164) as mod. which authorized increase power; change hours of operation; install DA for day and night use and install new transmitter for extension of completion date (BMP-6615). (Resubmitted).

Remote Control

WTTB Vero Beach, Fla., Tropics Inc.—(BRC-479).

Renewal of License

WNJR Newark N. J., The Evening News Pub. Co.—Amended to change applicant name to Rollins Bcstg. Inc. (BR-174).

WKPA New Kensington, Pa., Allegheny-Kiski Bcstg Co.—(BR-2000).

WBUZ (FM) Bradbury Heights, Md., Chesapeake Bcstg. Co.—(BRH-136).

WGH-FM Newport News, Va., Hampton Roads Bcstg. Corp.—(BRH-163).

WLOG-FM Logan, W. Va., Clarence H. Frey & Robert O. Greever—(BRH-332).

WOAY-FM Oak Hill, W. Va., Robert R. Thomas Jr.—(BRH-413).

WTTG (TV) Washington, D. C., Allen B. DuMont Labs Inc.—(BRCT-101).

WSPD-TV Toledo, Ohio, Storer Bcstg Co.—(BRCT-47).

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah—(BRCT-87).

WBNS-TV Columbus, Ohio, The Dispatch Printing Co.—(BRCT-57).

Modification of CP

KFML (FM) Golden, Colo., Evert A. Bancker Jr.—Mod. of CP (BPH-1834) for extension of completion date (BMPH-4935).

Application Returned

Albuquerque, N. M., CHE Bcstg. Co.—CP for new fm station to be operated on 96.3 mc (ch. 242), ERP: 1.36 kw.

For Sale—(Cont'd.)

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Executive Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Carolina Network
$175,000.00

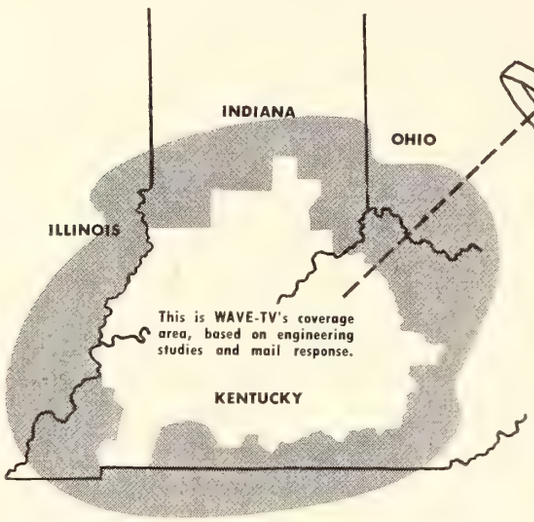
Aggressive market with over $20,000.00 retails sales last year. Ideal year-round tourist, agriculture, manufacturing economy. Excellent fixed asset position with valuable real estate. Under present operation, station will yield owner-manager approximately $50,000.00 per year. Over $35,000.00 net quick assets are included in the sale which can be handled for $60,000.00 down.

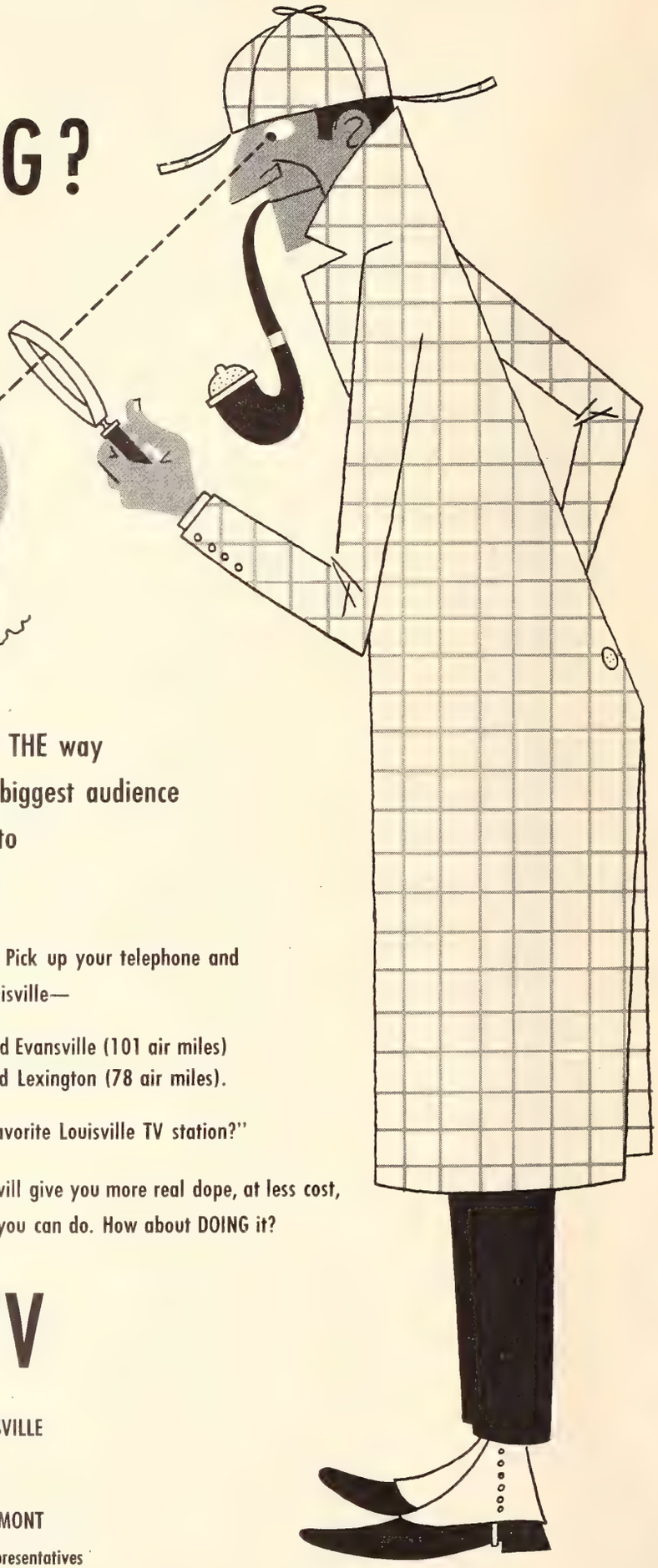
Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

INVESTIGATING?





Prowl the data books if you wish — but THE way to find what TV station gives you the biggest audience in Kentucky and Southern Indiana is to ASK YOUR REGIONAL DISTRIBUTOR.

Don't take our word for it. Pick up your telephone and call your distributors in Louisville—

—and Evansville (101 air miles)
—and Lexington (78 air miles).

Ask each, "What is your favorite Louisville TV station?"

This personal investigation will give you more real dope, at less cost, than any other "research" you can do. How about DOING it?

WAVE-TV

CHANNEL 3 · LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

TELESTATUS

August 16, 1954

TV Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 260,000
► WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
► WMSL-TV (23) Walker
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 96,300
► KPHO-TV (5) CBS, DuM; Katz; 95,300
KTVK (3) 6/10/54-Unknown
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 28,031
► KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
► KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 68,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,800
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 123,354
► KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,861,132
► KCOP (13) Katz; 1,861,132
► KHJ-TV (9) DuM; H-R; 1,861,132
► KNBH (4) NBC; NBC Spot Sls.; 1,861,132
► KNXT (2) CBS; CBS Spot Sls.; 1,861,132
► KTLA (5) Raymer; 1,861,132
► KTTV (11) Blair; 1,861,132
► KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starter

The following tv station is the newest to have started regular operations:

WLAC-TV Nashville (Old Hickory), Tenn. (ch. 5), Aug. 6.

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 982,070
► KPIX (5) CBS, DuM; Katz; 982,070
► KRON-TV (4) NBC; Free & Peters; 982,070
► KSAN-TV (32) McGillvra; 97,018
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/6/54
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
► KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
► KBTV (9) ABC; Free & Peters; 227,882
► KFEL-TV (2) DuM; Blair; 227,882
► KLZ-TV (7) CBS; Katz; 227,882
► KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
► WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 628,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...



Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of August 1

100 micro-volt contour 92,412

Represented by Weed Television

LEE STATIONS

National Sales Offices

WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM

KHQA-TV, WTAD-AM-FM — Quincy, Ill.

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 107,200 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.
Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33) 12/9/53-Unknown
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,000
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000
Tampa†—
Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-TV (8) Blair; 8/4/54-Feb. '55
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/22/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36) 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 46,760
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,700
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,00(

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker 549,284 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 59,00(
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 662,000
► WISH-TV (8) ABC; Bolling
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) Initial Decision 7/27/54
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 111,023
Terre Haute†—
► WTHI-TV (10) CBS, DuM; Bolling
Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 237,000
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412
Sioux City—
KCTV (36) 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,29(
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,98(
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls. 54,481
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) CBS, ABC, DuM; Young; 19,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 82,731
WTLO (20) 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-Aug. '54
Portland—
►WCSH-TV (6) NBC; Weed; 116,627
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 552,235
►WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,191,210
WCBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 140,000
►WWLP (61) ABC, NBC; Hollingbery; 140,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 55,010

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 19,800
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 89,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,468,407
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,308,200
WTVS (*56) 7/14/54-Late '54
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
►WILS-TV (54) ABC, DuM; Venard; 55,000
►WJIM-TV (6) ABC, CBS, NBC; H-R; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
►WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
►WCCO-TV (4) CBS; Free & Peters; 477,000
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
►KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 477,000
►WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 87,085
►WSLI-TV (12) ABC; Weed; 85,000
Meridian†—
WCOC-TV (30) See footnote (d)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 117,776
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/12/54
Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 402,796
►KMBC-TV (9) CBS; Free & Peters; 402,796
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796
Kirksville†—
KTVO (3) 12/16/53-8/16/54
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735
St. Louis—
KETC (*9) 5/7/53-Unknown
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 49,456
►KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
►KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
►KXLF-TV (6). No estimate given.
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
►KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 10,000

NEBRASKA

Holdrege (Kearney)—
►KHOL-TV (13) CBS, DuM; Meeker; 38,853
Lincoln—
KUON (12) See footnote (d)
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 283,150
►WOW-TV (6) NBC, DuM; Blair; 248,594

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
►KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,421
Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



look at...and love

KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

Channel 8–Monroe, La.

CBS — NBC — ABC — DUMONT

Represented Nationally by

H-R TELEVISION, Inc.

Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

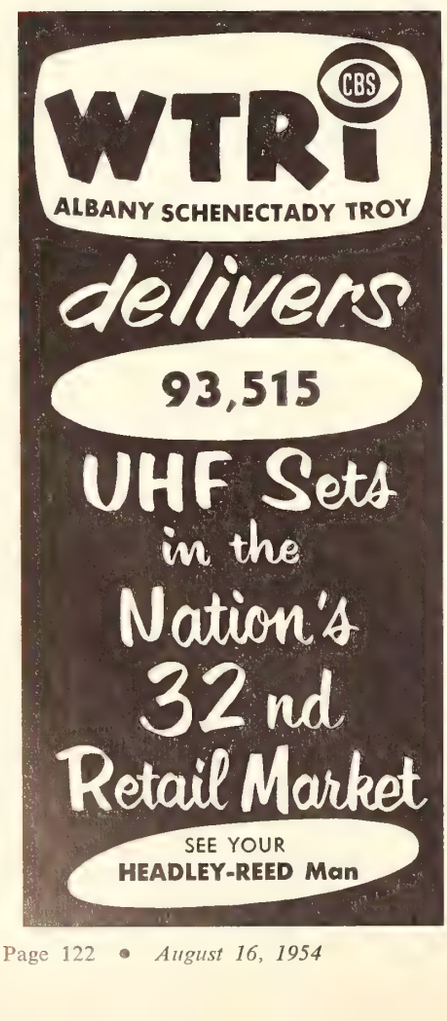
Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
► WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 410,201. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
WGR-TV (2) NBC, DuM; Headley-Reed; 4/7/54-8/14/54
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/26/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,600



New York—
► WABC-TV (7) ABC; Petry; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 344,242
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 29,950
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/1/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,249
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 233,474
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 63,676
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,680
Valley City†—
► KXJB-TV (4) CBS; Weed

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,039,216
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz 286,382
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 116,00
► WKBN-TV (27) ABC, CBS, DuM; Raymer 138,218
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 176,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson
Lawton†—
► KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 121,774
► KWTV (9) CBS, DuM; Avery-Knodel; 256,10
► WKY-TV (4) ABC, NBC; Katz; 274,445
KETA (*13) 12/2/53-Unknown
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 98,513
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,10
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair 21,190
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,28
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls. 181,034
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/5
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R 428,774
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,41
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
► WSEE (35) CBS, DuM; Avery-Knodel; 29,173
WLEU-TV (66) 12/31/53—Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 776,37
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 170,700
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknow
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed 95,000
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,000
► WGBI-TV (22) CBS; Blair; 165,000
► WTVU (73) Everett-McKinney; 150,424

Directory information is in following order: ca letters, channel, network affiliation, national rep resentative; market set count for operating sta tions; date of grant and commencement targe date for grantees.

Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 166,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 113,048
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 57,700
► WIS-TV (10) NBC; Free & Peters; 107,450
► WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

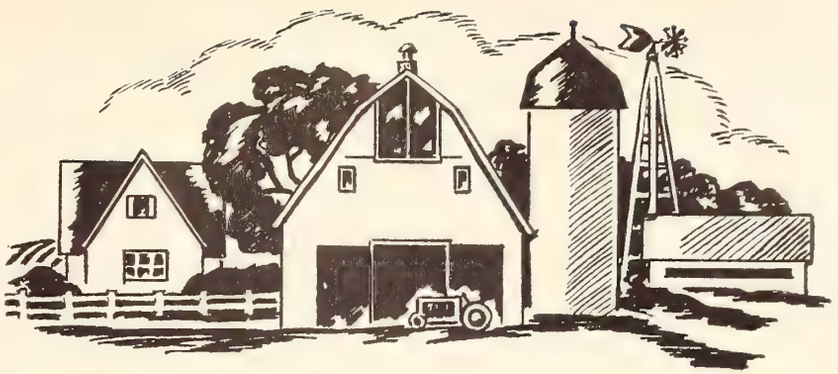
TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 81,296
► WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
► WHBQ-TV (13) CBS; Blair; 287,818
► WMCT (5) ABC, NBC, DuM; Branham; 287,818
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 192,969
► WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803
Amarillo—
► KFDA-TV (10) ABC, CBS, Branham; 52,252
► KGNC-TV (4) NBC, DuM; Katz; 52,252
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 393,971
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 54,584
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



The 7th Farm Area in the Nation

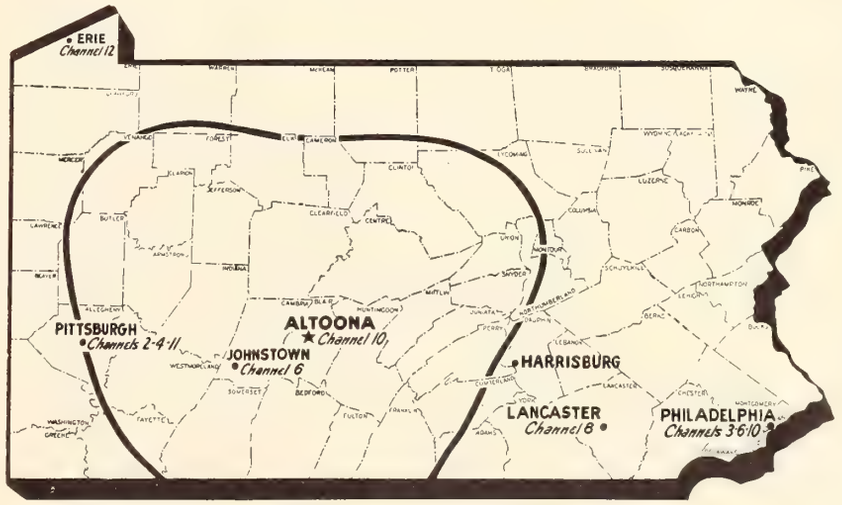
Telenews reports Altoona seventh in a group of 35 "preferred farm markets," with 79,220 TV farm homes within a radius of 50 miles of a TV station. No other Pennsylvania city was listed in this select group.

Is Covered by WFBG-TV

CHANNEL 10 **316,000 WATTS**

OTHER PLUS VALUES
- Television Homes, 428,774
- Retail Sales, $1.9 Billion
- Tower Height, 990 Feet Above Average Terrain

The Station You Need to Sell the Rich Pennsylvania Area Between Pittsburgh and Harrisburg



WFBG TV AM

The Gable Broadcasting Co.

ALTOONA, PA.

ABC CBS NBC DuMONT

Represented Nationally by H-R Television, Inc.

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 23,076
Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 82,897
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,280
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
► KTVT (4) NBC; Blair; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-9/7/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/7/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
► WACH-TV (33) Avery-Knodel
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54
Tacoma—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/54 8/12/54 (granted STA June 17)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna 34,500
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,25
Greater Huntington Radio Corp. (13) Initia Decision 7/30/54
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,81

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 53,500
► WMTV (33) ABC, NBC, DuM; Meeker; 55,5
Badger Television Co. (3) Initial Decisio 7/31/54
Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/5 9/12/54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,0
► WTMJ-TV (4) ABC, NBC, DuM; Harringto Righter & Parsons; 681,953
WTVW (12) 6/11/54-Unknown
Neenah†—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,3
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

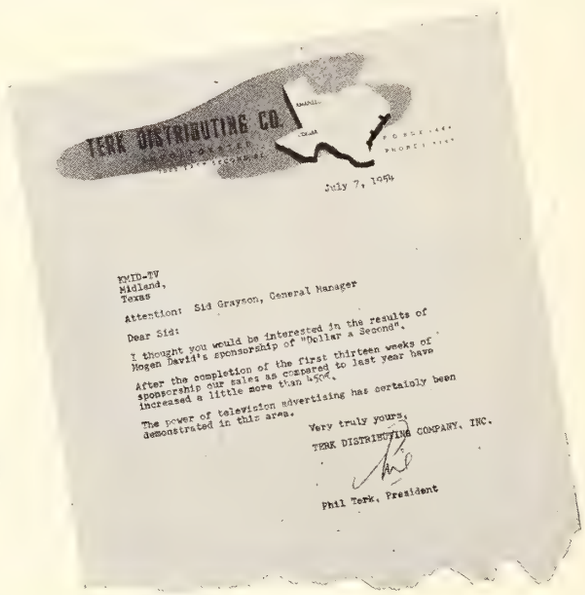
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbea Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)
Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hard Weed; 50,000
London†—
► CFPL-TV (10) CBS; All-Canada, Weed; 65,0
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
Quebec City†—
► CFCM-TV (4)
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Can da, Weed; 8,247
Toronto—
► CBLT (9) 222,500

Directory information is in following order: c letters, channel, network affiliation, national re resentative; market set count for operating st tions; date of grant and commencement targ date for grantees.

thank you Mogen David Wine!





The Mogen David letter is just one of many which prove the selling power of KMID-TV.

Want a *real* surprise? Send for the KMID-TV rate card — at once. Give it a try. First thing you know, *you'll* be writing us a letter like this yourself!

Sincerely,

Sid Grayson

KMID TV Channel 2 Midland-Odessa, Texas

Venard-Rintoul & McConnell National Representatives

Clarke-Brown Co., Dallas Southwestern Representatives

S. A. Grayson General Manager

Vancouver—
CBUT (2) CBS
Winnipeg†—
CBWT

MEXICO

Juarez† (El Paso, Tex.)—
XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).
Tijuana† (San Diego)—
XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 390; total cities with stations on air: 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,833,384.
† Indicates educational stations.
Cities NOT interconnected with AT&T.
(a) Figure does not include 325,748 sets which WBEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

UPCOMING

AUGUST

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Hotel Tulsa, Tulsa.
Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.
Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.
Aug. 23: Missouri Broadcasters Assn., Sedalia.
Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.
Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.
Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.
Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.
Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.
Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.
Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.
Aug. 31-Sept. 1: NBC Tv Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.
Sept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.
Sept. 12: Second district Advertising Federation of America, reorganization, Johnston, Pa.
Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.
Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.
Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.
Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.
Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.
Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.
Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.
Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.
Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.
Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.
Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.
Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS

BAB Clinics

Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana.
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah.
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 20: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

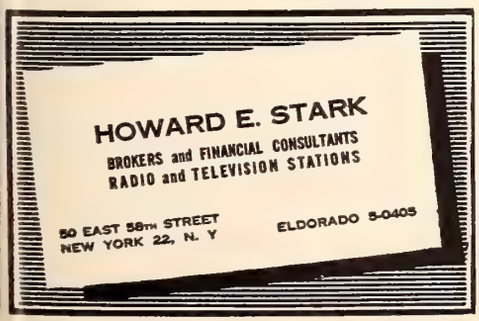
NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.



Cost of WCAN-TV is only $1.33 per 1000 as against national cost of $1.75 per thousand.





For the Public: Ear Muffs & Blinders

THE decision by the special Senate committee to bar radio and television from the public hearings on the resolution to censure Sen. Joseph R. McCarthy has provoked the serious protests which it deserves. To call them "public" hearings if radio and tv are excluded is to misuse the language.

Again the Senate, in trying to avoid indecorous conduct, is confused about the sources of indecorum. The character of the forthcoming hearings will not be determined by the presence or absence of radio and tv but by the manner in which the Senators behave themselves. Keeping the broadcast media from the premises is certainly no guarantee of mannerly behavior by participants. Admitting these media is not an invitation for Senators to make fools of themselves.

In opening the hearings to working newsmen, the special committee has indicated its recognition of the vital public interest in the case. In closing them to radio and television, the committee has deprived the public of the first-hand observation that only these media—particularly television—can provide.

Before the start of the proceedings there is time for the committee to change its mind. We hope the impressive arguments already made by broadcasters will force a sensible reversal of the ban.

Selling America to Americans

"BROADCAST Media Delivered 5.5 Billion Home Impressions for Public Service Messages Last Year. Radio, Tv, Cooperation Hit All-Time High."

That headline was written by the Advertising Council on a news release yesterday (Sunday) based on its 12th annual report. It is a success story for the broadcast media because the Council, a private, non-profit organization, points to the results. They came in volunteers for the Ground Observer Corps; in increased church memberships and attendance; in reduction in accident death tolls; in Defense Bond sales; in increased Red Cross contributions, and in dozens of other public service projects.

The Council is an organization unique in our economy. It started during World War II to funnel war effort campaigns into our advertising media. The advertisers contribute men and money, the advertising agencies volunteer ideas, plans and skills, the media contribute time and space. The combination produces results that the richest organizations or even governments could not afford.

Needed: More Light on Satellites

NOW THAT the FCC has announced its new satellite station plan as a means of alleviating some of the problems of uhf stations, there appears to be agreement on one point only—almost everybody is confused.

It could be that the FCC meant to make its Aug. 5 action innocuous, so it could entice comments from station operators, notably those in uhf who have been pleading for some means of competing more effectively with their entrenched vhf competitors. If that is its purpose, the Commission certainly succeeded, because it is going to get plenty of requests for clarification. By the time most of the Commission members return from the hills and the lakes where they are vacationing until Labor Day the staff will have some notion of the reception given the radical plan—first departure from the final allocations of 1952 which ended the tv freeze.

The FCC makes one point clear—it will consider satellite applications on a case to case basis. It will waive its "duopoly" rules where appropriate showings are made. But all other rules governing station ownership and operation will apply to these stations which do not originate local programs.

Obviously, the FCC wants to give uhf stations a lift. The opportunity also would be open to vhf stations to fill in their coverage patterns to provide acceptable service to unserved areas. There are those (including dissenting Comr. Hennock) who feel the new procedure will be used as a device to permit vhf stations to invade areas now served by uhf stations, and sound their death knell.

That, it should be obvious, is pure bunk. The avowed intent is to help, not hinder uhf. The FCC knows that the policy will b as good—or as bad—as the manner in which it is administered.

Prospective applicants will want to know more about man things. What about the costs? Will it be more expensive to operat a couple of satellites in conjunction with a uhf "mother" statio than it is to operate a single vhf covering substantially the sam area? Will unattended satellites be permitted? Technically ther do not appear to be serious problems.

The FCC, before it moves, must spell out precisely just how th new policy will work.



Drawn for BROADCASTING • TELECASTING by Sid Hi

"I forgot my Zoomar lens!"

The Lamb Case

TO SAY that Edward Lamb, the embattled lawyer-broadcaste publisher, is in the switches with the FCC is the understat ment of the year. But it should be clear too that the FCC is i just as serious trouble if it can't prove its charges—charges th appear generally to be misunderstood.

The allegation is not that Mr. Lamb is a communist. We doul that he ever was, and we would vouch that not by the wildest stretc would he advocate violence against our form of government. Wh Mr. Lamb is charged with is failure to disclose to the FCC i applications for license or renewal, alleged former associatio with individuals or organizations identified with the Communi Party. In a word, the FCC staff contends that he lied and that has evidence and witnesses to back up the charges.

If, as the FCC contends, Mr. Lamb toyed with the truth—c worse—about those former associations, it stands to reason th he is not qualified to hold licenses for radio and television statio worth several million dollars. The burden of proof, however, on the FCC, not on Mr. Lamb.

There are numerous people who are loyal Americans but wh in a less realistic era, made questionable associations. Mr. Lam has protested, in every forum available to him, that he never h been and is not identified with any un-American activity. He h offered a $10,000 reward for any proof to the contrary.

Mr. Lamb gets his hearing before the FCC beginning Sept. 1 (unless he seeks a further postponement). He will be confronte with the FCC charges. The Commission's witnesses will be avai able for cross-examination.

It will all be out in the open. Mr. Lamb has an opportunity clear his name and get clear title to his station licenses. If he lie the public interest requires that he be divested of those licenses.

If, on the other hand, the FCC is unable to prove its charges, will have to answer to an angry Congress. In those circumstance with the Congressional temper what it is, we have little doubt th a move to abolish the FCC and create a new agency would me with considerable Congressional favor.

In Milwaukee One Station has maintained an unapproached position for service to the public

That Station Is:



Of the 27 radio programs listed as deserving Public Commendation by The Milwaukee County Radio and Television Council During 1953—

12 were WISN public service programs

Twice as many commendations as the next station

Give your advertising the benefit of the automatic market acceptance which is accorded WISN.

WISN

THE MILWAUKEE ADDRESS OF

Represented by the
KATZ AGENCY, INC.

New York • Detroit • Chicago • Kansas City
Atlanta • Dallas • San Francisco • Los Angeles



RADIO STATION REPRESENTATIVES

weed

and company

NEW YORK CHICAGO DETROIT
BOSTON SAN FRANCISCO
ATLANTA HOLLYWOOD

UGUST 23, 1954 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

ones, Plotkin Network Probe
Page 27

tic Color Tv Shows ld Costly Season
Page 28

Sales Promotion Plan Ratified
Page 36

x-Wells Group Buying KFSD
Page 52

TURE SECTION
ins on Page 67

23 RD year

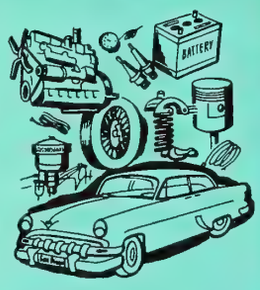
E NEWSWEEKLY RADIO AND TV

You must buy KFMB-TV.... to reach all of San Diego County

KFMB-TV CBS
ABC • DU MONT
SAN DIEGO, California...

still* FIRST *in
America's Fastest Growing Billion-Dollar-Market!

26th in the NATION in *AUTOMOTIVE SALES
$164,125,000.00



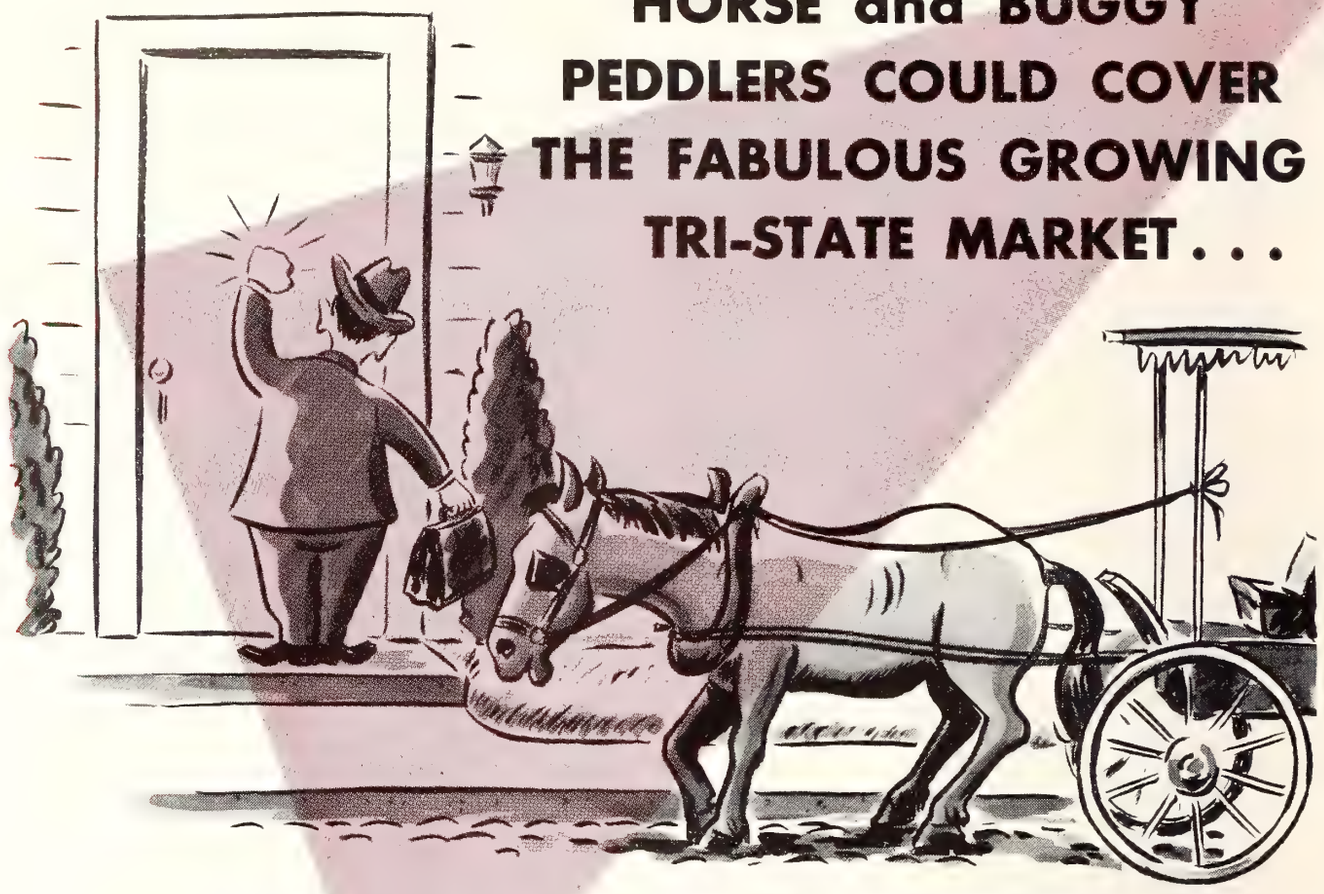
Bigger than...
- PORTLAND, ORE.
- DENVER, COLO.
- FORT WORTH, TEXAS
- PROVIDENCE, R. I.
- OKLAHOMA CITY, OKLA.

*1953 Automotive Sales... *Sales Management, 1954*

FIRST *in-*
Day-time,
Night-time,
All-the-time
RATINGS

WRATHER - ALVAREZ BROADCASTING, INC.
San Diego 1, California
Represented by EDWARD PETRY & CO., INC.

HORSE and BUGGY PEDDLERS COULD COVER THE FABULOUS GROWING TRI-STATE MARKET . . .



BUT IT'S CHEAPER AND EASIER TO USE THE ONE MEDIUM . . THE ONE STATION DOMINATING THE MARKET

WICU TV CHANNEL 12 • ERIE, PA.

ABC — NBC — DUMONT

$1,409,148,000 Effective Buying Power.
WICU-TV Raps on the doors of 79% of the Tri-State's 274,600 homes at one time. It reaches 98.6% of Erie County's 68,000 Housewives.

Radio Station WIKK, 5,000 watts now affiliated with NBC

• RADIO
• TV
• NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . WASHINGTON OFFICE . . 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
Edward Petry & Co., Inc.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

CHANNEL
6

W J I M

BATTLE CREEK

LANSING

JACKSON

SAGINAW

FLINT

BAY CITY

GRAND RAPIDS

T V



Coverage that Counts!

7 major Michigan markets for NBC, CBS and ABC

Now 100,000 watts!

H. R. Representatives

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3. 1879



Covers a vast, prosperous territory — a rich target for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Harrisburg	Reading	Lebanon
Hanover	Westminster	Carlisle	Coatesville
Gettysburg	Hagerstown	Martinsburg	Shamokin
Chambersburg	Sunbury	Pottsville	Huntingdon
Frederick	Lewistown	Lewisburg	Waynesboro

STEINMAN STATION

Clair McCollough
President

Representatives

MEEKER TV, INC.

New York
Los Angeles
Chicago
San Francisco

closed circuit

JOLTIN' Bob Jones vs. Powerhouse Harry Plotkin is being talked up as battle of generation now that Senate investigation has given Sept. 1 green light with Jones as chief counsel and Plotkin tapped for minority counsel (see lead story, page 27). Mr. Jones, militant minority when he was Republican member of FCC, and Mr. Plotkin, bellicose assistant general counsel, represented opposing viewpoints in those days. Mr. Jones had been labelled "right-wing" exponent (he denied Drew Pearson charges of "Black Legion" membership) and Mr. Plotkin was branded "leftwinger" with one-time membership in National Lawyers Guild. Senate inquiry isn't supposed to be partisan, but that's only on paper. As FCC executives, each had high security clearance.

★ ★ ★

THIS WEEK FCC will be functioning under "Acting Acting" Acting Chairman Robert E. Lee, what with Acting Chairman Rosel Hyde vacationing in Idaho and "Acting" Acting Chairman E. M. Webster at meeting on West Coast of Institute of Radio Engineers. Mr. Lee formally was elected Acting (3) Chairman at FCC meeting Aug. 18 to fill in during absence of his senior colleagues.

★ ★ ★

ADD TO blue-chip stations aligned for new "Quality Radio Group," cooperative nighttime tape project [B•T, Aug. 16]: KVOO Tulsa (50 kw I-B); WRVA Richmond (50 kw I-B); KCMO Kansas City (50 kw D, 10 kw N, Class II); WWJ Detroit (5 kw regional). In addition to 17 stations already aligned, dozen others reportedly waiting only formality of board approvals. Organization meeting set for Sept. 2 in Chicago at Palmer House beginning 10 a.m. following NBC-TV and CBS Radio sessions. Frank Fogarty, WOW Omaha (Meredith), named acting vice chairman working with John H. DeWitt, WSM Nashville, acting chairman; William Wagner, WHO Des Moines, acting secretary-treasurer, and Ward L. Quall, WLW Cincinnati, handling legal and financial matters.

★ ★ ★

HERBERT HOOVER Jr., named last week as Under-Secretary of State, has expert technical knowledge of radio and communications generally. His first job—in 1929 while his father was President—was as technical assistant to president of Western Air Express Inc. in charge of radio communications. As youth, Herbert Jr. operated amateur station 6-XH Palo Alto, Calif.

★ ★ ★

BARTER-TYPE offer of films-for-time being circulated to television stations by Thompson-Koch Co., New York, on behalf of Sterling Drug. Offer: Stations to buy Sterling Drug's 57 *Inspector Mark Saber* half-hour films "at what you might expect to pay any film distributor for a good half-hour film," in return for which Thompson-Koch says it will "buy an equal dollar amount of announcements on your station."

★ ★ ★

FIRST MEETING of newly constituted 12-man board of directors of CBS Radio Affiliates has been called Aug. 31 at Chicago's Edgewater Beach Hotel, where two-day convention of affiliates starts next day (see story, page 59). Main business: election of chairman and secretary-treasurer. These posts now held, respectively, by Kenyon Brown, KWFT Wichita Falls, who under by-laws cannot stand for re-election, and Hulbert Taft Jr., WKRC Cincinnati, who has retired from board. Meanwhile, balloting in progress among board's nine affiliate-chosen members to elect (or re-elect) three directors-at-large. Current three: George B. Storer, Storer Broadcasting Co.; John F. Patt, WJR Detroit, and John E. Fetzer, WJEF Grand Rapids and WKZO Kalamazoo.

★ ★ ★

CBS HAS already received proposals for its minority interest in WCCO-AM-TV Minneapolis (47%) and WTOP-AM-FM-TV Washington (45%). Present majority stockholders (Ridder family and Washington Post Co.) have first refusal. Identity of outside bidders not disclosed but one understood to be an individual and other corporate entity. Valuation placed on properties reportedly in keeping with high prices recently paid for major stations.

★ ★ ★

REPORTS reaching U. S. tell of fine impression made by Morris S. Novik, radio-tv consultant for American Federation of Labor and other interests, as one of seven U. S. delegates to UNESCO Tv Workshop in London last month. He defended American system of private ownership; said labor had no trouble working with broadcasters and bought regular network schedules. His exposition won plaudits of Americans present.

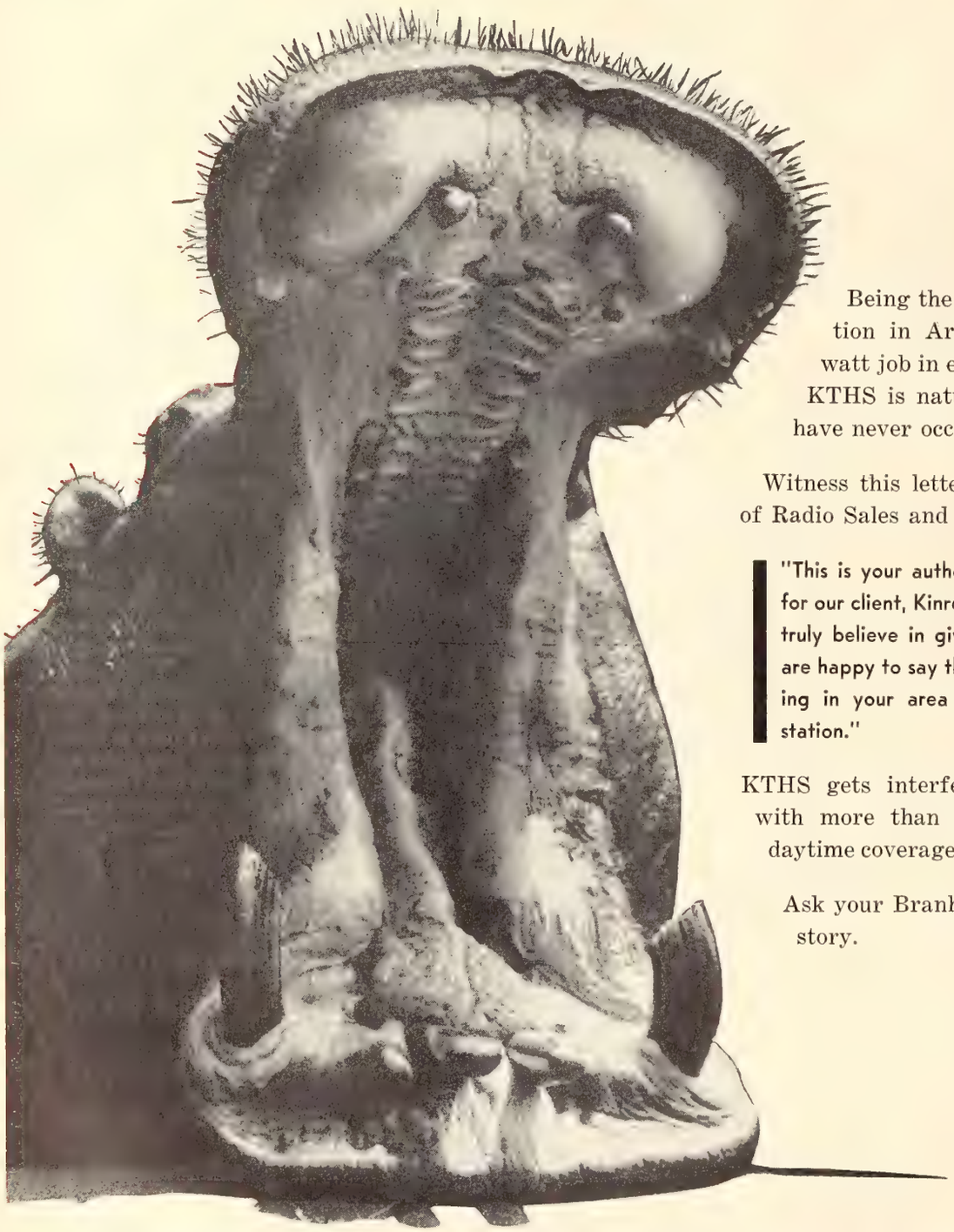
★ ★ ★

SPREADING attacks on tv by pressure groups seeking publicity by inflammatory and undocumented charges tieing medium to juvenile delinquency causing concern at NARTB headquarters. While special NARTB information committee publishes reports designed to answer attacks, top-level officers are now going right to source in effort to meet situation. Latest step was interview with Lee B. Wood, executive editor of *New York World-Telegram* which carried vague "summer slack story" on crime with attacks on radio-tv.

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HERE'S A MOUTHFUL ABOUT RADIO IN ARKANSAS!



Being the one and only 50,000-watt station in Arkansas—and doing a 50,000-watt job in every phase of programming—KTHS is naturally getting such *results* as have never occurred before in the State.

Witness this letter from George F. Anderson, of Radio Sales and Advertising Agency, Topeka:

> "This is your authority to continue the campaign for our client, Kinreco Products, on a TF basis. We truly believe in giving credit where it is due and are happy to say that results have been very pleasing in your area due to our schedule on your station."

KTHS gets interference-free daytime coverage with more than 3¼ million people—primary daytime coverage of more than a million people!

Ask your Branham man for the whole KTHS story.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

CBS-TV AFFILIATES IN 81 MARKETS TO BE COLOR-READY BY JAN. 1, 1955

COINCIDENT with its colorcast of *Toast of the Town* last night (Sun.) to launch its 1954-55 color program schedule (also see story page 58), CBS-TV is making public today list of 81 markets where network said affiliates will be equipped to carry CBS-TV color programs by Jan 1, 1955.

(In roundup of CBS color plans and accomplishments, announcement also said *Toast* colorcast came "just 14 years" after August 1940 date when "CBS Television broadcast the world's first color program" over its then experimental New York station.)

List of stations that will be carrying CBS-TV color shows "by the first of the year" is:

WOI-TV Ames-Des Moines; WAGA-TV Atlanta; KTBC-TV Austin, Tex.; WMAR-TV Baltimore; WNBF-TV Binghampton; WBRC-TV Birmingham; WNAC-TV Boston; WBEN (TV) Buffalo; WMT-TV Cedar Rapids; WCIA-TV Champaign; WCHS-TV Charleston, W. Va.; WBTV (TV) Charlotte; WBBM-TV Chicago; WKRC-TV Cincinnati; WEWS (TV) Cleveland; WNOK-TV Columbia, S. C.; WBNS-TV Columbus.

KRLD-TV Dallas; WHIO-TV Dayton; KLZ-TV Denver; WJBK-TV Detroit; WSEE-TV Erie; KMJ-TV-KJEO (TV) Fresno; KGUL-TV Galveston; WOOD-TV Grand Rapids; WHP-TV Harrisburg; WEHT (TV) Henderson; KTVH (TV) Hutchinson-Wichita; WFBM (TV) Indianapolis; WJTV (TV) Jackson; WNBR-TV Jacksonville; WJAC (TV) Johnstown; WKZO-TV Kalamazoo; KMBC-TV Kansas City.

WTSK-TV Knoxville; KNXT (TV) Los Angeles; WHAS-TV Louisville; KDUB-TV Lubbock; WLVA-TV Lynchburg; WMAZ-TV Macon; WTVJ (TV) Miami; WCAN-TV Milwaukee; WCCO-TV Minneapolis; KNOE-TV Monroe; WLAC-TV Nashville; WKNB-TV New Britain; WNHC-TV New Haven; WCBS-TV New York; WDSU-TV New Orleans; WTAR-TV Norfolk; KWTV (TV) Oklahoma City; KMTV (TV) Omaha; WEEK (TV) Peoria; WCAU-TV Philadelphia; KPHO-TV Phoenix; KATV (TV) Pine Bluff, WGAN-TV Portland, Me.

KOIN-TV Portland, Ore.; WJAR-TV Providence; WNAO (TV) Raleigh; WTVR (TV) Richmond; WHEC-TV-WVET-TV Rochester; WHBF-TV Rock Island; WKNX-TV Saginaw; KSL-TV Salt Lake City; KGBS-TV San Antonio; KFMB-TV San Diego; KPIX (TV) San Francisco; WRGB (TV) Schenectady; KVTV (TV) Sioux City; WSBT-TV South Bend; KTTS-TV Springfield, Mo.; KWK-TV St. Louis; WHEN (TV) Syracuse; KTNT-TV Tacoma-Seattle; WTHI (TV) Terre Haute; WSPD-TV Toledo; KOTV (TV) Tulsa; WKTV (TV) Utica; WTOP-TV Washington; WKBN-TV Youngstown.

Weed Television Named To Represent WABC-TV

IN major acquisition, Weed Television Corp. last week was appointed national sales representative for WABC-TV New York, ABC's key station. Appointment, effective Sept. 1, is being announced today by John H. Mitchell, vice president and general manager of ch. 7 station. Contract was signed last week by Robert M. O'Brien, executive vice president of ABC, and Joseph J. Weed, president of representation firm.

Appointment of Weed company splits representation of ABC stations among four firms:

Edward Petry & Co. represents WABC and also ABC's owned radio and tv stations on West Coast (KABC-AM-TV Los Angeles and KGO-AM-TV San Francisco), and additionally has just been named to represent ABC radio and tv networks on regional basis on West Coast effective Sept. 1 [B•T, Aug. 16].

John Blair & Co. (radio) and Blair-Tv (television) represent ABC-owned WLS and WBKB (TV) Chicago and WXYZ-AM-TV Detroit.

NBC-TV, Selznick Discussions

NBC-TV is holding conversations with David O. Selznick, Hollywood producer, regarding network's approaching color spectaculars. Frederick W. Wile Jr., NBC Hollywood program vice president, confirmed fact that discussions are underway with further meetings to be held in New York between producer and NBC President Sylvester L. Weaver. Mr. Selznick enters tv this autumn with electric industry's multi-network *Light's Diamond Jubilee* production, scheduled in October.

Tv Spot Sales Show Gain For Detergents, Toiletries

NET TIME costs for spot tv advertising of detergents, soaps, toiletries and margarines for first quarter of 1954 amounted to $6,837,671, increase of more than 30% over spot tv time expenditures in final quarter of last year and more than double amount spent in third quarter of 1953, according to N. C. Rorabaugh Co., publisher of quarterly reports on spot tv advertising.

Spot tv expenditures were tabulated by Rorabaugh as follows:

	3rd Quarter 1953	4th Quarter 1953	1st Quarter 1954
Detergents	$ 874,658	$1,399,101	$1,157,160
Cleansers	191,277	749,295	1,357,121
Toilet Soaps	297,242	273,272	240,479
Shortenings	92,946	97,620	158,843
Shaving Creams	229,904	227,610	297,326
Dentifrices	569,842	1,024,254	1,597,352
Home Permanents	663,421	415,415	337,381
Shampoos	422,900	511,043	607,987
Margarines	42,942	514,836	1,084,022
	$3,385,132	$5,212,446	$6,837,671

IKE ON AIR

RADIO-TV networks announced plans Friday to carry President Eisenhower's talk from Denver today (Monday) in which he will evaluate accomplishments of second session of 83rd Congress. ABC Radio, ABC-TV, CBS-TV, NBC-TV and DuMont will present program live from 9-9:30 p.m. EDT, and NBC Radio, Mutual and CBS Radio will carry it later.

• BUSINESS BRIEFLY

SPREADING SUNSHINE • Sunshine Biscuit Co., Long Island City, N. Y., launching extensive tv spot announcement campaign nationally Sept. 15, using programs, ID's, and station breaks, plus radio spot announcements in few markets. Agency: Cunningham & Walsh, N. Y.

INTO SPACE • Nestle Co., White Plains, N. Y., has signed for alternate-week sponsorship of *Space Patrol* (ABC Radio, Sat., 10:30-11 p.m. EST), starting Oct. 2. Agency: Cecil & Presbrey, N. Y.

SATURATION SPOTS • V. La Rosa & Sons Inc., Brooklyn, N. Y., beginning 26-week radio and tv spot saturation campaign in late September, blanketing East Coast areas between Maine and Washington and west to Pittsburgh. Agency: Kiesewetter Assoc., N. Y.

LENTHERIC TAKES CHANCE • Lentheric Inc., N. Y. (men's toiletries), through Cunningham & Walsh, N. Y., has signed as alternate-week sponsor of *Chance of a Lifetime* (DuMont, Fri., 10-10:30 p.m. EDT), starting Sept. 17. Other alternate-week sponsor is P. Lorillard Co., N. Y., through Lennen & Newell, N. Y.

OIL FIRM BUYS FILM • Ohio Oil Co., Findlay, Ohio, through N. W. Ayer & Son, N. Y., has signed to sponsor Official Films' *Secret File, U. S. A.* tv filmed series, in 12 midwestern markets, starting first week in September. Market total for series is 48.

REPRESENTATIVE NAMED • Burke Stuart, N. Y., appointed national representative of WATR Waterbury and WNAB Bridgeport, both Conn., effective Sept. 1. Firm also represents WATR-TV Waterbury.

'Medic' Will Be Introduced With Heavy NBC Promotion

NBC-TV's new *Medic* series, which starts Sept. 30, 9-9:30 p.m. EST, previewed last Friday in closed-circuit telecast witnessed by newsmen, civic leaders, and medical association officials in more than 60 cities. Series will be carried on three Mondays out of four under sponsorship of Dow Chemical Co., Midland, Mich.

Stations were told on special one-hour closed-circuit program that NBC-TV will invest $170,000 in first 13 weeks for on-the-air promotion for *Medic*, which will be carried on line-up of 91 stations. Among those who took part in closed-circuit telecast were Sylvester L. Weaver Jr., NBC president, who served as host; Dr. Leland I. Doan, president of Dow Chemical Co., and Robert W. Sarnoff, executive vice president of NBC.

83d Congress on Way Home

THE HOUSE adjourned *sine die* late Friday and Senate was on point of doing same. Left hanging over broadcasters for remainder of year were two complex Congressional issues: (1) Senate Commerce Committee's impending investigation of networks and uhf (page 27) and (2) House Commerce Committee's charge of excess beer and wine commercials (page 42) and its request that radio-tv industry report back by next Jan. 1 what it is doing to "cope with the problem."



1954
-1921
33 years

We're proud of the results 33 years experience enables us to give to you, our sponsors—and we're proud of the 92% consistent listenership within WSPD's 16 county, billion dollar market.

Let us show you what outstanding results you can get by taking advantage of WSPD's experience and WSPD's loyal listenership. Call your nearest Katz representative or ADams 3175 in Toledo.

A STORER STATION

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

KANG-TV Asks Uhf Ch. 66 As Substitute for Rival Vhf

KANG-TV, ch. 36 ABC-DuMont affiliate at Waco, Tex., petitioned FCC Friday for rule-making to substitute ch. 66 for ch. 10 there in order to prevent "second" vhf station in market which would force KANG-TV out of business and destroy value of some $875,000 worth of uhf converters (43,750 units) in hands of public.

KANG-TV charged Bell Pub. Co.'s ch. 6 KCEN-TV Temple, Tex., is in effect "first" Waco vhf outlet, contending it got there by "artifice and subterfuge" but it's too late now to protest. KANG-TV said it can survive against one vhf station, but not two.

KANG-TV told Commission Bell Pub. Co. succeeded in getting ch. 6 reallocated from San Angelo to Temple, filed bid and was granted ch. 6 for Temple, then won moves of transmitter site to 20 miles south of Waco (which became principal city) and studio site to Eddy, Tex., with effective radiated power boost to 100 kw. KCEN-TV then was promptly "gobbled up by NBC and interconnected," Waco uhf outlet charged.

Indicating it's too late to do anything about ch. 6, KANG-TV asked ch. 66 be substituted for ch. 10, in contest between KWTX and Waco Television Co. and waiting initial decision by FCC examiner after hearing.

Lanphier Sells WFOX

SALE of WFOX Milwaukee by Charles J. Lanphier and associates for $100,000 to Business Management Inc., local management service firm, reported Friday with application to be filed with FCC early this week. Business Management is headed by Joseph A. Clark, who has dairy and food product firm interests. Lanphier group sells WFOX in order to exercise option for part interest in ch. 12 WTVW (TV) Milwaukee. Ch. 12 merger also includes WEMP there and Milwaukee Area Telecasting Corp.

Daytimers Sought

TWO new daytime stations, both for 1 kw on 1310 kc but one for Pine Bluff, Ark., and another for Morehead, Ky., sought in applications filed with FCC Friday.

Pine Bluff Broadcasting Co., Arkansas applicant, is owned by W. L. Kent and John M. McLendon, associated in ownership of WNLA Indianola, Miss. Morehead Broadcasting Co., Kentucky bidder, is equal partnership of W. S. Sample, lumber business; Robert S. Bishop, druggist; Claude L. Clayton, local postmaster, and Roy Cornette, retail hardware.

Transfers, Sales Filed

SEVERAL transfer and station sale applications, including one for tv, reported filed with FCC Friday. They are:

KEYD-AM-TV Minneapolis—Sale of controlling interest to Minneapolis Tower Co. for $300,000 to acquire financing for construction of ch. 9 tv outlet. Minneapolis Tower is owned 75% by Baker Properties Inc., in turn headed by W. M. Baker.

WTAN Clearwater, Fla.—Sale by Clearwater Radio Broadcasters Inc. for $106,000 to WTAN Inc., new firm composed of William G. and Mary B. Wells, owners WMOA Marietta, Ohio, and H. D. Parker, WTAN manager.

WDBF Delray Beach, Fla.—Sale by Delray Broadcasting Corp. for $60,000 to WSRS Cleveland Heights, Ohio.

MOUNTAIN STAYS

OFFICIAL Films, New York, believes in adage that starts: "If the mountain can't come to Mohammed . . ." Company reported Friday it had cancelled proposed sales meeting because staff salesmen are "so busy that to bring them to New York City at this time would be unprofitable." Instead, Herb Jaffe, director of sales, left for visit with sales staffs in Los Angeles, Dallas, Chicago, St. Louis, Baltimore, Atlanta, Detroit and Boston.

St. Louis Applicant Quits

ST. LOUIS ch. 11 hearing lost one applicant Friday when St. Louis Amusement Co. (Fanchon & Marco) walked out on examiner when he refused to defer hearing pending its appeal to Supreme Court from refusal of U. S. Court of Appeals in Washington to dismiss CBS-KMOX St. Louis application [B•T, Aug. 16]. Examiner ruled applicant in default for refusing to proceed with hearing. Other applicants are St. Louis Telecast Inc., 220 Television Inc., and Broadcast House (KSTM-TV, now defunct). St. Louis Amusement claimed in court that CBS is so highly qualified it is sure to receive grant, yet is prohibited from having another tv station because it now owns limit of five.

ABC-TV Adds Affiliates

AFFILIATION of WTVI (TV) Belleville, Ill.-St. Louis (ch. 54) and KUTV (TV) Salt Lake City (ch. 2) with ABC-TV, raising total number of affiliates to 207, is being announced today (Monday) by Alfred R. Beckman, national director of ABC's stations relations departments.

WTVI joined ABC-TV last Tuesday. Station is owned and operated by Signal Hill Telecasting Corp., with John D. Scheuer Jr. as general manager. KUTV, which will become affiliated with ABC-TV on Sept. 7, is owned and operated by Utah Broadcasting & Telecasting Corp., with Frank C. Carman as general manager.

UPCOMING

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

For other Upcomings see page 97.

PEOPLE

HUGH S. HOLE named supervisor of television services in advertising services department of Chrysler Corp., Detroit, and **JOHN L. BEERS** appointed to handle department's merchandising and promotion. Mr. Hole served recently as radio and television director of Brooke, Smith, French & Dorrance, Detroit, and previously was with Dancer-Fitzgerald-Sample, N. Y., as director of commercials, and with Benton & Bowles, N. Y., as administrative assistant to radio-tv vice president. Mr. Beers has been account executive and assistant to vice president in charge of new business for Young & Rubicam, N. Y. Messrs. Hole and Beers will operate under direction of **JOHN R. BARLOW,** manager of Chrysler advertising services, which has responsibility for institutional advertising, including new one-hour weekly series starting on CBS-TV Sept. 30.

GREGORY REESER, NARTB Midwest station relations representative, resigns effective Sept. 25. He had been with NARTB since August 1953, and previously was with RCA Thesaurus and ASCAP.

JERRY DANZIG, most recently associated with Worthington Miner Productions as producer in charge of development projects and formerly with CBS in various posts, signed by ABC-TV to head production unit preparing special pre-football season telecast on ABC-TV on Sept. 11, 8-9 p.m. EDT.

JACK MOHLER named assistant sales manager, WOR New York; **WILLIAM GORMAN,** assistant sales manager, WOR-TV; **WILLIAM McCORMICK,** regional sales manager, WOR-AM-TV, covering New York, New Jersey, Pennsylvania, Maryland, and Delaware, and **JOHN MULVIHILL,** program sales manager, WOR-TV.

Ted Church to Washington In CBS News Changes

AS PART of re-integration of CBS radio and television news and public affairs activities [B•T, Aug. 16; also see story page 60], Wells (Ted) Church, who has been director of news for CBS Radio, will be transferred to Washington as correspondent for reunited radio and tv department, authorities said Friday. Transfer slated to become effective within few weeks. Meanwhile it was learned unofficially that Howard Kany, who has been manager for CBS-TV news and newsfilm, probably will get expanded role as head of CBS Newsfilm operation which includes syndication to other stations as well as filming news events for network use.

NARTB Offers Beer Ad Data; Will Fight McCarthy Ban

NARTB will cooperate with House Interstate & Foreign Commerce Committee in gathering statistical information on amount of time devoted to advertising of alcoholic beverages on radio-tv stations, President Harold E. Fellows notified committee Friday (early story page 42).

Offer of cooperation was made following report issued by committee on Bryson Bill (HR 1227), in response to letter from Rep. Charles A. Wolverton (R-N. J.), chairman of committee. Chairman asked NARTB to gather data and other information indicated in report.

In separate letter sent Sen. Arthur V. Watkins (R-Utah), chairman of Senate Select Committee to study McCarthy censure charges (S Res 301), Mr. Fellows re-stated NARTB's opposition to committee's ruling that its open hearings will be closed to radio microphones and tv cameras (early story page 50).

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

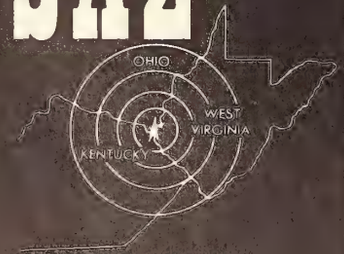
28
FOOTBALL GAMES
WILL BE SCHEDULED ON
WSAZ
THIS FALL!

★ ★

SOME AVAILABILITIES STILL OPEN

NATIONAL REPRESENTATIVES
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8355.
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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

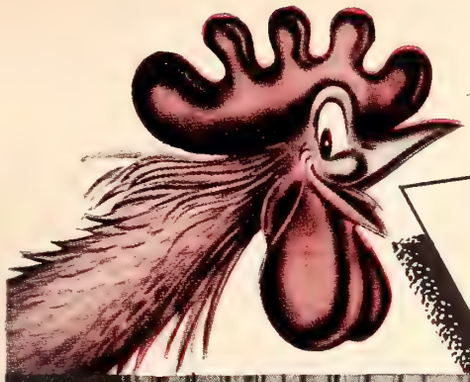
Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953
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Better join us for

"Breakfast at the Sheraton!"



Another Channel 10 First!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room.* Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

NBC Basic • ABC - DuMont — Supplementary







WBIG leads all others

IN "THE PULSE OF GREENSBORO" REPORT

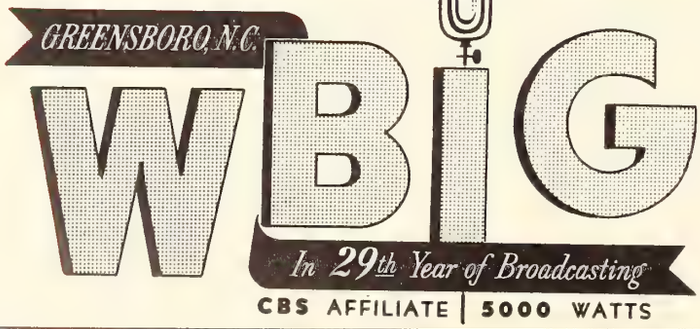
Previous opinions now proven facts in this survey

Bob Poole is established as the top radio personality in Greensboro. "Poole's Paradise" is the favorite locally produced early morning show by a wide margin.

In popularity, WBIG is a 2 to 1 favorite when its rating is compared to the combined average of all Greensboro competition.

We will never be satisfied with less than the No. 1 spot.

Contact Hollingbery . . . get the revealing facts from "The Pulse of Greensboro" report.



BACKGROUND

Network: NBC-TV
Time: Mon., 8:30-9 p.m. EDT (sustaining four weeks only)
Chief Analyst & Commentator: Joseph C. Harsch
Director: John Goetz
Producer: Ted Mills
Managing Editor: Reuven Frank
Film Supervisor: Jean Lenauer
Film Editor: C. S. Gochis
Continuity: Reuven Frank, Mr. Harsch, Paul Cunningham and Frank Bourgholtzer
Topic Aug. 16: Story of French Premier Pierre Mendes-France

THE BETTER tv news shows appear tend toward greater perspective of wor doings, presenting commentary and back ground on special events or people. This what NBC-TV's latest news show, *Backgroun* Mondays, 8:30 p.m. EDT, attempts to provid

The first show, Aug. 16, which treated t rise on the international scene of French Pr mier Pierre Mendes-France, used the televisi technique to different advantage. Its weakne is the old fault which plagues many a tv sho Too much crammed into too little time. If t show would try to be a bit more simple in treatment, the result would be more effective

The show was packed tightly into its ha hour; film editing was excellent, script writi of high quality, lighting up to par. A rear pr jection system was used to advantage. On fault on the technical side remained in t continuity—a smoother program is needed.

For its initial program, NBC-TV was co rageous, tackling a tough topic and a comp cated country. But the objective of the progra is to "explain the headlines in the terms of pe ple who live them." With a few technic brush-ups *Background* will be an effective r port of significant world events, tailored living room viewing.

CAPSULE MYSTERIES

Producer and Distributors: Charles Michelson Inc., New York
Format: Five-minute mystery programs
Writer-Director: Gil Braun
Star: Glen Langan
Estimated Production Costs: $1,900 per program

THOUGH it may seem difficult to fashion mystery drama that runs less than five m utes, Charles Michelson has accomplished t feat—and there's no mystery about it. The are tightly written episodes that contain the elements of suspense, romance, intrig and mystery within the limitations of lit more than 3½ minutes.

No episode seems hurried. The foul p occurs near the beginning of each progr and details are filled in as star Glen Lang playing the inspector, questions each suspe In each episode there is a tell-tale clue which viewers can detect the culprit.

The series is designed as filler mate during open program times and as block p gramming. Mr. Michelson has managed produce a low-budget filmed series of h quality because of his method of pre-prod tion planning [B•T, Feb. 8, 1954]. He has episodes of *Capsule Mysteries* available showing and already has signed to place series in two markets. Long a producer a distributor of transcribed radio programs, M Michelson appears to have come up with attractive package in his first and modest filmed venture.

IN UTAH WHEN YOU BUY THE

BIG 2



THE DIFFERENCE IS

POWER PLUS

SHOWMANSHIP

AND THAT'S KUTV CHANNEL 2

You get the audience you buy . . . and KUTV's audience gets the full impact of programming planned to entertain, powered to sell.

Your George P. Hollingbery representative will give you the full story.

Buy the Big 2 in Utah

KU2TV

ABC IN SALT LAKE CITY

. . . on the air Sept. 7

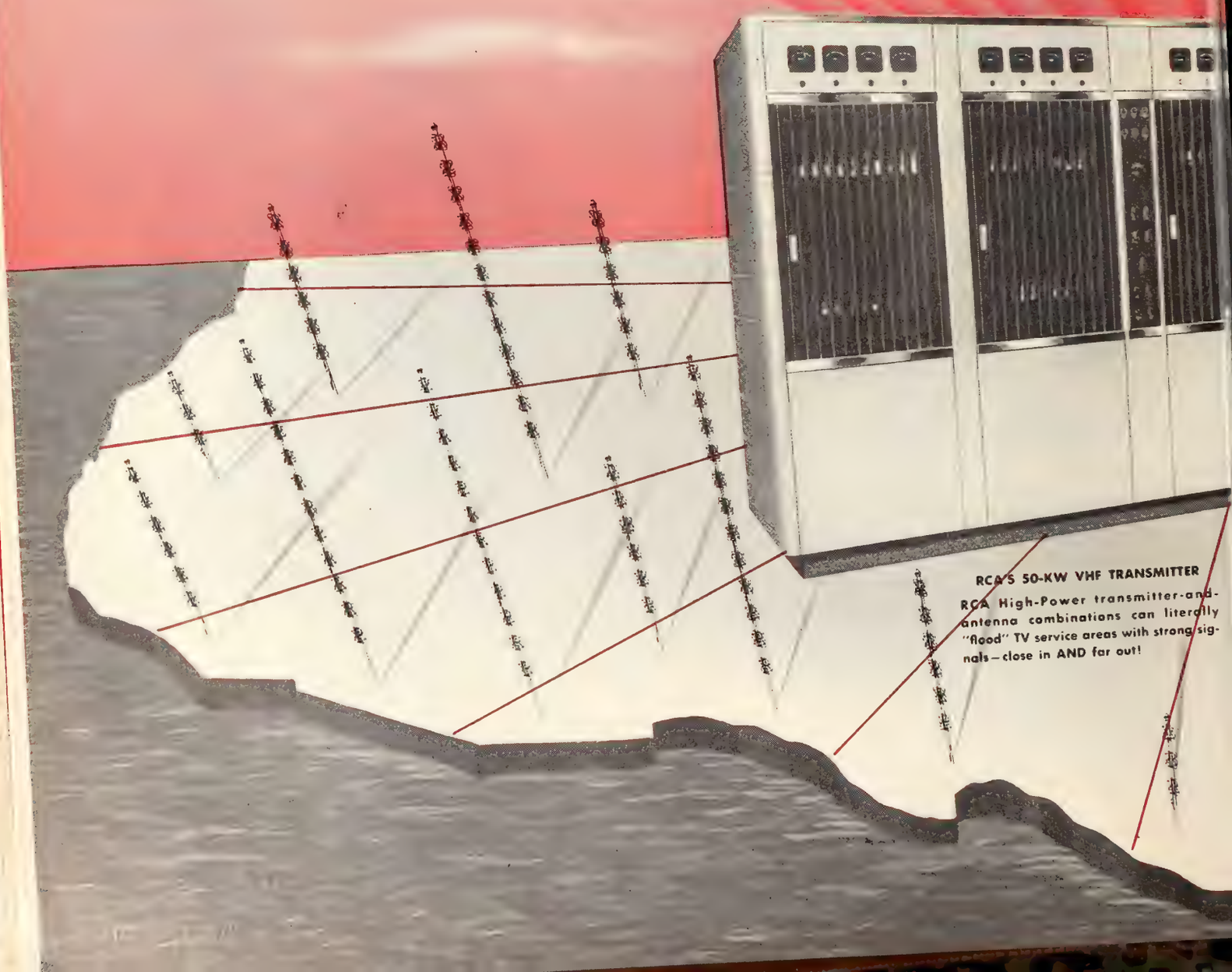
Full power from atop 8600 foot Pix Peak.

NATION

MOST HIGH-POWER TV STATIONS

Over 100 RCA High-Power TV Transmitter Equipments Already Delivered

Not by towns—not by cities—not by states—but across the entire country as a whole—most high-power TV stations are using RCA equipment. Today, more than *70 are "on-air"* and operating at the *maximum power* permitted by the FCC. Almost every week more Television stations are going to high power—*with RCA equipment.*



RCA'S 50-KW VHF TRANSMITTER

RCA High-Power transmitter-and-antenna combinations can literally "flood" TV service areas with strong signals—close in AND far out!

ALLY...

ARE RCA-EQUIPPED!

Your investment in high-power equipment is going to be a major step. Make sure you make the RIGHT decision. Specify RCA—as most high-power stations are doing across the country, and deal with just ONE responsible equipment manufacturer. *It's important!*

For technical planning help on the system best suited for your specific requirements, call in the man who has already helped many of the high-power TV stations get started—YOUR RCA BROADCAST SALES REPRESENTATIVE. In Canada, write RCA Victor, Ltd., Montreal.

Why this sweeping acceptance across the nation?

"SATURATION" COVERAGE. RCA High-Power TV transmitters—operated in combination with RCA antennas—deliver high ERP at low operating cost.

SUPERIOR PERFORMANCE. RCA High-Power TV transmitters deliver superior picture quality—*have plenty of reserve power for color operation.* They are conservatively rated—operate with remarkable stability day in and day out.

ALL AIR-COOLED. ALL VHF High-Power TV transmitters currently being delivered are air-cooled—a feature that saves substantially on equipment installation and maintenance. RCA TV transmitters use conventional, inexpensive tubes that every station man is familiar with.

RCA SERVICE. RCA High-Power TV transmitters are backed by a nationally-famous broadcast engineering service organization—plus 'round-the-clock service on all replacement parts for RCA equipment.

COMPLETE MATCHED SYSTEMS. RCA supplies High-Power TV transmitters—and everything else needed by a high-power plant; antennas, towers, dummy loads, monitors, measurement equipment. *And note this fact:* RCA TV systems are matched throughout. No time wasted on critical adjustments of mismatched components. Peak performance is assured now and in the future.

RCA Pioneered and Developed Compatible Color Television



RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

IN HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

Share of Audience in Cost Per 1000 Sets, Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24c

IND. STA. "A"	60c
IND. STA. "B"	50c
IND. STA. "C"	60c
NET. STA. "A"	35c
NET. STA. "B"	35c
NET. STA. "C"	44c
NET. STA. "D"	28c

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	48c
IND. STA. "B"	42c
IND. STA. "C"	60c
NET. STA. "A"	29c
NET. STA. "B"	29c
NET. STA. "C"	47c
NET. STA. "D"	50c

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	60c
IND. STA. "B"	(OFF)
IND. STA. "C"	$1.20
NET. STA. "A"	48c
NET. STA. "B"	35c
NET. STA. "C"	49c
NET. STA. "D"	72c

*APRIL-MAY PULSE Share of Audience against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per 1000 Sets Saturday and Sunday, too.

OPEN MIKE

BBC Plaque Fund

EDITOR:

Your recent editorial [Aug. 2] on Richard Strout's piece about BBC's Studio B-24 certainly hit a nostalgic note with me.

When I left for Europe right after the invasion as the first radio correspondent to be accredited to an independent radio organization, Paul White, then CBS News Director, told me to look up Ed Murrow. He said Ed could help me get an overseas channel to broadcast from London to West Virginia. When I reached London Ed Murrow was out of town (it later developed he was off on one of his frequent bombing missions) and the British Post Office had never heard of the West Virginia Network. I was told that Frank McColl of NBC might be able to help me. I phoned him and he and George Wheeler invited me to dinner that night to discuss my situation.

Frank made the necessary pleas and representations for me the next day and the name of the West Virginia Network was added to the typewritten schedule of the three American networks using BBC and Post Office facilities which was posted in the control room for the studio.

Each time I did a broadcast I had to patiently explain to the BBC censor what the West Virginia Network was. I thought John Kennedy, my boss, would blow his top when he saw the bills but instead he cabled me to step up the schedule.

Yes, Strout's piece brought back many memories. It made me think of the time Dick Hottelet and I were doing a show on CBS when a flying bomb came across the channel and went right over the building so low we were both sure this was IT. It also made me recall the time I was doing a show out of that studio when a bomb hit in the immediate vicinity of the building and shattered all the glass around us.

It likewise made me think of the many times I came out of that studio at midnight in a blackout to find no taxis around and had to walk to my room on the other side of town scared stiff. But nevertheless, I always had a warm feeling when I entered the building and I always hated to leave it.

Somehow I felt secure within it and I shall never forget the helpfulness of the BBC people who worked there. As an American I made demands which I probably would have resented had the situation been reversed, but the British, much as we griped about them, tried to be as helpful as they could under the circumstances.

I agree with you that a plaque should be placed on the wall of that studio and I enclose my check to start a fund which I hope will encourage others to contribute. If you will act as treasurer I should be happy to head up the project and am sending copies of this letter to the head of the five networks as well as a few others in the event they are interested.

Howard L. Chernoff
WTAP (TV) Parkersburg, W. Va.

[EDITOR'S NOTE: Mr. Chernoff's contribution (which B•T has matched) activates the editorial proposal that American broadcasters should follow the example of other non-Britons who made use of BBC facilities for wartime broadcasts to their homelands and have subsequently presented the BBC with plaques of thanks. B•T accepts the invitation to act as treasurer and asks other contributors to make their checks payable to B•T BBC Plaque Fund.]

Selling Power

EDITOR:

KFXJ-AM-TV sponsored the local appearance of Matt Cvetic—the FBI undercover agent whose story is the basis for the program *I Was a Communist for the F.B.I.* Tickets for a lecture were made available at the stores of the firms sponsoring the radio show. A sell-out of the Lincoln Park Ball Park brought a capacity crowd in spite of the fact that the local newspaper refused to publicize the event due to an anti-radio policy. Radio and tv spots, plus a simulcast by Mr. Cvetic the night before the lecture, did the trick!

Perhaps it is more than mere coincidence that the local appliance dealers and home furnishing stores have asked KFXJ to sponsor this year's Modern Home Exposition—a role which traditionally has been given to the local press!

Rex Howell
Pres. & Gen. Mgr.,
KFXJ-AM-TV
Grand Junction, Colo.

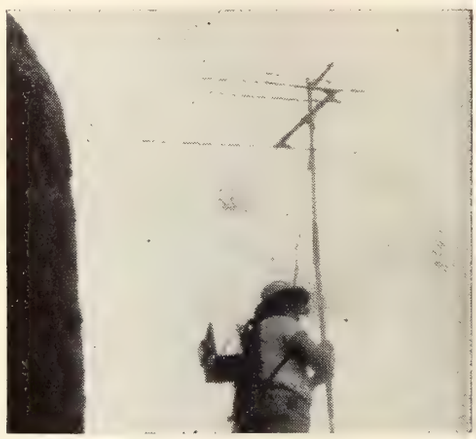
Peak Picking Problems

EDITOR:

The boys out on the plains have to build thousand-foot towers. Our problem is "which" of our 2-, 3-, 4-, 5-, or 6,000 foot towers to go on.

Enclosed is a picture of Lloyd Scott, one of our engineers, with the test equipment on his back and an antenna which he is holding astride the Continental Divide at 8,250.8 ft. above sea level. This happens to be only about 2,500 ft. high above our city.

Outside of Butte we have to travel a matter of 26 miles before we get to the next town,



which is Anaconda, a matter of 47 miles in a different direction before we get to Helena and a matter of 100 miles in an opposite direction from Butte to get to Bozeman. We have been up on mountains 10,400 ft. high and have been doing considerable in the way of making checks on our own and other signals. We have a couple of locations where you can receive not only all the tv stations in Montana but several from outside the state.

Here, it isn't a question of building an antenna; it's a question of a way to get to the damn thing. We're trying to make up our mind on it this summer so next summer the building job can be done.

Ed Craney
KXLF-TV Butte, Mont.

G-Line Horn Design

EDITOR:

In your report on the G-Line [Aug. 2], there appears to be some misunderstanding concerning the accuracy required in the manufacture of the launching and receiving horns which connect the wire to a source of power and to the load respectively.

While it is quite clear from your report that launching and receiving horns are of wave

Swan Boat now sails the *air* waves over WBZ-TV!



Swan boating in the Public Gardens is quite a Boston tradition, you know. A nice one, too. And now Boston's WBZ-TV has captured the enchanting atmosphere of this century-old tradition and given it a modern touch. The result is the delightful daily live TV show, "Swan Boat."

Five mornings a week, "Swan Boat" provides the same relaxed gaiety and whimsy of these famous summertime cruises . . . in an hour of music, news and lighthearted fun.

What a show it is! Visual presentations of current hit songs . . . a special newscast to the New England housewife . . . daily vignettes of a growing baby girl . . . "Husband's Haven" . . . a colorful Bostonian "character" in a series of fanciful New England situations . . . tips by a popular women's commentator . . . guest celebrities.

And since "Swan Boat" *is* tuned to the tastes of New Englanders, it will play a happy tune on your cash register, too.

You can find out about choice seats on Swan Boat by calling Herb Massé, WBZ-TV Sales Manager, at ALgonquin 4-5670 . . . or Eldon Campbell, WBC National Sales Manager, at PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • WBZ-WBZA, *Boston;* **KYW • WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland* Represented by: FREE & PETERS, INC.

KPIX, *San Francisco*, represented by: THE KATZ AGENCY, INC.



here's real maqic...

the kind advertisers want to see when it comes to sales . . . And while sensational, there's no trick to the sales results you get through WTAR-TV. This established VHF station has just what it takes plus the know how . . . maximum facilities, topnotch network and local programming, an audience of 325,000 homes and dominance of an area that covers the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

Buy Only WTAR-TV (CBS) to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

length dimension (frequently half a wave length has been found sufficient), it is somewhat contradictory to read that at a frequency of hundred megacycles, accuracy required in the manufacture of the horns would be of the order of 1/000 inch.

A short calculation shows that a diameter of 1 inch corresponds to 12,000 megacycles, while a diameter of 100 inches would correspond to a frequency of 120 megacycles. Consequently, at 12,000 megacycles a deviation by 1/000 inch would correspond to a frequency change of 12 megacycles, which may be significant. However, at 120 megacycles, a deviation by 1/000 inch would correspond to a frequency change of only .012 megacycles which obviously is insignificant.

Since most of our television applications are in the vhf and uhf ranges, the permissible manufacturing tolerances are much higher than 1/000 inch which simplifies mass production of horns.

Thus it may well be said that at least for television transmission the G-Line is quite independent from manufacturers' accuracy.

Dr. Theodore Hafner
Surface Conduction Inc.,
New York

Useful and Helpful

EDITOR:

A note to once again express my interest and enthusiasm for the special Feature Film Section. It is a useful and most helpful unit of information which is excellent for continuous ready reference.

Also, someone had a fine idea when they included the Comparative Network Tv Showsheet in the Film Section release. I have made a special point of keeping these ever since BROADCASTING • TELECASTING began publishing them, and I find it very handy to keep them in this form. Thanks again for a most appreciated service.

Vincent Rowe
Ted Bates & Co., New York.

Valuable, Too

EDITOR:

. . . BROADCASTING • TELECASTING is far too valuable to us to miss a single copy, so this letter is just to let you know . . .

George LaRay, Prod. Mgr.,
Tri-State 16 M.M. Productions,
Pittsburgh

Godfrey Discovered

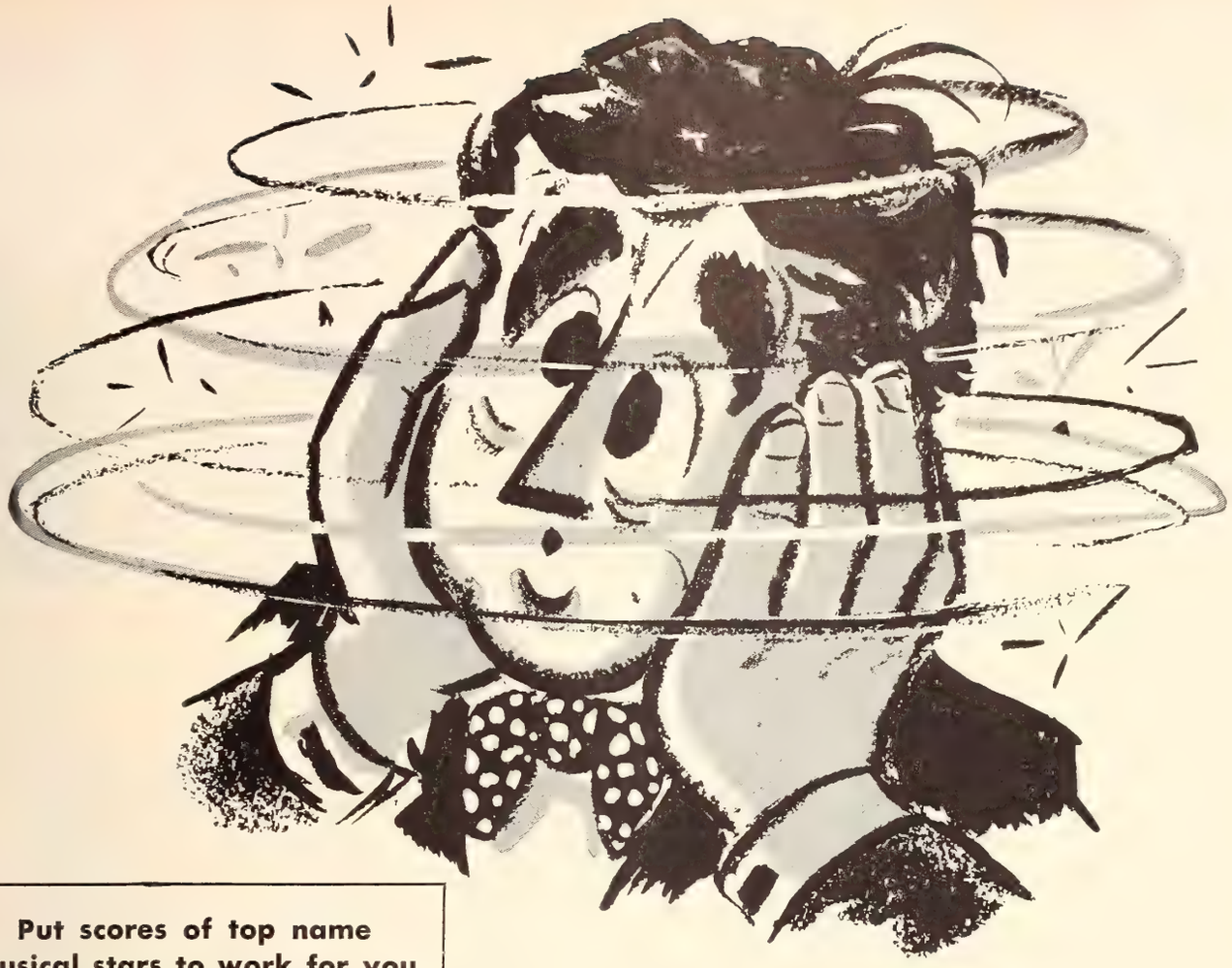
EDITOR:

To our colleague Arthur Hull Hayes out there in San Francisco, who is credited (according to B•T) with "discovering" Arthur Godfrey, greetings and congratulations on joining the club.

Mr. Hayes is in good company. Others who "discovered" Mr. Godfrey include 63.5% of all advertising men in Washington, D. C.; 43.99% of all cab drivers; 99.99% of all public relations men; and roughly 100% of all former radio employes who have left Washington. . . .

Here at WTOP, where Mr. Godfrey spent so many years, we claim nothing. We just keep the score.

Cody Pfanstiehl, Dir. of Prom.
WTOP-AM-TV Washington,
D. C.



Put scores of top name musical stars to work for you



RALPH FLANAGAN



PEGGY LEE



NAT "KING" COLE



JUNE VALLI



LES BROWN



SUNNY GALE

To a TV sponsor who's going in circles

If rising production costs have got you in a spin, Studio Telescriptions offer you the miracle selling power of top name musical artists at an unbelievably low cost.

Throughout the country, stations in leading markets now offer programs built with Studio Telescriptions . . . the country's leading talent performing America's favorite music in hundreds of sparkling production numbers.

Check your markets for Studio Telescription programs and spot availabilities. Find out today how these high audience shows can help you get the most from your advertising dollars.

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

what's cooking in Coffeyville?

THE 11 COUNTY COFFEYVILLE TRADE AREA IS A MAJOR MARKET OF 256,000 PEOPLE. 40% LARGER THAN TULSA OR WICHITA.
OUR LATEST AREA SURVEY COVERING THIS TERRITORY REPORTS THAT KGGF HAS THE BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. TO 6:30 P.M.)
ALONG WITH THIS LOYAL HOME AREA AUDIENCE, THE KGGF 10 KW SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI AND AND ARKANSAS WITH A POPULATION OF 2,750,000.

KGGF
690 KC ABC
COFFEYVILLE, KANSAS

WEED & CO., National Representatives

our respects

to PHILIP LINCOLN McHUGH



IN his recently-assumed post of vice president in charge of television and radio for the Campbell-Ewald Co., Detroit, Philip Lincoln McHugh is a constant cross-country commuter between the Motor City, Hollywood and New York.

But Mr. McHugh does not find the pace at all back-breaking. He has survived a 16-year career in broadcasting that started with the campus station at the U. of Notre Dame in South Bend in 1936, and extended to such far-flung locales as New York, Dallas, Nashville and various foreign sites during World War II duties.

During these years in radio and television, Mr. McHugh acquired a wealth of background and experience in production and direction of programs that stands him in good stead in coping with his present formidable duties.

Mr. McHugh was born in Denver on Nov. 15, 1917. He moved to Westchester County in New York when he was two years old. His parents, Mr. and Mrs. Philip M. McHugh, currently reside in La Feria, Tex.

Following his graduation from Iona Prep in New Rochelle, N. Y., he went to Notre Dame in 1936. There he received his basic training in broadcasting at the campus studios of WSBT. Until 1938 Mr. McHugh wrote, directed and announced several programs a week over the station.

After completing two years at Notre Dame and an adult education course in radio at New York U., Mr. McHugh joined CBS in New York in 1938 as an apprentice. He spent three months in research and new program ideas before he was promoted to the post of associate director on the CBS staff.

From 1939 through 1941, Mr. McHugh had the opportunity to acquire a well-rounded background as a director, acting in this capacity for a score of CBS sustaining shows, including the *Jack Leonard Show* and the *Gay Nineties Revue*. He also was associated with the Columbia Workshop productions and the CBS year-end documentary, *Twelve Crowded Months*, which he helped write in 1939.

At the outbreak of the war in Europe, Mr. McHugh was assigned the job of network operations liaison between the network operations department and the news department, and directed the European news roundups, both morning and evening, which were titled *World Today*. During this period he was assigned as associate director and CBS representative on several commercial programs, including *Arthur Godfrey* and *Hit Parade*.

In September 1941, Mr. McHugh left CBS on leave of absence to accept a commission in the U. S. Navy. Until his release from active duty in October 1945, he compiled an enviable service record, both of the on- and off-shore type. He is credited with having made the first combat recordings of the war aboard the *USS Zircon* at the site of the sinking of the *USS Jacob Jones* while serving as a public relations officer. From 1942 to 1945 Mr. McHugh was a naval combat officer in Atlantic waters.

Returning to CBS after the war, Mr. McHugh directed such shows as *Bouquets for You, The Janette Davis Program, Cinderella Inc., Let's Dance, America* and *Robert Q. Lewis*. He also assisted in developing *Sing It Again*.

Mr. McHugh's plunge into the agency side of the business came in February 1950 when he joined the Tracy-Locke Agency, Dallas, as radio-television director. In that capacity, he produced *Light Crust Doughboys* (with Hank Thompson) and the *Welcome Neighbor* show. Additionally, he was entrusted with the responsibility for supervising the seven-state southwestern radio-television campaigns for the Borden Co., Mrs. Baird's bread, Imperial sugar, Comet rice, Maryland Club coffee, Haggar slacks, Ireland's chili, King candy and Budweiser. It was during Mr. McHugh's tenure there that Tracy-Locke had the distinction of becoming the first agency in the Southwest to use and develop station ID announcements.

Mr. McHugh remained with Tracy-Locke until early this year when he went to Detroit to assume the post of head of the tv-radio department of Campbell-Ewald. He was elevated to vice president on Aug. 1 [B•T, Aug. 2].

Through Mr. McMugh and his staff, Campbell-Ewald places the CBS-TV news show with Bob Trout and Allan Jackson, the *Dinah Shore Show*, and also places tv on a local basis for the Chevrolet Dealers (except in New York), General Shoes and Rheem Mfg. Co. It was reported recently that the agency had signed for *Treasury Men In Action* for the Chevrolet Dealers. Mr. McHugh maintains his headquarters in the General Motors Bldg. in Detroit, though his busy schedule often takes him to New York and the West Coast. In the New York office of the agency, Don R. Benkhart works under Mr. McHugh's direction.

One pleasant interlude to Mr. McHugh's service in the Navy during World War II was an acquaintanceship with another naval officer, Ensign Alice (Sunny) Martens. They were married on March 18, 1943, in New York, in a ceremony that was hailed as the first wedding of naval officers during the war. They live with their daughter, Cynthia, 9, in a farmhouse in Bermingham, outside of Detroit.

Mr. McHugh is an aviation enthusiast and holds a private pilot license. His other hobbies are horseback riding and breeding and showing German shepherds.

Florida's Newest VHF Station

WJNO-TV

100,000 WATTS

CHANNEL 5 – NBC PRIMARY AFFILIATE

NOW ON THE AIR!

serving . . . **MIAMI** and the **PALM BEACHES**
In AN 11-COUNTY AREA

POPULATION	932,465
FAMILIES	301,065
RETAIL SALES	$1,213,246,000
EFF. BUYING INCOME	$1,571,731,000

ALL MARKET DATA TAKEN FROM SALES MANAGEMENT, 1954



when it's southern florida you want . . . take 5

LOWEST COST PER THOUSAND FAMILIES IN THE SOUTH

Represented by

MEEKER TV, Incorporated

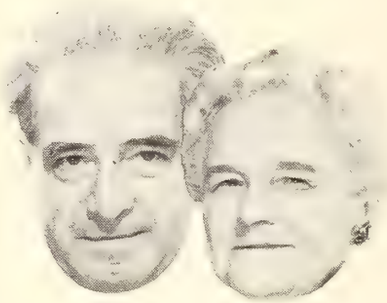
New York Chicago Los Angeles San Francisco

REGIONAL REPRESENTATIVE **JAMES S. AYRES --- ATLANTA, GEORGIA**

mighty moving experience



7:30-7:45 Morgan Beatty and News of the World
Sponsor: Miles Laboratories Inc.



7:45-8:00 One Man's Family*



Moving to NBC; Premiere Oct. 5...
8:00-8:30 People Are Funny
Sponsor: The Gillette Co.; The Toni Co. Division & Mars Incorporated



8:30-9:00 Dragnet
Sponsor: Liggett & Myers Tobacco C



Speaking of *moving* . . . the big surge, the big shift is to NBC radio . . . where listeners are moved to laugh, to cry, to buy. Programs and sponsors are switching. More and more listeners are switching. It's all part of the new excitement on NBC this Fall!

Take Tuesday night . . . a great new day for radio. Two long-famous shows, Lux Radio Theatre and People Are Funny, are moving to NBC and bringing their fans with them. Other programs have been juxtaposed . . . to make Tuesday night one solid can't-leave-it-for-a-minute mass of entertainment.

Side by side, the seven programs below, *guarantee* audiences in the millions at a cost in pennies, for every Tuesday night advertiser. If you move fast, there are still one or two opportunities for you to join this great NBC evening. We suggest that you call your NBC representative *now*.

No wonder the big Tuesday night shift is to NBC Radio

a service of Radio Corporation of America



Moving to NBC: Premiere Sept. 14...
9:00 - 10:00 Lux Radio Theatre
Sponsor: Lever Bros. Company



10:00 - 10:15 Fiber McGee & Molly**

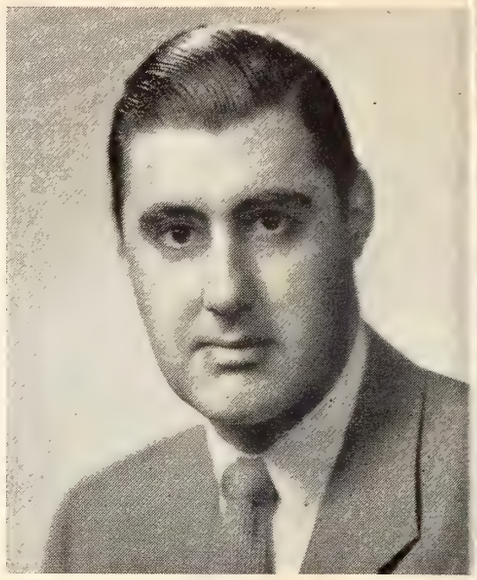


10:15 - 10:30 The Great Gildersleeve



*Sponsored on other nights by The Gillette Co.; The Toni Co. Division, and Radio Corporation of America,
**Sponsored Tuesdays and other nights by Prudential Insurance Co. of America, Radio Corporation of America, Lewis-Howe Company, Carter Products Inc., Liggett & Myers Tobacco Co. Inc.

FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.



GEORGE STANTON

on all accounts

DURING his score of years in the advertising field, George Stanton has bought and sold a list of prominent accounts which reads like a veritable Who's Who of blue chip advertisers.

Mr. Stanton recently was appointed media director in the Chicago office of Dancer-Fitzgerald-Sample, thus marking his return to agency circles after a stint in station representative pursuits.

Among the accounts he has serviced, large and small, are such names as Standard Oil Co. (of Indiana), Pillsbury Mills, Procter & Gamble, Swift & Co., Morton Salt, Parker Pen, Milk Foundation and the National Dairy Council.

George Francis Stanton got his first fling at agency work in the early '30s as a sort of apprentice at J. Walter Thompson Co., with experience in research and other phases. A native of Chicago (born Oct. 3, 1910), George attended Bryn Mawr grammar school, Bowen High, Crane Junior College, the U. of Illinois and U. of Chicago. He majored in advertising-journalism.

Mr. Stanton received much of his grounding in 1935-40 at the old Blackett-Sample-Hummert, handling merchandising and consumer research for three and a half years and serving as assistant space buyer for 18 months.

In the first post, he worked on consumer surveys, setting up and maintaining check groups of grocery and drug sales for sales and premium tests. He also conducted original taste tests on Cheerios, Kix and Ovaltine.

In 1940 Mr. Stanton moved to McCann-Erickson, working in media for six years and account chores for five. He directed the purchase of all media for midwest accounts. Later as account executive and supervisor, he had overall charge of the day-to-day operation of the Standard Oil account.

After 11 years with the agency, Mr. Stanton transferred to the representative field, taking over as midwest television sales manager for Free & Peters Inc. There he worked with three salesmen on national spot sales for 17 stations and sold a list of agencies and accounts.

In his new post, Mr. Stanton is responsible for such accounts as Cory Corp., Ekco Products and the newly-acquired Pfaff Sewing Machine account, all of which have bought broadcast media at one time or another.

Mr. Stanton married the former Mildred Johnson. They live with their two children—George, 16, and Richard, 11—in suburban Flossmoor. Hobbies: golf and woodworking.

ON THE AIR

NEW, POWERFUL "11" IN GREEN BAY PACKERLAND

WMBV-TV

CHANNEL 11

EXCLUSIVE

NBC

FOR GREEN BAY-LAND, FOX RIVER VALLEY
and UPPER MICHIGAN

115,000 Watts To Dominate This NEW Market!

- Two-thirds of a million T-V hungry viewers are waiting for you to "Come Eleven"
- The ideal complement to your Chicago - Milwaukee coverage, WMBV offers a great new market without overlapping duplication

National Representatives Geo. W. Clark, Inc.
New York - Chicago - Minneapolis - Los Angeles - San Francisco

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.



It's tobacco auction time in North Carolina! Those cash registers are really ringing. And this is only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 kc

FREE & PETERS
National Representative

R. H. MASON, General Manager . GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

August 23, 1954 Vol. 47, No. 8

JONES TO HEAD TV PROBE; PLOTKIN MINORITY COUNSEL

Conservative Republican and liberal Democrat will be key figures in the Bricker investigation of television, set to begin Sept. 1. When Jones was FCC Commissioner and Plotkin FCC assistant general counsel, they had sharp differences which probably won't be settled by joint service for the Senate.

ANY DOUBTS about a full-scale Senate investigation of networks, their regulation by the FCC, their commentators and the overall tv allocations picture were dispelled last Thursday with the appointment of former FCC Comr. Robert F. Jones to head the inquiry and the imminent naming of Harry Plotkin, former FCC assistant general counsel, as a special staff member to represent the Democratic minority of the Senate Interstate and Foreign Commerce Committee.

While Mr. Jones' appointment had been predicted for more than a month [B•T, July 5], the selection of Mr. Plotkin had developed as a possibility only in the last few days. Chairman John W. Bricker (R-Ohio) announced Mr. Jones' appointment, effective Sept. 1. Mr. Plotkin, who was generally on the opposite side when both he and Mr. Jones were on the FCC, was tentatively offered the minority post by Sen. Edwin C. Johnson (D-Colo.), ranking minority member, and he is understood to have stated he would accept.

Counter Move

The third member of the investigatory group will be Nicholas Zapple, communications expert of the committee, who will be coordinator. Sen. Johnson had stated that if Mr. Jones were named, the minority would seek counsel to "offset" the former Ohio Congressman.

Mr. Plotkin himself was a controversial figure, exercising influence on FCC policies extending beyond the normal sphere of an assistant general counsel. Like Mr. Jones, he is now in private law practice in Washington.

Mr. Jones is a regular Republican and was identified with the Taft wing. Mr. Plotkin is a New Deal Democrat.

While details as to the manner in which the committee staff will function have not been evolved, and probably won't be until after Labor Day, it is probable that preliminary studies will go forward both in New York (at headquarters of the national networks) and in Washington (FCC). The staff will have power to subpoena records and witnesses, and it is possible that executive sessions will be held for the taking of depositions and preliminary testimony.

The investigation stems from a bill introduced early this year by Sen. Bricker. The proposed legislation relates to network regulation only, but the scope of the inquiry now encompasses the whole television allocations structure, FCC administration and related matters. In effect, the full committee proposes to take over the activity of the Potter Communications Subcommittee which had conducted a two-month inquiry into the plight of uhf.

With Mr. Jones on the committee staff it is logically supposed that he will seek to have the investigation extend to the entire television patent-licensing structure. This was one of his projects while on the FCC, but it was dropped as not properly within the Commission's jurisdiction. Then it popped up in the Dept. of Justice in anti-trust actions but was subsequently dismissed.

Although never formally mentioned by Sen. Bricker or committee staff members, it is considered a certainty that the role of radio commentators and analysts in influencing public opinion will play a part in the committee's inquiry. Sen. Bricker is still smarting from the "opposition" of certain commentators to his proposed constitutional amendment on treaty-making. And Mr. Jones, while on the FCC, on occasions battled with Drew Pearson, who had charged him with being identified with an extreme right wing group in Ohio—a charge that became an issue in Mr. Jones' confirmation hearing before the Senate.

Network policies on station affiliations—notably uhf's—also is seen as a major issue. Networks are not now licensed by the FCC. The present network-monopoly regulations deal with stations "affiliated with networks," rather than the networks as entities. Stations owned and operated by the networks, however, are subject to regulation on the same footing as independent licensees.

In almost every Congress since the advent of radio, there has been some discussion of how to regulate the networks without invading the forbidden field of censorship. Since the war and the flowering of television, the Hill sentiment has become more pronounced, hitting a high in the McCarthy-Ed Murrow controversy which terminated in CBS giving the Wisconsin Senator Mr. Murrow's *Seen It Now* time, and picking up the $7,500 tab on film cost.

Sen. Bricker, likewise, privately has been critical of Mr. Murrow's commentaries, but the network has backed Mr. Murrow. Because Mr. Murrow sits on the CBS board there has been some Congressional criticism that his views are those of the network's ownership.

At week's end, Mr. Plotkin was returning from a vacation trip to New Hampshire's White Mountains. His appointment was expected as soon as he conferred with Sen. Bricker.

Sen. Bricker also said that the investigation would be undertaken by the three-man staff during the remaining months of this year. They are to report their recommendations to the full committee early in January when Congress returned, he said. At that time, Sen. Bricker said, he would hold a full hearing on the subject of licensing radio and tv networks and reopen the uhf-vhf aspects recently aired before Sen. Charles E. Potter (R-Mich.) and his subcommittee [B•T, May 24 *et seq.*].

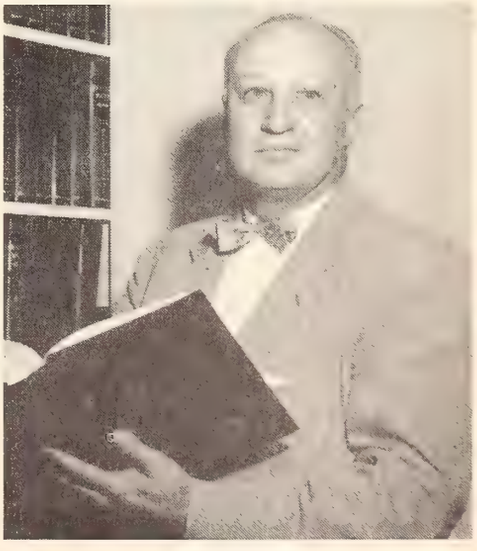
A bill (S 3456) to bring radio and tv networks under FCC jurisdiction was introduced by Sen Bricker last May [B•T, May 17].

Mr. Jones, who is also a former Congressman from Ohio's Fourth District (1939-47) was considered a particular foe of networks during his five years (1947-52) on the FCC. He also

LEFT TO RIGHT—IN MORE WAYS THAN ONE



MR. PLOTKIN



MR. JONES

bitterly criticized the FCC's 1952 Sixth Report and Order which ended the tv freeze (1948-52) as unfair to uhf.

The 41-year-old Mr. Plotkin was born in Athol, Mass., and was graduated *magna cum laude* from Harvard Law School in 1937. After a three-year stint with the Chicago law firm of Topliff & Horween, he joined the FCC in 1940. In 1942 he was made chief of the law department's litigation and administration division. In 1943, he was named assistant general counsel, still heading the same office. In 1948, he was appointed assistant general counsel in charge of the law department's broadcast division.

He resigned from the FCC in 1951 to become associated with the Washington law firm of Arnold, Fortas & Porter. (Thurman Arnold, Abe Fortas and Paul Porter, all staunch former New Deal officials). This was after the FCC was reorganized into bureaus, and engineer Curtis B. Plummer was named chief of the Broadcast Bureau.

Mr. Zapple, who has been the committee's broadcast expert since 1951, is a native of Jersey City, N. J. After war service in the Coast Guard he was a CAA trial attorney until 1949 when he joined the Senate committee.

During the time when both Mr. Jones and Mr. Plotkin served on the FCC, their relationship was less than cordial. It was known that Mr. Plotkin felt Mr. Jones was overly-critical of some broadcast practices. Mr. Jones, on the other hand, was understood to feel that Mr. Plotkin enjoyed too much influence in setting policy. This difference of opinion was apparent in the 1949-50 color hearings when Mr. Plotkin acted as Commission counsel.

Both Mr. Jones and Mr. Plotkin will be paid the top Capitol Hill salary for staff employes, $11,600 a year. They will be paid at that rate for as many months as they serve.

Mr. Jones refused to comment last Friday, following the announcement of his appointment. He said he would prefer that all announcements regarding the probe come from Sen. Bricker. He did say, however, that he was taking a leave of absence from his firm and will not participate in its fees. "This is a public service job which I have agreed to handle" he said, "and I intend to pursue it in that light."

BRICKER ANNOUNCEMENT

Following is the excerpted text of the announcement of the appointment of Robert F. Jones, issued last Friday.

"Sen. John W. Bricker (R.-Ohio), chairman of the Senate Interstate and Foreign Commerce Committee, today announced the appointment of Robert F. Jones, former Congressman from Ohio and former member of the Federal Communications Commission, to head the Committee's forthcoming radio and television network investigation.

"Sen. Bricker said Mr. Jones would assume his duties effective Sept. 1. Jones' appointment in connection with the tv-radio investigation was authorized by the committee at an executive meeting on August 4. Appointment of a second staff member to represent the minority will be announced in the near future, Sen. Bricker declared.

"Mr. Jones will coordinate the special radio-tv investigation with Nick Zapple, the Committee's communications counsel, the chairman stated. Results of the staff study will be presented to the full committee at the next session. Senator Bricker said it was his intention to hold hearings next year on the basis of the staff study.

"Sen. Bricker explained Mr. Jones and the committee staff will study the feasibility and practicability of pending legislation to place radio and tv networks under jurisdiction of the Federal Communications Commission, as well as the whole uhf-vhf problem on which the Committee's Subcommittee on Communications held extensive preliminary hearings in the past session under the chairmanship of Sen. Potter (R.-Mich.). . .

THE GIGANTIC COLOR SHOW: NEW STAGE IN TV EVOLUTION

The coming season looms as the costliest yet for television network advertisers. NBC-TV's 'spectaculars' and CBS-TV's 'extravaganzas' may usher in a new type of network operation. Some of the shows will cost $300,000 each.

THE ADVENT of color and the emergence of the "spectacular" or "extravaganza" type of network tv programming make it obvious that advertising budgets in the 1954-55 season will be the biggest in broadcasting history.

To some observers, the "uhf"—for ultra-high finance—productions in themselves could lead eventually to a type of network operation bearing little resemblance to the way the business is now conducted [CLOSED CIRCUIT, Aug. 16].

Not all agree that the super-super program will revolutionize networking. They do agree that it is leading to revolutionary costs, some of them ranging up to around $300,000 per show (for time and talent).

"With that sort of money at stake," one network official observed, "you can't afford to have a flop."

NBC-TV has scheduled three series of spectacular type shows; CBS-TV, two. Somewhat paradoxically, in view of the amounts of money involved, all five series have long since been sold out.

Every Fourth Week

Each of NBC-TV's will be presented every fourth week: the first will start Sept. 12, produced by Max Liebman and scheduled 7:30-9 p.m. EDT every fourth Sunday; another Max Liebman production will start Sept. 25 and will be presented 9-10:30 p.m. every fourth Saturday; the third series, produced by Leland Hayward will open up Oct. 18 and appear in the 8-9:30 p.m. spot every fourth Monday. The kickoff programs in each series will star Betty Hutton, Ann Sothern, and Ginger Rogers, respectively. Sunbeam Corp. and Hazel Bishop Inc. will sponsor the first 10 programs in the Sunday night series while Reynolds Metal Co. picks up the last three; Oldsmobile division of General Motors will sponsor the Saturday night spectaculars, and Ford Motor Co. and RCA those on Monday evenings.

CBS-TV's plans call for a "twin series" consisting of (1) once-a-month musical and variety "extravaganzas" to be called *Shower of Stars*, plus (2) dramatic shows in the intervening weeks, and an every-fourth-Wednesday series of dramatic plays and musical comedies under the title of *Best of Broadway*. Chrysler Corp. will sponsor the twin series, to start Sept. 30 in the Thursday 8:30-9:30 p.m. EDT period, while Westinghouse Electric Corp. will underwrite the series scheduled at 10-11 p.m. every fourth Wednesday.

In addition to these NBC-TV and CBS-TV regular series—all of which are slated for presentation in color with the possible exception of Chrysler's three-a-month dramatic programs—there is upcoming the electrical industry's *Light's Diamond Jubilee* program on Oct. 24. This is a two-hour production to be carried on all four national tv networks (as compared with General Foods' 90-minute, four-network anniversary program last March and Ford Motor Co.'s two-hour, two-network anniversary observance the preceding June).

Another big-budget one-time production on the horizon is a two-hour performance of "Macbeth," starring Maurice Evans and tentatively set for NBC-TV presentation under Hallmark greeting cards' sponsorship in November.

The NBC and CBS television networks are key exponents of the big production principle, though neither expects to expand its roster of spectacular-type productions—for the current season, at any rate.

ABC officials disavow any intention of getting into the high-high-cost production race, and DuMont authorities similarly indicate they will stick to the more conventional formulas.

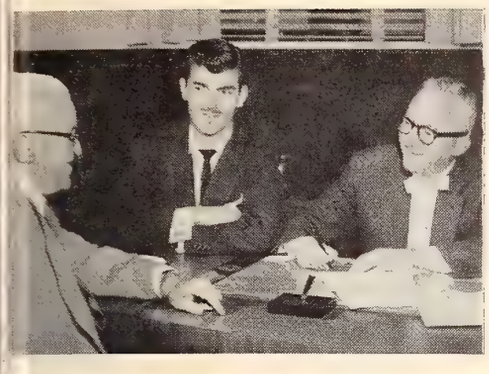
One top executive at ABC said flatly he felt spectacular-type programs give television the flavor of motion picture theatre operation. "It's like looking at the sign on a moving picture house and deciding from that whether you want to go in," he said, contending that tv, like radio, fares best through week-in, week-out good programming that will draw viewers to their sets regularly without need for splashy promotion and lush expenditures.

Exponents of the spectacular, on the other hand, maintain with equal vigor that it is a type of programming that will strengthen ratings not only for that particular show but also for the shows around it, and that, among other benefits, it has a great merchandising potential and, through the publicity such big shows naturally attract, both in the trade and among viewers, will serve as effective added advertising for both the networks and stations as well as the sponsored products.

In reply to the latter claim, an opponent took



MERGER of Doyle Dane Bernbach Inc., New York, and Factor-Breyer Inc., Los Angeles [B•T, Aug. 2], is negotiated by (seated) Ned Doyle, DDB vice president; (standing l to r) Donald A. Breyer and Ted H. Factor, vice president and president, respectively, Factor-Breyer, now vice presidents of DDB.



THIRTEEN weeks of early morning *Frank Goss News*, which started Aug. 17 on Columbia Pacific Radio Network, was set with signing of contract in San Francisco by (l to r) Herman Harris, general manager of sponsoring Chemicals Inc., that city (Vano liquid starch, powdered bleach); Jack Donohue, manager, CBS Radio Spot Sales, same city, and Sidney Garfield, owner of Sidney Garfield & Assoc., S. F., Vano agency.

the position that "after a while the spectacular will become routine" and lose whatever additional publicity value it has now.

More agreement was found on the subject of talent costs: They're going up.

Both NBC-TV and CBS-TV are featuring top name talent on their big efforts—Helen Hayes, Frederic March, Ethel Barrymore, Betty Grable and Mario Lanza, among those set by CBS-TV, and Betty Hutton, Ginger Rogers, Ann Sothern, Frank Sinatra and Tyrone Power among those slated by NBC-TV.

Admittedly, stars of this stature don't come cheap, and officials note that the demand for higher pay also is being heard from lesser lights. One unidentified star who drew down $12,000 for a guest appearance a year ago is asking, according to a reliable source, $21,000 for a similar one-shot appearance these days.

Studebaker-Packard Ad Plans Uncertain

ADVERTISING plans for the merged Packard Motor Co. and Studebaker Corp. were reported still in the "uncertain" stage late last week following the consolidation of the companies on Tuesday.

Maxon Inc., Detroit, is the Packard Agency. During the past season the company used extensive radio and tv spot announcements and sponsored the *Martha Wright Show* (Sun., ABC-TV, 9:15-9:30 p.m. EDT). The program, on an eight-week summer hiatus, returns to ABC-TV in the same time slot on Sept. 12.

The agency for Studebaker is Roche, Williams & Cleary, Chicago. The company placed an extensive schedule of radio and tv spot announcements during the past season, and dealer organizations sponsored local radio and tv programs. A spokesman said there are no definite plans for the fall.

Though merger details have not been completed, a new company, Studebaker-Packard Corp., is expected to be set up within three or four weeks. James J. Nance, Packard president, will be president and chief executive officer of the new firm; Paul G. Hoffman, Studebaker board chairman, will be chairman, and Harold S. Vance, Studebaker president, will head the executive committee.

TIME BUYING ON THE INSTALLMENT PLAN

RESULTS of an experimental "pay-as-you-go" installment plan for radio and television advertisers were outlined at a news conference in New York last week by Leon P. Gorman, general manager of WABI-AM-TV Bangor, Me., and described as creator of the radio and tv sales concept.

Mr. Gorman, who voiced the belief that this represented the first attempt to adapt the installment technique to the radio and tv sales field, reported that over the past six months eight advertisers are participating in the plan on his stations, six of whom are new accounts and the other two old clients who have increased their expenditures. Billings for the eight advertisers amounted to more than $14,000, Mr. Gorman said, but he stressed that advertisers were hand-picked for the experiment, and no attempt was made to make the plan available to large groups of advertisers.

Starting today (Monday), the plan will be extended to any interested advertiser and the station will launch a vigorous sales campaign, according to Mr. Gorman. He expressed the belief that the installment technique will appeal particularly to those businesses which have used little or no radio and television advertising, as well as those who have been using the media on a seasonal basis. He explained that the latter category of sponsors might be persuaded to increase their budgets if they are given the opportunity to spread their payments over an extended period. He described the plan this way:

WABI-AM-TV have available to them $100,000 at the Merchants National Bank of Bangor. When salesmen approach an advertiser, they can offer him a 12-month campaign. The advertiser can choose his own campaign on a regularly-scheduled basis, seasonal or spot saturation. He signs a regular radio-tv contract plus a standard loan form from the bank and is given a payment book. He pays a stipulated amount monthly to the bank and is credited with the equivalent in time on either radio or tv or both at the stations, to be used at his discretion. The loan is deposited and discounted in the station account, and the station pays the interest rate for the loan.

Mr. Gorman said he felt the plan would aid the large as well as smaller advertisers, pointing out that the former are enabled to increase the amount of time without straining their budget because they can be assured of radio and tv campaigns "when they want them, where they want them and how they want them." He added that the "pay-as-you-go-plan" should draw more advertisers into radio and tv, because "like other installment plans, it puts advertising within the reach of everyone."

Gillette Sues Two For 'Be Sharp March'

GILLETTE Safety Razor Co. filed suit last week in Los Angeles Superior Court against Mahlon Merrick, composer of Gillette's "Be Sharp" radio-tv musical theme, stating Mr. Merrick did not have the right to use the composition without Gillette's permission. The suit asks $500,000 damages, but the primary purpose of it is to prevent its over-popularization with attendant parody versions such as featured use of NBC Radio's and NBC-TV's *Dragnet* theme, stated Leon Kaplan, Gillette attorney.

Co-defendant with Mr. Merrick is David M. Gordon, owner of Marlene Music Co. and Gordon Music Co. Mr. Gordon claims he received the right to publish sheet music from the composer and that he set recording dates for Gillette's "Be Sharp March." Mr. Merrick denies this, stating he merely gave Mr. Gordon the right to collect certain ASCAP royalties for him. However, both are named as defendants, although Mr. Kaplan says that an agreement has been reached with Mr. Merrick. The suit does not include RCA Victor, who recently produced a "Be Sharp" version for use by the Boston Pops Orchestra. An arrangement is being worked out with RCA, Mr. Kaplan states.

Bailey to Cohen As V. P.

ARTHUR A. BAILEY, former president of Ward Wheelock Co., Philadelphia, has joined Harry B. Cohen Adv., New York, as vice president and member of its account management group. The Ward Wheelock agency, of which Mr. Bailey had ben president for about three years, announced last spring that it would cease operations as a result of its loss of the Campbell Soup Co. account [B•T, April 5].

Piel Bros., Atlantic To Sponsor Eagles' Games

PLANS were announced last week by Piel Bros., Brooklyn, to co-sponsor all 18 games of the Philadelphia Eagles professional football schedule over 16 radio stations, with six of the contests to be simulcast over seven television stations. Co-sponsor is Atlantic Refining Co., Philadelphia.

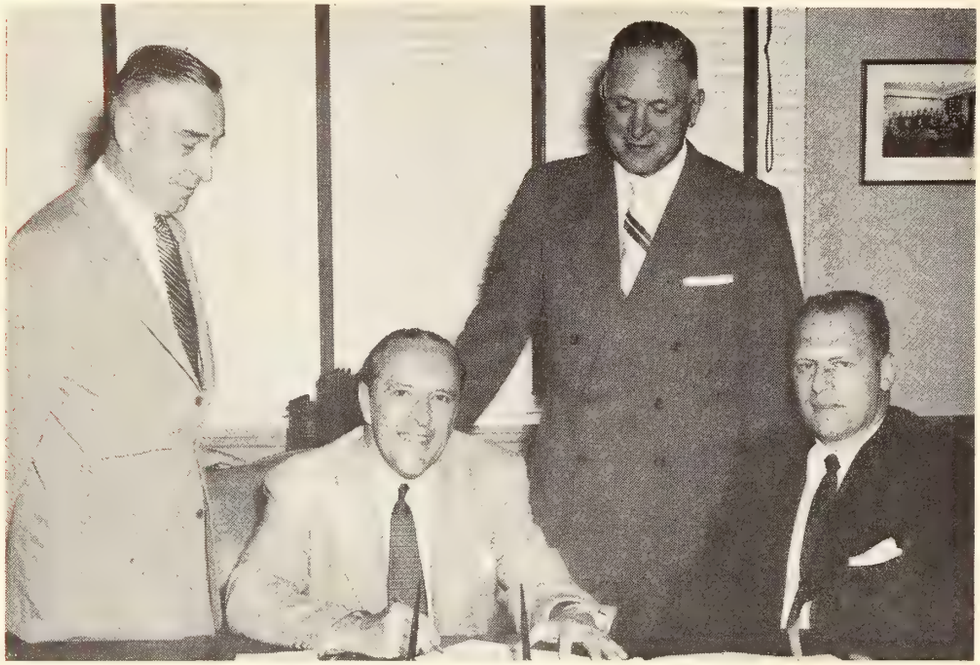
Piel Bros. already is sponsoring a news show, spot announcements and a half-hour weekly television show, *Adventures of the Falcon*, over WPTZ (TV) Philadelphia.

Tareyton Campaign Launched

AMERICAN TOBACCO Co., New York, has launched four-week spot campaigns on radio and television to coincide with the introduction of the filter tip Herbert Tareyton cigarettes in various parts of the country, starting in New England yesterday (Sunday); New York, Sept. 7 and on later dates elsewhere. Television commercials on the new product will be used on *The American Tobacco Theatre* (NBC-TV, Mon., 9:30-10:30 p.m. EDT) and *Private Secretary* (NBC-TV, Sat., 10:30-10:45 p.m. EDT). Agency is BBDO, New York.

Citrus Test in Erie

FLORIDA CITRUS COMMISSION, in cooperation with the U. S. Dept. of Agriculture, is conducting an intensive four-week market test of frozen grapefruit sections in the Erie, Pa., area. Radio and television on the local WICU (TV) and WERC will play an important role in the survey, which is designed to evaluate the effectiveness of the promotion campaign and to measure consumer acceptance of the product.



EACH GAME of the 1954 World Series, to be broadcast exclusively by MBS [B•T, Aug. 16], will be preceded and followed on the network by a 15-minute warm-up and round-up program sponsored by Allstate Insurance Co. on behalf of its more than 2,000 agents in the U. S. and Canada. L to r: Virgil Reiter, Mutual midwest operations sales manager; Dave Ellis, Allstate vice president in charge of sales; H. E. Christiansen, president, Christiansen Advertising Agency, and A. E. Spottke, Allstate vice president in charge of public and industry relations.

SPOT NEW BUSINESS

Halogene Corp. (arthritic remedy), Newark, N. J., launching 26-week radio spot saturation campaign in dozen markets in East, South and Midwest, including New York, Cincinnati, Atlanta and Birmingham. Agency: Radio Adv. Corp. of America, Jersey City, N. J.

Richfield Oil Corp., L. A., is starting three-month tv spot campaign with 90 10- and 20-second spots on KNBH (TV) Hollywood and last week began four-week radio campaign with 2,061 one-minute, 30- and 20-second spots on 36 stations in seven western markets. Agency: Hixson & Jorgensen Inc., same city.

Miles California Co. (Alka Seltzer), L. A., Sept. 1 starts 11 spot announcements weekly, KNBH (TV) Hollywood, and similar numbers in Sacramento and San Francisco tv markets for rest of 1954. Agency: Geoffrey Wade Adv., Hollywood.

NETWORK NEW BUSINESS

Beltone Hearing Aid Co., Chicago, to sponsor alternate Tuesday programs of Gabriel Heatter's news show (MBS, Mon.-Fri., 7:30-7:45 p.m. EDT), starting Sept. 21. Agency: Olian & Bronner, Chicago.

General Foods Corp. (Jell-O), N. Y., to sponsor Mon.-Wed.-Fri. portions of *Breakfast Club* (ABC Radio, Mon.-Fri., 9-10 a.m. EDT), starting Sept. 20 and ending Oct. 1. Agency: Young & Rubicam, N. Y.

American Home Products Corp., N. Y., and **Carter Products Inc.,** same city, to sponsor *Name That Tune* (CBS-TV, Thurs., 10:30-11 p.m. EDT) on alternate weeks starting Sept. 2.

Quality Goods Mfrs. Inc. (Anson Inc., Providence, men's jewelry and Jacoby-Bender Inc., N. Y., watchbands) sign as third participating sponsor, *Stop the Music* (CBS Radio, Tues., 8:30-9:30 p.m. EDT).

Calgon Inc. (water softener), Pittsburgh, signs for sponsorship of 10-minute commentary by Galen Drake on CBS Radio (Sat., 10:45-10:55 a.m. EDT), effective Sept. 11. Agency: Ketchum, MacLeod & Grove, same city.

Block Drug Co. (Minipoo Dry Shampoo, Poslam Ointment and Alkaid), Jersey City, N. J., to sponsor five-minute across-the-board strip *It Happens Every Day* (MBS Mon-Fri.), starting early October. Agency: Emil Mogul Co., N. Y.

Tube Div., General Electric Co., Schenectady, N. Y., plans participations on *Today* (NBC-TV, Mon.-Fri., 7-9 a.m. EDT) starting in September. Agency: Maxon Inc., N. Y.

Pet Milk Co., St. Louis, to sponsor 10-10:15 a.m. segment of *Arthur Godfrey Time* (CBS Radio, Mon.-Fri, 10-11:30 a.m. EDT) on alternate days, starting Aug. 31. Agency: Gardner Adv., same city.

SPOT RENEWALS

Bowman Biscuit Co., Denver, renews *Liberace Show* for 26 weeks in 12 markets, announces Guild Films Co., N. Y. **LaClede Gas Co.,** St. Louis, renews program for 39 weeks in that city. Agencies: Ball & Davidson, St. Louis (Bowman), and D'Arcy, St. Louis (LaClede).

NETWORK RENEWALS

Skelly Oil Co., Kansas City, Mo., renews Alex Dreier news program on 30 NBC stations (Mon.-Fri., 7-7:15 a.m. CDT) and *This Farming Business,* same network and stations, (Sat., 7-7:15 a.m. CDT), each for 52 weeks effective Aug. 30. Agency: Henri, Hurst & McDonald, Chicago.

Dr. Thomas Wyatt renews *Wings of Healing,* institutional program of hymns and sermons, featuring himself, on ABC Radio (Sun., 2:30-3 p.m. EDT) for 52 weeks effective Aug. 22. Agency: Century Adv., Portland, Ore.

A&A PEOPLE

Joseph M. Waters, vice president in charge of sales and advertising, Clinton Foods Inc., Auburndale, Fla., additionally appointed executive vice president, Snow Crop division.

Edward L. Segrist, manager, Kansas City branch, Bozell & Jacobs, to Rogers & Smith Potts-Turnbull, same city, as vice president and account executive.

Marvin Corwin, vice president and account supervisor, Benton & Bowles, N. Y., to Doyle Dane Bernbach, N. Y., as head of plans and television departments.

John O'Donoghue, advertising manager, India Head Mills Inc., N. Y., promoted to director of advertising and public relations; **John H. Thomas Jr.** succeeds Mr. O'Donoghue.

W. W. McMillen, Cincinnati district manager Maxwell House div., General Foods Corp., N. Y., promoted to eastern regional sales manager.

Hal Roemer, midwest area field engineer, Hoffman Radio Corp., L. A., named Chicago district sales manager.

Gerry Colson, Zellerbach Paper Co., San Francisco, promoted to assistant advertising manager.

Henry A. Balke, Compton Adv., N. Y., to Mutual Life Insurance Co., N. Y., as advertising assistant.

Claude E. Davis, account executive, and **Dorothy E. Montague,** assistant account executive, production coordinator and media planner Galen E. Broyles Co., Denver, appointed vice president and assistant treasurer, respectively.

Al Cirillo, formerly sports promotion director Jacob Ruppert Brewery, N. Y., appointed vice president in charge of tv and public relations Mahoney & Howard Inc., same city.

John C. Henry, promotion and publicity director, KXOK St. Louis, to Warner & Todd Inc., same city, as account executive.

Paul G. Conroy, Al Paul Lefton, N. Y., to Maxon Inc., Syracuse, as an account executive.

Arthur Bindrim, account executive, Paris & Peart, N. Y., to commercial div., Blair-Thompson Co., same city, as merchandising and account executive.

H. L. Anderson, Concord Chemical Co., Moorestown, N. J., to Benham Adv., Philadelphia, as account executive.

John F. McKay, copy chief, Anderson & Cairns Inc., N. Y., promoted to creative director and head of creative plans board.

Raymond R. Rebhann, BBDO, N. Y., transferred to Hollywood office as publicity director.

S. B. Hayward, radio-tv director, James Lovell & Co., Montreal, transfers to Toronto office in same capacity.

Joseph A. Kilcullen to Doremus-Eshleman Adv., Philadelphia, as copy director.

Jack Stanley, copy dept., Factor-Breyer Inc., L. A., to Harvey Walman & Assocs., same city, as copy chief.

Republic Planning $3 Million Expansion

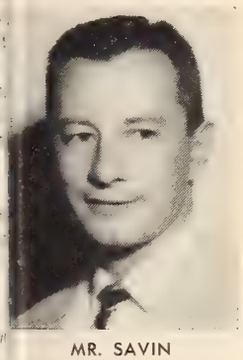
FINAL THIRD of its $3 million expansion program has been announced for Republic studios by President Herbert J. Yates. The new facilities, including office buildings, technical equipment, cutting and projection rooms, are needed to handle the upsurge of motion picture and tv film production in addition to Republic's own increased filming schedule for 1954-55, he reported. Four sound stages, completed last year as part of the three-year program, bring the lot's total to 19.

An office building and a street are being constructed for Revue Productions, which has recently signed a five-year lease with Republic. At the present time Revue has six series before the cameras, *Adventures of Kit Carson, City Detective*, CBS-TV's *Ray Milland Show* and *General Electric Television Theatre*, ABC-TV's *Pepsi-Cola Playhouse* and an anthology series for Heinz Soups.

Studio City Television Productions, a Republic subsidiary, has just completed 26 films in *Stories of the Century*. Preparing to shoot an additional group for the series, it also has *That's Hollywood* on the upcoming schedule. Guild Films, which has just finished 26 *Joe Palooka* films, is taking a brief hiatus before starting the next 26 films.

Values of Syndication, Film Extolled by Savin

AT A MEETING in Hollywood last week of the Motion Picture Industry Controllers, Lee Savin, executive vice president of United Television Programs, declared "Film as a meduim and syndication as a vehicle are the only places where tv programming can expand." Tv film gives an advertiser the highest ratio of sales per tv dollar. And, he added, "syndication gives every sponsor, local, regional or national, an opportunity to get his share of the 66.7% of impulse purchases that occur in mass purchasing outlets. Getting a good share of this percentage of impulse sales can be controlled through proper use of tv on a market by market basis."



MR. SAVIN

Explaining the trend of national sponsors to spot their markets and time periods is on the increase, he said, after the sale of the tv film series is concluded, the job of service is only beginning. "We must continue to give service and more service, promotion-wise, merchandising-wise and product-wise," he added, "so that we can complete the important job, that of selling the sponsors' products."

'Sanctum' Becomes Eighth NBC Film in 100 Markets

INDUSTRY-WIDE record was claimed last week by the NBC Film Div. in announcing that, with the sale of *Inner Sanctum* in its 100th market, the division currently has eight tv film series running in 100 markets or more.

Carl Stanton, vice president in charge of the division, said this is the largest number of series sold in 100 or more markets by a single syndicator. Other properties sold in more than 100 markets, he added, are *Dangerous Assignment* (171); *Badge 714* (166); the hour-long *Hopalong Cassidy* (146); *Paragon Playhouse* (134); *Captured* (118); *Victory at Sea* (111), and the half-hour *Hopalong Cassidy* (106).

"In sharp contrast to the current wave of price cutting and short-term deals, which threaten the foundations of the film syndication business," Mr. Stanton declared, "this record substantiates our original premise that advertisers and stations pay for value received: top quality programs distributed by an established syndicator, who also provides the many services required to build local audiences and product sales."

Stars Will Gain Ownership Through Synd. Tv—Krasne

INCREASED USE of syndicated tv as a vehicle for stars to secure stock ownership in a film business was predicted by Philip N. Krasne, president of United Television Programs, when he addressed the monthly luncheon meeting of an informal gathering of motion picture and tv accountants in Hollywood last week. The banks, he pointed out, now appreciate the soundness of such ventures.

"A pattern exists where an independent tv operation, properly established with a sound property and a star can borrow money based on the distributor's guarantee of ultimate grosses," he declared. A convincing factor, he added, is that distributors now make firm contracts with stations for 52 weeks and that such contracts are almost 100% collectable.

Citing UTP's *Lone Wolf* series as an example, Mr. Krasne revealed a corporate set-up was worked out with star Louis Hayward. They obtained a commitment from the Chemical Bank & Trust Co. of between $750,000 and $1 million for production, with Mr. Hayward and Gross-Krasne Inc. supplying the balance. Before they drew on the bank loan for the second group of 13 films, he said, "UTP already had contracts in existence to cover the total bank loan. Thus when the production unit called on the bank for finances for the third group of 13 films, the bank in effect was only factoring already existing firm contracts."

Lone Wolf is sold in nearly 100 markets, he concluded, and "is just reaching the prime of its distribution."

'Three Lives' Sales Hit 178; 97% Renew

TOTAL sales of Ziv Television Programs' *I Led Three Lives* have reached the 178 mark, with 97% or 133 of the markets carrying the program having renewed for a second year, it was announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Tv.

Among the large renewal orders achieved during the past week, Mr. Rifkin said, was a nine-station purchase by Pfeiffer Brewing Co., Detroit, through Maxon Inc., Detroit. Markets bought by Pfeiffer are Detroit, Toledo, and seven cities in outer Michigan, Ohio and Indiana.

One sidelight to the program, cited last week by Ziv Tv, is "a sky-rocketing demand for the services of Herbert A. Philbrick as a lecturer." It is reported that Mr. Philbrick, who is the former FBI counterspy upon whose experiences the series is based, is booked for more than 20 speaking engagements from Sept. 21 through Nov. 18.



PRODUCTION of Television Programs of America Inc.'s new film series, *Captain Gallant of the Foreign Legion*, is worked out by Milton A. Gordon (r), TPA president, and Buster Crabbe, star of the program. The series is being filmed on location at Foreign Legion headquarters at Sidi bel Abbes, North Africa.

Ziv's 'Corliss Archer' Sold to 70 Advertisers

TOTAL SALES on the new Ziv Television Program show, *Meet Corliss Archer*, have reached 70, it was reported last week by M. J. Rifkin, vice president in charge of sales.

Most recent sales, he said, were to Nash Coffee for Sioux Falls and Fargo, S. D.; Oscar Mayer Meat Packers for Madison and Davenport, Iowa; Kroger's Stores for Cincinnati and Peoria; Renuzit Home Products Co. for Baltimore; Peter Hand Brewing Co. for Chicago, and Safeway Stores, for Washington and Harrisonburg, Va.

Natl. Biscuit, Harvester To Sponsor 'Halls of Ivy'

JOINT tv sponsorship of *Halls of Ivy* by the National Biscuit Co. and International Harvester Co. is final and the program will make its debut on CBS-TV Oct. 19, it was announced last week [AT DEADLINE, Aug 19].

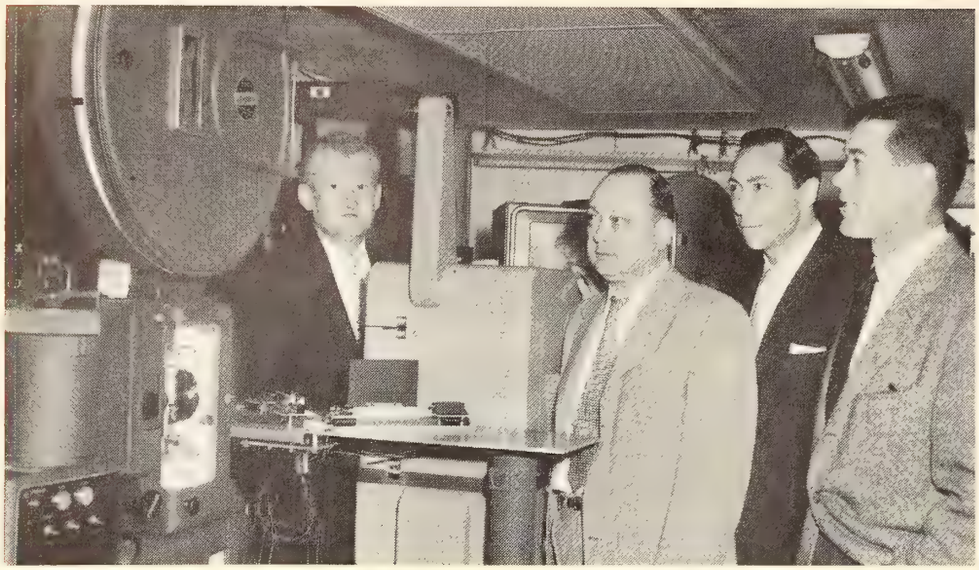
The program, a Television Programs of America (TPA) series, will fill the Tuesday 8:30-9 p.m. EST period on the network and will star Ronald Colman and his wife, Benita Hume. Both starred in the radio version.

McCann-Erickson, New York, is the agency for National Biscuit, and Leo Burnett Co., Chicago, for International Harvester.

Syndication Firm Set Up For 'Mr. & Mrs. North'

A NEW firm, Advertisers' Television Program Service Inc., to syndicate the half-hour *Mr. & Mrs. North* tv film series was announced last week. The 57-episode comedy-mystery films star Barbara Britton and Richard Denning and are produced by John W. Loveton.

Maurie H. Gresham, formerly with Motion Pictures for Television, is vice president of the new distributing company which will head-



WATCHING THE preparation of the first commercial use of RCA's 3-Vidicon multiplex color film projector as it made its debut on *My Favorite Story* over WNBT (TV) New York Aug. 16 are (l to r): Hamilton Shea, general manager, WNBC-WNBT New York; Jim Bealle, program developer, BBDO; M. J. Rifkin, vice president in charge of sales, Ziv Tv Programs Inc., and Stan Parlan, NBC color film consultor. Also used for the first time Aug. 16 was 35mm color film on a regularly-scheduled program. Ziv's motion picture "The Empty Holster" was chosen as the film. Schaefer beer was the sponsor and BBDO its agency.

quarter at 9100 Sunset Blvd., Hollywood. Charles C. Alsup is western sales manager. Mr. Gresham said plans call for offices in New York and in the South. KTTV (TV) Los Angeles already has signed for the series, he said.

FILM SALES

United Television Programs Inc., Hollywood, sells *Where Are You,* produced by **Bing Crosby Enterprises Inc.,** L. A., to Bekins Van & Storage Co., L. A., for sponsorship in Los Angeles, San Francisco, Seattle, Portland, Spokane, Omaha, Dallas, Phoenix, Tucson, Boise, San Diego and Denver markets. Agency: Brooks Adv. Agency, Hollywood.

Greatest Fights Inc., N. Y., announces sale of *World's Greatest Fighters—In Action* and *The Big Fight* in 65 markets including New York, Los Angeles, Philadelphia, Boston, Baltimore and Washington.

CBS-TV Film Sales, N. Y., reports *Amos 'n' Andy* tv film series sold to WLBC-TV Muncie, Ind., KVDO-TV Corpus Christi, Tex., WCBS-TV New York and KSWS-TV Rosewell, N. M.

TeeVee Co., Beverly Hills, Calif., announces sale of *This is Charles Laughton* to WKAR-TV East Lansing, Mich., WHA-TV Madison, Wis., KUHT (TV) Houston, KQED (TV) Berkeley, Calif., KTHE (TV) Los Angeles and WCET (TV) Cincinnati, all educational stations.

FILM DISTRIBUTION

Guild Films Co., N. Y., announces distribution in late September of 26 half-hour *Conrad Nagel Theater* film series produced by Andre Luotto Productions, same city. Series includes adaptations of stories by leading contemporary writers and outstanding past authors.

Atlas Television Corp., N. Y., announces *Hollywood to Broadway,* tv film series featuring scenes from current motion pictures, ready for distribution with plans to distribute in markets where the motion pictures are being released.

Louis Weiss & Co., L. A., added 30 hour-long silent western features to film library available for immediate tv release.

FILM PRODUCTION

Screen Gems Inc., Hollywood, filming in color "Magic Formula" for NBC-TV *Ford Theatre,* with **Claudette Colbert** making tv film debut; **Michel Kraike** and **Fred F. Sears** are producer and director, respectively, of film based on original script by Marianne Mosner. Recently completed by Screen Gems for *Ford Theatre* were "Summer Memory," with **James Barton,** and "The Road Ahead," with **Rory Calhoun,** both actors making tv film debuts.

RANDOM SHOTS

Cine-Tel Associate Productions established in New York with John P. Ward as president, for production of industrial, public relations and sales training films, tv packaging and tv film distribution.

Telecine Recording Studios Inc., Park Ridge, Ill., changes corporate name to **Telecine Film Studio Inc.** to encompass film operation.

FILM PEOPLE

William Veneman, formerly national sales manager, KABC-TV Los Angeles, to sales staff, Television Programs of America, N. Y., as account executive with headquarters in San Francisco.

Mickey Dubin, formerly vice president in charge of sales and client relations, Robert Lawrence Productions Inc., N. Y., to MCA TV Ltd., same city, in sales capacity.

Milton A. Gordon, president, Television Programs of America, N. Y., to speak on "Motion Picture and Television Programming Financing" as part of panel on "Secured Commercial Financing" at annual convention of Commercial Finance Industry Oct. 11-12 in New York.

Thesaurus Sales Average $5,117 for Station—RCA

THE AVERAGE radio station subscribing to Thesaurus transcribed shows has an annual local time sales income of $5,117, RCA Thesaurus reported last week after a survey of stations using its service.

RCA Thesaurus said its survey revealed total national time sales, minus talent fees, come to $2,632,300. Included is the income from special shows such as bonus script programs, holiday offerings and the annual Christmas package. The firm said sales of its 1,800 singing commercial jingles were important factors in boosting the overall figures.

Other survey data: (1) more than a half-million Thesaurus programs, or more than 10,000 per week, are broadcast in the U. S. and (2) *The Wayne King Serenade* tops Thesaurus' roster of 31 programs, followed by *Music by Roth, The Hour of Charm, The Sammy Kaye Show, The Freddy Martin Show* and *Date in Hollywood.* The survey found 399 radio stations using the Wayne King program with the five other leading programs having similar usage, according to the firm.

Photo-Voice Recording Service Launched By INS

NEW SERVICE under which news photos and actual voice recordings of the news personality photographed are transmitted simultaneously was launched in Washington last Wednesday by the INS facsimile network for television stations, with Vice President Richard Nixon participating as the first subject.

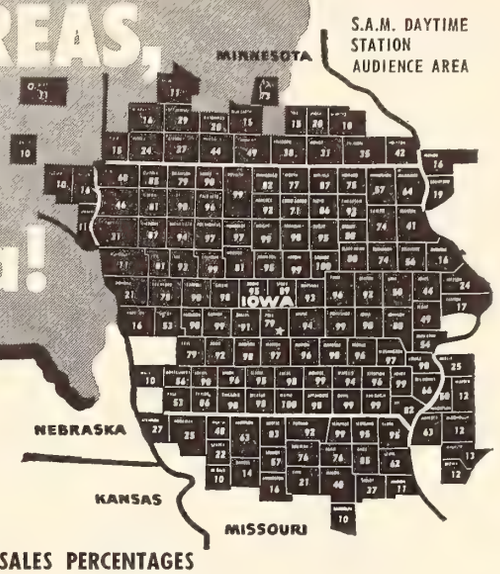
The occasion also marked the first regular direct transmission of news photos from Washington on its newly-opened tv facsimile circuit there. INS began transmission of news photos on facsimile about two years ago in New York. The same system of voice recording and transmission will operate from New York, according to Seymour Berkson, INS general manager, and will be installed in other INS facsimile transmitting stations throughout the United States and eventually abroad.

Edwin Stein, editor of INS photos, and Dewey Frezzolini, chief electronics engineer, supervised plans for the inaugural program.



SOUND INTERVIEW facsimile service was opened Wednesday in Washington by International News Photos with Vice President Richard M. Nixon examining the first facsimile transmission, including a photo of himself. With the Vice President are Walt J. Bordas (c), Washington bureau manager, and Edwin C. Stein, INP editor.

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!



Iowa has six Metropolitan Areas which, all combined, do 32.8% of the State's Retail Sales, as shown at the right.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

RETAIL SALES PERCENTAGES

5.4%	Cedar Rapids	
4.2%	Tri-Cities	
11.4%	Des Moines	
2.9%	Dubuque	
4.6%	Sioux City	
4.3%	Waterloo	
32.8%	TOTAL METRO. AREAS	
67.2%	REMAINDER OF STATE	
100.0%		

(1954 Consumer Markets figures)

At 9 a.m., WHO gives you 74,526 Actual Listening Homes for only $47.50 (15.7 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 74,526 homes *all over Iowa* are actually tuned to WHO at 9 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 15.7 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking,* here at WHO. Ask Free & Peters for all details!



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager


Something

to "Carroll" about!

Now... Minute Commercials—coast-to-coast—

in peak morning time for as low as $1,300 a message

Listeners this fall are going to have a lot to carol about when "Story Time," starring gifted actress Madeleine Carroll, will be presented 5 days a week from 10:35 to 11:00 AM over Mutual, the network for Radio-PLUS.

This is dramatic news for millions of housewives, but even more so for advertisers throughout the nation.

Why so dramatic? Simple: You see, the Madeleine Carroll show brings to *daytime* radio the successful, proven formula—top-flight dramatic shows plus low-cost flexible purchases—that has made Mutual's evening Multi-Message Plan the most popular, most widely sold participation plan in network radio.

And now here's a brief run-down on Mutual's new daytime Multi-Message Plan...

THE TIME: Monday through Friday, 10:35 to 11:00 AM. A time deliberately selected to reach millions of housewives and help them make up their minds while they're making up their marketing lists—*and timed when TV competition is at a minimum!*

THE PLACE: "Story Time" has been carefully placed in a solid commercial program block—preceded and followed by full-network commercials. It will be heard over the more than 500-station Mutual Network — over 300 located in markets that TV and other media sparsely penetrate.

THE GIRL: Madeleine Carroll...star of radio, television, films, and theatre...doubles as storyteller and leading actress in "Story Time."

It's a listener-winning combination. Last year when Miss Carroll and her talented cast were presented in the evening, ratings jumped 20%.

THE OPPORTUNITY: Never before have national advertisers been offered morning participations on Mutual. Never before, on any network, have they been offered participations in a name-star dramatic vehicle...in a longer than fifteen-minute show...in *such early* morning time. Priced as low as $1,300 a participation, for time and talent, Mutual's morning Multi-Message Plan has been designed to duplicate the proven success of the evening participation formula.

Because we can only accommodate one product of a kind, you'd better hurry — if you want to "Carroll" with us!

MUTUAL Broadcasting System

THE RADIO NETWORK FOR ALL AMERICA— A SERVICE OF GENERAL TELERADIO, INC.



PHONE:
NEW YORK • LO 4-8000
CHICAGO • WH 4-5060
LOS ANGELES • HO 2-2133

Depends on Box Office

THE TILL at the box office will be the determining factor on whether symphony concerts will be common fare on theatre screens using closed circuit television. The opening performance of the New York Philharmonic Symphony Oct. 7 will be fed to some 22 theatres with more expected by Dor Theatre Television in the future. Dor's president, Edmund Dorfman, said local promotion will accompany the telecast performance. Symphony performances from Boston and Philadelphia, for which Dor, a New York firm, holds an option for a number of years, will be included should the initial telecast prove profitable. Dor is asking for a straight 45% of the box office. Conductor and soloists receive $1,000 extra each for the closed circuit performance and musicians get an extra $38.50 each. The National Federation of Music Clubs is giving official recognition to the premiere telecast as a "sponsor."

23 Theatres to Carry Fight, More in Prospect, TNT Says

TWENTY-THREE theatres had accepted terms as of last week for closed circuit telecast of the Rocky Marciano-Ezzard Charles heavyweight championship bout to be held Sept. 15 at Yankee Stadium, with expectations that the total number of theatres will be higher than 70, according to Theatre Network Television Inc.

TNT's total was announced only a few days after negotiations for the telecast was begun. The first Marciano-Charles fight, shown in 61 theatres last June 17, broke all records in the closed circuit field, TNT asserted.

For the fight telecast, TNT is asking theatres for 50% of box office receipts.

At the same time, a spokesman for national theatres in Hollywood said TNT canceled $200,000 worth of orders for equipment which reportedly was to have been used to televise the fight in 16 cities. TNT would neither confirm nor deny the reported West Coast cancelation.



LONG-TERM $91,000 contract for use of Clubtime Productions Inc., Hollywood, format of voice tracks by recording stars to introduce their numbers is formalized by Larry Buskett (l), now Clubtime executive vice president and previously general sales manager, KLAC Hollywood, and his former boss, M. W. Hall, KLAC president and general manager.

TvB SALES PROMOTION PLAN RATIFIED; JOINT GROUP PLANS SEPT. 2 MEETING

NARTB's Tv Board and TvAB both approve merger plan in mail ballots. Formal debut of all-industry advertising bureau will be in charge of temporary board meeting scheduled in Chicago. Membership and dues structure to be reviewed when permanent board is formed.

TELEVISION's all-industry sales promotion project (Television Bureau of Advertising Inc.) has been ratified by its two sponsoring groups —NARTB Television Board and Television Advertising Bureau (TvAB).

NARTB's Tv Board members approved the merged promotion bureau in a mail ballot, according to Clair R. McCollough, Steinman Stations, who is Tv Board chairman. Friday was deadline day for the referendum.

TvAB's Executive Committee also approved the project in a similar ballot, according to a telegram sent Mr. McCollough by Richard A. Moore, KTTV (TV) Los Angeles, TvAB committee chairman. TvAB thus winds up its short but exciting career.

With ratification of the new TvB project by the directing boards of the two founders, formal steps can now be taken to set up the independent advertising bureau organization during the autumn timebuying season. Messrs. McCollough and Moore were co-chairmen of the 10-man group that drew up the TvB merger format.

The 10-man group, acting as a temporary board, will meet in Chicago after the NBC-CBS affiliate meetings starting next week. The organization meeting will be held Sept. 2 in the Blackstone Hotel.

Mr. McCollough said ratification of the merger plan removes formal obstacles to creation of TvB. He will meet Monday in New York with Thad Brown, NARTB Tv vice president and counsel, to work out charter details with attorneys. A Delaware corporation will be formed. Basic details, including by-laws and line of authority, have been worked out. The charter is being handled by the law firm of Paul, Weiss, Rifkind, Wharton & Garrison.

NARTB has withdrawn from TvB now that its Tv Board has ratified the merger, except for routine assistance. The all-industry concept of an independent tv sales bureau was developed by NARTB in December 1952. In the intervening period its staff has worked out a complete operating format designed to match the promotion agencies operated by competitive media.

When the 10-man temporary board, equally representing NARTB and TvAB, meets in Chicago it will direct formation of a board of directors and consider details of membership and the dues stucture. From that point there will be fast action, according to Mr. McCollough. Two of the first acts will be opening of a New York headquarters office and selection of a committee to scan the field of candidates for the top executive post at TvB. A long list of candidates will be available to this committee.

The functional lineup of the bureau has been completed though the new board will likely review the NARTB staff recommendations as approved at the merger meeting in Washington Aug. 5 [B•T, Aug. 9]. A tentative $400,000 annual budget has been voted.

Members of the 10-man temporary board of TvB who will meet in Chicago are Messrs. McCollough and Moore; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenneth Carter, WAAM (TV) Baltimore; Merle S. Jones, CBS-TV; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Roger W. Clipp, WFIL-TV Philadelphia; L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co., and Henry V Slavick, WMCT (TV) Memphis.

Last week's ratification of the TvB merg winds up the four-month career of TvAB, project that started in late April with backir of Station Representatives Assn. Interest d veloped quickly and a membership-organizatic meeting was held May 24 during the NART Chicago convention. At that time over 1(stations indicated intent to join TvAB.

NARTB continued with its long-range pr motion plan, insisting that an advertising burea could not be set up unless all facets of th medium were included. TvAB, on the oth hand, excluded networks except by particip tion of network-owned stations. Merger effor developed after the NARTB Tv Board decid at its June meeting to go ahead with its pr motion plans despite TvAB, emphasizing th it also would continue work on an independe tv set census and circulation project.

The merger move led to a June 30 meetir of NARTB and TvAB representatives in Was ington. They agreed to merge their plans ar then ratified the whole project at the Aug. meeting.

AAAA Sets Dates For Regional Meets

ADVANCE information on dates and plac of fall regional conventions was announced la week by the American Assn. of Advertisi Agencies.

First of the season will be the AAAA Paci region annual meeting held for member age cies west of the Rockies Sept. 26-29 at tl Hotel Del Coronado, Coronado, Calif. Ross Ryder of Ryder & Ingram Ltd., Oakland, Cali who is chairman of the Pacific region, is charge of program plans.

The 4 A's Central region convention, s Oct. 14-15 at the Hotel Drake, Chicago, i cludes the area between the Rockies and tl Alleghanies, excepting Alabama, Michiga Ohio and Pittsburgh. Hal R. Keeling of Keeli & Co., Indianapolis, chairman of the Centr region, is head of the convention committee.

The Eastern annual conference for AAA New York, New England and Atlantic counc will be held Nov. 22-24 at the Roosevelt Hot New York, with Donald K. Clifford, Doherty, Clifford, Steers & Shenfield, chairma New York council, in charge.

The East Central region convention f Michigan, Ohio and Pittsburgh members w be held in Detroit in late October. Exact d and location are still to be announced.

Sweeney Advises Stations: Treat Sales Staffs Well

RE-EVALUATE your sales organizatio station managers were advised by Kevin Swe ney, president, Broadcast Advertising Burea to be sure there are enough salesmen to co the territory, that these salesmen are prope trained and equipped with sales ammunitic and that they are properly compensated for th work.

Mr. Sweeney spoke at a luncheon meeting the Southern California Broadcasters Assn., he in conjunction with BAB's Los Angeles Clir

Of All TV Stations in the Fabulous Puget Sound Area

Only KTNT-TV

CHANNEL 11

COVERS ALL FIVE IN ITS "A" CONTOUR

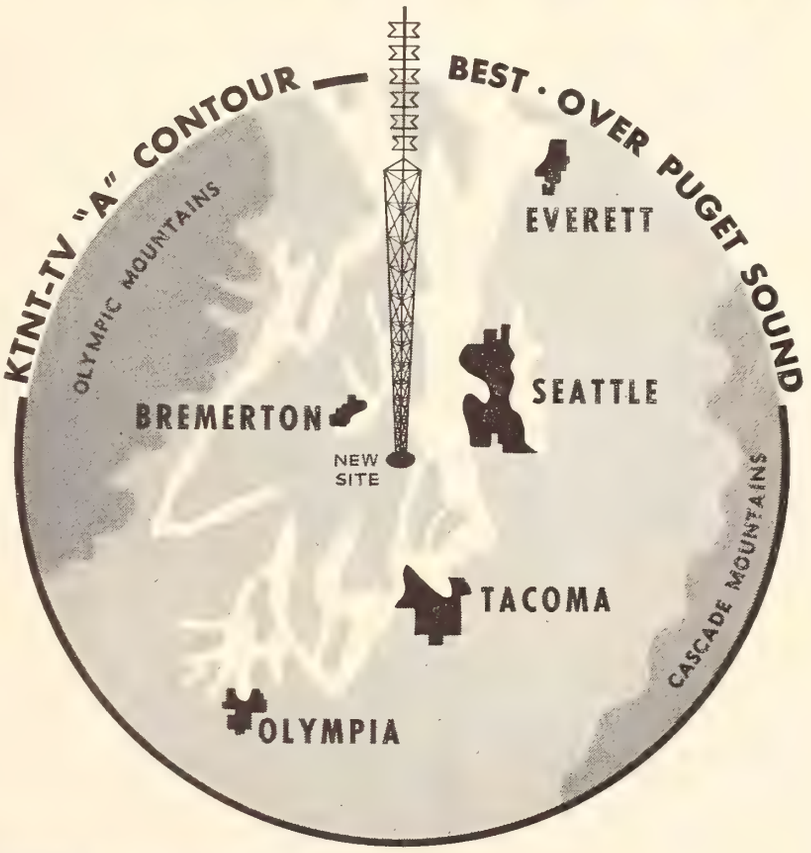
SEATTLE: Seattle is now the 17th city in the United States and is the largest city in Washington. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Bremerton, famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.



KTNT-TV

CHANNEL 11 • NOW 316,000 WATTS

Antenna Height 1000 Ft. Above Sea Level

CBS

For the SEATTLE — TACOMA — PUGET SOUND AREA

DUMONT TELEVISION NETWORK

"A" Contour Population Over 1,200,000

CONTACT WEED TELEVISION

Aug. 12, where he also suggested that station managers not follow the pattern of their competition too closely.

Two satisfied radio advertisers also told the meeting how and why they use the medium. Hy Freeman, promotion director, Hunts Foods Inc., Fullerton, Calif., stated new Hunts tomato sauce jingle, sung by Peggy King, had gained such popularity among listeners that some were calling stations to request plays.

George M. Eastman, president and general manager, Standard Federal Savings & Loan Assn., Los Angeles, revealed his firm, which concentrates its advertising budget in broadcasting, will increase business an estimated 70% by the end of the year.

Norman Nelson, BAB director of national promotion and former SCBA managing director, spoke briefly on his experiences since assuming his present duties.

Sherlie Arney Dies; Wife of NARTB Secy.-Treas.

MRS. SHERLIE ARNEY, 53, wife of C. E. Arney Jr., NARTB secretary-treasurer, died Aug. 13 at Georgetown Hospital, Washington, D. C., following a long illness. She was known to broadcasters all over the country, having attended NARTB conventions, district meetings and board sessions for a decade.

Mrs. Arney was the former Sherlie Rude, of Seattle. A graduate of Washington State College, she was employed by the Seattle Chamber of Commerce from 1921 to 1940. In 1941 she moved to Washington, taking a position with the General Accounting Office. She was married to Mr. Arney in 1942. They lived at 2115 P St., in northwest Washington.

Two sisters survive. Services were held Monday in Washington, with burial in Seattle.

LAWYERS BACKTRACK ON RADIO-TV BAN, WOULD GIVE WITNESS RIGHT TO REFUSE

American Bar Assn. convention gives an inch in its opposition to broadcast media coverage of hearings. An earlier recommendation had asked that mikes and cameras be barred entirely.

RECOGNIZING that Congressional committee investigations currently are being both broadcast and televised—and that, perhaps, radio-tv might well be granted semi-equal access to news at public hearings—the American Bar Assn. last week backtracked, at least for the record, in its opposition to broadcast media in a grudging concession that radio and television may well be around a long time on Capitol Hill.

After heated debate, the ABA's house of delegates approved a recommendation that, when and if Congress adopts a uniform code of procedure for such probes, it should grant any witness the right of refusal to testify in the presence of tv cameras and radio microphones, providing the witness makes his desires known to the committee sufficiently beforehand.

A Senate rules subcommittee has been studying the controversy, having already accepted testimony from top industry leaders [B•T, Aug. 9].

In so doing, the ABA rejected, at least offically, its long-standing proposition that no investigation should be either broadcast or telecast. The reason: The ABA suddenly discerned, it would seem, that it was out of step with the temper of the times, and had settled for a reservation. The recommendation was approved earlier by the bar association's board of governors.

After having received a distinct shot in the arm from Judge Harold R. Medina, U. S. Court of Appeals, New York, who contended that it is "practically impossible" to "ascertain the truth" in a courtroom in the presence of radio and/or television (see separate story), the ABA policy group watered down its earlier ban proposal, which was based on a report submitted by Whitney North Seymour and his committee on "Individual Rights as Affected by National Security" [B•T, Aug. 16].

Judge Medina was talking about radio and tv in the nation's courtrooms, however, and there is an appreciable difference between judicial and legislative committees, ABA acknowledged in effect. Even so, ABA's controversial Canon 35, prohibiting broadcasts or telecasts or other pictures of such hearings, is likely to remain on the books for some time (see separate story). No effort was made to alter its provisions at the 77th annual meeting of ABA at Chicago's Conrad Hilton, Blackstone, Congress and Sheraton hotels last week.

What the board of governors and house of delegates approved at last week's conclave was merely the reservation contained in the Seymour report:

"If Congress does not adopt the earlier recommendation of the association barring such broadcasts entirely, the witness should at least have the right to testify without television or radio broadcasting, providing he notifies the committee of his desires a reasonable time prior to the hearing. He should be permitted to make this decision in advance, not under public scrutiny, and no prejudice should be allowed to attach to his decision."

A proposal that a witness in a congressional probe be permitted to make his request for refusal "under public scrutiny" and "at any time" was beaten down after considerable debate that threatened to disrupt the delegates' proceedings.

The governors reportedly asked for quick approval of recommendations, relating to broadcast media and other matters, without delving into the separation between committee conclusions and actual recommendations. As a consequence, but not for lack of time, the Seymour committee's report, plumping for an outright ban on radio-tv coverage in committee sessions was not voted upon.

Some lawyers openly harangued and exhibited defiance over the committee's proposed code for Hill inquiries, claiming it was "unrealistic." Total of 224 members comprising state and city bar groups makes up the house of delegates.

Other amendments adopted in the form of



SIX HARDY SALTS from Southern California radio, guests of the U. S. Navy on an orientation cruise to Pensacola to familiarize them with naval flight training, display nautical form on the flight deck of the carrier *U.S.S. Monterey*. They are (l to r) Frank Crane, managing director, Southern California Broadcasters Assn.; Robert J. McAndrews, commercial vice president, John Poole Broadcasting Co., Hollywood, and SCBA president; William J. Beaton, general manager, KWKW Pasadena and president, California State Broadcasters Assn.; Dave Showalter, Columbia Pacific Radio Network Hollywood director of public affairs and SCBA public affairs chairman; Bob Garred, KABC Hollywood newsman; Mark Haas, prog. dir., KMPC Hollywood.

Hardy vs Halley

RALPH W. HARDY, vice president of NARTB, will uphold radio-tv industry viewpoint in debate with Rudolph Halley, who served as legal counsel to Kefauver Crime Committee, on "Is Radio-Tv Exclusion From Government Hearings Justified?" over ABC Radio's *Town Meeting of the Air* program on Aug. 24, 9-9:30 p.m. (EDT).



Everyone has something he does best . . .

. . . and chances are that the person who specializes in a *single* skill will do it far better than the one with divided interests. We can't speak for others—but, in our case, *exclusive* attention to the rendering of quality television representation attracts quality TV stations such as the leaders shown below. There is, we suggest, a potentially profitable thought for others in this continuing success.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

recommendations on the final code resolution provide for the establishment of a "watch-dog" committee of leaders in both houses of congress, to supervise probing units, right of legal counsel for the witness, and right of any "third party" mentioned to submit a statement in his own behalf and to cross-examine witnesses.

MEDINA WOULD BAR MIKES, TV CAMERAS

"SEEK the truth and it shall make ye free"—but don't seek it in the presence of radio microphones and television cameras. That advice was paraphrased last Monday evening by Judge Harold R. Medina, U. S. Court of Appeals, New York, before over 300 delegates to the American Bar Assn. He spoke without prepared text at a dinner of the judicial administration section of the association, addressing chief justices of all the states and Chief Justice Earl Warren of the U. S. Supreme Court.

It seemed to be just what some 5,000 ABA delegates wanted to hear in view of their later discussion on "Court Room Publicity and Amendments to Canon 35" and the controversial code of procedure for Congressional investigative committees (see separate stories).

"Whenever you seek to ascertain the truth, eliminate radio and television and those things that make truth impossible," advised Judge Medina, who gained fame presiding at the 1949 trial of 11 top Communists who were convicted of a conspiracy to overthrow the U. S. government. He made it plain that he meant tv particularly.

Citing the recent Army-McCarthy hearings, the New York jurist claimed that "everybody put on an act" and that when a tv camera is present, "the whole thing gets so confused that . . . you cannot find it [the truth]." He also accused lawyers, prosecutors and witnesses of indulging in "personal propaganda" when hearings are telecast. But, he added, as far as putting on an act is concerned, "I suppose I would do the same. You can't help it when you're before a television camera." He recalled that such was the case in the early days of radio when broadcasts were aired from court rooms.

Judge Medina also felt that flesh-and-blood reporters, by contrast, do "not interfere with finding the truth." Of them, he said that "their comings and goings are orderly." He said he spoke from experience with communications media.

Ad Club Slates Speakers

ROBERT W. SARNOFF, executive vice president of NBC; John Karol, sales vice president, CBS Radio; John Caples, vice president, BBDO; Louis N. Brockway, executive vice president, Young & Rubicam; Walter Weir, vice president, Donahue & Coe; Alden James, vice president, P. Lorillard Co., and John Lynch, art director, BBDO, are among speakers during the 31st Annual Advertising and Selling Course of Advertising Club of New York, Oct. 4, 1954, to Feb. 24, 1955.

Sprague to Awards Unit

ROBERT C. SPRAGUE, of Sprague Electric Co., past chairman of the board of Radio-Electronics-Tv Mfrs. Assn., has been named chairman of the 1955 RETMA Awards Committee. The committee nominates a RETMA Medal of Honor winner each year, with the award presented during the association's June convention. Mr. Sprague was 1954 award winner.

Miller Defends Radio-Tv Right in Courts

RADIO and television broadcasting can report court proceedings "without impairing, in any way, the essential dignity and decorum of the courtroom" and both media have already done so "convincingly," Judge Justin Miller told the American Bar Assn. last week.

The former NARTB board chairman spoke on a panel discussing "Court Room Publicity and Amendments to Canon 35" at a session of ABA's Judicial Administration Section Monday.

ABA's Canon 35, which drew heavy fire from communications representatives, reads as follows:

"Proceedings in court should be conducted with fitting dignity and decorum. The taking of photographs in the court room, during sessions of the court or recesses between sessions, and the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public and should not be permitted."

Judge Miller joined forces with Alexander F. (Casey) Jones, executive editor of the *Syracuse* (N. Y.) *Herald-Journal,* in presenting the radio-press position on the controversial canon. ABA's house of delegates also acted on a committee resolution that Congress adopt a uniform code for its probes barring radio-tv coverage (see separate story page 38).

To support his position that radio-tv can be utilized to report court proceedings without interference, Judge Miller noted that WKY-TV Oklahoma City recently televised a criminal trial with local judge A. P. Van Meter's blessing. Judge Van Meter later praised the station and P. A. Sugg, its manager, saying that his experience "demonstrated that under proper restrictive measures the court proceedings are not interfered with and that on the other hand, the public is given a much truer portrayal of these proceedings than can be obtained in any other manner."

Mr. Jones asserted that lawyers, of any group, are the least qualified to determine what the public should know or to presume public opinion. He advocated televised sessions of the U. S. Supreme Court to inform the public about their government.

Louis Waldman, president of the Brooklyn Bar Assn., defended Canon 35, claiming that radio-tv-press have no "constitutional right to intrude themselves into the solemn proceedings in a court room."

Mr. Waldman was backed up by George H. Boldt, federal district judge, Tacoma, Wash., who held that broadcasting and telecasting involve confusion and divide the attention of witnesses, thus setting up a psychological barrier. Newspapers put stories of trials in better perspective, he claimed.

BAB Selects Three Panels For Radio Salesman Contest

THREE boards of judges were named Thursday by BAB to pick the top radio salesman in the country each month as part of the bureau's "best radio salesman of the month" contest. The judges, made up of seven-man advertiser, advertising agency and trade press panels, also will select the second and third place winners. Each board will serve on an alternating basis.

Deadline Sept. 10

Deadline for the first monthly competition is Sept. 10. Nominations must be based on time sales made in August. All radio salesmen at BAB's more than 850 member radio stations are eligible, selections being made on (1) imagination used in making the sale, (2) obstacles overcome in completing it and (3) time volume involved. Any number of nominations can be made by the station or sales manager, according to BAB. They should be sent to BAB, 270 Park Ave., New York 17.

Winners will be presented with silver trophies, runners-up with bronze lapel pins.

Judges named were:

Advertisers: George J. Abrams, vice president, Block Drug Co., and Stanley H. Pulver, media manager, radio and tv, Lever Brothers. Advertising Agencies: Arthur J. Kemp, vice president, McCann-Erickson, and Frank Silvernail, vice president, BBDO. Trade Press: Frank Burke, *Radio Daily;* Rufus Crater, B•T, and Norman R. Glenn, *Sponsor,* all of New York.

Dekker Prods the Press

NEWSPAPER management last week was urged by William C. Dekker, vice president and director of media for McCann-Erickson Inc., New York, to be "more aggressive to keep pace in the television era." In a speech scheduled for delivery Saturday before the annual meeting of the Texas Daily Newspaper Assn. in Galveston, Mr. Dekker pointed out that although newspaper circulation and income are at an all-time high, national advertising in all five major media has increased 56% since 1949 while the gain by newspapers has been only 33.3%.

Beer Radio-Tv Advertising Near High in West—Rosston

WITH influx of at least six major midwest and eastern beers in the western market, beer advertising, including radio-tv, is reaching an "all-time peak," John W. Rosston, assistant sales office manager, Lucky Lager Brewing Co., San Francisco, told members of that city's Junior Advertising Club at its August meeting.

Approximately half of the nation's beer is produced by the top 15 of the nation's 333 brewers, Mr. Rosston pointed out.

Baudino Heads Copyright Unit

JOSEPH E. BAUDINO, vice president and general manager of Westinghouse Broadcasting Co., has been named chairman of the NARTB Copyright Committee, first of the new committees appointed by President Harold E. Fellows. Other members of the committee are J. J. Bernard, WGR-TV Buffalo; Edward Breen, KVFD Fort Dodge, Iowa; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Donald G. Graham, KOMO Seattle; Martin L. Leich, WGBF Evansville, Ind.; Joseph A. McDonald, NBC; C. Wallace Martin, WMSC Columbia, S. C.; A. J. Mosby, KGVO Missoula, Mont., and Karl O. Wyler, KTSM El Paso, Texas.



You're Welcome In Over 5 Million Homes Every Day When You Buy The Meredith* Radio Stations

The 5,732,000 people living within the range of Meredith Radio Stations have a total of $6,652,959,000 to spend, according to Sales Management. You can effectively reach and sell these people with the Meredith Radio Station in Omaha, Phoenix, Syracuse, and Kansas City. These stations have a combined total of 87 years of on-the-air service to their listeners . . . naturally, they're old friends and welcome visitors in over 5 million homes every day.

Meredith *Radio* Stations

KCMO KANSAS CITY, MO.

WHEN SYRACUSE, N. Y.

WOW OMAHA, NEBR.

KPHO PHOENIX, ARIZ.

KCMO, WHEN and KPHO represented by **The Katz Agency -- WOW** represented by **John Blair & Co.**

*Meredith Radio Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

BROADCASTERS REBUKED ON BEER-WINE; MUST REPORT IN JAN. ON REMEDIES

Statement issued by House Commerce Committee is in lieu of reporting out controversial Bryson Bill. Several committee members said to be in disagreement on an earlier proposed statement.

RADIO and television broadcasters, left groggy from the strong medicine dished out this year by proponents of the Bryson bill on liquor advertising, last week were told the industry's efforts at self-regulation "in this highly sensitive field" have been less than satisfactory.

The House Commerce Committee issued a report suggesting that broadcasters and beer and wine advertisers consider eliminating or curtailing radio-tv liquor commercials and requesting that the broadcast industry report by next Jan. 1 what it is doing to "cope with this problem."

The House Committee released the statement in lieu of reporting out the controversial Bryson bill (HR 1227), thus letting die on the shelf the measure to ban liquor advertising on radio-tv, in newspapers and other media. This alternative had been expected for some time [AT DEADLINE, Aug. 16; B•T, Aug. 9].

The statement was submitted by Rep. Charles A. Wolverton (R-N. J.), chairman, and cited the committee's hearings last May on the measure [B•T, May 31, 24]. Similar hearings were held by a Senate Commerce subcommittee on the companion Langer bill (S 3294 in June [B•T, June 28].

The House group had been besieged with more than 450 petitions urging passage of the Bryson bill.

The statement last week carried no mention of the report made in December 1952 by a House Commerce subcommittee headed by Rep. Oren Harris (D-Ark.) [B•T, Dec. 22, 1952]. Rep. Wolverton's committee reportedly had been considering issuing a statement scolding broadcasters for failing to heed the Harris group's request that broadcasters take "corrective action" to curtail liquor advertising and crime and horror programming [B•T, Aug. 9].



REP. WOLVERTON



REP. HARRIS

Committee members were said to have disagreed on a statement reportedly drawn up by the staff the previous week.

Last week's statement by the House Commerce Committee follows:

Report on H.R. 1227 (Bryson Bill)

The Committee on Interstate and Foreign Commerce, to whom was referred the Bryson bill (H.R. 1227) to prohibit the transportation in interstate commerce of advertisements of alcoholic beverages by mail, newspaper, periodical, newsreel, photographic film, or record for mechanical reproduction, and the broadcasting of such advertisements by radio and television, having considered same, submits the following report.

Extensive hearings were held on the bill by the entire Committee on May 19, 20, 21, and 24, 1954. The record of the hearings covers almost 500 printed pages. Over 50 witnesses appeared in person and were heard. An even greater number submitted statements for the record. Included among the representatives were various civic and religious groups, publishers, representatives of labor unions, distillers, trade associations, the press, radio and television broadcasters, and Members of Congress. In addition, numerous letters, telegrams, and petitions were received from all parts of the United States.

The bill before the Committee and the hearings held thereon raise many difficult issues, particularly those of a constitutional character resulting from the adoption of the 21st Amendment. These issues require further consideration and more detailed information. The questions in the main are as follows:

1. To what extent, if any, from a Constitutional standpoint is the 21st Amendment applicable?
   (a) Does it preclude Congress from adopting legislation designed either to prevent, regulate, or control advertising of alcoholic beverages?
   (b) Does Congress have the power to adopt legislation that would apply to the advertising of intoxicating liquors in States, territories or possessions where the delivery or use of intoxicating liquors is prohibited by law?
2. Is there any Constitutional prohibition against such proposed legislation because of curtailments of free speech?
   (a) as to radio and television?
   (b) as to newspapers, periodicals, etc.?
   (c) as to use of the mails?
3. Does the second section of the 21st Amendment give a State the right to pass legislation on this subject with reference to—
   (a) radio and television operating within the State, or, broadcasts from stations operating without the State?
   (b) newspapers and periodicals published and circulated within the State, or, circulated in the State although published outside the State?
4. If the Second Section of the 21st Amendment gives protective rights to a State, how would such rights be made effective with respect to broadcasts originating in another State?
5. Would Congress have the power to prohibit the movement in interstate commerce, by mail or otherwise, of advertisements of alcoholic beverages that originate outside the boundaries of the United States?
6. Does the Federal Communications Commission have jurisdiction under present law that would enable it to carry out provisions contained in the proposed legislation without additional Congressional action?
7. Does existing law enable the Federal Trade Commission to proceed against advertisements of alcoholic beverages when such advertisements are deemed misleading or deceptive with respect to the effect of alcohol beverages on health and morals?

In view of the many complaints received by this Committee with regard to improper or excessive advertising of some alcoholic beverages on radio and television, the Committee is seeking information from the FCC, the beer, wine, and broadcasting industries and their respective trade associations with regard to (a) extent of this advertising in dollar volume in relation to other advertising, (b) the number, character, and length of programs sponsored by wine and beer manufacturers, and (c) the broadcast time consumed in the course of such programs and by spot announcements of beer and wine products.

In this connection, the Committee takes cognizance of the fact that the distilling industry has adopted a policy of refraining from advertising its products over radio and television. This fact creates the thought that consideration could profitably be given by the beer and wine industries to the possibility of eliminating or curtailing their advertising over radio and television.

The Committee furthermore takes cognizance of the fact that the television code specifically prohibits the advertising of hard liquors on television while the code does permit the advertising of beer and wine without any restrictions. The Committee, therefore, raises the question whether radio and television broadcasters should not also adopt specific policies with regard to the advertising of beer and wine products with a view to eliminating or curtailing such advertising. The advertising of alcoholic beverages on television is not in good taste if such advertisement includes a scene of a family or any person drinking, serving, or preparing drinks, or contains any representation primarily appealing to children.

The Committee feels that the efforts of the broadcasting industry and particularly the television industry at self-regulation in this highly sensitive field of advertising and programming have not been as successful as the Committee might justifiably have expected. The Committee feels that it is incumbent upon the radio and television industries, in their own enlightened interest, to give serious consideration to the widespread complaints with reference to the advertising of alcoholic beverages over their media and to take immediate steps to meet these complaints.

The Committee, therefore, feels justified in requesting that the radio and television industries submit to this Committee by January 1, 1955, a report as to the steps already taken and proposed to be taken, to cope with this problem. We expect the wholehearted cooperation of all concerned in arriving at a satisfactory solution to these vital issues.

CENSUS OF U. S. BUSINESS READIED

Census Bureau will send questionnaires out the first three months of 1955. Radio-tv stations and networks are not included.

SOME 3.5 million establishments would be surveyed by the U. S. Census Bureau in a business census for which $8.43 million was approved by the Senate and House last week.

The funds were included in the supplemental appropriations bill (HR 9936) for fiscal 1955 which went to the White House after Senate-House conferees and their respective chambers agreed to restore the business census funds slashed from the bill earlier by the House. The Senate had amended the bill to restore the funds after the House cuts.

The bill, expected to be signed by the President, represents a delayed triumph for the radio-tv industry, which was among those loudly protesting the brush-off given the business study last year. At that time a $9.4 million appropriation for the regular business census, which is required every five years under Public Law 671 signed in June 1948, failed approval in the House.

Funds for the 1955 census (of calendar 1954 business figures) will be spent on surveying business, manufacturers and mining. The census will implement Public Law 411 (HR 8487) signed in June 1954.

Difference in the original $9.4 million figure and the $8.43 million current one arises largely from the decision to postpone an original and planned census of the transportation industries so the Census Bureau first can make a study of how to survey that field.

According to a Census Bureau spokesman, questionnaires will go out during the first three months of 1955 to retailers, wholesalers, service trades, manufacturers and the mining, petroleum and quarrying industries. These include some 1.8 million retail stores, 250,000 wholesale, 750,000 service and 270,000 manufacturing establishments and 35,000 mining concerns.

Preliminary results will be published within six to eight months after mailing of the questionnaires is completed, the Census Bureau said. The results will furnish such information as the kinds of businesses, sales, employment and payroll figures, and the "value added by manufacturer" (difference between f.o.b. p

Our Afternoon
Star Salesman
BILL RILEY



and he's another reason why
KRNT-CBS
DES MOINES
Is Your Basic Buy In Iowa!

Hooper Score: KRNT—61 Firsts out of 67 Periods

Our Man Riley . . .

● Ears perk up . . . our switchboard lights up . . . when Bill Riley hits the air every afternoon. Yes — Something wonderful happens when he's running the show, because Bill makes things happen.

Popular records — wisely selected — are the backbone of the show, to be sure, but Bill Riley loads his hour-and-a-half with the extras that set it apart, make it sing, give it the sizzle that captures listeners and cops sales, that make it the only show of its kind in this healthy market.

For years KRNT's Bill has been one of Iowa's favorite Personalities, but only recently he became KRNT's great afternoon super-salesman. Bill has many, many sales successes behind him. He's adding to that outstanding record every day. He'll move merchandise for you, too . . . he's got the big, responsive audience to do it.

Don't waste time, time-shopping. You can buy KRNT with complete confidence. Your Katz man has the whole scoop on the fabulous Bill Riley story. Give him a call.

THE STATION
WITH THE FABULOUS PERSONALITIES AND
THE ASTRONOMICAL HOOPERS!

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

REPRESENTED BY
THE KATZ AGENCY

of a product and the cost of raw materials and supplies).

Totals will be broken down into state, city and county figures.

The census is expected to bring up to date information on growth, sales and expanded output of the U. S. business economy. The last census of business was made in 1948, manufacturers in 1947 and mining in 1949.

The Census Bureau said the study will cover the manufacture and sale of electronic equipment, but will not include radio-tv stations and networks, since this would duplicate work already being done by the FCC.

The next census is planned four years later (in 1959) instead of the usual five years, since Public Law 671 provides that the census be made once each five years during the years ending in "4" and "9," for the respective preceding calendar years. The census was thrown off the track by the House action last year.

Publication of final figures probably will take two years, according to a Census Bureau spokesman, who explained that the delay is caused by businesses who are slow to return the completed questionnaires.

This delay was the target of criticism in the House during debate on the supplemental appropriations bill [B•T, July 26].

Unexpended funds will be carried over until the census is completed by 1956, but the Census Bureau said an additional sum, "much smaller than the $8.43 million figure," will be needed to carry the study through to completion.

Technical Advisor Sought To Direct Lebanese Radio

THE INTERNATIONAL Telecommunication Union has advised the Department of State of a United Nations technical assistance project requiring an expert on technical equipment for broadcasting studios to work for the Lebanese government. The job is expected to begin about the end of September and last for approximately three months.

Duties of the person selected will be to help the Lebanese government set up modern broadcasting studios, decide on sites, plan studios and equipment. Television also will be a consideration in the planning.

A tax-free pay scale for experts in all fields has been drawn up ranging from $700 to $1000 per month for experts of established international reputation and authority. The scale is flexible and may vary in cases of highly specialized work. Certain subsistence and travel allowances also are paid.

Any American citizen who feels he can qualify should send his name and a brief summary of his professional background to Mr. Francis Colt de Wolf, Chief, Telecommunications Policy Staff, Department of State, Washington, D. C., before September 1.

Radio-Tv Billls Fail in Senate

THREE measures affecting the broadcast industry were passed over by the Senate last week on a call of the calendar, virtually assuring their demise: They were:

Sen. John W. Bricker's bill (S 3542) on broadcasts of gambling information and Sen. Edwin C. Johnson's measure (S 1396), introduced last year, to restore baseball's Rule 1 (d) on coverage of games.

The third bill (S 521) skipped over by the Senators would require agents of foreign powers to identify themselves and their principals in broadcasts and published articles [B•T, Aug. 9]. All had been passed over the week before.

RETMA ADVISES USE OF SATELLITES

In recommendation to FCC, the association says Commission rules should be changed to allow use of 'satellite' and 'special services' tv stations.

FCC should revise its rules to permit use of satellite stations that would fill weak and blind spots in normal tv service areas, looking toward a truly nationwide video service, the Commission was told last week by Radio-Electronics-Tv Mfrs. Assn.

Spotty and cramped station coverage areas can be supplied with good signals at low cost by use of low-power satellite transmitters, according to an interim report filed by the RETMA Committee on Satellite & Special Service Tv Broadcast Stations. Two types of stations were recommended by the committee at an Aug. 3 meeting [B•T, Aug. 9]. They are satellite stations and special services tv stations.

Ben Adler, head of Adler Communications Labs and chairman of the RETMA committee, submitted the report. The two types of stations proposed by RETMA follow:

A Satellite Station is one transmitting, unattended by an operator, on the same tv channel as the main or controlling station upon which it depends for all of its programs and identification material. In general, these stations would be tailored to a specific location where it is not economically or technically feasible to provide tv service directly from the primary station. This new satellite definition replaces what was formerly a booster station.

A Special Services tv station would be licensed by the FCC on a normally allocated tv channel, but with certain relaxed rules and regulations permitting a favorable economic operation. The committee believes that this type of station, after a period of operation and audience build-up under relaxed rules and regulations, may take on its own individual expression and meet the FCC's technical requirements for tv broadcasting stations. When this degree of independence is reached, the committee recommends that the special services designation should be removed.

Drops Definition

RETMA's committee has abandoned the booster station definition, which had applied to stations picking up from a control station and rebroadcasting with low power on the same frequency in an area receiving an unsatisfactory signal, in favor of the term satellite. The satellites would use power as low as 10 kw.

Among experiments in the satellite field [B•T, Aug. 16, 9] are those of RCA at Vicksburg, Miss.; WSM-TV Nashville; General Electric Co.; Sylvania Electric Products at Emporium, Pa., and the Adler firm. In addition, Craven, Lohnes & Culver, engineering consultant firm, has prepared a lengthy report on power limitations and operating requirements of satellites.

The Adler firm says equipment is available for improved tv coverage of isolated communities within the franchised area of the uhf station operator, permitting service in shadowed terrain. The transmitter (UST-10) consists of a high-gain receiving antenna with line-of-sight in the direction of the originating station, an amplifying system operating on the same frequency and a relatively low-gain retransmitting antenna looking down into the shadowed area.

Reporting on its experiments, the firm says each low-signal area offers a different shadow fill-in problem and the satellite must be tailored to each situation. Feedback must be avoided between antennas in addition to selection of a suitable pattern for the retransmitting antenna, it is explained.

Specifications include: gain, 75 db nominal; power output, 10 w nominal into 50 ohm load; sensitivity, 1 mv/m field for rated output; bandwidth, better than 7 mc on any channel 470-950 mc; tubes, 2C39A conventional lighthouse type; receiving antenna, 16 element stacked colinear array, minimum gain of 22 db; retransmitting antenna, corner reflector, nominal gain of 11 db; polarization, horizontal; power requirements, 110 w amplifier input; minimum recommended power service, 10 amps, 115 v ac, 60 cycles; effective radiated power, 50 w minimum, based on corner reflector antenna, 100 feet of RG-17U transmission line, operating at 800 mc; maintenance, routine weekly check of voltages and adjustments recommended.

Benefits provided by the ACL satellite, according to the firm, are as follows:

Economical equipment and installation and operating costs.

Strong tv signals are provided over areas to be served so that the private set owner need not incur any extraordinary costs for normal reception.

The satellite is owned and controlled by the station operator.

The satellite is fully compatible with all present station and viewer installations.

It operates on the same channel as the originating station without interference.

It may be set up for time-clock unattended operation.

No signal is radiated unless the controlling station is on the air.

The ACL package includes complete field survey, installation, test and adjustment.

RETMA's satellite studies were started last spring at the suggestion of FCC Comr. George E. Sterling. Work of 15 manufacturers of tv transmitting and receiving products, along with that of station operators and consultants, is being collated. The committee feels its final report may serve "to formulate the basis of rule-making proceedings looking toward the early commercial operation of tv stations designed to improve television coverage within the U. S. consistent with the economics of obtaining extended coverage in both vhf and uhf, but particularly in the uhf bands."

No need for relaxation in transmission standards will be required for either type of station, the Adler committee feels.

Another Adler experimental satellite is being built at Waterbury, Conn., to operate on ch. 53 as a booster for WATR-TV Waterbury.

Saltonstall Lauds Bernays For Informational Plan

EDWARD L. BERNAYS, New York public relations counsel who has been active in the cause of noncommercial educational television and who this year released results of two polls which he claimed were indications that most tv commercials are disliked by viewers, is off on a new project, it was revealed last week.

Sen. Leverett Saltonstall (R-Mass.) brought Mr. Bernays' newest efforts to light when he extended congratulations on the Senate floor to the National Committee for an Adequate Overseas U. S. Information Program, of which Mr. Bernays is chairman and originator.

The committee, according to Mr. Bernays, will keep the public informed on the importance

f the U. S. information program overseas.

Sen. Saltonstall's office said a letter from Mr. Bernays, soliciting the Massachusetts Republican's support and appending a list of members of the committee who are well known in the advertising, public relations, educational and publishing fields, has been checked with the U. S. Information Agency and its aims and purposes approved by that agency.

In his July 27 letter to Sen. Saltonstall, Mr. Bernays said he "took the initiative" in forming the committee in view of the "lack of knowledge and understanding that the American public and many of its leaders have of the importance and need for an adequate overseas U. S. information program."

Membership List

A list of the persons claimed by Mr. Bernays as members of the National Committee for an Adequate Overseas U. S. Information Program, includes:

Edward W. Barrett, Edward W. Barrett & Assoc.; S. R. Bernstein, editor, *Advertising Age;* Leo M. Cherne, executive director, Research Institute of America; Reginald T. Clough, publisher, *Tide* magazine; J. R. Cominsky, publisher, *Saturday Review of Literature;* Nate L. Crabtree, director of public relations, General Mills Inc.; George Gallup, director, American Institute of Public Opinion; Robert L. Johnson, president, Temple U.; C. B. Larrabee, chairman of the board, Printers Ink Publishing Co.; Harold D. Lasswell, professor of law, Yale U.; Louis M. Lyons, curator, Nieman Foundation for Journalism, Harvard U.; Charles S. Moore Jr., director of public relations, Ford Motor Co.; Wallace H. Moore, chairman, division of education and psychology, Long Beach (Calif.) State College; Theodore S. Repplier, president, Advertising Council Inc.; O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U.; Paul C. Smith, president, Crowell-Collier Publishing Co.; Ordway Tead, editor, social and economic books, Harper & Bros.; W. W. Waymack; E. S. Whitman, director of public relations, United Fruit Co.; Edward L. Bernays, chairman.

Star Broadcasting Dismissal Postponed Until Sept. 24

FCC last week postponed the effective date of the dismissal of the application of Star Broadcasting Co. for modification and renewal of license of KCSJ Pueblo, Colo. from August 24 to September 24, pending determination of questions raised in petitions filed by KCSJ.

KCSJ's application for modification and renewal of license, pending for several years in hearing status, because of an interference conflict with WOW Omaha, had been denied by the FCC last month, effective August 24, for lack of prosecution. Such action is tantamount to deletion of the 1 kw on 590 kc directional night outlet.

KCSJ has petitioned the FCC for leave to amend its bid for modification of its facilities and for postponement of the dismissal. Simultaneously with the filing of the petitions, KCSJ filed an amendment to its application in the manner directed by the Commission and brought its engineering data up to date to show a tentative agreement with WOW resolving the question of interference, the petitions stated.

Rules Bill to House

A SENATE-PASSED bill to help simplify and make more uniform the rules of practice before the various federal agencies was referred last week to the House Judiciary Committee. The bill (S 17) calls for a nine-man commission to formulate general rules [B•T, Aug. 16].



BARNEY ARNOLD (l), farm program director, WHAS Louisville, Ky., has been chosen chairman of the Kentucky Agricultural Council, which acts as a clearing house for farm information. Paying tribute to the new chairman is Kentucky Lt. Gov. Emerson Beauchamp.

Wichita Tv Favored For Ch. 3 Grant

INITIAL DECISION favoring the grant of ch. 3 at Wichita, Kan., to Wichita Tv Corp., comprising non-broadcast, local citizens, was issued by FCC Hearing Examiner Hugh B. Hutchison last week, two months shy of two years after the hearings for that channel began in October 1952.

Same decision recommended that the applications of KFH and KANS, both Wichita, be denied.

New group should be chosen over KFH-*Wichita Eagle,* Mr. Hutchison said in a voluminous 129-page decision which also contained 34 pages of appendices, for the following reasons:

(1) Greater local ownership and integration of ownership and management; (2) greater local roots in the community and civic activities; (3) engagement of a large number of tv-experienced personnel; (4) more definite and better program planning; (5) better and "more realistic" studio planning; (6) more and better public service programs; (7) diversification of media of mass communication.

The examiner disqualified KANS, owned primarily by O. L. Taylor (former station representative), on financial grounds.

Wichita Tv Corp. will be owned by 126 stockholders when it issues 798,460 shares of stock. Chief among them are George M. Brown, ice and cold storage owner, 23%; his mother, Mrs. Helen B. Brown, 13.7%, and William J. Moyer, who came to Wichita as a Navy officer during World War II, 2.3%. Mr. Moyer is considered responsible for promoting the Wichita Tv Corp. group.

Charge by KFH that the Wichita Tv Corp. financial organization violated federal and state regulations was found not proven by the examiner.

In answering the KFH contention that its background in broadcasting must be given serious consideration as against the non-broadcast experience of Wichita Tv Corp., the examiner answered in this way:

It is true that where all of the competing applicants in a contested proceeding have been engaged in broadcast operations their records of actual performance are logically the best and most realistic criteria which can be used to weigh the degree of reliance which can be placed upon their proposals for future operations and such factors as local residence, participation in community affairs and integration would have little or no comparative significance. However, when one of such competitors is a newcomer in the field of broadcasting and can therefore offer no record of performance to support the reliability of its proposals, it must, as stated by KFH, rely in large part upon the background and activities of its principals for this purpose which would necessarily include such important factors as local residence, roots in the community, familiarity with local conditions, civic activities and participation in community affairs. Moreover, where such a newcomer, as in the instant proceeding, has established no record of service in the broadcast field it becomes especially important to determine the extent to which its owners and principals would personally participate in the management and operation of its proposed station in order that this Commision may be provided with some yardstick by which it may evaluate the degree of personal responsibility which they are willing to assume for the proposed service and, based thereon, the quality, reliability and efficiency of such proposal in the light of their character, background and experience. In fact if local residence, participation in community affairs, and integration of ownership with management were eliminated as areas of comparison in competitive proceedings between a new applicant for broadcast facilities and the licensee of an existing broadcasting service it is difficult to see how the former would ever be able, as a practical matter, to establish or claim any substantial grounds for preference over the competing applicant. Indeed, if the proposition urged by KFH were to be accepted and rigidly applied in proceedings such as the one involved herein it would almost inevitably result in depriving new applicants for broadcast facilities of fair and equitable comparative consideration with other competing applicants who could always claim the advantage of prior broadcast service and experience, even in instances where such newcomer might in fact possess greatly superior qualifications to those of its competitor who may have actually rendered a broadcast service of only mediocre quality. An additional and highly important reason why the acceptance and application of the formula advanced by KFH would be unsound and contrary to the public interest is that it would place new applicants for broadcast facilities who may become involved in contest with licensees of existing stations at such a great competitive disadvantage that it would discourage newcomers from attempting to seek such facilities and thus defeat the effectiveness and indeed the very purpose of our long established policy, discussed more fully below, of encouraging competition in the fields of radio and television broadcasting through diversification of the media of mass communications. Although we did state in a recent decision (In Re WJR, The Goodwill Station Inc. (Docket No. 10268) et al, 9 RR P. 227) that when the record of an applicant's past performance in the operation of a broadcast station is available, such factors as local residence, participation in local community affairs and integration of ownership with management become less critical than in proceedings where no such record is shown, we did not mean to imply by this pronouncement that these factors are not entitled to great weight as a basis for comparison in proceedings in which a highly qualified newcomer in the field of television broadcasting is in competition with the licensees of existing standard broadcast services, and where the proposals of such new applicant appear to be superior in character and offer greater promise of effectuation than those of its competitors.

FCC Approves Transfer Of WJBF to Media Inc.

SALE of WJBF Augusta, Ga., for $125,000 by J. B. Fuqua to a new company, Media Inc., headed by V. E. Fountain, North Carolina broadcaster and attorney, was among a number of transfers receiving FCC approval last week.

Mr. Fountain is president of WCPS Tarboro and part owner of WOXF Oxford, both in North Carolina. The purchaser, Media Inc., in addition to Mr. Fountain, consists of J. T. Snowden Jr., manager of WCPS, Frank Meadows, Rocky Mount accountant, and Vinson Bridges and Marvin Horton, Tarboro attorneys [B•T, July 19].

Other transfers receiving FCC approval were: KZIP Amarillo, Tex.; WPTX Lexington Park, Md.; WELS Kinston, N. C.; WINZ Miami-Hollywood, Fla.; WNMP Evanston, Ill.; KFWR Grangeville, Idaho; KDMO Carthage, KRMO Monett, both Mo., and KDMO Ft. Scott, Kan. (For details see FOR THE RECORD).

TOWERS MUST BE VISIBLE, GROUP URGES

Special AGA committee submits report on marking and lighting standards for radio-tv towers, following lengthy investigation.

AIRPLANE pilots ought to be able to see a radio or tv tower three miles away no matter what the visibility is.

That's the principle that members of the study group investigating the adequacy of marking and lighting standards for aeronautical obstructions [B•T, Jan. 11 *et seq.*] have agreed on as a goal. A report, including that criterion, was submitted last week to members of the *ad hoc* committee of the subcommittee on Airdromes, Air Routes and Grounds Aids (AGA) of the Air Coordinating Committee.

A meeting to consider the report is scheduled for tomorrow (Tuesday) in Room 1510, Temporary Bldg. T-4, Washington at 10 a.m.

If accepted by the full committee, as is expected, the *ad hoc* group will then go into the second phase of its work: to seek ways and means of making radio and tv towers more identifiable to aircraft pilots.

Study stemmed from aviation interests' fear of tall tv towers. AGA study group is comprised of representatives of government, military, broadcast and aviation representatives.

In making its recommendations, the study group advised that it be authorized to look into means of improving present marking and lighting standards.

It also recommended that the AGA-NS3 standard be revised to require hazard beacons to be placed at appropriate positions on radio-tv towers (as now provided by Part XVII of the FCC regulations).

FCC regulations regarding lighting are stricter than the CAA's requirements, it was understood.

Found Adequate

The group found that the intensity of hazard beacons — these are the flashing warning beacons required on all towers more than 125 ft. above the ground—was adequate for darkness and average twilight.

However, towers do not stand out so well in low-level daylight or in rain and fog conditions, the report stated.

Charles A. Douglas, National Bureau of Standards scientist, reported that orange colored structures can be seen against the sky 1.8 miles away in daylight or twilight when visibility is three miles.

Due to the changing contrasts of the earth, Mr. Douglas said, orange colored structures are never more visible than the best distance for a sky background when visibility is three miles.

On the other hand, hazard beacons can be seen from 3.7 to 4.7 miles away on a dark night, 2.8 to 3.7 miles away in average twilight and 1.4 to 2.2 in bright twilight when visibility is three miles, Mr. Douglas estimated.

In a personal report by the Army member of the group, the 1,000-ft. tower of WHUM-TV Reading, Pa., was identified at two to three miles, and its guy wires at 200 yards where flight visibility was 10 to 15 miles and ground visibility was unrestricted. "HAZ" hazard markings on the ground were undetectable, the Army representative said, due to the screening effect of the tree foliage.

The CAA reported that from May 1950 to November 1953, there were nine accidents involving civil aircraft and radio or tv towers. Three involved collisions with guy wires, the CAA said.

Radio-tv towers involved were those of KWAK Stuttgart, Ark., 1950; KSDN Aberdeen, S. D., 1951; KXLA El Monte, Calif., 1951; WHUM-TV Reading, Pa., 1953; WPTR Albany, N. Y., 1953; WBCK-TV Battle Creek, Mich., 1953.

The other accidents involved a Rural Electrification Administration tower at Louisville, Ga., 1951; Florida Light & Power Co. radio tower, Melbourne, Fla., 1951, and Duke Power Co. tower, Spartanburg, S. C., 1953.

All, except the Spartanburg accident, occurred in daylight hours. All, except the Albany, N. Y., case, involved private planes. In the case of the Stuttgart, Ark., incident, the pilot escaped unharmed; the other accidents were all fatal to personnel in the aircraft. These included 28 deaths when an American Airlines passenger plane struck one of the towers of the WPTR three-element array, and former Michigan Gov. Kim Sigler and three passengers in the Battle Creek casualty.

Air Force, Army Collisions

The Air Force reported four major accidents between May 1950 and May 1954 involving AF aircraft and radio towers—but only two were in the U S. They were not identified. The Army reported that as of May 1954, only three aircraft had collided with antenna structures, two of these in the U. S. These, also, were not identified.

In a report submitted by the FCC, the number of radio-tv towers 500 ft. and over above ground was given as 236 as of May 20, 1954. Of these, nine are over 1,050 ft., the report said. Of the 236 towers, 135 are tv, 28 radio-tv and 73 radio only, the Commission reported.

The FCC also reported that there are 95 CPs for towers over 500 ft., of which 10 are over 1,050 ft. above ground.

There are 16 applications for towers above 1,050 ft., the FCC said, and a total of 92 for towers above 500 ft. However, the Commission warned, not all of these applications will be granted, since some are in contest.

The *ad hoc* committee comprises representatives of the Air Force, Army, CAB, CAA, FCC and Navy, and the following associate members: Assn. of Federal Communications Consulting Engineers, Air Line Pilots Assn., Aircraft Owners and Pilots Assn., Air Transport Assn., Federal Communications Bar Assn., National Assn. of Radio-Tv Broadcasters, National Assn. of State Aviation Officials, National Aviation Trades Assn., and Radio-Electronics Tv Manufacturers Assn. Invited to send delegates were antenna and tower manufacturers and lighting firms.

Birthday for Nippon Tv

FIRST anniversary of Japan's Nippon Television Network yesterday (Sunday) was to have included showing of a specially-prepared television film in which U. S. Information Agency Director Theodore C. Streibert paid tribute to the network's founders for their progressive spirit in bringing tv to the Japanese people. Mr. Streibert described in his message his visit to see the network operation during a recent trip to Japan. NTN was the Orient's first commercial tv service.

Record of Good Will

A RECORD which was flown around the world in 1938 to record messages of good will and "reflecting the friendship of the peoples of the world in a common bond of brotherhood," last week was contributed to the Library of Congress.

Rep. Charles R. Jonas (D-N. C.) presented the record in a talk on the House floor. Voices of persons from many lands were recorded on the disc as it was flown around the world in 1938 in a celebration of National Airmail Week.

Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., operator of WBT-WBTV (TV) Charlotte, was the originator and organizer of the idea. He had been named by then Postmaster General James A. Farley as radio chairman of a national committee for the observance. Mr. Crutchfield gave the record to Rep. Jonas to present to the Library of Congress.

Deadline for Comments On Radiation Extended

DEADLINE for comments on FCC's proposed revision of Part 15 of its rules to curb interference from incidental radiation and restricted radiation devices was postponed by the Commission last week until Oct. 15. The Commission acted at the request of National Community Television Assn. and Jerrold Electronics Corp., principals in the community antenna system field which also would be affected by the proposal.

Meanwhile, before the Commission announced the postponement, Radio-Electronics-Television Mfrs. Assn. petitioned for continuance until Feb. 1, 1955, pending completion of technical studies by task committees. A preliminary report is expected by Jan. 1.

Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of the RETMA Spurious Radiation Committee and director of the RETMA Engineering Dept., wrote FCC Chairman Rosel H. Hyde:

RETMA is vitally interested in the establishment of a sound practical rule for allowable radiation from restricted radiation devices. For this reason a great deal of voluntary effort, numbering many thousands of man hours, has been expended under RETMA sponsorship in establishing many of the facts concerning radiation from certain of said devices. This has culminated in the recommendation of practical radiation limits for oscillator radiation from fm and tv receivers, and sweep radiation in the am broadcast band. . . .

It is gratifying to the RETMA to note that this work has been recognized by the FCC, and the results have been largely incorporated in the proposed rule as set forth in Docket No. 9288.

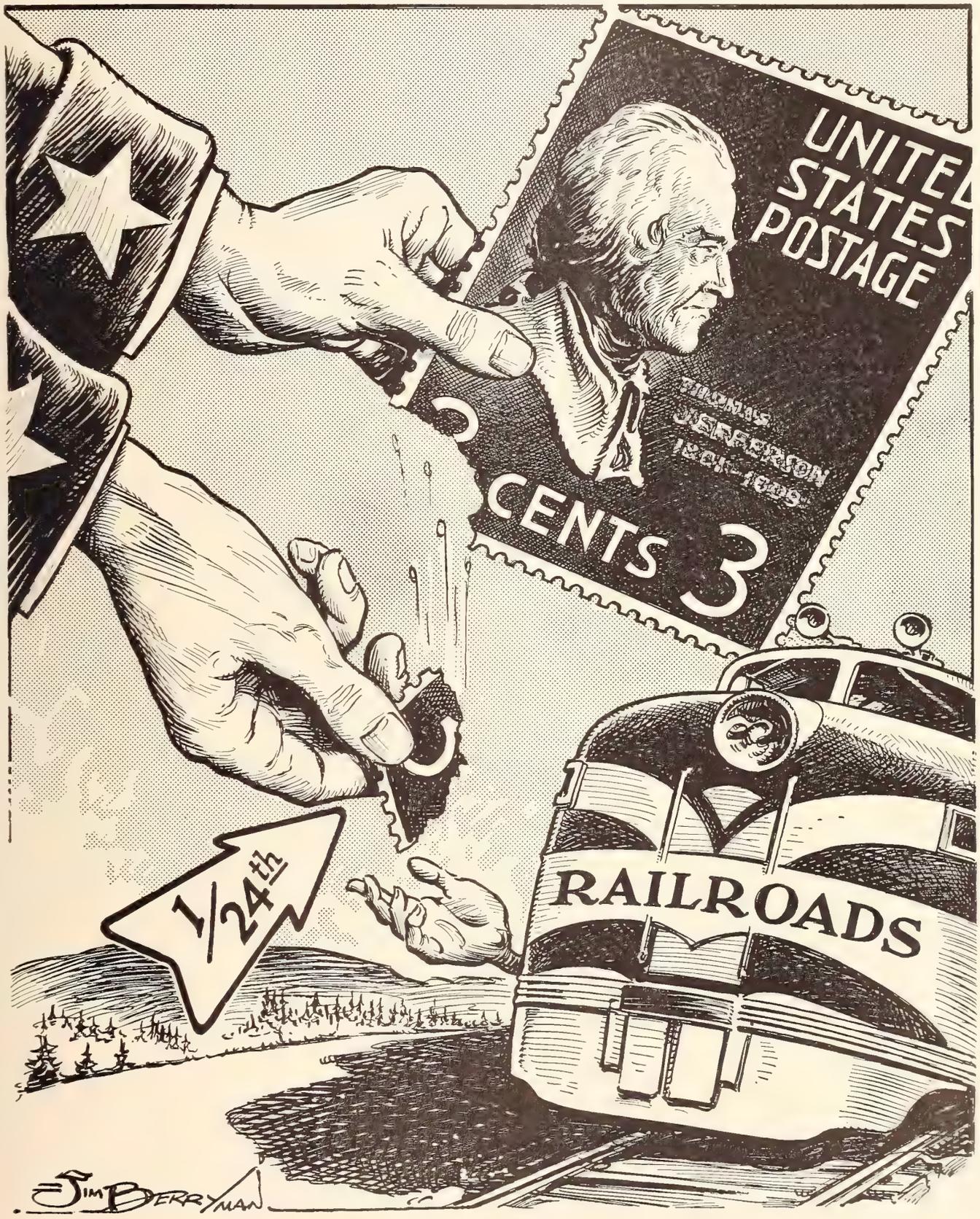
However, a careful and serious study of Docket No. 9288 by the Committee on Spurious Radiation, and other members of the industry has resulted in a recommendation that this proposed rule be modified in certain important respects before adoption.

For instance, it is noted that no limits have been placed on conducted interference over power lines from such devices as the sweep circuits of tv receivers. RETMA findings indicate that this is by far the most serious aspect of this type of interference, being of much more concern than the direct electromagnetic radiation.

It is also noted that limits have been proposed for various devices that have not yet to our knowledge been adequately studied by RETMA, or, so far as is known, any other industry technical groups. Likewise limits have been proposed for tv receivers for portions of the spectrum that have not yet been thoroughly studied, such as sweep radiation above and below the 540-1600 kc broadcast band. . . .

RETMA recognizes the tremendous value of

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this proposed rule, and the far reaching effects it will have on the radio, television and electronics industries. RETMA is also cognizant of the importance of having the rule based on firm ground and believes that a vast amount of work must yet be accomplished in order to establish the proper facts and philosophies for making the proposed rule completely sound and practical.

Dr. Baker recommended the following procedures and asked that further consideration of the proposed rule be postponed until they can be carried out:

(1) RETMA establish technical task forces for each type of equipment affected by the proposed rule. These task forces are to ascertain the facts regarding current radiation from their particular types of equipment, and the economics of achieving the proposed values, or of recommending other values if the proposed values are found to be impractical or unnecessary or inadequate. (2) Institute of Radio Engineers establish methods of measurement for each type of equipment, and for each portion of the frequency spectrum involved. This is vitally necessary, and must be accomplished before any specified limits have any significant value. (3) FCC review and re-establish the philosophy of ascertaining desired ultimate limits.

RETMA has had certain task forces and committees actively working for a long time on fm and tv receivers, Dr. Baker said, and task forces are currently being formed for other devices such as carrier current equipment, fixed and mobile communication equipment, test equipment and miscellaneous devices, community antennas and radio receivers (particularly short wave).

In separate comments, NARTB generally approved the Commission proposal. Ivy Network, representing seven campus carrier current stations at "Ivy League" colleges, indicated it would favor licensing of the wired-wireless outlets.

COURT REVERSES FCC IN ALLENTOWN CASE

Seven-year-old am controversy is thrown back into the Commission's lap.

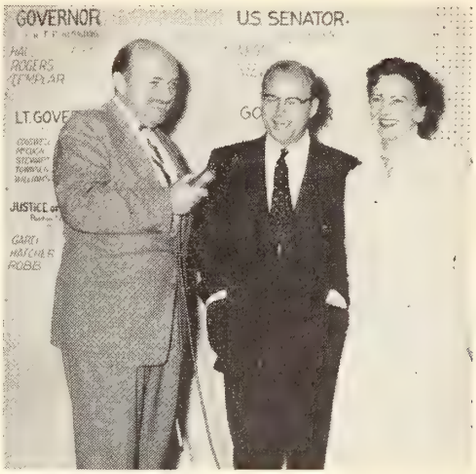
FUTURE of 1320 kc in northeastern Pennsylvania was thrown up for grabs last week when the U. S. Court of Appeals in Washington reversed the Commission and remanded the case for further action for the second time in seven years. WHOL Allentown is at present operating on that frequency with 250 w, but the Commission had awarded the grant to the *Easton Express* (WEEX-FM-TV).

In a split decision, which is felt in some quarters to restrict the FCC severely in overruling its examiners' recommendations, the Court held that the Commission erred in declaring that no significant difference existed in the ability of the applicants to serve their respective communities.

This was the nub of the court's 1949 ruling remanding the original grant to the FCC for "findings upon the comparative needs of the two communities for new radio service and the relative abilities of the applicants to serve the greater need."

The case began in 1945 when Allentown Broadcasting Corp. and Easton Publishing Co. applied for the 1320 kc frequency. The Commission made the grant to Allentown in 1947. Easton appealed, and the 1949 remand followed. After a 1950 hearing, the examiner recommended a repeat grant to WHOL. This was reversed by the FCC, which issued a final grant to Easton. Allentown then appealed and the case was argued early this year and last week's decision followed.

Circuit Judge David Bazelon wrote the majority opinion, in which Judge Wilbur K. Miller joined. Judge E. Barrett Prettyman issued a strong dissent.



VICTORY SMILE of Fred Hall (c), winner of the Kansas Republican gubernatorial primary election, is reflected by his wife when both appeared on WIBW-TV Topeka after it was apparent that Mr. Hall had won. Art Holbrook, WIBW-TV manager, conducts the 1 a.m. interview.

In denying that the Commission had any basis for determining that both applicants were equal in ability to serve their respective communities, the majority virtually seconded the examiner's findings that the Easton applicant was uncertain regarding program plans, reluctant, evasive and lacking in candor, and susceptible of being found monopolistic in the concentration of communications media.

In what is considered a most significant part of the court's ruling, the majority said the Commission had no right to overrule the examiner with respect to the credibility of witnesses.

The FCC could not, the court majority said, determine witnesses' behavior on the "cold record." Only the examiner could do that, the court opinion said, since he was present and was capable of judging a witness' demeanor, bearing and delivery. This is in line with the 1951 Circuit Court decision in the National Labor Relations Board v. Universal Camera Co. case, it said.

It also said that the Commission was mistaken in reversing the examiner's findings that Allentown was more deserving of additional radio service than Easton.

The court also claimed that the Commission's use of the criteria of local service—the FCC found that there was little difference in requirements for additional service by either community and therefore the fact that Allentown had three local stations vs. Easton's one should play a part—was a "gloss on Sec. 307(b) of the Communications Act." This is the provision that the Commission must ensure a fair, efficient and equitable distribution of radio frequencies among the states and communities.

In his vigorous dissent, Judge Prettyman took issue with the majority in what he virtually called trying the case. Only the Commission has the right to make a decision on who should be chosen to receive a radio grant, he said. In this case, he said, the court seems to be telling the Commission how to rule.

Judge Prettyman complimented the Commission. He said: "I have never seen more meticulous compliance with the requirements for findings by an administrative agency. There are sixty printed pages of them. They are full, understandable, and abundant in references to the evidence.

"The reasoning upon which the Commission reached its ultimate decision is clearly stated and is fully justified by the record. . . ."

After warning that the court can only make sure the Commission acted constitutionally and according to its statutory authority, Judge Prettyman added: "I think it did so in this case and I do not even formulate, much less express, any view upon the merit of its judgment."

In another paragraph, Judge Prettyman declared that the "parade of witnesses is not a popularity contest" in discussing the Commission's right to overrule the examiner's question of credibility based on demeanor or delivery.

He concluded his dissent with: "It seems to me that the court is merely substituting its judgment for the judgment of the Commission as to which of these two applicants should have the license. It has no power to do this."

$7 Uhf Tax Credit Bill Dies in Senate

DEATH of a House catch-all tax bill containing a provision for a $7 excise tax credit on uhf-equipped tv sets was practically assured late last week as weary Senators kept their attention on "must" legislation in their hurry to leave Washington.

The bill, passed over on the Senate calendar Wednesday for the second time in as many weeks, had been nurtured by its supporters late last week in hopes of last-minute approval by the Senate. The uhf tax credit amendment was said to have several opponents.

This amendment also would have exempted from excise taxes some parts used in the manufacture of "non-taxable articles" (electronic) for the military, municipalities, etc., and for "non-entertainment type" radio and tv parts other than tubes and cabinets.

The $7 tax credit for uhf sets proposed in the bill (HR 6440) was what remained of an original proposal by Sen. Edwin C. Johnson (D-Colo.) that uhf-equipped tv sets be exempted from the 10% excise tax.

The Senate Finance Committee added the $7 tax credit amendment after listening to Sen. Johnson's proposal for a complete excise tax exemption for uhf sets [B•T, Aug. 2]. The Senate group also had listened to a Treasury Department official argue against it and the $7 plan.

Several varying amendments to the bill reportedly had been prepared by Senators. As originally passed by the House last year, it dealt with taxes on income of trusts, but a number of amendments on various tax matters had been added since on the Senate side.

Meanwhile, additional details of an Aug. 13 letter on uhf tuners, from Sarkes Tarzian, tv tuner manufacturer, to the Senate Commerce Committee [AT DEADLINE, Aug 16], were disclosed last week.

Mr. Tarzian, who had told the Senate group in the letter that he could furnish a full-range uhf tv tuner which would be simple to install for $7, criticized the use of single-channel "strip" tuners.

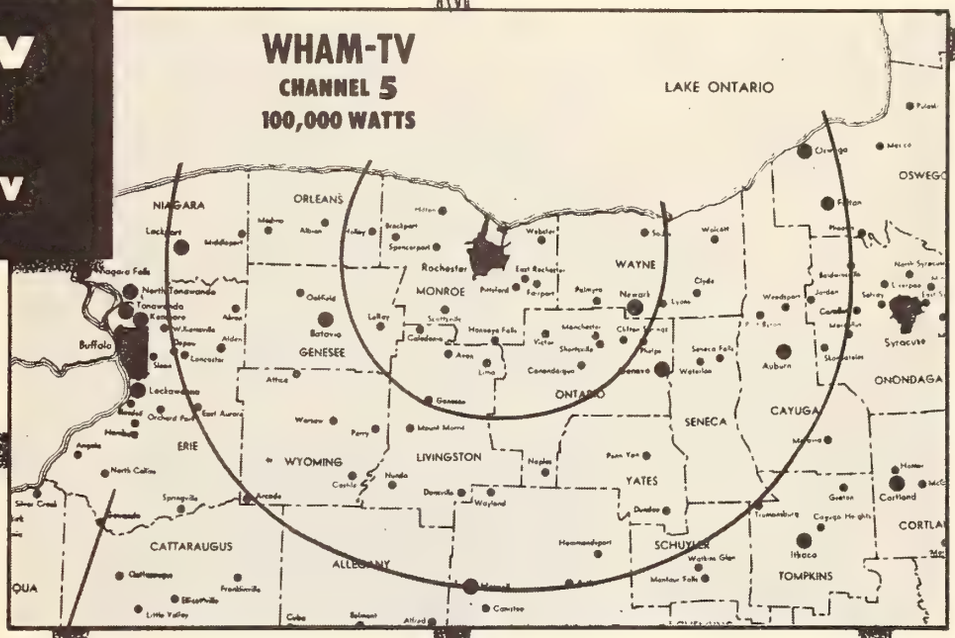
He said in the letter that no strip can accommodate all 70 uhf channels and the cost for each would be $20 for installation and alignment, making the charge several hundred dollars for 70 channels.

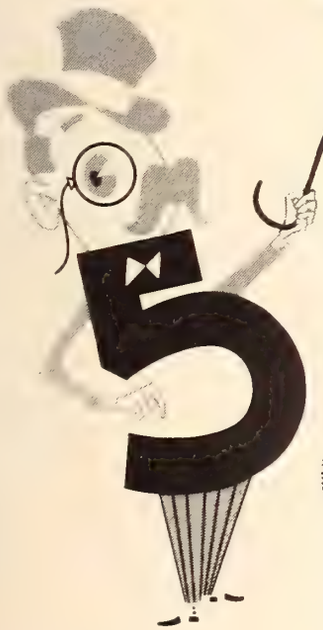
He said strips are "the easy way out," and that strip tuners are inferior to full range tuners in fringe reception.

The Senate Finance Committee reportedly arrived at the $7 tax credit figure after receiving information from Mr. Tarzian on his full-range uhf tuner [B•T, Aug. 2].

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WHAM-TV CHANNEL 5

Rochester N.Y.'s MOST POWERFUL Station

KFBC-TV 'BUDGET' STATION APPROVED

FCC authorizes the Cheyenne outlet to build a new tv station in Scottsbluff, Neb., that will, in the main, rebroadcast KFBC-TV's programs.

APPARENTLY getting the jump on its own plan to authorize budget uhf stations and uhf satellites, FCC last week approved a comparable operation in the vhf band. The Commission awarded ch. 10 at Scottsbluff, Neb., to ch. 5 KFBC-TV Cheyenne, Wyo., whose programs substantially will be rebroadcast by the Scottsbluff economy outlet by off-the-air pickup [B•T, July 5].

To be operated with four men and to feature some local programming by film coverage, the Scottsbluff station will be constructed for an estimated $67,000 with first year operating cost $48,000. To be located about 10 miles south of Scottsbluff, the station's effective radiated power will be 12.3 kw visual and 6.17 kw aural with antenna height above average terrain 620 ft.

Two weeks ago, as an effort to spur uhf development, the Commission announced that after Sept. 1 it will consider applications on a case-by-case basis for new uhf stations which will not be required to telecast local programs [B•T, Aug. 9]. These might be satellites of existing uhf stations or vhf outlets as well as distinctly new, independent ventures in new markets.

Duopoly Would Be Waived

In cases where the new uhf outlets are satellite to an existing station and located in adjacent communities, FCC said it would waive its duopoly rule if good cause is shown. In all other respects, the new uhf budget stations must meet FCC rules and standards. These include the multiple ownership rule and various technical standards as to coverage of the principal city, minimum power and antenna height.

Although FCC indicated the purpose of the plan is to help uhf development by enabling uhf stations to expand their coverage with satellites so as to more nearly equal vhf coverage, certain segments of the uhf industry have voiced opposition on the ground it actually will hurt the new medium [B•T, Aug. 16].

Comr. Frieda B. Hennock, in her dissent to the majority's plan, contended it would be the death blow to uhf since it would allow vhf stations to "gobble up" uhf assignments and smother uhf competition by duplicating top quality network shows via the satellite.

KFBC-AM-TV Cheyenne are operated by Frontier Broadcasting Co., headed by Robert S. McCracken and affiliated in ownership with Cheyenne Newspapers Inc., publisher of the *Wyoming State Tribune* and *Eagle*. KFBC-TV is affiliated with all four national tv networks and reports set circulation of 46,100 in its area.

In its application, Frontier proposed a combined transmitter-studio building for the Scottsbluff outlet "in the interest of efficient and economical operation which is essential to the establishment of a local tv station in this relatively sparsely settled area."

On the basis of a detailed study of the area, Frontier told the Commission "that the only feasible manner in which it can establish a television station at Scottsbluff is by utilizing in large part the programs broadcast by the applicant's KFBC-TV. . . . These programs will be rebroadcast in the Scottsbluff area by means of off-the-air pickup of the KFBC-TV signal."

Frontier told FCC two methods will be used to provide "an outlet for local self expression to the persons living in the Scottsbluff area. First, a 16 mm sound motion picture camera, a tv film camera and a slide projector will be in the station's equipment and a staff will be employed to take sound motion pictures of local events such as local celebrations, civic events, athletic events and political contests for broadcast over the proposed station.

"As soon as possible, and certainly within the first three year license period, live studio cameras are proposed to be added. Prior to such addition, the local programs broadcast by means of motion picture cameras will be augmented from time to time by the appearance before the KFBC-TV cameras of local Scottsbluff personages in connection with programs of interest to the entire area, which programs will be broadcast over both stations."

Frontier's application explained the four employes at the Scottsbluff station will include a station manager, two engineers and a program man. A balance sheet submitted with the bid showed that as of April 30 Frontier Broadcasting had total assets of $252,968, including $57,181 in current assets. Current liabilities were $46,755 and surplus $83,212.



STEVE McCORMICK (l), moderator of NBC-TV's *Youth Wants to Know*, introduces Clement Wagner, first place winner in the Third Annual Teen Age Roadeo, held in Washington early this month, to Sen. Homer Ferguson (R-Mich.). Young Clement, of Kansas City, appeared on the NBC program and quizzed Sen. Ferguson on world affairs.

Watkins Won't Lift Bar Against Radio-Tv

THE SPECIAL Senate Committee to investigate the resolution to censure Sen. Joseph R. McCarthy (R-Wis.) is not likely to back down on its decision to bar radio and television from its hearings starting Aug. 30, Sen. Arthur V. Watkins (R-Utah), chairman of the group, said last week.

In a letter to Joseph F. McCaffrey, secretary of the Radio-Tv Correspondents' Assn.'s executive committee, Sen. Watkins said the group is "acting in the best public interest" in barring radio recording and television, newsreel and still cameras.

Mr. McCaffrey was among radio-tv industry representatives who protested a decision by the six-man Senate investigating group to bar all media but the press [B•T, Aug. 16].

Sen. Watkins said the three Republican and three Democratic senators felt they were following "the intent of the Senate as a whole in prescribing a judicial, or quasi-judicial atmosphere for these proceedings." The restriction against cameras and recording devices, he said, is similar to that in effect in the Senate itself. He added:

"We do not feel that we are being unfair or discriminatory to anyone in the rulings we have made. Rather, we feel that we have acted and are acting in the best public interest."

Sen. Watkins quoted Sen. William F. Knowland (R-Calif.), who proposed the censure hearing resolution (S Con Res 301), and other senators who participated in debate on the resolution on the radio-tv question. Sen. Knowland had said:

"I certainly hope that the proposed committee would not open up its hearings to television and similar activities. I am merely expressing my own feelings in the matter, but I think such hearings should be conducted in as nearly a judicial atmosphere as it would be possible to achieve. . . ."

The Senate group also includes Sens. Frank Carlson (Kan.) and Francis Case (S. D.), Republicans, and Edwin C. Johnson (Colo.), John C. Stennis (Miss.) and Sam J. Ervin Jr. (N. C.), Democrats.

KWK-AM-TV Merger Plan Filed for FCC Approval

FORMAL papers for FCC approval to merger of applicants for ch. 4 at St. Louis into KWK-AM-TV were filed last week, preceded by application for sale of KXOK Inc., there [B•T, Aug. 16].

KWK-AM-TV, now owned by Robert T. Convey and associates and the St. Louis *Globe-Democrat*, after FCC approval will be 28% owned by Mr. Convey and his associates, 23% by the *Globe-Democrat*, 23% by KSTP-AM-TV Minneapolis-St. Paul, 23% by KXOK Inc. and 3% by St. Louis residents of Missouri Valley Television Co. KSTP, KXOK and Missouri Valley were contestants with KWK for ch. 4.

In the KXOK sale, the station is to be assigned by Elzey M. Roberts Sr. family ownership of KXOK Broadcasting Inc., a new firm 75% owned by Elzey M. Roberts Jr. and 25% by C. L Thomas, present KXOK general manager. Consideration is about $300,000 in cash and stock. Both Messrs. Roberts Jr. and Thomas withdraw from KXOK Inc.

KWK Inc. stock, according to the application, is to be sold for $14.64 per share to the former ch. 4 competitors in the following amounts: Missouri Valley 1,845 shares; KSTP Inc. and KXOK Inc., each 14,145 shares. The KWK Inc. balance sheet showed that as of June 30 the firm had total assets of $1,070,851, of which $127,031 represented current assets. Current liabilities were $67,096 and surplus $562,543.

Senate Clears Copyright Bill

THE SENATE cleared for the White House last week a House-passed bill to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention.

The bill, if signed into law by the President, would protect U. S. authors from piracy in countries which are signatories to the international agreement. It also specifies an international copyright symbol.

In passing the bill (HR 6616), the Senate postponed indefinitely a companion Senate bill (S 2559).

FACTS & FIGURES

.6 Million Tv Sets hipped in First Half

CTORIES shipped 2,667,603 television re-vers to dealers during the first six months 1954, according to Radio-Electronics-Tv frs. Assn. This figure is below the 3,022,250 s shipped in the same six months of 1953.

te	Total	State	Total
bama	40,998	New Hampshire	13,109
zona	12,605	New Jersey	76,997
ansas	40,155	New Mexico	9,433
ifornia	189,153	New York	252,952
orado	22,046	North Carolina	68,849
nnecticut	36,915	North Dakota	9,481
aware	5,431	Ohio	127,604
t. of Col.	16,219	Oklahoma	37,719
rida	76,823	Oregon	30,939
orgia	68,756	Pennsylvania	166,783
ho	18,918	Rhode Island	8,636
nois	165,380	South Carolina	35,460
iana	78,281	South Dakota	8,410
va	57,492	Tennessee	58,195
nsas	42,310	Texas	150,968
ntucky	29,668	Utah	9,836
isiana	58,291	Vermont	7,646
ine	43,159	Virginia	44,832
ryland	30,709	Washington	45,156
ssachusetts	73,046	West Virginia	30,601
chigan	105,022	Wisconsin	65,479
nnesota	45,440	Wyoming	3,605
ssissippi	25,344	U. S. TOTAL	2,660,873
ssouri	76,433	Alaska	1,556
ntana	11,258	Hawaii	5,174
braska	25,648		
vada	2,683	GRAND TOTAL	2,667,603

Talent Scouts,' 'Defender' op Trendex Tv Ratings

RENDEX Inc. reported last week that CBS-N's *Talent Scouts* and *Public Defender* ranked first and second place, respectively, among e top 10 network sponsored shows for the eek of Aug. 1-7. Complete listing follows:

1. Talent Scouts (CBS)	32.7
2. Public Defender (CBS)	28.7
3. Dragnet (NBC)	27.1
4. Best of Groucho (NBC)	24.8
5. What's My Line (CBS)	22.3
6. Masquerade Party (CBS)	22.1
7. Justice (NBC)	20.8
8. Toast of the Town (CBS)	20.5
9. Burns & Allen (CBS)	19.2
10. Our Miss Brooks (CBS)	19.1

istening, Reading Habits)f Women Shoppers Compared

OST women listen to the radio every day d also look at a newspaper, but whereas the unger women (in the under-30 group) spend e most time listening to their radios, they end the least time reading their newspapers, cording to a survey by WFBG Altoona, Pa., d reported by *Department Store Studies*. ade during the last week of May and first eek of June, with interviews of 300 women oppers so distributed as to be representative business and traffic in the Altoona shopping strict, the study showed the under-30 group women spend an average of 4.4 hours a day radio listening (5.2 hours for listeners only) 0.9 hours spent in newspaper reading.

ARF Lists Investigators)f Motivation Research

DVERTISING Research Foundation dis-ibuted to members last week a "Directory of cial Scientists Interested in Motivation Re-arch," the fourth report of ARF's "tooling-up" rogram on motivation research.

Listed in the directory is information about 57 psychologists, sociologists, and cultural nthropologists—primarily educators—who con-der themselves qualified to conduct or advise n consumer studies for advertisers, advertising gencies and advertising media. ARF noted that geographical listing of the social scientists ill enable the user to locate the help he may

Advertisement



From where I sit
by Joe Marsh

Home Town "Interest"

Colonel Smith, president of our local bank, has been lending money to merchants in town at *less* than usual interest rates.

"Don't get the idea this plan of ours is charity," the Colonel told me. "It's not even philanthropy—just sound business!

"Money that makes our shopping district more attractive brings in more money. It'll help the bank in the long run. So I'm glad to make funds available—cheap."

From where I sit, the Colonel has some sentimental reasons—as well as "hard-headed" business ones—for wanting to see our town spruced up. But you don't have to be a banker to be a good neighbor. One way is just to have a little regard for the other fellow, especially his personal preferences. I don't expect everyone to agree with me all the time, but I know I can "bank" on the fellow who lets me enjoy a temperate glass of beer while he has his buttermilk.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

need in conducting a study in a particular area.

ARF also pointed out that the publication and design were undertaken to implement a "Directory of Organizations Which Conduct Motivation Research," published by ARF in May, so that subscribers will have up-to-date information on what assistance is available when they are considering motivation studies.

'Dragnet,' 'Ford Theatre' Top Nielsen Video Ratings

TWO NBC-TV programs, *Dragnet* and *Ford Theatre*, led the National Nielsen Ratings of the top 10 tv programs, based on a survey for survey for the two-week period ending July 24. The complete list:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Dragnet (NBC)	10,883
2.	Ford Theatre (NBC)	8,628
3.	Pabst Blue Ribbon Bouts (CBS)	8,490
4.	Public Defender (CBS)	8,465
5.	Toast of the Town (CBS)	8,168
6.	This Is Your Life (NBC)	7,969
7.	Robt. Montgomery (Johnson) (NBC)	7,783
8.	Masquerade Party (CBS)	7,522
9.	Best of Groucho (NBC)	7,384
10.	Westinghouse Theatre (CBS)	7,275

Percent of Tv Homes Reached

Rank	Program	Homes %
1.	Dragnet (NBC)	37.5
2.	Ford Theatre (NBC)	31.5
3.	Pabst Blue Ribbon Bouts (CBS)	29.5
4.	Public Defender (CBS)	29.3
5.	Toast of the Town (CBS)	28.8
6.	This Is Your Life (NBC)	28.8
7.	Robt. Montgomery (Johnson) (NBC)	26.8
8.	Masquerade Party (CBS)	26.1
9.	Red Skelton Revue (Frigidaire) (CBS)	25.9
10.	Westinghouse Theatre (CBS)	25.5

Copyright 1954 by A. C. Nielsen Co.

Pulse Scores 'Dragnet', 'Howdy Doody' in First

NBC-TV's *Dragnet* led the top 15 once-a-week shows and *Hoody Doody* led the top 10 multi-weekly shows, according to the Pulse listing for July. List as follows:

			Rating July	Rating June
Dragnet	NBC	Thurs.	35.4	43.3
Stage Show	CBS	Sat.	32.0	
Best of Groucho	NBC	Thurs.	28.3	38.6
Toast of the Town	CBS	Sun.	27.9	32.1
Ford Theatre	NBC	Thurs.	26.1	32.4
Godfrey & His Friends	CBS	Wed.	25.4	30.2
Godfrey's Talent Scouts	CBS	Mon.	25.3	30.0
Public Defender	CBS	Mon.	25.2	
What's My Line?	CBS	Sun.	25.0	28.4
Burns & Allen	CBS	Mon.	24.7	28.2
Boxing	CBS	Wed.	24.1	
Our Miss Brooks	CBS	Fri.	24.0	31.2
This Is Your Life	NBC	Wed.	23.5	29.2
Tv Playhouse	NBC	Sun.	23.4	28.9
Studio One Summer Theatre	CBS	Mon.	23.1	

TOP 10 MULTI-WEEKLY SHOWS

			Rating July	Rating June
Howdy Doody	NBC	Mon.-Fri.	13.9	15.4
Arthur Godfrey	CBS	Mon.-Thurs.	12.1	12.9
Camel News	NBC	Mon.-Fri.	12.1	14.2
Search for Tomorrow	CBS	Mon.-Fri.	11.8	12.0
Guiding Light	CBS	Mon.-Fri.	11.3	11.3
Love of Life	CBS	Mon.-Fri.	10.8	11.1
Strike It Rich	CBS	Mon.-Fri.	10.7	11.3
Tv's Top Tunes	CBS	Mon.-Wed.-Fri.	10.2	
Art Linkletter	CBS	Mon.-Fri.	10.1	
Big Payoff	CBS	Mon.-Fri.	9.8	
Garry Moore	CBS	Mon.-Fri.	9.8	
Valiant Lady	CBS	Mon.-Fri.	9.8	

Videodex Top-Ten Spot Shows*

JUNE 26 - JULY 2, 1954

	Program	% of Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	I Led Three Lives (Ziv)	21.1	114	6,185
2.	Liberace (Guild Films)	20.0	109	5,168
3.	Favorite Story (Ziv)	15.9	80	3,684
4.	Annie Oakley (CBS-TV Film Sales)	15.6	57	3,543
5.	Waterfront (United Tv Programs)	15.1	49	2,033
6.	Badge 714 (NBC Film)	15.0	124	4,316
7.	Life With Elizabeth (Guild Films)	14.5	56	2,715
8.	Wild Bill Hickok (CBS Tv Film)	14.2	72	3,712
9.	Mr. District Attorney (Ziv)	14.0	77	3,891
	The Lone Wolf (United Tv Program)	14.0	29	996
10.	Foreign Intrigue (Wm. Morris Agency)	13.7	46	2,849

* Programs appearing in a minimum of 20 markets.

FOX, WELLS BUYS KFSD-AM-TV CONTROL

New York investment firm acquires ownership in San Diego stations, sold by Airfan Radio Corp. New firm is KFSD Inc.

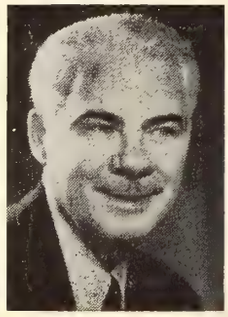
SALE of KFSD-TV, ch. 10 NBC affiliate in San Diego, and its companion radio station KFSD, was announced last Thursday, subject to FCC approval. The properties have been bought for $2.8 million by a newly-formed corporation, KFSD Inc., with James G. Rogers Jr. of New York City and New Canaan, Conn., as president [CLOSED CIRCUIT, Aug. 16, 9].



MR. ROGERS



MR. McDANIEL



MR. LANE



MR. FOX

Controlling owner of the new corporation is the New York investment firm of Fox, Wells & Co., about 30% owner of ch. 14 WWOR-TV Worcester, Mass.

Involved in the KFSD transaction is all of the capital stock of Airfan Radio Corp. Ltd., licensee of the properties. It presently is owned two-thirds by veteran San Diego broadcaster Thomas W. Sharp and one-third by a group of 42 San Diego business and professional leaders.

In addition to all the television and radio equipment of Airfan and various leaseholds and contracts, the purchaser will acquire a substantial amount of real estate. Net quick assets are not included in the purchase price.

Mr. Rogers, an associate in Fox, Wells & Co., is a former vice president and general manager of Benton & Bowles Inc. and one time account executive for Lord & Thomas. He was deputy director of the Office of Price Administration during 1943-46.

Other directors of the purchasing corporation include Glen McDaniel, partner in the New York law firm of Lundgren, Lincoln, Peterson & McDaniel, president of the Radio-Electronics Television Mfrs. Assn. and former general counsel of RCA, and William T. Lane, Syracuse advertising agency owner, former president of the now WLWA (TV) Atlanta and former general manager of WAGE Syracuse.

Principals of Fox, Wells & Co. include George A. Wells of South Bridge, Conn., former president of American Optical Co.; Haywood Fox, managing partner, Fox, Wells, New York City, and former executive of American Optical Co.; R. Bowling Barnes, third partner, who is a physicist and former instructor at Johns Hopkins U. and Princeton U. and former director of American Optical Co. and American Cyanamid Co.

Fox, Wells & Co. is substantial stockholder (minority but controlling by reasons of wide diversification—about 40%) in Olympic Radio & Television Inc., manufacturer of radio and tv receivers and parts. It owns entirely or in part several community antenna systems in Pennsylvania, West Virginia and Alabama.

Faust to Become WJRT (TV) Station Mgr.

A. DONOVAN FAUST, co-manager of WENS (TV) Pittsburgh, has been appointed station manager of WJRT (TV) Flint, Mich., effective Sept. 1, according to a joint announcement by John F. Patt, president, and Worth Kramer, vice president and general manager of WJRT and WJR Detroit.



MR. FAUST

Mr. Faust previously served as an executive with WBKB (TV) Chicago, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WDTV (TV) Pittsburgh. He also was announcer, producer and actor with WXYZ Detroit for three years. He played the title role on *The Green Hornet*, which WXYZ originated for the ABC network.

WJNO-TV Begins Operation As 393d Operating Station

WJNO-TV West Palm Beach, Fla., the second station but first vhf there, was scheduled to begin regular programming yesterday (Sunday), increasing to 393 the number of operating tv stations. The ch. 5 station is affiliated with NBC and represented by Meeker Tv Inc. Opening day celebration was to include premiere showing of the *Florian ZaBach Show*.

WGR-TV Buffalo, N. Y., began commercial programming Aug. 14 with a complete schedule extending from 7 a.m. to 1 a.m., Monday through Friday, and 9 a.m. to 1 a.m., Saturday and Sunday. The ch. 2 station is affiliated with NBC and has agreements with ABC and DuMont, J. J. Bernard, general manager, reported. Excellent reception has been reported from

ewers in surrounding areas, including parts of anada, the station said. WGR-TV is repre- nted by Headley-Reed Tv Inc.

WCMB-TV Harrisburg, Pa., will become the uMont affiliate there when it begins com- ercial operations Sept. 8, Elmore B. Lyford, uMont director of station relations, an- ounced last week. The ch. 27 outlet is owned the Rossmoyne Corp., and will have an ffective radiated power of 98.9 kw.

WCFM (FM) Washington iles for Reorganization

ETITION for financial reorganization pur- ant to Chapter 10 of the U. S. Code has en filed in Federal District Court by WCFM FM) Washington, the station reported last eek. No change in program policy is planned this time, according to W. M. Blaisdell, gen- al manager.

Earlier, WCFM announced amendment of its y-laws to allow union groups to purchase ock in the independent outlet, already partly wned by cooperative groups. At the time terest in establishing a companion am station as indicated [B•T, July 12].

In its license renewal application, filed with CC last week, WCFM submitted a balance heet which showed that as of June 30 its deficit otaled $284,324.73. Total assets reported ere $65,313.61, including $3,223.69 in cur- ent assets and nearly $24,000 for development, romotion and franchises. Total liabilities ported were $109,909.34, including $27,834.34 urrent liabilities. Capital stock issued totaled early $240,000 among some 50 stockholders.

Station operates 5-11 p.m. and is 33% com- ercial, FCC was told.

Larkins Named WFAA-TV ales Promotion Manager

HARLES E. LARKINS, formerly assistant les promotion manager of KMBC-AM-TV ansas City, has been named sales promotion anager of WFAA-TV Dallas, Ralph W. Nim- mons, general manager of the ch. 8 station, announced last week.



MR. LARKINS

The appointment is part of an expansion of the station's overall promotion activities, Mr. Nimmons said. Joy Wright will continue to head the WFAA-TV audience promotion department while Mr. Larkins takes charge of the ales promotion functions.

Under the supervision of assistant general anager Terry Lee, the two promotional units lan a heavy advertising and publicity cam- aign in connection with WFAA-TV's power oost to 274 kw, with a new 12-bay antenna, n Sept. 26. Spokesmen said the power in- ease will expand the station's Grade A cov- age area by 69%.

Before joining the KMBC stations approxi- ately two years ago, Mr. Larkins was man- ger of the sales department of the Western ewspaper Union in Kansas City. He was in e Army Air Force during the war and is a ember of SDX, professional journalism fra- rnity.

WSBB Management Changes

ACTIVE management of WSBB New Smyrna Beach, Fla., was assumed Monday by Austin Van Catterton, WMMB Melbourne Fla., general manager and 16 2/3% owner of WSBB, following FCC approval of WSBB's purchase by Mr. Catterton and Washington communications attorneys, Norman E. Jorgensen and Seymour Krieger [B•T, Aug. 9]. Sale price at the time of purchase of the1230 kc, 250 w unlimited facility was reported at $30,000. Mr. Catterton announced these additions to the WSBB staff: Beverly Fleming, formerly WMMB commercial manager, named director of advertising; Janet Boyd, also from WMMB, named woman's editor and Robert Whiteley, from WMOX Meridian, Miss., joins WSBB as chief engineer.

Lebhar of WMGM Named WAAT-WATV(TV) Vice Pres.

BERTRAM LEBHAR JR., who is leaving his post as director of WMGM New York on Aug. 31 after some 15 years with the station [B•T, Aug. 16], last week was named vice president and director of sales for WAAT-WATV (TV) Newark, effective Sept. 1.

In his new post, announced Wednesday by Irving Rosenhaus, president and general manager of Bremer Broadcasting Corp., licensee of WAAT and WATV, Mr. Lebhar will succeed William Crawford, who has resigned.

Mr. Lebhar has been in broadcasting for more than 20 years. He also is well known as sportscaster Bert Lee.



Charles F. Grisham has been appointed Commercial Manager of WABT, Alabama's **Best** in Television, operating with **maximum power** since 1953.

Mr. Grisham, who has been WABT's local sales manager since November, 1953 has extensive background experience in the radio-television field. Before coming to Birmingham from Atlanta he was Sales Manager of WLW-A (formerly WLTV). Prior to that time he was Assistant Program Director for WLW, Cincinnati, Ohio.

Other highlights of his career include: Radio Promotion Manager, The Ralston-Purina Company, St. Louis, Mo., Southeastern Manager, The Edward Petry Company.

A graduate of Alabama Polytechnic Institute at Auburn, Mr. Grisham early displayed outstanding leadership abilities. Active in sports, he was varsity shortstop and a member of the "A" Club. Other honors included: Business Manager of the College newspaper, membership in Omicron Delta Kappa and Spades, honorary leadership fraternities. He also served as an R.O.T.C. cadet Lt. Col. and was a member of Scabbard and Blade, National Military Fraternity.

Mr. Grisham served as a Major of the Field Artillery, U. S. Army during World War II.

ALABAMA'S BEST IN TV

WABT

Represented Nationally By BLAIR TV.

CROSLEY HEADS SET 'GROUP' AD PLANS

EXECUTIVE and sales representatives of Crosley Broadcasting Co. are meeting in Miami Beach, Fla., to consider "an entirely new concept in broadcasting media advertising." This concept is described as "The Crosley Group" plan.

Meetings opened last Wednesday and were to wind up today (Monday). The plan has two main targets: (1) To reach clients with the story of Crosley's three "basic group outlets" [WLWT (TV) Cincinnati; WLWC (TV) Columbus, and WLWD (TV) Dayton, Ohio] plus the two "optional group outlets" [WLWA (TV) at Atlanta and WLW (radio) Cincinnati] before the broadcast budget is given to the timebuyer and (2) to enter into competition for all mass media budget dollars through a carefully planned program.

The Crosley Group plan provides that advertisers must buy time simultaneoulsy in all the component supplements, using the same unit; rates quoted carry a discount reward for quantity buying, and the group is promoted and sold as an individual entity offering one market and one rate.

Harry Mason Smith, Crosley sales vice president, said, "A great amount of money, energy and thought has gone into this campaign. We think that it is a truly great program which will stir up real interest and acceptance for the Crosley Group among the nation's clients."

Crosley's extensive advertising campaign is designed to reach both client and agency. The story of "Wantmanship," emphasizing the movement of products, will be directed toward the clients.

Crosley executives describe the program as "the biggest independent advertising campaign ever directed at the client level." The "Wantmanship" theme is described as "Crosley's ability to sell products for the advertiser through superior talent, merchandising and promotion." The campaign will run at least until yearend, with emphasis on autumn months.

The national sales force will meet with clients personally and specific promotions are planned for each advertiser. Crosley talent will put "real sell" in their messages. Through audience promotion and sales ability of talent, Crosley will "instill in the vast consuming public the 'want' for the client's product." The Crosley merchandising staff will contact all retail outlets to convert "wants" into sales.

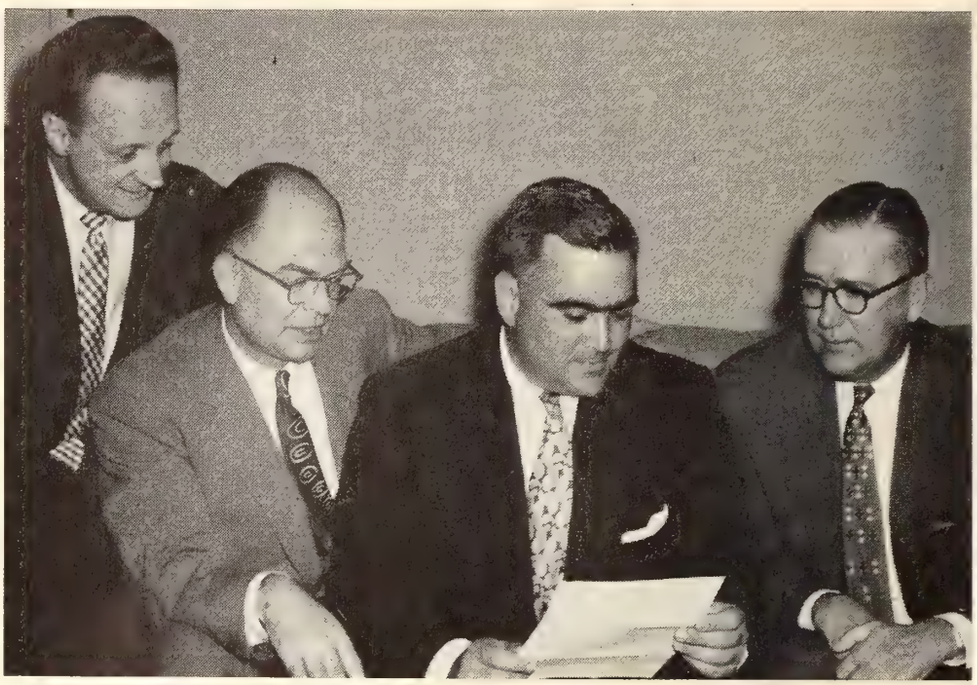
Powley Promoted

ALLAN T. POWLEY, veteran Washington engineer who has handled Presidential pickups and other major events for over a quarter-century, has been named chief engineer of Evening Star Broadcasting Co., operating WMAL-AM-FM-TV Washington. He succeeds Frank Harvey, who has resigned to take a new assignment.



MR. POWLEY

Mr. Powley in 1929 recorded the first sound track of a Presidential inauguration. He handled operation and installation work at WOR New York in the 20s and was master control supervisor at NBC Washington. He has been operations supervisor at WMAL-AM-TV.



KEY BUSINESS policies are discussed by these executives of Time Inc.'s radio-tv properties at a meeting in Denver. L. to r: G. Bennett Larson, president, KDYL-KTVT (TV) Salt Lake City, Utah; Hugh B. Terry, president and general manager, KLZ-AM-TV Denver; Weston C. Pullen Jr., Time Inc., and Wayne Coy, president, KOB-AM-TV Albuquerque.

Fred Chitty, KVAN-KOOS, Dies of Heart Ailment

FRED F. CHITTY, 56, general manager-secretary, KVAN Inc., Vancouver, Wash., and vice president-general manager, KOOS Coos Bay, Ore., died Aug. 6 from a heart attack at the Barnes Veterans Hospital, Vancouver.



MR. CHITTY

Mr. Chitty, who also was well known in the newspaper field, was for 20 years general manager of the *Daily Olympian,* Olympia, Wash., and editor and publisher for several years of the *Eugene* (Ore.) *News.* He joined KVAN and KOOS in 1944 and also served as vice president of KROW Oakland, Calif. All three stations are Sheldon F. Sackett enterprises.

In 1951, Mr. Chitty received the Oregon Press Assn. Grand Annual Radio Award for outstanding service to radio. He was a past president of the Washington State Assn. of Broadcasters and Washington State Allied Daily Newspaper Assn.

He is survived by his wife, a son, two daughters and eight grandchildren.

WGAR Capital Correspondent Target of Extortion Attempt

A SUSPECT charged with trying to extort $20,000 from Kay Halle, department store heiress and Washington correspondent for WGAR Cleveland, is being held by Cleveland police. The suspect, identified by police as James Howard Lett, was held after picking up a dummy package supposed to contain the $20,000 cash.

Miss Halle had gone to Cleveland Aug. 13 to attend the funeral of her father, Samuel Halle, board chairman of Halle Bros. Co. The threatening letter was received the next day. Ann Richards, a detective in the Halle Bros. store, impersonated Miss Halle in the trap that led to capture of the suspect. In 1952 Miss Halle was picked by a national magazine as one of the 10 most beautiful women in Washington.

WRDW-TV Names Hicks As Managing Director

JAMES W. HICKS, long active in Southern broadcasting circles, has been appointed managing director of WRDW-TV Augusta, according to Allan Woodall, Georgia station operator. WRDW-TV is a ch. 12 CBS-TV outlet. Mr. Hicks has been commercial manager of WDAK Columbus and before that had been general manager of WCOS Columbia, S. C., as well as commercial manager of WGST Atlanta.



MR. HICKS

WNYC Backs Tv Plans

SEYMOUR N. SIEGEL, director of municipally owned WNYC New York, went before the city's planning commission last week to ask that the past two years' $380,000 allocation for construction of a television station be continued in the new 1954-55 capital budget. The allocation had been made in previous budgets in anticipation of a tv grant from FCC, which issued the city a construction permit for a ch. 13 noncommercial station last May.

Two W. Va. Tv Outlets To Offer Joint Service

A NOVEL "consolidation" of a vhf with a uhf station was announced last week.

In what is believed to be the first such instance of its kind, ch. 49 WKNA-TV Charleston, W. Va., owned by Joseph L. Smith Jr., and ch. 4 WOAY-TV Oak Hill, W. Va., owned by Robert R. Thomas Jr., will link operations, effective Sept. 20 when WOAY-TV begins commercial operations. They will become a basic ABC affiliate. Mr. Smith's station (WKNA-TV) has been operating since last Sept. 17.

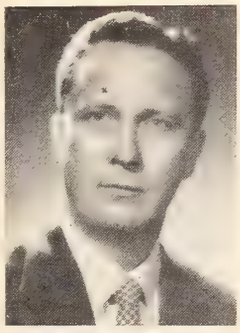
The linked operation is designed to bring maximum service to West Virginia viewers and maximum value to national spot advertisers, it was said.

The stations reportedly will be sold at a combined rate based on $300 for Class A hour time. Neither station will be sold separately, spokesmen emphasized. Weed Television will be exclusive national sales representatives for the operation.

Simultaneous programming will emanate from both transmitters: WKNA-TV's operating with 22.5 kw in Charleston and WOAY-TV operating from Oak Hill with a maximum power of 100 kw. A local loop will be maintained between both transmitters. Approximate distance between the two cities is 35 miles.

C. P. Persons Jr. Appointed KOTV (TV) V. P.-Gen. Mgr.

APPOINTMENT of C. P. Persons Jr., formerly vice president-manager of WABT (TV) Birmingham, Ala., as vice president - general manager of KOTV (TV) Tulsa, Okla., effective Sept. 1, has been announced by C. Wrede Petersmeyer, president of licensee KOTV Inc. In making the announcement, Mr. Petersmeyer said that he will continue as president of KOTV Inc. and Dick Campbell will remain as station manager. KOTV, basic CBS affiliate in the Tulsa area, has been on the air since 1949 and was purchased recently by J. H. Whitney & Co.



MR. PERSONS

Freed Signed by WINS

ALAN FREED, disc jockey on the *Moondog House* program on WJW Detroit for the past three years and known as "King of the Moondoggers," has been signed by WINS New York for approximately 24 hours of programming per week and also will be syndicated nationally by recordings, Robert J. Leder, executive vice president and general manager of WINS, announced last week.

Starting Sept. 7 his rhythm-and-blues records programs will be presented on WINS Mondays through Saturdays, Mr. Leder said. He reported that the national syndication plan offers one-hour and three-hour programs daily and said six stations, including WJW, already had been sold. Under a percentage-plus-minimum-guarantee, Mr. Leder said, Mr. Freed should receive from $75,000 to $100,000 annually.

WFMT (FM) to Triple Power

WFMT (FM) Chicago plans to triple its power from 8.34 kw to 28 kw and move its operation to a new location by Sept. 15, the station has announced. At the same time it was revealed that the "culture" station has raised $16,000 thus far in listener contributions enabling it to remain on the air through the summer.

The station, which programs serious music, poetry, discussion and drama exclusively, plans to move from present quarters at 4000 W. Washington Blvd. to 221 N. LaSalle St. Operating on 98.7 mc, it hopes to boost its listening range, with a new antenna of 571 feet and a 5 kw RCA transmitter, to include South Bend, Milwaukee and other points. It will operate from 6 p.m. to 1 a.m. weekdays and 3 p.m. to 12 midnight Sundays.

WMAQ, WNBQ (TV) Report Boom in Spot, Local Sales

NATIONAL spot and local sales business is booming at WMAQ and WNBQ (TV) Chicago, with new highs reached for the NBC o&o outlets during the first six months of 1954, it was announced last week by Charles V. Dresser, sales director of the outlets.

WNBQ showed a 33.7% gain in income compared to the first half of last year, taking into account frequency discounts, facilities charges and other factors, while radio sales of WMAQ came off 13.4% better than in January-July of 1953, on the same basis.

Accounting for the boost on the television side was a 47% increase in local sales and a gain of 24% for national spot. Accounting for the jump in radio was an increase of 19% in national spot and 5% in local sales.

KMAC - KLBS

reach more people (*) than live in

- Chicago
- Boston
- Philadelphia
- Los Angeles or Cleveland
- Detroit
- Seattle
- St. Louis

KMAC 27 YEARS OF SERVICE
HOWARD W. DAVIS, Owner
SAN ANTONIO, TEXAS
5000 WATTS
ON 630

KLBS 610 on Every Dial
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
HOUSTON, TEXAS
5000 WATTS
ON 610

* 4,135,752 people in the 0.5 MM contour

The Biggest Buy in the Biggest State!



Ask the Walker Representation Co., Inc.

Grisham to Head Sales At WABT (TV) Birmingham

CHARLES F. GRISHAM, local sales manager of WABT (TV) Birmingham, Ala., since November 1953, has been appointed commercial manager, the station announced last week.

Prior to joining WABT, Mr. Grisham was sales manager of WLWA (TV) Atlanta and assistant program director, WLW Cincinnati. During his earlier career he was radio promotion manager, Ralston-Purina Co., and southeastern manager, the Edward Petry Co., station representation firm.



MR. GRISHAM

It was announced earlier by the station that C. P. Persons, WABT vice president-manager, had resigned to accept a similar position at KOTV (TV) Tulsa (see separate story, page 55).

Fetzer Promotes Three At WKZO-AM-TV Kalamazoo

THREE key staff appointments at WKZO-AM-TV Kalamazoo, Mich., were announced last Tuesday by the Fetzer Broadcasting Co., stations' licensee.

Carl E. Lee, Fetzer's managing director, announced the promotion of O. T. Gaston, radio account executive for seven years, to radio administrative assistant to the managing director; Robert Dye from head of radio-tv production to promotion director for WKZO-AM-TV, and Donald DeSmit from sales director to sales manager of WKZO-TV.

Clarke Brown Co. Adds Six; Names Peranni Houston Mgr.

ADDITION of six stations to the list of those represented by Clarke Brown Co., Dallas, has been announced by the company. Simultaneously, the appointment of Andrew E. Peranni as manager of the Houston office was announced. Mr. Peranni formerly was with the sales department of WAFB-TV Baton Rouge.

Stations added were KTRH Houston, WMPS Memphis, Tenn., KLIF Dallas, KNOE-AM-TV Monroe, La., and WNOE New Orleans.

KPTV (TV) Sets New Rates

KPTV (TV) Portland, Ore., has issued Rate Card No. 4 which establishes a new time period, Class AA, and new rates for classes A, B, C and D. Class AA, extending from 7:29 p.m. to 10:31 p.m., will cost $120 for a 20-60 second announcement. The new card, effective Sept. 1, will not affect present station advertisers until March 1, except station break advertisers who are protected until Dec. 1.

KPTV on Sept. 1 will increase its power to 204 kw, boosting its present power more than 12 times, according to the station.

KLPW Construction Underway

KLPW Union, Mo., near St. Louis, reports that construction has begun on its tower and that it expects to be on the air this month. The 1220 kc outlet, owned by Les Ware, former general manager of KXLW St. Louis, will be managed by Norb Moore.

Scraping the Sky

CONSTRUCTION of KWTV (TV) Oklahoma City's new tower has passed the high of 1250 ft. (approximate height of the Empire State Bldg.) and now stands at 1290 ft., Edgar T. Bell, executive vice president, has announced. The structure with antenna, due to be completed this month, will measure 1572 ft. Target date of Oct. 1 has been set for operation of the new tower coupled with increase in effective radiated power to the maximum 316 kw.

WGMA to WKDN Group

SALE of WGMA Hollywood, Fla., by Roy M. Greene to South Jersey Broadcasting Co. (WKDN Camden, N. J.) for $25,000 plus assumption of certain obligations was announced last week. Sale was arranged through Allen Kander, station broker, and is subject to FCC approval. WGMA operates on 1320 kc with 500 w daytime. Ranulf Compton is president and Gordon Giffen, general manager, of 1 kw daytimer WKDN (on 800 kc). Sale bid has been filed with FCC.

Ray Ryan Dies

FUNERAL services were held Aug. 10 for Ray Ryan, who owned and operated WCNC Elizabeth City, N. C. Mr. Ryan died of a broken neck received in a swimming accident near his home at Elizabeth City. From 1948 until last year he was sales manager and announcer, WFLO Farmville, Va. He is survived by his wife and two sons.

WJAR-TV Construction Starts

CONSTRUCTION has begun on the new 1,059-foot tower of WJAR-TV Providence, R. I., at Rehoboth, Mass., it was announced last week, with completion date set at Nov. 1. A new 50 kw transmitter and antenna will boost the ch. 10 station's effective radiated power to 316 kw. WJAR-TV is presently operating with 225 kw.

STATION PEOPLE

Arthur L. Gray, sales and operations manager, WIRK-TV West Palm Beach, Fla., to WITV (TV) Fort Lauderdale, Fla., as general manager.

William Wiggins, formerly account executive, Tri Arts Studio, L. A., to WTOP Washington as promotion and advertising director, succeeding Warren J. Boorom, appointed assistant local promotion manager, BAB, N. Y. [B•T, Aug. 16].



MR. WIGGINS

Aaron Bloom, account executive, KGO San Francisco, promoted to sales manager.

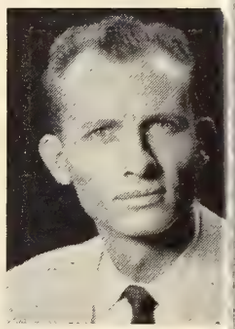
Bob Walton, manager, WJBS DeLand, Fla., to WTWO (TV) Bangor, Me., as local sales manager.

Dale Baum, WJTV (TV) Jackson, Miss., to WTVD (TV) Durham, N. C., as film buyer.

Ralph Andrews, film programming director, WCAN-TV Milwaukee, to WBKB (TV) Chicago in similar capacity, succeeding **George C. Rice,** who moves to WABC-TV New York a film director.

Trent Christman, Gillham Adv., Salt Lake City to KONA (TV) Honolulu, as program manager; **Gene Terrell,** assistant to executive producer, KNBH (TV) Los Angeles, to station a promotion-publicity manager.

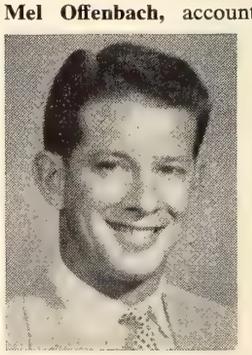
Jack L. Wrenn, administration staff, Burlington Mills, Burlington, N. C., to WSAZ-TV Huntington, W. Va., as sales representative; **Lawrence H. Rogers,** news director, WEAU-TV Eau Claire, Wis., to station as announcer.



MR. WRENN

Don Murdock, WTRF-TV Wheeling, W. Va., promoted to continuity chief, succeeding **Robert R. Ragase,** deceased.

Mel Offenbach, account executive, and **Le Castaneda,** announcer, both KNGS Hanford, Calif., appointed sales manager and program director, respectively.



MR. OFFENBACH

James A. Mount formerly sales manager, KEX Portland Ore., to KGW same city, as commercial manager.

Ervin Pinkston, sales staff, Carpenter Paper Co., Chicago, to KRNT Des Moines a account executive.

Johnny R. Holmes, radio-tv specialist, Army Home Town News Center, Kansas City, Mo. to KSWM-TV Joplin, Mo., as sports director upon release from active duty.

John Paley, Hollywood promotion and publicity specialist, appointed promotion and publicity director, KUAM Agana, Guam, headquartered in Hollywood.

John F. Hartry, promotion supervisor, CFPL London, Ontario, promoted to public service and market research director, CFPL-AM-TV **Harvey M. Clarke,** advertising manager, Capitol Records of Canada Ltd., Toronto, succeeds Mr. Hartry.

Paul R. Litt to sales dept., WTVI (TV) St. Louis

Norman Nesbitt, freelance Hollywood radio-t announcer-personality, to KOA-AM-TV Denve in similar capacity.

Warren Sandy, accountant, KNBH (TV) Hollywood, father of boy, Warren Jr.

Jack Harris, WBAP-TV Fort Worth, father o boy, Jack Harris Jr.

Bill Tusher, commentator, KBIG Avalon, Calif father of girl, Claudia Scott.

Robert Beebe, account executive, WHLI Hempstead, L. I., N. Y., father of girl, Deane Robin

Mort Hall, continuity director, WBBM Chicago father of boy, James.

Jim Reid, sports announcer, WPTF Raleigh N. C., father of girl.

Freeman Cherry, 42, sales manager, WKA Glasgow, Ky., died.

Richard Lifvendahl, 26, salesman, KOVR (TV Stockton, Calif., died July 30.

NAEB SCHEDULES NEW YORK MEETS

PLANS for the National Assn. of Educational Broadcasters' educational television engineering workshop to be held in New York Oct. 19-27 and NAEB's 30th annual convention Oct. 27-30 also in New York were announced simultaneously last week.

Feature of the convention will be a talk at the Oct. 28 luncheon by FCC Chairman Rosel H. Hyde.

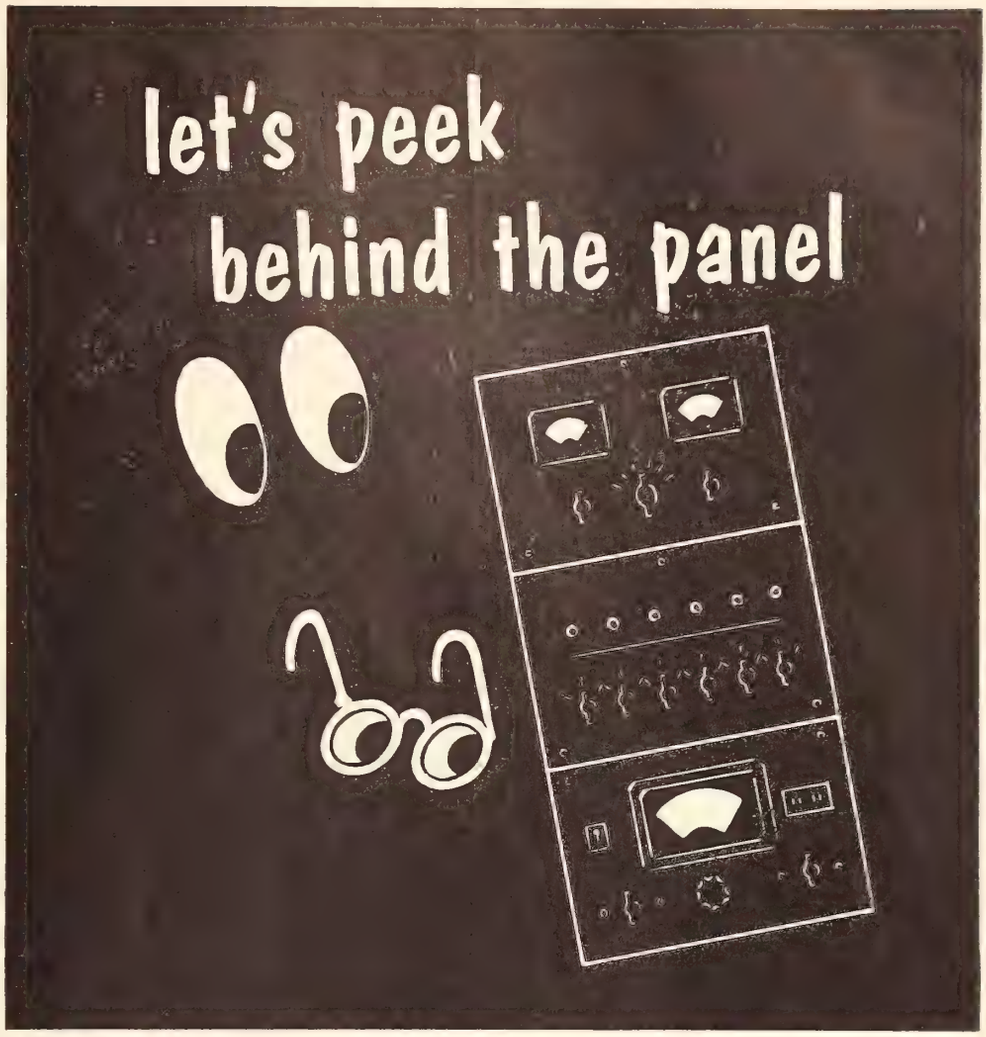
Engineers attending the workshop will tour RCA's plant at Camden, N. J., the first two days; the General Precision Labs at Pleasantville, N. Y., the next two days (Oct. 21-22); the DuMont Telecenter in New York the morning of Oct. 23, and the Empire State Bldg. multiple transmitter location that afternoon. Regular sessions start on Oct. 24 at 2 p.m. at New York's Hotel Biltmore, when delegates meet with NAEB officers and directors. On Oct. 25 delegates will visit Allen B. DuMont Labs in Clifton, N. J., for technical sessions and equipment demonstrations. The next morning, members attend a session at NBC studios and similarly an afternoon session will be held at CBS.

Reports will be organized the morning of Oct. 27, the remainder of that day devoted to a luncheon and tour of United Nations radio and tv communication facilities. Convention exhibits will be on display.

The convention will get down to business the morning of Oct. 28, followed by Chairman Hyde's speech; a workshop session at WNYC New York studios that afternoon; more workshop sessions the morning of Oct. 29 after which NBC will give a color demonstration and CBS will present a tv rehearsal on use of cameras and lighting. NAEB holds its annual banquet that night at the Biltmore.



The *Milwaukee Journal*, licensee of WTMJ-AM-TV there, turned its Radio City newsroom and studios into classrooms for 24 students and faculty members of the Television News Institute of Northwestern U.'s Medill School of Journalism. Inspecting a reel of newsfilm are (l to r) Professor Baskett Mosse, Northwestern radio-tv department chairman; Jack E. Krueger, WTMJ news editor; Roger Pihl, radio-tv director, St. Lawrence U., Canton, N. Y.; John Patterson, assistant news editor, WDBJ Roanoke, Va., and Ronald Bledsoe, WLAC-TV Nashville.



. . . and see why the
Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

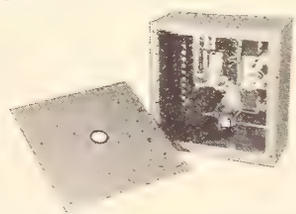
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust Type RI-108-5 Tower Lighting Unit

Like other Rust accessory units, RI-108-5 Tower Lighting Unit is complete and self contained. It offers an extra feature in that it not only meters lighting current but *controls* lights at the option of the operator. Its control feature can over-ride the time-clock or photocell for civil defense emergencies or other purposes. With Rust, there's "*an extra with every accessory*". Send for Brochure showing what you get when you buy the Rust System.



the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

Detroit Educ. Tv

MORE THAN $400,000 of a $1.4 million goal has been raised by the Detroit Educational Television Foundation, permittee of ch. 56 WTVS (TV) there for operation of the station. WTVS will begin closed circuit operations this fall and regular telecasts near the end of the year. The foundation, which is composed of civic, cultural and educational groups, already has ordered equipment for a limited-scale operation pending collection of the remaining funds.

Teachers Workshop to Hear Of Radio-Tv Ad Techniques

RADIO-TV advertising techniques will be among subjects scrutinized during the coming two weeks by 64 Los Angeles City school teachers participating in the fourth annual Teachers Advertising Workshop, sponsored by Hollywood Advertising Club, Los Angeles Advertising Club, Los Angeles Advertising Women Inc. and Advertising Assn. of the West.

Broadcast advertising practices will be described by a panel consisting of Robert J. McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and president, Southern California Broadcasters Assn.; Norman Ostby, vice president in charge of station relations, Don Lee Broadcasting System, that city; Dorothy Brown, continuity acceptance editor, ABC-TV there; George Moscovics, manager of tv development, KNXT (TV); Rodney Voight, assistant to director of press information, CBS Radio there, and Andrew C. Love, producer, NBC Hollywood.

In another panel, Jack O'Mara, director of research and promotion, KTTV (TV) Hollywood, will describe advertising research procedures.

NAEB Holds Tv Workshop At Michigan State College

THIRTY educators and educational tv directors will participate in a tv production workshop to be conducted by the National Assn. of Educational Broadcasters at Michigan State College, East Lansing, from Aug. 22 to Sept. 11.

The workshop is designed to provide knowledge and experience in various phases of television, including directing, writing and producing. Expenses of the clinic and its participants will be defrayed by NAEB.

The Illinois Institute of Technology announced last week that Dr. Henry W. Knepler, assistant professor of English there, would be one of the participants. Dr. Knepler has appeared on numerous educational tv programs over Chicago stations and is director of the school's dramatic group.

EDUCATION PEOPLE

Dr. Robert D. Leigh, director of communications study, Columbia U., appointed acting dean of Columbia U.'s School of Library Service, effective in September.

Peter Goelet, formerly director, WGNY Newburgh, N. Y., appointed national advisor to educational KTHE (TV) Los Angeles *Families Are First* panel discussion program.

CBS-TV PLANS 3 COLOR SHOWS PER WEEK

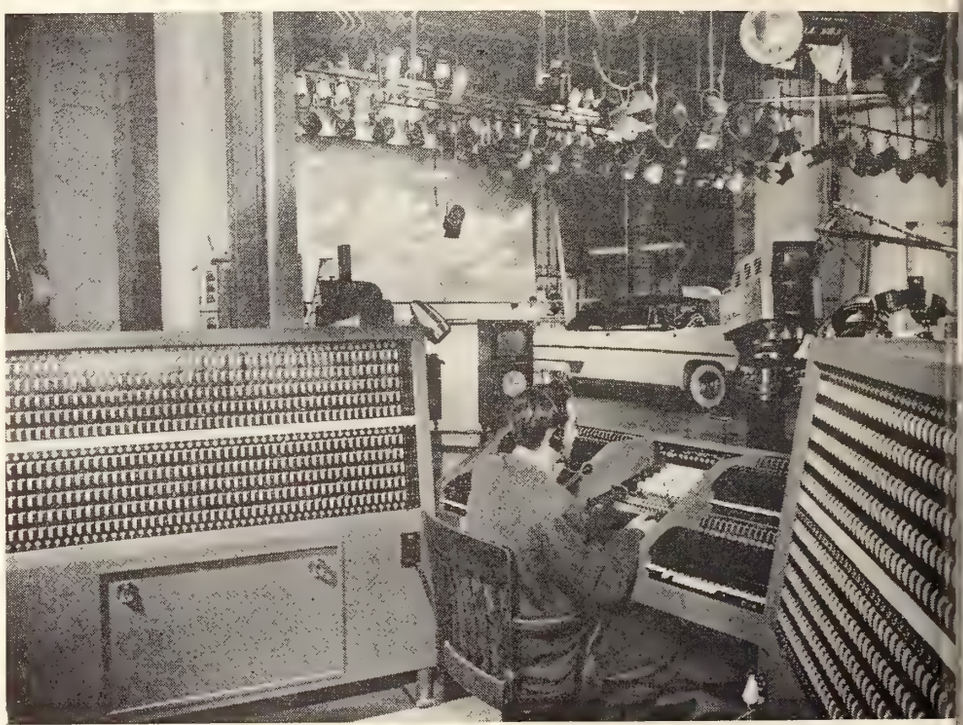
Network's new Studio 72 has been remodeled especially for color. Stage lighting proves to be major undertaking.

AS PART of its new policy offering three or more tv shows in color each week between Aug. 22 and April 6, 1955, CBS-TV last week was preparing to launch its first color show from its new Studio 72, especially remodeled for color productions.

The initial color telecast from Studio 72 was to be Ed Sullivan's *Toast of the Town* yesterday (Sunday, 8-9 p.m. EDT).

Meanwhile, CBS-TV released an up-to-date schedule of its color broadcasting plans for the approaching season. The list encompasses some 75 colorcasts during the Aug. 22-April 6 period, including five film programs.

The remodeled Studio 72 is at the site of the former RKO 81st St. Theatre in New York.



THIS ORGAN-LIKE CONSOLE will control the elaborate lighting for color tv productions at CBS-TV's New York Studio 72. The operator is seated at an Izenour board which pre-sets light cues and stores them in "memory boxes." The board controls 500 individual stage-lighting fixtures. The studio was inaugurated yesterday (Sunday).

CBS-TV said it expected more than 50 regular network shows would be telecast in color from the studio this season. More than 20 other shows will originate in CBS Television City, Hollywood.

In revamping the stage for color, lighting proved to be a major undertaking. Initial plans called for installation and hanging of 500 individual lights, ranging from 750 to 5,000 w each. The roof was unable to sustain the weight, thus requiring a 75-ft.-long, 36-inch steel beam to be installed overhead, 22 feet above the stage. Any type of action can be spotlighted from the grid. The lighting operation required 33 tons of steel and 35 miles of copper wire.

Other projects involved widening the stage to the full width of the building, and a doubling of its depth. It can utilize eight cameras. Other cameras are housed in the balcony which also accommodates sound-effect equipment and large spotlights and provides room for as many as 19 members of a musical group.

Another feature is the Izenour board, firs used in CBS Television City, Hollywood, whic is electronically operated, permitting one tech nician to control all 500 stage lights, and eve to pre-set lighting combinations for actio sequences.

The CBS-TV color schedule includes *Best o Broadway,* sponsored by Westinghouse Electri Corp. to be presented on Wednesday nights onc a month (10-11 p.m. EDT), and Chrysle Corp.'s once-a-month *Shower of Stars* ever fourth Thursday at 8:30-9:30 p.m. (also se story page 28). Rest of the programs ar regularly scheduled CBS-TV shows to be colo cast on a rotating basis. In the following lis those marked with asterisk (*) will originat from the West Coast; the rest from Studio 7 The schedule:

August—Aug. 22, *Toast of the Town;* 2

Big Payoff; 31, *Danger.*

September—Sept. 7, **Life with Father;* *Love of Life;* 14, **Meet Millie;* 15, *Best Broadway;* 19, *What's My Line?;* 25, **My F vorite Husband;* 30, *Jane Froman Show;* 3 *Chrysler show: *Shower of Stars.*

October—Oct. 4, *Garry Moore Show; Burns and Allen;* 13, *Best of Broadway;* 1 *Studio One;* 18, **Bob Crosby Show;* 23, *Two f the Money;* 25, *December Bride;* 28, *Chrysl show: *Shower of Stars;* 29, *Mama.*

November—Nov. 1, *Arthur Godfrey's Tale Scouts;* 4, **Art Linkletter's House Party; Art Linkletter's House Party;* 5, *Perry Con Show;* 10, *Best of Broadway;* 14, *You A There;* 14, **Jack Benny Show;* 17, *Search f Tomorrow;* 19, *Line-Up;* 21, *You Are The* 24, *Godfrey & His Friends;* 25, *Chrysler sho *Shower of Stars;* 27, **That's My Boy;* 28, *C leste Holm Show; Jo Stafford Show*—date to announced.

December—Dec. 1, *Valiant Lady;* 2, *Valia*

in SAN FRANCISCO



THE LITTLE RASCALS

TOPS ALL MULTI-WEEKLY SHOWS

Regardless of Day, Hour or Type of Program

(5-5:30 P. M. • KRON-NBC)

ARB - July '54

The Greatest All-Around Audience Puller on TV!

Interstate TELEVISION CORPORATION

OTHER OFFICES:

CLEVELAND: 1268 Winston Rd., S. Euclid, O. EVergreen 1-0531

ATLANTA: Room 401 Georgia Savings Bank Bldg. - LAmar 2036

DETROIT: 2310 Cass Ave. WOodward 1-2992

DALLAS: 304 S. Harwood St. PRospect 1658

DES MOINES: 1115 High St. Phone 3-4117

TORONTO: Sterling Films, Ltd. King Edward Hotel

Lady; 6, *I Love Lucy;* 7, **Red Skelton;* 8, *Best of Broadway;* 11, *Beat the Clock;* 13, *Arthur Godfrey Time* 14, **Meet Millie;* 19, *Fred Waring Show,* 23, *Chrysler show: *Shower of Stars;* 26, *Omnibus;* 30, *Guiding Light.*

January, 1955—Jan. 4, **Life with Father;* 5, *Best of Broadway;* 7, *Douglas Edwards News;* 8, **My Favorite Husband;* 10, *Douglas Edwards News;* 11, *Douglas Edwards News;* 12, *Douglas Edwards News;* 15, *Jackie Gleason Show;* 18, *Strike It Rich;* 20, **Chrysler show: Shower of Stars;* 21, *On Your Account;* 24, *Robert Q. Lewis Show.*

February—Feb. 2, *Best of Broadway;* 5, *Two In Love;* 9, *I've got a Secret;* 13, *What's My Line?;* 16, *Sports Spot;* 17, *Chrysler show: *Shower of Stars;* 21, *Morning Show;* 27, *Sunday News Special.*

March—March 2, *Best of Broadway;* 4, *Brighter Day;* 9, *Portia Faces Life;* 11, *Secret Storm;* 16, *Chronoscope;* 17, *Chrysler show: *Shower of Stars;* 18, *Our Miss Brooks;* 24, *Name That Tune.*

April—April 6, *Arthur Godfrey & Friends.*

Color to Riches

THE POT of gold at the end of the "color" rainbow on *Toast of the Town* yesterday (CBS-TV, Sunday 8-9 p.m. EDT) was $3 million worth of furs and jewels which were to bedeck the shapely dance group known as the "Toastettes." Chinchilla, sable, mink, ermine and fox appeared in full color along with $2½ million worth of jewelry. Outstanding single piece of glitter was a 127-carat emerald-cut diamond worn on a chain of diamond baguettes, valued at $1 million. The diamonds and furs were loaned to the Ed Sullivan show by Harry Winston Inc. and Fredrica Furs.

CBS, NBC-TV Expect Big Turnout at Meets

HEAVY attendance is expected at NBC-TV and CBS Radio affiliate meetings scheduled for Chicago during a three-day period starting a week from tomorrow (Tuesday) [B•T, Aug. 16].

Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the Affiliates Advisory Board, reported last week that the CBS Radio group already had acceptances from at least 260 people, representing 125 stations, and that assurances had been received from many others.

NBC-TV authorities said officials from at least 150 of its 200 station affiliates were expected to attend the NBC-TV sessions.

The CBS Radio group also revealed further agenda plans. Mr. Brown will give the opening talk at the first session at the Edgewater Beach Hotel, Sept. 1.

After Mr. Brown's opener, talks will be given by CBS Radio executives including Adrian Murphy, president; John Karol, vice president in charge of network sales; Lester Gottlieb, vice president in charge of network programs; Sig Mickelson, vice president of CBS Inc. in charge of news and public affairs; George Bristol, director of sales promotion and advertising, and Charles Oppenheim, administrative manager, sales promotion and advertising.

CBS Inc. President Frank Stanton will speak at the final luncheon session of the CBS Radio affiliates on Sept. 2.

Other than the business sessions, where the

in LOS ANGELES



THE LITTLE RASCALS

TOPS EVERY OTHER SHOW

ON ALL 7 CHANNELS

(5:30 to 6 P. M. • KNXT-CBS)

ARB - JULY '54

The Greatest Gang of Kid Comics on Film!

Interstate TELEVISION CORPORATION

NEW YORK: 1560 Broadway PLaza 7-3070

HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181

CHICAGO: 1250 S. Wabash WAbash 2-7937

bulk of network-station relations policy will be talked over, CBS Radio affiliates will be invited to see a display of local station promotion assembled by a special committee headed by Don Davis, KMBC Kansas City. The display will be on the balcony of the Grand Ballroom of the Edgewater.

The banquet that evening will feature entertainment by Robert Q. Lewis, m.c.; Edgar Bergen & Charlie McCarthy; Peter Lind Hayes & Mary Healy; Frank Parker & Marion Marlowe of the Arthur Godfrey shows; Hal Leroy, and Mahalia Jackson. Two separate sessions will be held on the morning of Sept. 2, one for station owners and managers, and dealing with management affairs, and one for promotion people.

NBC-TV affiliates will confer with officials of that network, headed by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, at the Drake Hotel on Aug. 31 and Sept. 1.

LAWRENCE, DIGGES PROMOTED AT CBS

WCBS-TV General Manager Craig Lawrence will head tv station administration. He is succeeded by Digges, former tv spot sales chief.

PROMOTION of Craig Lawrence from general manager of CBS-owned WCBS-TV New York to the new post of director of station administration for the CBS Tv Division was announced last week by Merle S. Jones, CBS-TV vice president in charge of stations and services.

Sam Cook Digges, general sales manager of CBS Television Spot Sales, was named to succeed Mr. Lawrence as general manager of WCBS-TV, and George Clark, eastern sales manager for Television Spot Sales, to replace Mr. Digges as general sales manager of the tv spot sales department. Mr. Jones said a replacement for Mr. Clark would be announced shortly.

Mr. Lawrence's new post as CBS-TV director of station administration was "created for the purpose of making the services of the entire CBS Television organization readily available to the company-owned stations, particularly in the areas of programming, public service sales, sales promotion and research," Mr. Jones explained.

Mr. Lawrence, general manager of WCBS-TV since February 1952, formerly supervised the operations of KSO and KRNT Des Moines, WNAX Yankton, S. D., WHOM Jersey City (now New York) and WCOP Boston. In 1942 he was named a vice president of Cowles Broadcasting Co. and executive vice president of its subsidiaries, Atlantic Broadcasting Co. and Massachusetts Broadcasting Co.



MR. LAWRENCE



MR. DIGGES

Mr. Digges joined CBS in April 1949 as an account executive in the newly-established television department of Radio Sales; transferred to Chicago in January 1950 as tv manager of the Radio Sales office there; became eastern sales manager of CBS Television Spot Sales in January 1952, and was promoted to general sales manager of the department in December 1952.

Mr. Clark, who joined CBS in 1938 at KNX Los Angeles, transferred to New York as a CBS Television Spot Sales account executive in 1952, and was made eastern sales manager a few months later.

'Johnny' Is Much Alive

THE CELEBRATED living trademark of Philip Morris cigarettes—"Johnny"—is very much alive, healthy and just returned from a summer vacation. The tobacco firm immediately circulated a disclaimer after erroneous reports were carried by news wire and printed nationally that "Johnny" was dead [At Deadline, Aug. 16]. The original "Johnny," who is on radio and tv and who appears in the company's advertising and promotions, is beginning his 22d year as PM's living trademark. News of his death was traced to reports that Anthony H. Boris, who died Aug. 12 in Grand Rapids and who was a "Johnny" understudy from 1939 to 1947, was the original.

CBS Appoints Three To Combined News Unit

IN LINE with the consolidation of the news and public affairs departments of CBS Radio and CBS-TV into a single unit [B•T, Aug. 16], Sig Mickelson, CBS vice president in charge of the department, last week announced the appointments of Edward P. Morgan as director of news; Irving Gitlin, director of public affairs, and Elmer Lower, director of special projects. Personnel will function in both the radio and television fields.

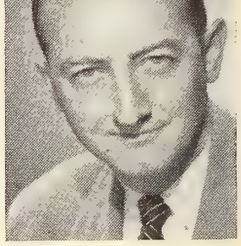
Mr. Morgan will supervise all news programs and a central news desk that will make assignments to correspondents and cameramen both in the U. S. and abroad. He has been with the New York staff of CBS News since 1951 and previously had served for four years as a roving correspondent for *Collier's* magazine. His prior experience included work as a war and foreign correspondent in Europe for the *Chicago Daily News* and as a reporter for the United Press and the *Seattle Star*.

Mr. Gitlin will have charge of public affairs broadcasts, including special events, discussion programs, educational and religious presentations, talks and documentaries. He joined CBS Radio in 1946 as a science reporter, and since then has produced many documentaries. Currently he is preparing the forthcoming educational series, *The Search*.

In his new post, Mr. Lower will be responsible for special program units, combined operations involving both news and public affairs and other activities not falling specifically in either the news or public affairs areas. He became associated with the network last year in Washington as director of news and public affairs for CBS-TV. From 1951 to 1953 he was with the office of the United States High Commissioner for Germany, his last post being chief of the information division in Bonn, Germany. Previously he had served as chief correspondent for *Life* magazine in Paris and the Far East and with the Associated Press and the United Press.

SHURICK SUCCEEDS SNYDER AT CBS-TV

EDWARD P. SHURICK, manager of CBS-TV's network sales development, has been named to succeed Clarke A. (Fritz) Snyder as the network stations relations director. Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week.



MR. SHURICK

Mr. Snyder reportedly is negotiating for a station management post [Closed Circuit, Aug. 2].

Mr. Shurick, a 22-year broadcasting business veteran, has been with CBS since 1950, when he became market research counsel of CBS Radio. In 1951 he was made account executive in CBS-TV sales and a year later was named to the sales post he occupied before his new appointment.

Advertising manager for KMBC Kansas City from 1942-47, Mr. Shurick left this position to become for three years promotion-research director and an account executive with Free & Peters, station representative. Among his broadcast associations before 1942, Mr Shurick was in sales with Intermountain Network and had been with Addison Lewis Adv. Minneapolis.

NBC-TV Sells $6 Million In Daytime Tv Business

SIGNING by NBC-TV in the past two weeks of nearly $6 million in new business for daytime television was announced last week by George H. Frey, NBC vice president in charge of television network sales. A total of 10½ quarter hour periods per week, purchased by four advertisers, is included in the sales.

Colgate-Palmolive Co., Jersey City, has bought the 4:45 p.m. and 12:30-12:45 p.m. EST period, with its commercial messages during both time spots to be seen Monday, Wednesday and Friday one week and Tuesday and Thursday the next week. The order is effective Oct. 1. The programs have not been selected as yet.

Serutan Co., Newark, will sponsor *One Man's Family* (3:30-3:45 EDT) on a Monday-Wednesday-Friday and Tuesday-Thursday alternate week schedule, starting Sept. 17. The agency is Edward Kletter Assoc., New York.

Miles Labs., Elkhart, Ind., has purchased 1 minutes each of *Three Steps to Heaven* (Mon.-Fri., 10:45-11 a.m. EST) and *Concerning Miss Marlowe* (Mon.-Fri., 3:45-4 p.m. EST), starting the week of Sept. 27. Agency is Geoffrey Wade Adv., Chicago.

The Sweets Co. of America, Hoboken, N. J. has ordered 13 participations on *The Pinky Lee Show* (Mon.-Fri., 5-5:30 p.m. EDT), starting Sept. 7.

CJCB-TV Joins CBS-TV

CJCB-TV Sydney, N. S., Canada, joins CBS-TV as a secondary affiliate Sept. 1, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. The ch. 4 station is an independent but represented by the Canadian Broadcasting Corp. Walter Powell is CJCB-TV's commercial manager.

Tv Plays Make Stage

TELEVISION is providing dramatic material for the theatre and motion pictures. The Theatre Guild announced last week that three of the plays it produced this past season for ABC-TV's *United States Steel Hour* soon will become stage properties. The plays are "Welcome Home," by N. Richard Nash; "Garden in the Sea," based on a Henry James story called "The Aspen Papers," which was adapted for tv by Michael Dyne, and "Fearful Decision" by Richard Maibaum and Cyril Hume. Previously the Guild had announced that two other plays it produced for the *Steel Hour*—"POW" by David Davidson and "The Last Notch" by Frank Gilroy—would become motion picures.

ABC-NCAA Grid Slate To Go as 'Per Game'

ABC-TV currently is pitching its NCAA 13-week fall football schedule to national advertisers on a "per game" basis, with the promise of at least a 90-station slate, it was learned last week.

There had been some interest among regional advertisers in the telecasts, but this possibility reportedly has been scrapped.

The agreement with NCAA previously obviated any likelihood of the contests being sold on a co-op basis, with local or regional advertisers coming in on a participation premise. At the time the schedule was announced ABC-TV indicated the schedule would be made available to national and regional advertisers [B•T, Aug. 2].

Under the present approach, a national advertiser would have a choice of any game on the schedule—first come, first served. If he picked a "premium" game, such as Notre Dame vs. Southern Methodist, he would be required to sponsor one other nationally-televised game of lesser interest. In the case of a lesser "premium" contest, he would be asked to pick up the tab for perhaps two additional games. The advertiser would sponsor the entire telecast on a national basis, it was understood.

Several potential national advertisers have been under consideration as ABC-TV seeks to make its pitches in New York, Chicago and Hollywood. The regional plan fell by the wayside, it was indicated, because of insufficient interest. Multiple sponsorship of any games or spot participation is not now being considered, it was stressed.

ABC Radio network plans to offer its schedule of 12 collegiate games as a co-op deal for local sale, it was announced in New York Wednesday. The schedule involves 18 teams on a slate starting Sept. 18, some of the teams being those also on the NCAA tv grid schedule.

'Kukla & Ollie' Shift From NBC-TV to ABC-TV

THE OFT-REPORTED shift of *Kukla, Fran & Ollie* from NBC-TV to another network became official last week with separate announcements by ABC Central Div. and creator Burr Tillstrom that the "Kuklapolitans" will start a nightly across-the-board series on WBKB (TV) Chicago and WABC-TV New York beginning Sept. 6.

The award-winning series, which has been on television for seven years, will be telecast by the ABC o&o stations each evening 6-6:15 p.m. and be carried on a limited ABC network at the outset, according to present plans, with Gordon Baking Co. (Silvercup bread) as sponsor under a 13-week contract. Agency is D'Arcy Adv. Co. Completion of negotiations with Mr. Tillstrom was confirmed by ABC Chicago officials Thursday.

MUTUAL, ABC NETWORKS PLAN ELECTION COVERAGE

Impressive line-up of newsmen will be used by networks to report and analyze the Nov. 2 returns on U. S. voting.

PLANS were announced last week by Mutual and ABC Radio and ABC-TV for comprehensive coverage of the 1954 election returns on Nov. 2, at which time the issue of control of Congress for the next two years will be decided.

A task force of about 750 ABC staffers will be on the job, under the overall command of Thomas Velotta, vice president for news and special events for ABC Radio, and John Daly, vice president in charge of tv news, special events and public affairs. Line-up of newsmen who will analyze the returns includes Mr. Daly, Elmer Davis, Martin Agronsky, Paul Harvey, Gunnar Back, Leo Cherne, John Edwards, Erwin Canham, Julian Anthony, Taylor Grant, Bryson Rash, Chet Huntley, George Sokolsky, Quincy Howe, Austin Kiplinger, George Hamilton Combs, Don Goddard, George Hicks, John Mac Vane, John W. Vandercook and others.

ABC Radio will launch its coverage of the nationwide Senate, House and gubernatorial contests at 8 p.m. EST, and ABC-TV at 10:30 p.m. EST.

Mutual announced its plans to stay on the air throughout the night, if necessary. It will begin its coverage at 7 p.m. EST, presenting such commentators as Fulton Lewis jr., Cecil Brown, Bob Considine, Bill Cunningham, Holland Engle, Wallace Fanning, Harry Flannery, Cedric Foster, Sam Hayes, Gabriel Heatter, Bill Henry, Les Higbie, Everett Holles, Robert F. Hurleigh, Hazel Markel, Virgil Pinkley, Frank Singiser and Walter Trohan.

Mutual will present reports from its New York headquarters and its four major news bureaus in Boston, Chicago, Los Angeles and Washington, as well as from other regional vantage points, including Philadelphia, Baltimore, Cleveland, Detroit, Louisville, St. Louis, Omaha, Denver and Salt Lake City.

CBS and NBC are to announce coverage plans shortly.

NBC-TV Daytime Serials To Fill 1½-Hour Segment

NBC-TV will present an hour-and-a-half of Monday-through-Friday daytime serials, in the 3-4:30 p.m. EDT period, starting Aug. 30, when the network adds a new 15-minute drama and moves two current serials to new time spots.

The new program is *The Greatest Gift,* which will be carried from 3-3:15 p.m. In place of *One Man's Family,* which will move to 3:30-3:45 p.m. The remainder of the afternoon schedule is *Golden Windows,* 3:15-3:30 p.m.; *Concerning Miss Marlow,* 3:45-4 p.m.; *Hawkins Falls,* 4-4:15 p.m., and *First Love,* 4:15-4:30 p.m. The last telecast of *Bride and Groom,* now in the 4:15-4:30 p.m. spot, will be on Aug. 27.

WMBV-TV

CHANNEL 11

NBC in Greenbay Packerland

GREEN BAY – MARINETTE

JOSEPH D. MACKIN,
General Manager

announces appointment

of

VENARD, RINTOUL & McCONNELL, INC.

as

national sales representatives

EFFECTIVE IMMEDIATELY

MBS' AUDIENCE STUDY TO BE OUT SOON

National survey will provide eye-opening facts, according to the network, which expects to release these findings in the next few weeks.

ADVERTISERS were told last week that they can expect a wealth of information soon to be made available by MBS to "help them evaluate radio and television more accurately."

Mutual claimed the national radio measurement survey conducted for the network by J. A. Ward Inc., independent research company, "is the first to coordinate both the living and working habits of people in relation to their radio listening on a national basis."

The Ward study, which takes a peek at everybody's client in the radio business—the radio audience—promises to be an eye-opener for advertiser, agency executive and broadcaster alike, the network indicated.

Final tabulations are not yet complete. But Richard J. Puff, MBS director of research and planning, said full data can be expected to be made public within the next few weeks.

The MBS-contracted survey, which covered the country, was conducted to fill "the long-needed count of exactly how many people listen to radio, including out-of-living room, out-of-home, and in-car," according to Mr. Puff.

Although the findings were not yet in final form, MBS revealed the Ward study showed:

- Ninety-six percent of all households have a home radio in working order and 60% with a tv set in operating condition.
- The number of radios found today in automobiles is about equal to the number in living rooms.

Am Reciever Locations

Another "teaser" finding showed that while 9-out-of-10 tv sets are in living rooms, two-thirds of household radio receivers are placed in other parts of the home.

The radio set dispersal, according to the survey:

Living rooms, 34%; bedrooms, 27%; kitchens, 23%; rooms elsewhere in the home, 16%.

MBS President Thomas F. O'Neil and Mr. Puff released statements on the survey which they stressed was of vital importance to the advertising industry.

Mr. O'Neil, commenting on the figures showing radio set dispersal in homes, said such findings "simply emphasize the challenge which the research and radio industries face in correctly measuring the extent of use of a medium which is literally everywhere."

Mr. Puff called the measurement "a pacesetter in several areas of objective research." These, he said, included: "the first large survey of listening by individuals, without resort to projecting of set and family counts; the first available comparison of radio listening coupled with living habits, in all parts of the home as well as occupation or recreation outside; the first data on percent of population riding in cars and listening to car radio by quarter-hour periods from coast-to-coast throughout the nation."

The Ward study will show just where radio listening (by quarter-hours) occurs both in and out-of-home. It also will indicate what other activities the listener is engaged in while his or her radio is playing. This information is seen by MBS to be of particular significance to the advertiser who primarily wants to know what the listener of his program is doing at the precise time the show is on the air.

Such data will be additional plusses to what MBS claims will be available "for the first time ever, an accurate count . . . of the number of people at home, in cars, at work, etc., for each quarter-hour of the day."

The Ward survey, which intends to present a myriad of facts about radio audience habits, set out to obtain a projectible sample of U. S. households, and of individuals above the age of 6 within these households. From this sample, Ward worked its data by quarter-hours each day with respect to percentages of time spent awake or asleep, home or away from home, listening to the radio, watching television or at some other activity.

Ward also recorded percentages of time spent by individuals in listening to a radio set at various locations; similarly of viewers watching tv; of persons in automobiles; of persons listening to car radios; those tuned to various radio network affiliates, and cross-analyses and summaries of all this data by the family questioned.

Also from the household sample, Ward gathered data on the number of owned radio sets location, type and capacities of each such set number of tv sets owned and similarly thei location, type, etc., and the possession of othe household appliances.

Mutual officials explained, in answer to questions, that the Ward study differs from th Alfred Politz Research Inc. study for th Henry I. Christal Co. list of stations in that among other things, the Ward survey looks a radio in both tv and non-tv areas, not in t areas only. It differs from the Politz organization's current study, being made for BAB and the four radio networks (including Mutual), in that it investigates listenership an viewing by individuals in addition to making a count of radio and tv sets and their locations according to the network.

BAB Says 98.2%

RADIO saturation of homes is one of the most critically studied topics in the broadcast research field. Of interest, consequently, is how the Ward survey's percentage—that 96% of U. S. households have a home radio in working order—stacks up with other findings. BAB uses a percentage of 98.2 as the rate of radio saturation of U. S. homes and a figure of 46,646,000 for homes which have at least one radio. BAB's material comes from the A. C. Nielsen study made the first of this year. The new Ward radio survey was completed for MBS.



GEOFFREY WADE (seated r), president, Geoffrey Wade Advertising, signs for its client, Miles Laboratories Inc., which will sponsor *Morgan Beatty and the News* over the DuMont Television Network, 7:15-7:30 p.m., beginning Sept. 27 [B•T, Aug. 16]. Mr. Beatty (seated l) signifies his approval. DuMont executives looking on are (l to r) Gerry Martin, director of network sales; John H. Bachem, general manager, and James L. Caddigan, director of programming and production.

AT&T Links Four, Brings Total to 308

EXTENSION of network television service by Bell Telephone System to four more station was announced last week by the long lines department of AT&T. Stations interconnected were WABI-TV Bangor, WGR-TV Buffalo WCHS-TV Charleston, W. Va., and KTAG-TV Lake Charles, La., making network tv program now available to 308 stations in 198 cities.

Four Advertisers Buy Participations on 'Coca'

NBC-TV's new *Imogene Coco Show* has been sold to four advertisers, George H. Frey, NBC vice president in charge of television network sales, said Thursday in announcing details o the program, which will be presented Saturdays 9-9:30 p.m. EST, three weeks out of four beginning Oct. 2.

Telecasts will be sponsored in 10-minute segments, limited to three clients for each program. Lewis Howe Co. (Tums) purchased a 10-minute participation in all 39 programs Griffin Mfg. Co. (Griffin shoe polish), Johnson & Johnson (Band-Aid plastic strips, surgical dressings and baby products) and S. O. S. Co (S. O. S. scouring pads and Tuffy pads) each brought 26 10-minute periods, and will alternate sponsorship of the remaining two segments of each program.

Aero-Mayflower Buys ABC Newscast Series

SALE of a comprehensive schedule of new broadcasts by ABC Radio to Aero-Mayflower Transit Co., Indianapolis, was announced Wednesday by Don Roberts, director of radio for the network's central division.

Aero purchased three five-minute programs each for Tuesday, Wednesday, Thursday and Friday evenings on 350 ABC stations starting Oct. 5, with newscaster to be announced later Newscasts will be aired at 6:55, 7:55 and 8:55 p.m. CST. Thirteen week contract for the long-distance moving firm was placed through Sidener & Van Riper Inc., Chicago.

The purchase is understood to involve about $30,000 a week in gross billings.

Noble Sworn In

EDWARD J. NOBLE, board member of American Broadcasting-Paramount Theatres and finance committee chairman, was sworn in Thursday as a member of the Advisory Board of St. Lawrence Seaway Development Corp. He is one of three Republicans on the five-man board appointed by the President.

DuMont to Feed Pro Games Of New York Football Giants

FULL fall schedule of the New York Giants professional football games will be fed by DuMont to at least a dozen stations in the New England and New York State areas, Thomas J. McMahon, DTN sports director, announced last week. The Atlantic Refining Co. is co-sponsor.

Included are stations in New York, Syracuse, Binghamton, Rochester, Elmira, Utica, Kingston, N. Y.; Boston, Springfield and Holyoke, Mass.; and Manchester, N. H. More stations are expected, Mr. McMahon said. The 12-game schedule begins Sept. 26 with the Giants at Chicago and ends Dec. 12 with Philadelphia at New York.

Except for the Oct. 2 game at Baltimore, which will be played at night, all games are in the afternoon. WABD (TV) New York will carry only road games. The Baltimore contest will be on the full network as will New York at Cleveland Oct. 31 and Los Angeles at New York Nov. 21. Chris Schenkel, DuMont sports commentator, will handle play-by-play.

NETWORK PEOPLE

Robert E. Johnson, director of publicity and publications, Capitol Records, Hollywood, to ABC-TV, same city as staff publicist, succeeding **Gene Deporis,** who moves to *See It Now* news staff, CBS-TV, N. Y.

Matt Harlib, staff director and producer, CBS, to ABC-TV as staff director assigned to *Stop the Music* and *Packard Program Starring Martha Wright.*

Chet Brouwer, production supervisor, Columbia Television Pacific Network *Harry Owens Show,* and **Tom Fraser,** production co-ordinator, KNXT (TV) Hollywood *Farm Reporter, Market Basket* and *The Shopper,* named program co-ordinators, CTPN *Panorama Pacific.*

Ed Velarde, radio-tv writer, *Billboard* magazine, Hollywood, to promotion-publicity dept., ABC-TV, same city.

Andrew Cowan, European representative at London, Canadian Broadcasting Corp., resigns to return to Canada to become supervisor of broadcasts for Canadian armed forces; **Bernard Trotte,** talks dept., CBC, Toronto, succeeds Mr. Cowan.

Rick Vallin, tv actor, signed for Danny Frank role, NBC-TV's *One Man's Family,* succeeding **Duff Whitney,** resigned because of film commitments.

Peter R. Clapper, writer-reporter, CBS Radio News, N. Y., to Washington staff.

Dr. Frances Horwich, hostess, NBC-TV *Ding, Dong School,* author of children's activities book, "Miss Frances' All-Day-Long Book."

Fred F. Stewart, credit manager, DuMont Tv Network, elected chairman, Radio-Tv Broadcasting Group, New York Credit Group Service.

Jacob A. Evans, advertising and promotion director, NBC-TV, and **Roy Ashmen,** research and planning dept., NBC, appointed to advertising and selling course committee, Advertising Club of New York.

George Burns, of CBS-TV *Burns & Allen,* completing arrangements with Simon & Shuster, N. Y., to publish first book, an autobiography, "I Love Her—That's Why," written in collaboration with Cynthia Hobert Lindsay.

TWA PLANS AWAIT DISSOLUTION VOTE

Count of mail ballot Aug. 31 will determine TWA stand on petition of Screen Writers Guild and Tv Writers Group now before NLRB.

VOTE on dissolution is presently underway among members of Television Writers of America, union executives revealed in Hollywood last week, with a mail ballot count slated Aug. 31. Outcome of the vote will determine whether TWA, present accredited representative for live tv writers, will oppose the petition of the Screen Writers Guild-Tv Writers Group (soon to become part of newly-formed Writer's Guild of America), now before NLRB in New York [B•T, Aug. 9] for live tv jurisdiction, according to Ben Starr, western regional TWA president.

Meanwhile, the SWG-TWG executive board last Monday refused Mr. Starr's bid for informal discussions between himself and SWG president F. Hugh Herbert on possible unity between the two groups. In a telegram to Mr. Starr, the board stated there could be no purpose in such a meeting on the eve of the SWG-Radio Writers of America-Author's League merger into WGA [B•T, Aug. 16]. Instead, the board proposed that TWA executives could aid unity by not opposing the WGA representation petition before NLRB and by urging TWA membership "to join other writers in the Writers Guild of America."

Mr. Starr told B•T he still is seeking a meeting with SWG, but that the dissolution vote had nothing to do with discussion refusal, or with loss of its recent strike against three tv networks [B•T, Aug. 9]. Rather, he said, the TWA membership must weigh the union's chances of winning "a good contract . . . even if we win an NLRB election."

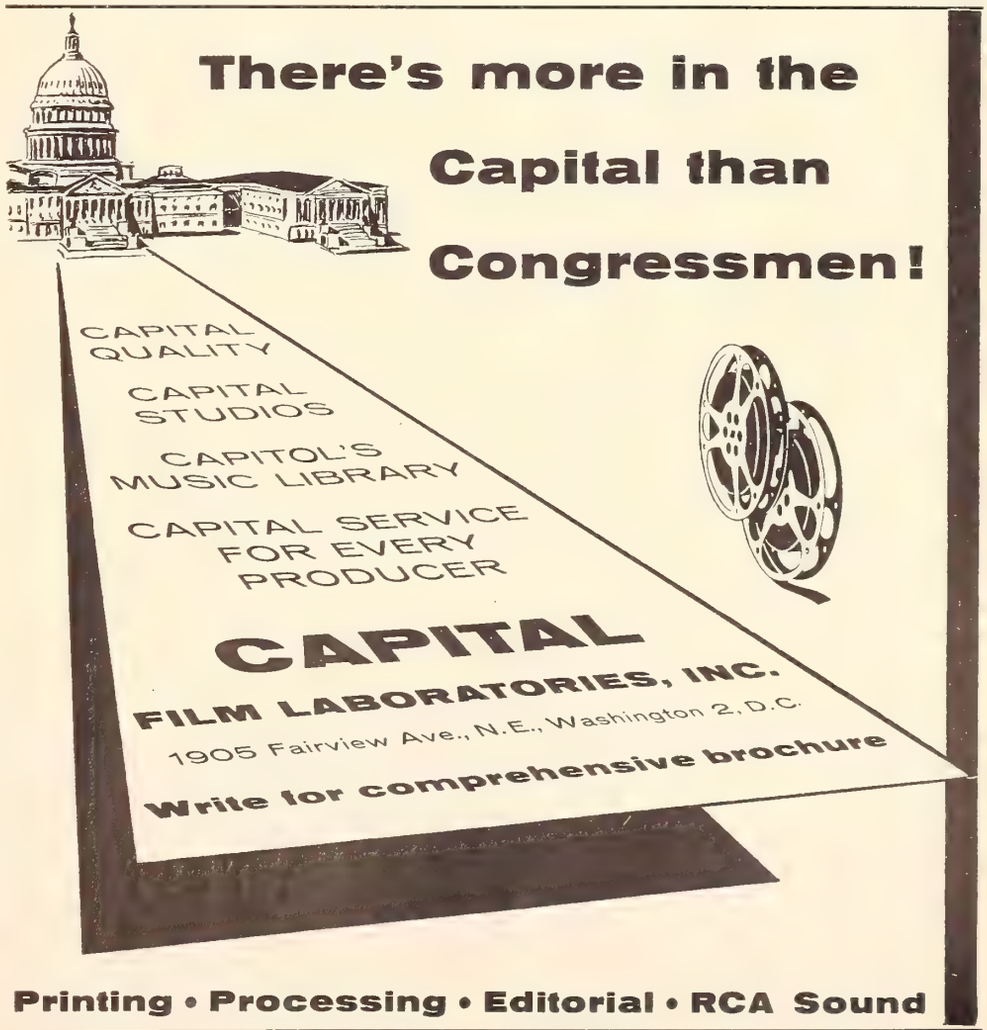
"Until all writers are organized in one decent, democratic union, they will not get a good contract," he added.

IATSE Re-Elects Walsh, Other Officers at Meet

RICHARD F. WALSH, president of the International Alliance of Theatrical Stage Employes & Moving Picture Operators (AFL), was re-elected Aug. 13 at the union's 42d convention held in Cincinnati.

Other incumbents re-elected included general secretary-treasurer Harland Holmden; vice presidents James J. Brennan (New York), Carl Cooper (Los Angeles), Harry J. Abbott (Philadelphia), Orin M. Jacobson (Tacoma, Wash.), Hugh J. Sedgwick (Hamilton, Ont.), Albert S. Johnstone (New Orleans), William Donnelly (Minneapolis), John A. Shuff (Akron) and Louise Wright (Dallas).

Returned as trustees: William C. Scanlan (Lynn, Mass.), R. E. Morris (Mobile, Ala.) and George W. Brayfield (Denver); as AFL delegates: Thomas V. Green (Newark, N. J.) and James McNabb (Seattle). H. W. Lackey of Calgary, Alta., was chosen delegate to conventions of the Trade & Labor Congress of Canada. Installation of officers was by William F. Canavan, former international president.



CANADIAN TV TIME IN HEAVY DEMAND

Stations about ready to hang out "sold-out" sign as fall buying snaps up availabilities.

AFTER only two years of Canadian television, advertisers are finding it difficult to find time this fall. This applies to the local as well as the network advertisers, a survey taken at Toronto reveals. The first two

CANADA

Canadian tv stations, CBFT (TV) Montreal, and CBLT (TV) Toronto, begin their third year early in September. By fall close to 20 stations will be on the air in Canada, most of them having started sometime this year. They are all having difficulty in supplying enough evening availabilities.

While no official evening network program schedule is as yet available at the national program office of the Canadian Broadcasting Corp., a survey of advertising agencies, CBC commercial department, and station representative offices, shows a full lineup for most evenings of the week starting early in September. Many of the programs are booked by national Canadian and international advertisers on all Canadian tv stations, either live or on kinescope.

Programming Outlook

Here is what Canadian viewers will get this fall:

Sunday: 6:30-7 p.m. *My Favorite Husband,* sponsored alternate weeks by International Silver, Toronto, and Simmons Mattress, Montreal; 7-7:30 p.m. *Our Miss Brooks,* General Foods Ltd., Toronto; 8-9 p.m. *Toast of the Town,* Ford Motors of Canada, Windsor; 9-9:30 p.m. *Four Star Playhouse,* Singer Sewing Machine Co., Toronto; 9:30-10 p.m. *Show Time* (Canadian live), Canadian General Electric, Toronto.

Monday: 8-9 p.m. *Sid Caesar Show,* three weeks out of four, RCA-Victor Ltd., Montreal; Speidel Ltd., Toronto; Adams Chiclets, Toronto; one week in four NBC Spectacular 8-9:30 p.m. RCA-Victor Ltd., Montreal; Ford Motors of Canada, Windsor; 9-9:30 p.m. three weeks in four, alternating, unnamed theatrical production, Elna Sewing Machines, Toronto, S. C. Johnson & Son, Brantford; 9:30-10 p.m. *Mr. Show Business* (Canadian live), Bordens Ltd., Toronto; 10-11 p.m. *Studio One,* Canadian Westinghouse, Hamilton.

Tuesday: 7:30-7:45 p.m. *Dinah Shore Show,* General Motors of Canada, Oshawa; 8-9 p.m. two out of four, *Milton Berle Show,* General Motors of Canada, Oshawa, and one out of four, *Martha Raye Show,* Hazel Bishop Ltd., Toronto; *Bob Hope Show,* General Foods Ltd., Toronto; 9-9:30 p.m. *Town Hall* (Canadian live), Canada Packers Ltd., Toronto; 9:30-10:30 p.m. *General Motors Theatre* (Canadian live), General Motors of Canada, Oshawa; 10:30-11 p.m. alternate weeks, *What's My Line,* Remington Rand of Canada, Toronto.

Wednesday: 8-8:30 p.m. *Liberace,* alternate weeks, Robin Hood Mills, Toronto; John Inglis Co., Toronto; 9-9:30 p.m. *Ford Theatre,* Ford Motors of Canada, Windsor; 9:30-10 p.m. *On Stage* (Canadian live), Lever Bros., Toronto.

Thursday: 7:30-7:45 p.m. *Dinah Shore Show,* General Motors of Canada, Oshawa; 8-8:30 p.m. *The Plouffe Family* (Canadian live), Imperial Tobacco Co., Montreal; 9:30-10:30 p.m. *Kraft Theatre,* Kraft Foods Ltd., Toronto.

Friday: 5-5:30 p.m. *Roy Rogers Show,* General Foods Ltd., Toronto; 8-8:30 p.m. unnamed show, General Motors of Canada, Oshawa; 8:30-9 p.m. unnamed live Canadian show, Procter & Gamble Ltd., Toronto; 9:30-10 p.m. *Dear Phoebe,* Campbell Soup Co., New Toronto; 10-11 p.m. Fights, Gillette Safety Razor Co., Montreal.

Saturday: 1:55 p.m. to end, *Big Four Football* (Canadian live), National Carbon Co., Toronto (games in cities where there is a tv station, will be kinescoped and telecast the following day, 2 p.m. to end); 5-5:30 p.m. *Wild Bill Hickok,* Kellogg's Ltd., London, Ont.; 7-7:30 p.m. *Holiday Ranch* (Canadian live), Canadian Canner's Ltd., Hamilton; 8-9 p.m. *Jackie Gleason Show,* Schick Ltd., Toronto; Nestle Ltd., Toronto; Shaeffer Pen of Canada, Toronto; 9-9:30 p.m. *CBC Playbill* (Canadian live), Procter & Gamble of Canada, Toronto; 9:30-10:45 p.m. *NHL Hockey* (Canadian live), Imperial Oil Ltd., Toronto; 10:45-11 p.m. *Greatest Fights,* Canadian Home Products Ltd., Windsor.

These are the network shows signed by mid-August. National advertisers have also bought time on a number of local shows and on women's participating afternoon shows. In addition, Maple Leaf Milling Co, Toronto, has placed half-hour weekly *Edward Arnold Show* on all Canadian tv stations; Gruen Ltd. and J. & B. Watchbands, Toronto, have placed half-hour *The Playhouse* weekly on all Canadian tv stations; General Mills Ltd., Toronto, half-hour *Lone Ranger* weekly on Ontario stations.

Britain Plans Use Of Fm Broadcasting

PLANS for introducing fm broadcasting into Britain are well along, Morris Novik, radio consultant, said on his return from London where he represented the U. S. at

BRITAIN

a UNESCO meeting on international educational broadcasting.

The postmaster general, Earl De La Warr, has allocated three million pounds ($8.4 million) for the construction of 28 fm stations in nine areas of Great Britain, tied up with existing tv locations, Mr. Novik reported. The first fm transmitter, at Wrotham, to cover London and the southern counties of England, is scheduled to go on the air next spring, he said, with the full quota of 78 to be operating by 1956.

The radio industry council is cooperating with the BBC by agreeing to produce low-price converters for am sets to enable them to get fm reception and to equip all new sets for fm reception. Problems of interference and static are said to make fm much more important to the listening public of the British Isles than it ever was in the U. S. The eventual hope is to abandon am broadcasting altogether, sometime after 1960, when the conversion to fm has been completed over the country, Mr. Novik said.

CBC, NABET Ask Mediation

A FEDERAL conciliation board has been requested by the Canadian Broadcasting Corp. and the National Assn. of Broadcast Employes & Technicians, to mediate renewal

CANADA

of the union's agreement. Weekly meetings at Ottawa between CBC executives and NABET representatives over a two-month period have failed to negotiate a contract. It is understood agreement has been reached on all points but wages and an overtime formula.



Big Radio Package

IN WHAT is believed one of the biggest package program deals in

CANADA

Canadian radio, CJON St. John's, Nfld., has purchased 70 transcribed dramatic shows from All-Canada Radio Facilities, Toronto. The transaction includes five-minute, quarter-hour and half-hour transcribed shows.

Commercial Tv Considered For West German Stations

WEST GERMAN tv stations are contemplatir commercial television, it was indicated la week. The stations are now run on a strict non-commercial basis similar to the BBC Britain.

It is understood that stations need the mon badly. Gross receipts of all West German tel vision stations is a mere $50,0(per month, a fraction of what actually spent. Deficit has bee balanced, up to now, from radio set licen fees. This system has, however, never bee approved by radio listeners nor are the statio happy about it.

Adoption of a spot advertisement syste similar to that of West German radio statio is reported to have met fierce opposition fro the audience. They argue that the statio can't sell time which the audience has pa for by monthly license fees of about $1.25 p month and per television set.

There are two plans to meet this situatic The first plan proposes a commercial progra separated completely from the present thre hours-a-day schedule paid for by set own via license fees. This would confine comm cial television in West Germany to existi stations' daytime hours. Nevertheless, Germ advertisers reportedly are willing to accept t scheme.

The second plan, which will probably carried out by the Hesse Radio television s tion, would provide a separate station for co mercial tv. The station would operate on basis that would allow Hesse Radio to finar a non-commercial television station from t earnings of the commercial one.

Aside from these plans, it is understood th are strong pressure groups from various bu ness quarters seeking an entirely new approa to the government's licensing policy. Th groups argue that there is no reason for wi holding licenses from business interests.

British Commercial Tv Set for Debut in Year

BRITAIN'S version of commercial tv is sch uled to debut in about a year with two or th production companies dominating the field first, according to an announcement by Kenneth Clark, chairman of

BRITAIN

Independent Television Authori The ITA is composed of se men, including Sir Kenneth, and two wom all of whom were appointed by the Gove ment last week.

With the advent of commercial tv, government-owned BBC will continue its n commercial telecasts. The ITA, meanwhile, own its own transmitting system and sell air time to broadcasters, to be known program contractors, who in turn will sell vertising. The contractors will produce p grams with commercials. The authority, h

ver, will set rules as to how the commercials re to be spaced and how long they can be.

Program contractors will be selected from a list of applicants on the basis, first, of "our belief that they will provide high standard of programs," Sir Kenneth said. He also estimated that a contractor would need capital of 3 million pounds ($8.4 million).

Three Plan Tv Starts In Early September

THREE more Canadian tv stations will go on the air the first week in September. CKLW-TV Windsor (Detroit), ch. 9; CFPA-TV Port Arthur, Ont., ch. 2, and CJCB-TV Sidney, N. S., ch. 4, will all be on the CBC television network about that time. CKCK-TV Regina, ch. 2, began telecasting Aug. 1.

CANADA

By Oct. 15 CKWS-TV Kingston, ch. 11, and CHCT (TV) Calgary, ch. 2, are scheduled to go on the air, bringing the total of Canadian tv stations on the air by that time to 18.

Russian Tv Progress Told London Meeting

A TOTAL of nine tv stations and 700,000 tv sets are in operation in Soviet Russia, according to two Russian tv directors in London for an international tv meeting by invitation of the BBC. It is expected the number of sets will reach the one million mark by the year's end. License fees paid by set owners, amounting to three rubles per month, finance Russia's tv stations. The directors also reported that color tv will be introduced in October.

LONDON

According to a survey reported at the London meeting by Gustav Genschow, Bremen, West Germany, there are 33,718 licensed tv sets in West Germany and 10,000 to 12,000 in the Netherlands. A license fee equivalent to $1.50 per month is charged West German set owners. Observers have estimated, it is reported, that there are at least three times as many West German tv sets in operation as are licensed. Many set owners have not reported ownership because of the high license fee.

Canadian Set Count

A TOTAL of 771,444 television sets were in use in Canada at end of June, according to a tabulation of All-Canada Television, Toronto, and the Radio-Television Mfrs. Assn. of Canada. The tabulation covers all sets since tv started in Canada and shows that the province of Ontario has 480,093 of all the sets in Canada. Quebec province has 220,416 receivers, British Columbia 42,155 sets, the three prairie provinces 31,428, and the four Atlantic Coast provinces 16,617 sets.

CANADA



MANUFACTURING

DuMont's Halpin to Speak On Tv Era at Texas Meet

DAN D. HALPIN, general sales manager, Allen B. DuMont Labs Inc., will discuss "The Golden Era of Television" at the Texas Radio & Television Service Clinic and Electronics Fair, to be held in Dallas Aug. 27-29.

Over 700 retailers and service leaders are expected to attend the event, sponsored by the Texas Electronics Assn., with sessions slated for the Adolphus Hotel. Leaders from all phases of industry will participate. Mr. Halpin, chairman of RETMA's Sales Managers Committee, will speak this Friday afternoon.

Among other industry speakers will be Clint E. Walter, RCA Service Co. technical specialist, who will talk on "Understanding Color," discussing design and service requirements of color tv receivers. Vergal Bourland, president of the National Appliance & Radio-Tv Dealers Assn., will address the Friday evening banquet.

Other speakers include Steven R. Mihalic, General Electric Electronics Div., on GE color set operation, and Dan Lerner, Philco Corp., on color test equipment for servicemen. Causes of tv interference will be covered by Lewis G. McCoy, American Radio Relay League.

Admiral Tv Set Production To Utilize Printed Circuits

ADMIRAL Corp. is "rapidly extending" its production program to encompass printed circuits for tv receivers with resultant lower operating costs, the firm announced last week.

John B. Huarisa, Admiral executive vice president, reported that, while retail television sales the first half of 1954 are ahead of last year's period, most sales were from distributor and dealer inventories. He predicted that Admiral sales and earnings during the second half of this year should equal last year's, now that inventories have been reduced.

Occasion of Mr. Huarisa's views was the release of Admiral's financial report for January-July of 1954. The firm reported sales of $105,201,498 and earnings of $2,558,850 after taxes for the first half, both off from a similar period in 1953. At that time sales hit $131,222,438 and earnings $4,762,152. Net earnings per share this past fiscal year amounted to $1.09 on over 2.3 million outstanding shares.

Marketing Sections Created For GE Sub-Departments

CREATION of a new marketing section in each of the three sub-departments of the General Electric Co.'s tube department was announced last week by Milton J. Lang, general manager of the tube department.

Reed V. Bontecou, previously product manager for all GE tube products at tube department headquarters, Schenectady, N. Y., has been named manager of marketing for receiving tubes with headquarters in Owensboro, Ky. Richard A. Norman, formerly manager of manufacturing for the cathode-ray tube subdepartment, Syracuse, has been appointed manager of marketing in that sub-department. The new marketing manager for industrial and transmitting tubes is Robert O. Bullard, previously manager of marketing administration at tube department headquarters.



NEW FACILITIES FOR BUILDING
BIGGER SALES

This ultra-modern structure is WIBG's new studio and transmitter headquarters.

WE SPECIALIZE IN SELLING!

CAR CARDS
with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS
blanket the complete Philadelphia market area, promoting WIBG programs.

WINDOW DISPLAYS
of sponsors' products face directly on Walnut Street—downtown—the only such display on this busy thoroughfare.

DIRECT MAIL
goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to SELL YOUR MESSAGE to the public. Audience appeal, listener loyalty, plus our expanded facilities and special promotional services are further proof that radio is still the best advertising buy in Philadelphia.

10,000 Watts
Philadelphia's most powerful independent.

WIBG

Represented by
RADIO REPRESENTATIVES, INC.

RCA Packages Compact Microwave Radio Station

RCA Engineering Products Div. announced Wednesday what it claims is the first commercial packaged microwave radio station, "a compact, weatherproofed metal cabinet, housing complete transmitting and receiving equipment for 'line of sight' one-hop point-to-point communication."

RCA said it believed the package to be the lowest priced microwave station ever marketed, with a cost of less than $3,000 depending upon antenna and line requirements. Multiplex equipment can be installed inside the cabinet to provide two voice channels with signaling if more than one channel is needed. Additional voice or telegraph multiplex units can be added.

According to C. W. Lewis, division manager of communications marketing, the equipment is designed particularly for the "economical requirements of such circuit operations as remote vhf control, voice communication, facsimile, telegraph, telemetering, and supervisory control applications."

The package measures about 5 ft. high, 2 ft. wide and 15 inches deep and houses the RCA 960 mc microwave radio equipment.

GE Plans Stanford U. Lab For Microwave Tube Study

GENERAL ELECTRIC Co. will establish a laboratory on Stanford U. grounds at Palo Alto, Calif., for development and exploration of microwave electron tube application to the broadcast, communication and radar industries, according to a joint statement issued last fortnight by Dr. Wallace Sterling, university president, and Dr. W. R. G. Baker, GE vice president and general manager, electronics division, Syracuse, N. Y.

Such tubes "will improve fringe tv reception" and "permit much more efficient utilization of communications channels . . . for microwave relay . . . ," the statement said.

H. R. Oldfield Jr., manager of GE's advanced electronics center at Cornell U., Ithaca, N. Y., will be manager of the new laboratory. Mr. Oldfield stated there are no formal ties between Stanford U. and GE, other than laboratory lease and arrangements for GE scientists attached to the laboratories to take advanced degrees and studies from the university.

Tv Screen—1964

A LOOK into the future—General Electric says—maybe 1964 or thereabouts—envisions a different kind of home tv set and also a new type of translation for the abbreviation, POW.

Today's common meaning of POW is "prisoner of war" but at GE it becomes the "picture on the wall." Far from imprisoning the tv picture in a conventional receiver, GE's POW set would free a



A MODEL of 1964's tv screen is examined by Dr. L. T. DeVore (r), manager of the GE Electronics Laboratory, and J. P. Jordan, manager of components development engineering.

picture screen so thin that the complete unit could be hung like a painting on the living room wall.

Circuitry would be built into the picture frame and use printed wiring and miniaturized components. Controls would be located in a small box beside the easy chair. For the table model, the thin POW would be mounted like a vanity mirror attached to slender arms reaching upright from a small oblong cabinet housing circuitry and controls.

GE Names Maier

DR. LEONARD C. MAIER has been appointed manager of engineering for the General Electric cathode ray tube sub-dept., Robert E. Lee, general manager of the unit, announced Wednesday.

Dr. Maier, since 1950 in various engineering positions in GE's Electronics Lab, will be in charge of all cathode ray tube product engineering for the firm's monochrome and color tv picture tubes and special purpose cathode ray tubes. Earlier this year, Dr. Maier was appointed manager of applications and techniques for the laboratory's development engineering section.

Ampex Sales Increase, But Net Profit Down

SALES of Ampex Corp., Redwood City, Calif. during fiscal year ended April 30, 1954, totaled over $5.4 million, with commercial sales rising from 42% during previous year to 68%, it was revealed in a statement last week.

Despite sales increase, net profit before taxes dropped from previous year's $302,000 to $70,000, with net after taxes down to $26,000 from previous $89,000, statement revealed. However, firm executives said this resulted from Ampex policy of charging development off to current expenses, rather than allowing long-term amortization. Cost of research and development projects increased from previous $119,000 to $369,000 during past fiscal year they stated.

MANUFACTURING SHORTS

George Scherr Co., N. Y., announces "new Precision Dynamometer for measuring spring tension, starting torque and the force required to actuate delicate mechanisms," useful as stylus pressure gauges, in two models calibrated from 2 to 15 grams or 3 to 30 grams each way from center position with models which have ranges extended to 50, 100 and 150 grams also available.

Fairchild Recording Equipment Co., Whitestone, N. Y., has placed on market professional record playback system designed for use in recording studios, advertising agencies and radio and tv stations.

CBS-Columbia Inc., N. Y., adds five-tube, AC and DC, model 5165 table model radio with built-in antenna, vernier tuning and automatic volume control to 1954 line.

Electronic Tube Corp., Philadelphia, has new cathode ray tube with 7" diameter face designed for multi-channel oscilloscopes.

MANUFACTURING PEOPLE

Leroy J. Kallmeyer, manager, city sales, export dept., Standard Electric Corp., N. Y., IT&T subsidiary, appointed export sales manager of department.

Donald K. Jewell, formerly chief engineer Pollak and Skan Photographic Industries Inc. Chicago, to new products div., Filmotype Corp. same city, in same capacity.

William H. Clithero Jr. to Gates Radio Co. Quincy, Ill., as branch store operations manager.

E. N. Cundiff, Cleveland, new business development manager, Graybar Electric Co., N. Y., appointed Toledo branch manager, succeeding **A. W. Hallett,** to be assigned special duties Cleveland.

Ernest A. Marx, director, international div. Allen B. DuMont Labs, Clifton, N. J., Europe on television survey in nine countries there.

Samuel B. Williams, assistant to chairman board of directors, Sylvania Electric Products Inc., N. Y., retires Aug. 31.

WWKO

Eastern Kentucky's newest and most powerful station serving the entire Tri-State of the rich Ohio Valley.

5000 WATTS

ASHLAND, KENTUCKY

1420 KC

Charles F. Trivette, President

"WHEChaindising..."

A POTENT WHEC MERCHANDISING PLAN TO PUT YOUR PRODUCT IN PROMINENT DISPLAYS LIKE THIS:



IN 61 LEADING ROCHESTER & AREA SUPER MARKETS

(27 A&P STORES AND 34 STAR MARKETS)

At the same time that it is being advertised on Rochesterians' Favorite Radio Station, WHEC . . .

HERE'S HOW:

1. To qualify, you purchase seven Class B announcements, or their equivalent, on a firm 13-week minimum WHEC contract.
2. Through our special arrangement with A & P Stores and Star Super Markets, your product will be *prominently* displayed right at the point of sale, for one week, in 61 Super Markets. (It is, naturally, essential that your product be approved and stocked by the Stores).

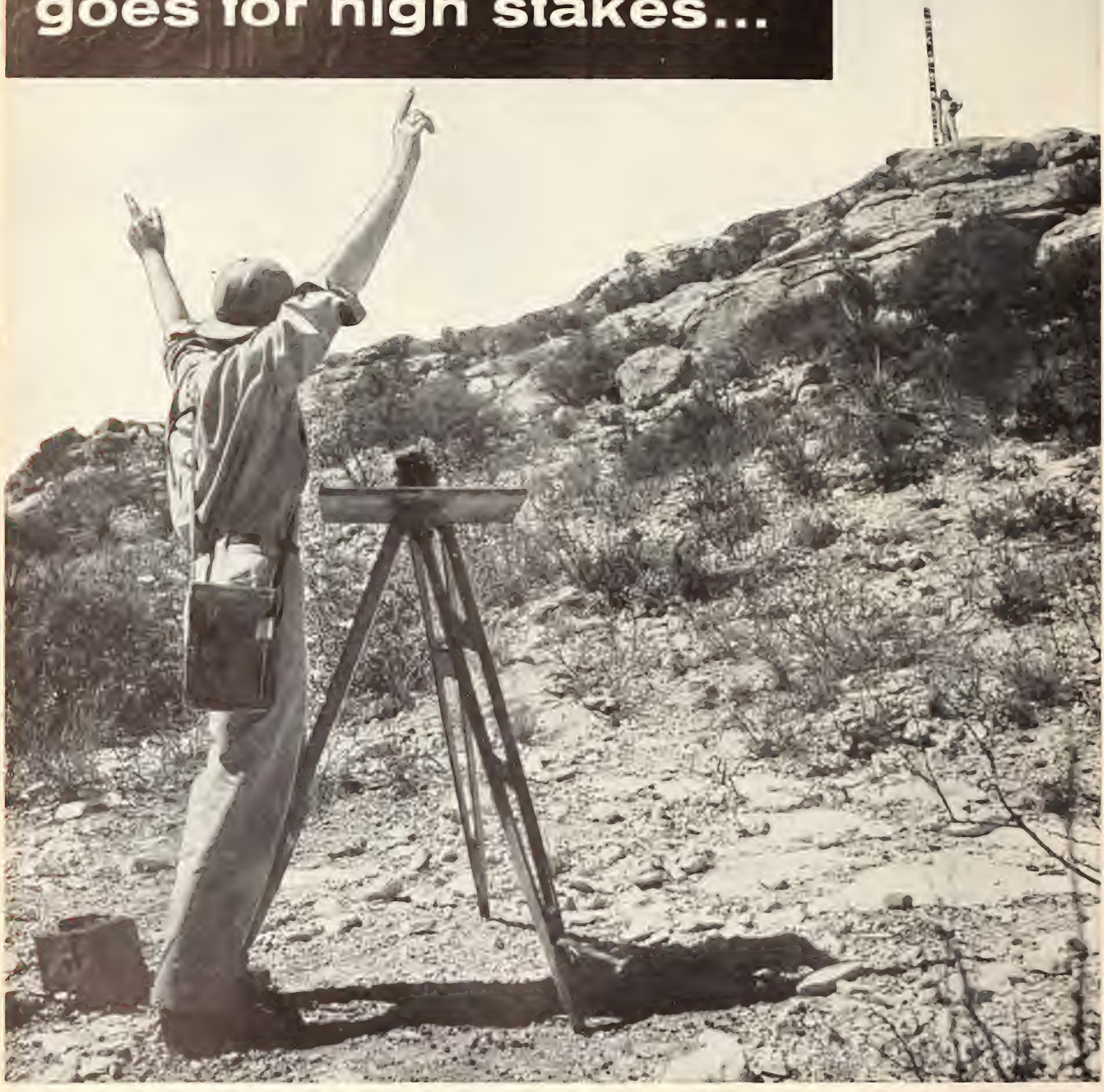
BUY WHERE THEY'RE LISTENING:—

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

Cities Service goes for high stakes...



Test wells are put down on an average of one every 4 days by

CITIES SERVICE

A Growth Company

features

- **WTMJ-TV Milwaukee started from scratch with color tv. John Colby Lewis tells what the station discovered. Page 70.**

- **WKNX-TV turns to poetry to sell its uhf operation in Saginaw. Page 72.**

WTTM Covers a Governor

FEW WORDS spoken officially by New Jersey Gov. Robert B. Meyner escape the notice of WTTM Trenton.

In fact, every "on the record" statement he makes at his twice-weekly news conference is tape recorded for use by the station, this the latest development in a continuing close association between the station and the governor.

Gov. Meyner began using radio during his primary election campaign. He was interviewed by WTTM's Arnold Snyder the day he declared his candidacy for the Democratic nomination. Later he appeared on the station's *Primary Battleground* program. He broadcast on WTTM the night he won the primary.

WTTM followed him closely all through the general election campaign, and was the first station to carry his victory statement on election night.

Shortly after Gov. Meyner's election Mr. Snyder suggested to General Manager Fred L. Bernstein that radio in general—and WTTM in particular—was in an excellent position to give a new dimension to coverage of the governor's office. Already installed in the governor's news conference room was $3,000 worth of unused tape recording equipment. It was WTTM's feeling that the governor would agree to dust off that equipment. He did. A few experimental conferences were taped before he took office—and the idea was sold.

Three microphones placed on a long conference table pick up sound from all parts of the room. With a switch to his right Gov. Meyner controls the operation of a Magnecorder in the adjoining room. One of his aides is assigned to see that the mikes are on the table and the recorder ready to roll before each conference.

It usually begins with some good-natured banter, then the governor says, "We're on the air," flicks the switch, and the news conference is underway. WTTM's agreement, scrupulously observed, is that the recorder keeps rolling as long as he is "on the record." If he desires to go "off the record," he flicks off the switch.

Mr. Snyder attends all of Gov. Meyner's news conferences. He first telephones bulletins to the WTTM newsroom for use on regular news broadcasts, then takes the tape back to the studio. Excerpts are used on *News at Noon* and *News at Six*. Joe Ayares, editor of WTTM's *Delaware Valley Review*, 30-minute nightly all-local news program, edits out six or seven minutes of the conference for use on his show.

WTTM gets its news, the governor gets his message across to the people, and the people keep up with their government. It's a profitable arrangement.

LIVING and LEARNING WITH COLOR TV

WHAT WTMJ-TV FOUND OUT ABOUT USING THE COLOR DIMENSION

by John Colby Lewis

WTMJ-TV MILWAUKEE was one of the first stations in the country to bring in color television equipment after the FCC approved compatible standards last December. Using that equipment in the succeeding months has been largely a matter of trial and error for the production and engineering staffs. What they learned was compiled by Mr. Lewis, assistant program manager, in a summary for producers and directors. B•T submits his information as basic reading for anyone who is going to handle tv's newest technique.

LIGHTING: Color fidelity depends on enough light (300 to 400 fc) evenly applied.

The amount of light reaching the camera tubes is regulated by an iris control at the video control console. Colors change as this iris is opened and closed. If the illumination on the brightest areas of a scene is just enough for faithful color reproduction with the iris wide open, the color of darker areas is bound to appear false since the iris can be opened no farther to expose them properly.

The color of a subject changes perceptibly as it moves through hot spots and shadows, which unless motivated should therefore be evened out. The unevenness may be caused not only by direct light but also by bounce light from some reflectant surface. In judging the light distribution, a meter is more reliable than the eye.

The color of the subject also changes as it moves along a horizontal light beam, either towards or away from a close-at-hand source. Overhead lights should therefore be beamed in at no angle flatter than 45 degrees. If floor spots are used, they should be on as high stands as possible and at some distance from the person walking towards them.

To adequately light a given playing area takes not only the sources immediately above it but also as many as three rows of overhead lamps downstage of it. This means that you cannot light the whole studio to a level sufficient for color pickup. Playing areas must be restricted in size and located with reference to light positions.

Spots on floor stands, panning with the action, have proved helpful in reinforcing insufficient light levels. Care must be taken, however, that they move with the camera so not to unbalance the evenness of the illumination.

Backings need as much light as performers in order to establish their true color. Under insufficient light they may mottle with tinges of spurious colors, as is the tendency with underlighted areas.

Back light is as effective in color as in monochrome. Because of the intense front light, backlight spots need either to be focused down or supplemented to develop sufficiently snappy rim lighting. Back light is effective for enlivening bottled liquids, especially if in dense containers.

Tests have indicated the possibility of tinting neutral backgrounds such as gray drapes with colored light from scoops and spots equipped with gelatine and from striplight sections. We also have tried colored light on the back of the rear projection screen. In both instances, the white light used on the playing area must be prevented from washing out the colored background light, both by bringing performers out at least eight feet from background and by lighting them from a fairly steep angle. It is difficult to color a background evenly because light that rakes it shades off rather sharply.

The amount of light required for color pickup creates glare that may trouble performers' eyes, and heat that may exhaust them if they are not given sufficient respite from it. Perspiration may quickly bring back shine to powdered faces and even show through pancake makeup, looking like blisters.

ENVIRONMENT: The color of the subject is affected by that of surrounding and background areas.

Thus the color of skin and clothing may change as a performer moves from one background to another, particularly if these backgrounds differ widely in value (the amount of light they reflect).

It is safer to keep backgrounds fairly plain and uniform, not only to avoid the result just mentioned, but also because color is of such interest itself that too much additional detail will make a confusing picture. Still, one must maintain enough value variations to keep the black and white picture interesting.

Large, glaring white, or extremely light areas of background or costume darken the tones of everything nearby and thereby change its hue. That makes them a poor environment for subjects where color fidelity must be maintained, such as flesh tones and commercial products. To play safe, use backgrounds a shade or two darker than the subject. For darkening a backing without repainting or substituting a new one, you may be able to move a light off it, or to move it back, angle it down, or shield it so that it receives less light to reflect.

Reflectance, incidentally, plays a substantial part in color appearances. The appearance of glossy surfaces is sometimes hard to predict. For example, a "desert rose" seamless paper may register as a near white owing to the way it reflects light into the camera. For the same reason, shiny faces may look pallid. Glitter is no problem, however; jewelry and band instruments produce no black halo as in monochrome.

Almost always, backgrounds need to be more desaturated than the subject of interest so that they will not overpower it. In some cases, materials that seem dull to the direct observer will prove too bright on camera. Thus blue will generally come through stronger or more "electric" than one would expect.

On the system, as elsewhere, warm colors advance; the hotter, the more so. Hence avoid strong reds, oranges, and yellows as background or in accessories where they will detract from the center of interest.

In making a subject stand out from its

background in monochrome, we had only one dimension to vary: that of value (or brightness, if you will). Now we have two additional dimensions: saturation and hue. If subject and background are similar in hue, at least one of the remaining two dimensions should show contrast in order to make the subject stand out. Or if subject and background are similar in value, then the saturation should be contrasted, or the hue. For hue contrast, you can't go wrong in selecting complementaries. Thus blue-greens back up flesh tones nicely, giving them maximum snap.

Some experimentation, as yet inconclusive, has been made with shooting commercial products in "limbo"—taking so much light off the background that it would not matter what bcakground it happened to be, and lighting only the immediate area of the products. The trouble we have had so far is the showing up of spurious color against the darkened background so that instead of reading as nothingness, it takes on some cloudy color, usually greenish but with other hues possibly evident as well.

PECULIARITIES: Color appearance depends in part upon certain peculiar characteristics of the electronic system.

Already mentioned is the tendency for blues to intensify on camera. Color mixtures in which blue is present will seem more blue on camera than in studio. Thus blue-green, unless quite green, will look blue. A blue tint may show up in highlights such as those on a shiny human face. This color contrast between highlight and general flesh tone looks artificial and may exaggerate the modeling of undesirable features such as bags under the eyes. It should be countered as much as possible by powdering to reduce shine.

Some other hues, when quite saturated, may pop out of the picture with an effect resembling day-glo. Which hues, and under what conditions, is at present difficult to say.

With some faces (far fewer than we anticipated), the camera seems to exaggerate patches of red pigment on nose and cheeks, or call undue attention to the redness of backlighted ears. Bright red lipstick and nail polish should be avoided because they are exaggerated by the system.

The color goes out of subjects as they recede into distance, as during a long dolly-back. One can see the color change and pick up blueness. Close-ups produce the clearest pictures and most truthful color.

Some colors are particularly hard to reproduce—certain yellows, for example, may go too orange or too green.

Large white, gray, or dark areas will tend to show up the clouds of spurious color that sometimes drift into the picture. If you can fill your picture with positive hues, these spurious effects will be obscured.

After a period of use, the system will "drift"—the primaries become unbalanced and the three primary color images move out of registration. For this reason 10 minutes will be allowed before airtime (in addition to break and stand-by period) in order to readjust balance and alignment.

The color camera seems to reduce the definition of some faces, flattening and blending the features. Therefore some eyes may need to be strengthened with liner. In fact, girls generally need glamourizing, with particular regard to eye strength and cheek color.

THE CAMERA: If you have but one color camera, the director must plan his action and sets with this in mind, choosing material that can be done on one camera, and compensating by increased movement and interest in the subject matter for the lack of shot variety and loss of pace when one is unable to cut between cameras. Constant zooming in and out from table-top close-ups to performers' faces should of course be avoided.

Since the size and weight of the camera makes it hard to maneuver in anything but straight lines, only the simplest paths of camera movement should be planned. If a floorman is available to help move the camera, somewhat more complicated moves may be attempted. Time must be allowed to overcome inertia when starting a move, and the rate of motion will be slower than that of the monochrome camera.

To minimize camera movement, it is convenient to use the electrazoom lens and arrange the scenes in an arc of which the camera is the pivot. The widest angle possible with the electrazoom, however, is 26°, compared with 34° for the 50mm lens, which means that the camera must play pretty far back for establishing shots. Since the camera plus the electrazoom and cameraman requires at least eight feet of depth, only close scenes can be shot crosswise of studio or even diagonally across studio. For large scenes and wide shots, the optical axis must be lengthwise of the studio.

The taking lens is at six o'clock rather

WKNX-TV WAXES POETIC IN SAGINAW

" . . . ON CHANNEL 57" is a punch line not soon to be forgotten around Saginaw, Mich. It's the last line to an ever-increasing series of jingles used daily to promote sales, listenership, audience growth and station programming for WKNX-TV, uhf ch. 57 ABC-CBS affiliate there.

Item:

"There's fact, not fancy,
in sponsors' tales . . .
Of greater profits
made through sales . . .
. . . on CHANNEL 57!"

That and dozens of similar rhymes are used in newspaper ads, spots on WKNX-AM, the station's printed logs, and on tv through slides backed with music. They're all the creation of Parker Advertising Agency there, and are based on the premise that "there's altogether too much stuffiness and pomposity in most media promotion." Another WKNX-TV sample:

"My ink is black
said client McCombs . . .
Since moving my sales
into thousands of homes . . .
. . . on CHANNEL 57!"

The station's featured programs—network, syndicated film or live local—also come in for their share of the rhymes.

"Whatever your name,
be it Ron, Rick or Rory . . .
You're bound to enjoy
tonight's Favorite Story . . .
. . . on CHANNEL 57!"

or

"To digest the news
with a mind like Disraeli . . .
Join us each night
for the news by John Daly . . .
. . . on CHANNEL 57!"

or

"The candlelight's soft
with music Pagliacci . . .
George never *talks*
he's the silent *Liberace . . .*
. . . on CHANNEL 57!"

The first of the jingles appeared early in June as a daily feature in the station's newspaper ads replacing the traditional headlines. Due to the local paper's dropping all daily listings of radio and television programs in deference to a special weekend tv-radio supplement, WKNX-TV felt it necessary to take daily space to list program highlights. The rhymes were the answer—a different one for each day in the week, and different sets for each week in the month:

"Monday is here
it's in the book . . .
A perfect night
for you to look . . .
. . . on CHANNEL 57!"

and

"Tuesday's with us
all day long . . .
Lock the dial . . .
you can't go wrong . . .
. . . on CHANNEL 57!"

and

"Wednesday's here
its hours flying . . .
An excellent time
for real choice eyeing . . .
. . . on CHANNEL 57!"

Even the current WKNX-TV expansion program rates the poetic treatment:

"More watts are coming
from out of the blue . . .
Turn down your volume,
more power to you . . .
. . . on CHANNEL 57!"

"We'll light your screen
with something brand new . . .
The year's best picture
more power to you . . .
. . . . on CHANNEL 57!"

Howard Wolfe, WKNX-TV station manager, reports impressive reception of the rhymes by both advertisers and viewers. Plans now are underway to record the entire series in a permanent promotional library. And he comments:

"You never know
who sets the pace . . .
Until you check
the promotion space . . .
. . . of CHANNEL 57!"

Have you summer **TIME** *for*

EMERGENCY MARCH OF DIMES



Please help save the fight against polio from disaster . . . by giving these stars time to tell, on the air, the urgent story of the current polio emergency.

RADIO-TELEVISION PROGRAMS COMING TO YOU

QUARTER-HOUR TRANSCRIPTIONS

starring

Rosemary Clooney • Eddy Arnold • Freddy Martin

FIVE-MINUTE DISC JOCKEY INTERVIEWS

with hit songs by

Mindy Carson — Kitty Kallen
George Shearing — Betty Madigan
Sarah Vaughan — Vaughn Monroe

PLUS

Live and transcribed announcements

16MM TV SOUND FILMS

"It Was Not Enough" — ten minutes with Miss Helen Hayes. A gripping message from a mother who lost her daughter to polio

---

and 20 moving, one-minute appeals from polio victims themselves speaking from their iron lungs and hospital rooms

---

plus a ten-minute Emergency March of Dimes newsreel covering the Salk vaccine field trials and polio epidemic areas in the United States today.

JOIN— EMERGENCY MARCH OF DIMES

AUGUST 16th—31st

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • ***HOWARD J. LONDON,*** Director • Radio-TV and Motion Pictures

TELEPHONE BEekman 3-0500

than twelve as with the RCA monochrome camera. When the lens is raised opposite performers' faces, the viewfinder is above the eye level of the cameraman. Because of this, and because of the length of the camera, a tilt-down from this level will raise the rear of the camera so high that the cameraman cannot see through the viewfinder hood. But if the hood is removed, the image on the viewfinder will probably be obscured by the strong studio lights.

Down shots with the camera close in to a table or counter are therefore very difficult unless the cameraman is provided with a stool. But this may immobilize the camera in a position too close to take an adequately wide shot of the scene.

Focusing is controlled by a handle bar grip, which is also used for pushing the camera, and revolves just opposite from the crank on the monochrome camera. A new cameraman may need time to get used to these differences.

COLOR SLIDES: At WTMJ-TV slides are fed horizontally through the flying spot scanner in a holder which accommodates only four slides at a time. To prevent showing each new slide move into place, it is advisable for the video control man to go to black on the cue "change slide," fading up again when he sees the next picture in position. If more than four slides are used in direct succession, time must be allowed for already used slides to be removed and new ones substituted. Depending on the circumstances, it may be necessary to hold a slide on the air for as much as ten seconds while such changes are made, in which case there should be enough copy or music to cover. Six slides, pretty evenly spaced, are probably maximum at present for a minute commercial or promotion.

Once the primaries have been balanced, the color appearance of any given slide depends on how much light passes through it to the pickup tubes. Obviously a film of great density will let less light through than one of thinner density. Therefore it is desirable to select slides of similar density for any given sequence. When this is impossible, the differences may be evened out with neutral density filters. Otherwise an engineer must regulate the iris, opening and closing it as required to transmit the proper amount of light to the pickup tubes.

In making color slides, remember that color receivers have the French oval screen, which mask some of the corners. Safety area is 1" x ¾", with the corners kept in mind.

Aspect ratio will rule out in color, as it does in monochrome, most slides made vertically.

Color slides made from underexposed negatives should be avoided. Underexposure generally takes on a blueness in the slide which is accentuated in the system.

In scenic slides, large dark areas (such as trees in the foreground) may not show all the color they do in natural projection, due to the weaker light source of the scanner.

Maximum readability of title and caption slides is secured from white lettering. Black is less effective because of the added interest of the background color.

Slides should be delivered to the color coordinator well in advance of contemplated use in order to check density and aspect ratio. Normally this check will be made with a projector in the Art Department office.

SWITCHING: One can dissolve between slide and live camera.

With advance notice one can incorporate black-and-white film into the program, but one must switch to and from it rather than dissolve since the chrome and monochrome systems operate on different sync generators.

Do not forget the cues "switch to color" and "switch to monochrome" when beginning and ending your program.

GENERAL: The factor of color should not be construed as a reason for elaborate productions. If color is to be feasible here, we must be able to do it economically. In our experiments with local shows, we should keep as close to the normal monochrome format and mounting as possible, adding or changing elements only when absolutely necessary.

Thus make-up is not necessary for all performers here. Nor is it invariably necessary to use the special CTV (Color Television) make-up that is deficient in red. Staff members who need make-up are expected to apply their own. Regular non-staff performers should also be encouraged to do their own, perhaps after some initial instruction from a member of the Production Department.

At present, however, color will certainly take more check time than monochrome—largely because light distribution is so critical a factor and requires time and patience to get right.

During production of a color show, the director should work closely with the engineering supervisor in regard to lighting, and with the color coordinator in regard to color selection. He should also consult the production manager well in advance whenever a color problem seems to require some new element of scenery, properties, or make-up not normal to the monochrome production of the show in question.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time for Color.*

Aug. 25: *The Big Payoff,* Colgate-Palmolive Co., through William Esty

Aug. 31: *Danger,* Block Drug Co., through Cecil & Presbrey

Sept. 7 (10-10:30 p.m. EDT): *Life With Father,* Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp., through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp., through McCann-Erickson

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

Aug. 24: (Home Only) Cooking demonstration by Chef Phillip. Also four-minute color film.

Aug. 26: (Home) Remote pickup from Milwaukee, Wisconsin State Fair. Also Pickup from New York Museum.

* * *

Sept. 12 (7:30-9 p.m.): Color Spectacular—"Satin & Spurs"—sponsor, Reynolds Metal Co., through Russel M. Seeds, Chicago.

[Note: This schedule will be corrected to press time of each issue of B•T.]

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Make-up Artists
- Film Editors
- Salesmen

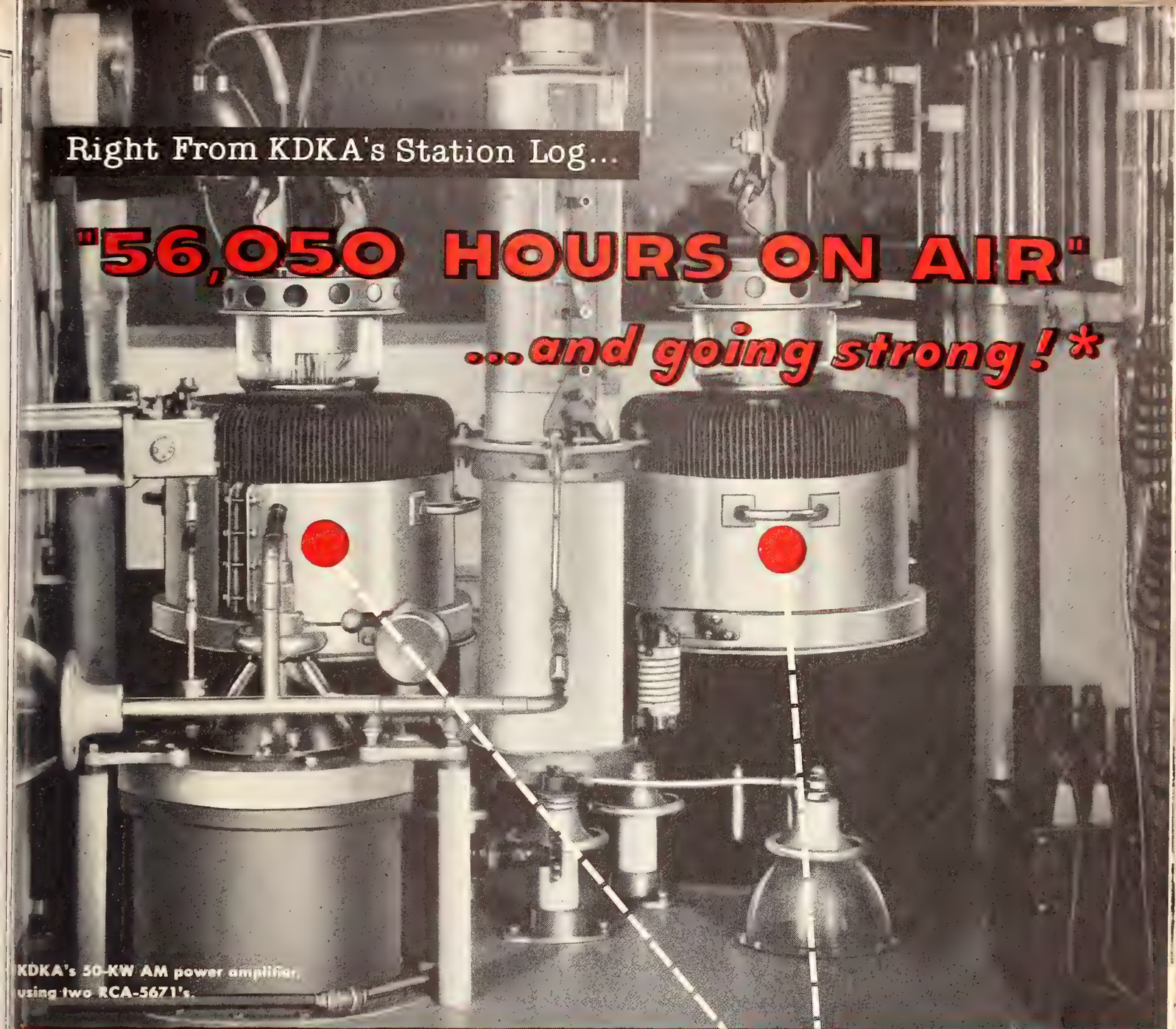
Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Right From KDKA's Station Log...

"56,050 HOURS ON AIR"

...and going strong!*



KDKA's 50-KW AM power amplifier, using two RCA-5671's.

...says T. C. Kenney, CHIEF ENGINEER OF STATION KDKA

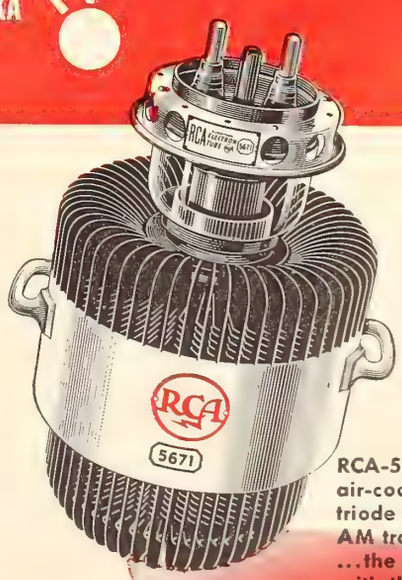
You're looking at the two RCA-5671 power triodes used in the power amplifier of Station KDKA's 50-KW transmitter.

Both tubes have logged over 56,000 hours *apiece* since they were first placed in service more than seven years ago. And to quote Mr. Kenney, "*They're still performing just as satisfactorily now as they did then.*"

The 5671 is just one of the many RCA power types that are "delivering" long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum "down time"—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill *all* your broadcast tube requirements promptly. Just pick up the phone and give him a call . . . you'll like his dependable service.

*(*as reported June, 1954*)



RCA-5671—forced-air-cooled power triode for 50-KW AM transmitters ...the power tube with thoriated-tungsten filament.

RCA® **RADIO CORPORATION of AMERICA**

ELECTRON TUBES HARRISON, N.J.

FEW ANCIENT AUTOS IN IOWA

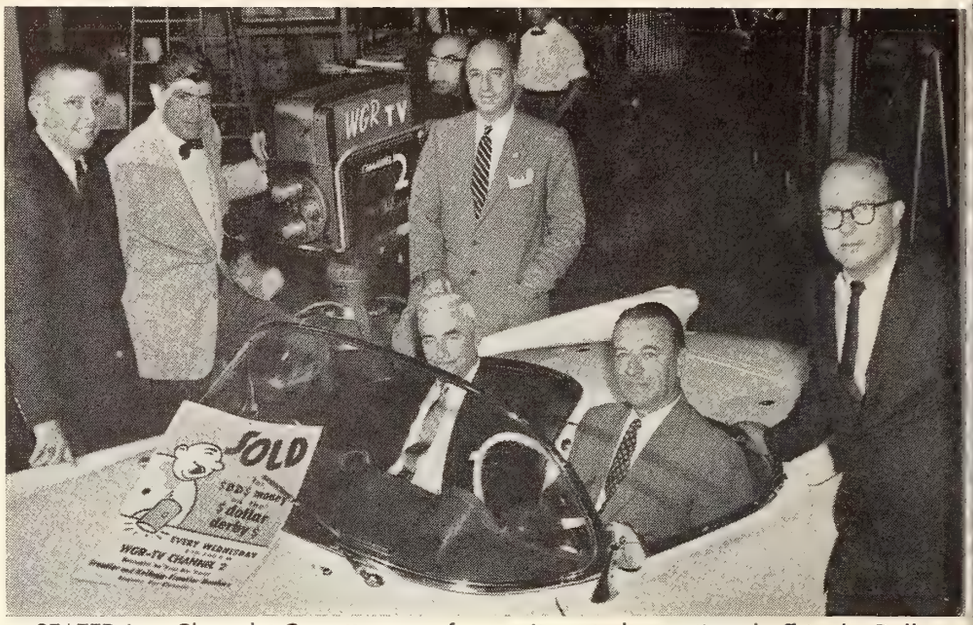
WMT Cedar Rapids, Iowa, is distributing to advertisers and agencies a glossy poster titled "One car in ten doesn't have a radio." A picture of an early automobile is printed on the sheet, typifying that one car—behind the times. Declaring "Wherever you go—there's radio," WMT bills itself in an attached letter as "Eastern Iowa's Greatest Traveling Show." There are almost one million radio homes in "WMT-Land" and over 335,000 radio-equipped automobiles in the same area, the station further reports.

STRONG TALKER

MBS is sending to advertisers and agencies a 40″ x 37″ poster displaying "Mr. Plus," promotion man of MBS who is a cross between Tarzan and a microphone. An attached note explains the network realizes it is not quite file size but that the story they have to sell is so big they had to match it in size with the poster. Mr. Plus is shown raising a pair of dumbells and the caption reads "Lift . . . Mister?" He explains, with statistics, the many benefits of advertising on MBS.

'LITTLE MISS WASHINGTON'

WNBW (TV) Washington is staging its third annual "Little Miss Washington" contest, junior edition of the "Miss Washington" contest for big girls. For young ladies between the ages of 5 and 10, the event is in progress from Aug. 18 to Sept. 6. Contestants are chosen from photographs and 15 at a time appear on the Wednesday and Friday shows of *Inga's Angle*, program conducted by Inga Rundvold. Two semi-finalists are chosen from each group to appear on a special program Sept. 6. The child chosen as "Little Miss Washington" will receive a wardrobe in addition to toy prizes awarded to all contestants.

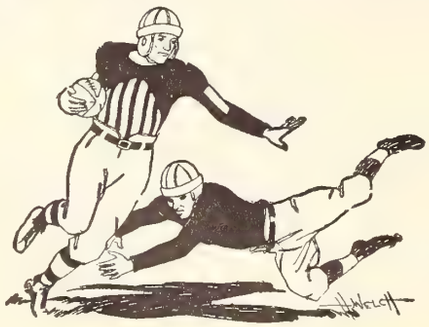


SEATED in a Chevrolet Corvette, one of many items to be auctioned off in the Dollar Derby promotion conducted Wednesdays over WGR-TV Buffalo, are Kellogg Mann, president of the co-sponsoring Kellogg Petroleum Products Corp. and (behind wheel) Clayton G. Maxwell, vice president of Frontier Oil Refining Corp., the other co-sponsor of the audience-participation show. Standing (l to r) are: Bill Daley, Comstock & Co., advertising counsel for Frontier and Kellogg-Frontier; J. Joseph Bernard, general manager of the licensee WGR Corp.; Richard H. Ullman, president, Richard H. Ullman Inc., Dollar Derby packager, and David Fernow, account executive, Ketchum, MacLeod & Grove Inc., national agency for Chevrolet dealers.

IN TO WIN



PUT in the big band section of the SESAC Transcribed Library. Win audiences and sponsors by giving your sports broadcasts the tang of really being there . . . with the All-American and the National Symphonic Bands.



10 QUARTER hour network quality sports scripts sent to all SESAC Library Subscribers for commercial sponsorship during the football season.

The **SESAC** Library is **LOWEST** in cost for a **COMPLETE** Program Service.

SESAC INC.

475 Fifth Avenue • New York 17, N. Y.

ORANGES FOR TIMEBUYERS

FIRST ten geography-minded New York advertsing agency timebuyers who can name the 15 cities in the world having a population o over 500,000 will win a crate of Florida orange from WMMB Melbourne, Fla. Sponsoring the promotion-contest, WMMB has supplied the first of the cities—Melbourne, Australia—to emphasize their own location. The oranges wil be mailed to the winners in December—when the crop is at its best.

GOOD COVERAGE

BOB JONES of WIST Charlotte, N. C., believes his coverage area is pretty good these days. Mr. Jones, who conducts *Party Line*, a program where listeners send him their problems by telephone and mail, recently was the subject of a profile story in *Newsweek* in connection with his program, and in response, a writer for foreign papers did a feature for overseas distribution. Mr. Jones then received from a reader in Kilwinning Ayrshire, Scotland, a problem—how to get into radio in the U. S. Although the program is normally limited to problems within the station's coverage area, Mr. Jones feels a service can be rendered in this special case. So help is on the way to Kilwinning complete with a "southern accent."

STARS ARE BORN?

LYNN POOLE, originator of DuMont TV's *Johns Hopkins Science Review*, is the country's most unintentional tv personality, according to Robert M. Yoder. Mr. Yoder, in his "TV's Shoestring Surprise" article in the Aug. 21 *Saturday Evening Post*, explains that Mr. Poole originally expected to stay off-camera but that during an early show his scientist-guest balked

ing that he wouldn't make a fool of him- on tv and that he wanted company. So Poole has become m.c., host and a fixture the program. The *Johns Hopkins Science iew* is unsponsored and spends less in a r than many shows do in a night, the cle said.

WER BOOST PROMOTION

BV Belleville, Ill., went out in a big way motionwise to announce its recent power st from 250 w to 1 kw and frequency from 0 kc to 1260 kc. The station used blanket erage on "break" spots, news stories on all vscasts and mentions of the new power and location on all programs the day before change took place. Additionally, according Clarence J. Keller, WIBV manager and pro- tion director, the station used 18 billboards oughout the county, 15 half-page ads in ly and weekly newspapers and 30 bus cards. boards were utilized for 30 days and bus ds for 60 days, with the tag line of "The w Spot on Your Dial . . . 1260 1000 watts . WIBV Radio." The entire cost of the npaign was $2,300, Mr. Keller reported, ling that the expenditure has paid off. The ion has a 12-month plan to supplement io with outside media.

LL ABOUT BILL'

DY WALLACE, personality of *Brunch th Judy* program over WTVJ (TV) Miami, omes six persons as she will portray all racters in the new feature being incorporated o her show, "All About Bill." The 1-1:30 n. time segment of the program primarily eals to women and so "All About Bill," station explains, is naturally centered around nan. The story tells the day-by-day happen- s that make "Bill" interesting to a number different women. In the series Miss Wal- e will portray, among characters, Mom, the retary, the fiance and the "other woman."

KBN-AM-FM MARKET ANALYSIS

KBN-AM-FM Youngstown, Ohio, is sending advertisers and agencies a market analysis igned "to show advertisers the true strength l importance of a major marketing oppor- ity, sold and serviced by WKBN's blanket- radio coverage." The 21-page booklet is ed with complete and detailed market in- mation, including comparisons of other lead- cities to Youngstown's buying power, popu- on and industrial and manufacturing output.

ORN-PICKERS' CONTEST

GN Chicago will join with the Bloomington- rmal Junior College of Commerce in co- nsorship of the third annual Illinois me- anical corn picking contest on a Bloming- farm Oct. 1-2. The U. of Illinois College of riculture and Illinois Agricultural Assn. also cooperating on the event. The accident drop ong cornpickers last year was attributed tly to the emphasis placed on safety by the icago Tribune station and the Jaycees in 52-53.

QXR AIRS JAZZ

QXR New York, which for almost 20 years s devoted itself to broadcasting "the best sic of all kinds" except jazz, has launched egular weekly jazz program titled *The World Jazz* (Mon. 9:05-9:35 p.m.). The 52-week ies is sponsored by the Coca-Cola Bottling of New York. The contract for the series s negotiated by Hilton & Riggo for Coca- la and Norman S. McGee, vice president in rge of sales for WQXR.

All For Alston

WOR-TV New York, which carries the home games of the Brooklyn Dodgers, was set to launch an extensive promotion campaign last Friday called "Back the Brooks," in which viewers are urged to attend the Dodgers home games during September and root them home to a pennant.

During the time the Dodgers are on the road, starting today (Monday) and extending through Sept. 6, both WOR-TV and WOR New York will carry frequent announcements on "Back the Brooks." All fans who make reservations for September will receive a ballot box indicating their choices for an All-Time All-Star Dodger team, which will be invited to play at Ebbets Field next season. A spokesman for the stations stressed that this marked the first time, to his knowledge, that a tv station is urging its viewers unqualifiedly to come out to the ball park without mentioning that the game may be seen on television.

KPTV (TV) POWER CONTEST

KPTV (TV) Portland, Ore., to publicize its forthcoming increase in power from 17.6 kw to 204 kw, is sponsoring contests for both the general audience and agency, sponsor and publicity personnel. "Hi Power," as the contest is called, asks the question, "When, to the nearest second, will KPTV officially increase its power to become Oregon's most powerful tv station?" For the public, prizes will be an all-expense paid trip to Palm Springs, Calif., for the winner, a tv set for second place and cash awards for the runners-up. In the division of the contest for industry personnel, $150 will be awarded to the person coming closest to the correct time. KPTV is promoting "Hi Power" through station breaks, newspaper ads containing clip-out entry blanks and by direct mail.

'NO ROOM FOR RUMORS . . .'

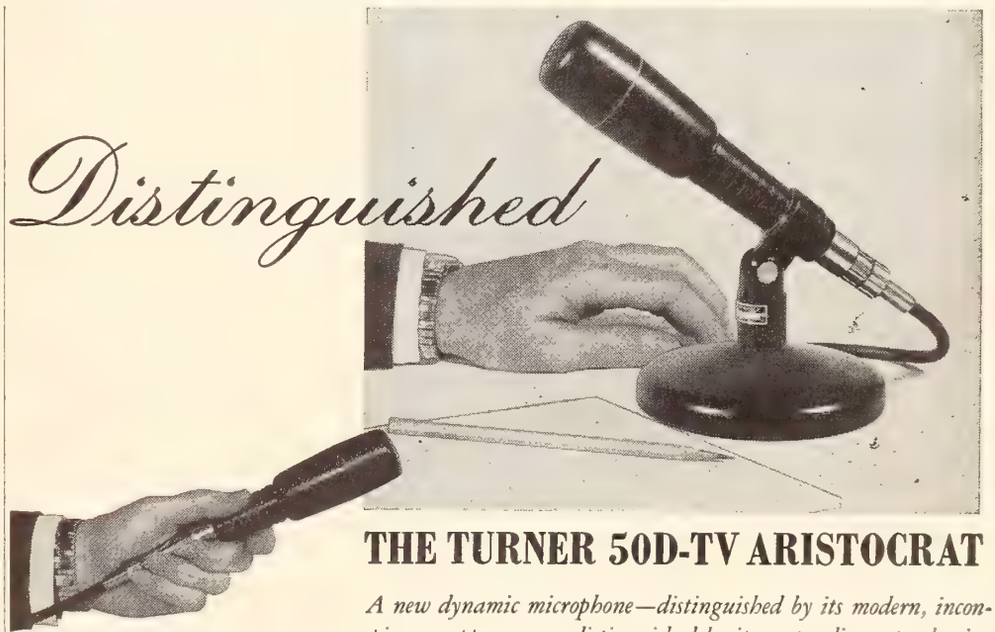
WBT-AM-FM Charlotte, N. C., is sending to advertisers and agencies a 14-page booklet titled "No room for rumors . . ." A radio promotion, the brochure lists several excuses people give for not advertising on radio such as "I can't afford to advertise . . . ", "Nobody listens to Radio anymore . . ." and "Radio can't sell my product." A parrot, who appears on every page, makes a gibing remark about each excuse and then gives the station's reasons why they aren't so.

TEEN-AGE TEMPEST

FROLIC for teen-agers was recently staged by WFIL-TV Philadelphia, featuring Bob Horn, disc m.c. of *Bandstand* over that station. Congregated at Philadelphia's Woodside Park were 8,000 youngsters, including 33 busloads from outlying cities, the station reports. Entertainment for the day included the live remote telecast of *Bandstand*, appearances of nearly 30 recording artists, free amusement rides, a picnic supper, music and dancing.

BIG SALE

BELIEVING it has made one of the biggest sales in television, WTTG (TV) Washington



THE TURNER 50D-TV ARISTOCRAT

A new dynamic microphone—distinguished by its modern, inconspicuous appearance—distinguished by its oustanding reproduction of voice and music—distinguished by its realistic price, $125.00. Response range, 50 to 15,000 cps. Level, -56 db at high impedance. Complete with matching stand, built-in shockmount. Please mail this coupon for complete specifications and information.

TURNER

The TURNER Company

936 17th Street N. E.
Cedar Rapids, Iowa

Please send me specifications on the Turner 50D-TV.

Name_____

Station_____

Address_____

City_____ Zone_____ State_____

reports that Serta Assoc. Inc., Chicago, manufacturer of mattresses, has purchased nine hours and 32 minutes of time a day—a minute spot before sign-off, a minute after sign-on and the nine and one-half hours elapsing in between, during which "calm, peaceful, uninterrupted sleep" will be sponsored. As a public service, the sponsor has promised no commercial announcements during the course of the time purchased, WTTG reports. It is expected that the program will enjoy an extremely high rating in view of its strategic time and popular appeal content.

ATOMIC SALESMANSHIP

"THE Saga of the Atomic Barrel," 18-page brochure publicizing WCCO Minneapolis-St. Paul's "Positive Plus Merchandising," is being distributed to advertisers and agencies by that station and CBS Radio Spot Sales. Positive Plus Merchandising is a cooperative point-of-sales plan between WCCO and 115 Super Valu Food Stores in the CBS Radio outlet's primary area, the booklet states. It is available to WCCO advertisers whose products are distributed through Super Valu Food stores. One item is selected to be promoted as the WCCO "Flash Feature" and the stores build prominent displays of that product. The item is also featured in Super Valu newspaper ads and backed up by a series of spot announcements.



KTFS Texarkana, Tex., is loaded with brass these days. C. C. Wright (l), account executive, has been elected commander of local Veterans of Foreign Wars Post 25-49. Les Eugene, station manager is now commander of American Legion Post 25-58.

'DO-IT-YOURSELF' PROMOTION

COMBINED promotion by Maurie Webster director of operations, Columbia Pacific Radio Network, Hollywood and host on KNX Hollywood *Do It Yourself* program, and *Time* magazine, which recently published a "do-it-yourself" issue, helped highlight the recent Los Angeles "Do-It-Yourself" campaign. Mr. Webster arranged displays on Los Angeles newsstands of 1500 poster-reprints of the *Time* cover with a yellow overprint plugging his program. In addition, Trace Toovey, *Time* circulation Jack Blanck, *Do It Yourself* program staff, and Eddie Reese, *Time* staff writer and author of the article, were interviewed on the program by Mr. Webster.

KEYT (TV) HOMEMAKER SHOW

PROGRAM aimed at the afternoon homemaker audience in Coastal California is to be initiated late this month by KEYT (TV) Santa Barbara, Calif. Titled *Sunset Home*, the show will be conducted by Keith Hetherington, who will alternately air recipes, tips on household chores, do-it-yourself ideas and information for gardeners. The program will also feature contests.

KEX-AM-FM NEWS PROMOTION

SUMMARIZING its "First with ALL the News" promotion campaign, KEX-AM-FM Portland, Ore., is sending to advertisers and agencies a brochure publicizing the 24-hour news and special events coverage presented by that station. The folder carries pictures of the 10-man news staff together with descriptive information about each newscast and an outline of the stations' activities in other news fields such as farm, sports and women's news. A "audience reaction" map shows response to KEX newscasts during the last few months.

It Pays To . . .

ADVERTISERS and agencies are receiving blotters with the following little story from KSUM Fairmont, Minn. It tells, in parable form, of the advertising ventures of a small businessman. Here is the KSUM story:

There was a man who lived by the side of the road. He sold hot dogs. He had bad eyesight, so he read no newspapers, watched no television. His hearing was good, so he listened to and advertised over the radio. He sold good hot dogs. He bought time on KSUM telling people about his hot dogs. People bought. He increased his hot dog and bun orders. He got a bigger stove. Business was so good that he called his son home from college to help him out. One day the son said: "Father, haven't you been reading what Senator 'Blowhard' says? He says we are in a recession." The father reasoned: "Well, my boy's been to college, he reads the papers, and he ought to know." So the father decided he couldn't afford to advertise, he cut down on his orders, and his sales dropped off very fast indeed. He said to his boy as the moving van hauled away his little stand, "You're right son. There just isn't any business at all. That Senator certainly was helpful."



Cameras and Crews for Studio or Remote Use

Need extra equipment for local promotions, telethons, special event coverage? We have complete camera chains and trained crews ready to go anywhere and handle largest or smallest jobs. Reasonable daily rates—complete equipment furnished from lights to cameraman. Examples of jobs we have done furnished on request.

CLOSED CIRCUIT WORK

We have equipment to handle all types of closed circuit jobs, from in-store promotions to coast-to-coast hook-ups. Lots of experience and reams of good ideas. We'll pay commissions to your station for leads or handle it through you.

UNIVERSAL BROADCASTING SYSTEM, INC.

8000 Grand River, Detroit 4, Mich. 2193 Commonwealth Ave., Boston 35, Mass.

BMI "Pin Up" Hit

THIS OLE HOUSE

RECORDED BY

ROSEMARY CLOONEY . Columbia

STUART HAMBLEN . . . . . Victor

HERB AND KAY . . . . . King

PUBLISHED BY

STUART HAMBLEN MUSIC CO.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

SOUTHWEST Gates • HOUSTON
2700 POLK AVENUE
TELEPHONE - - ATWOOD 8536
— FOR ALL BROADCAST EQUIPMENT NEEDS —

Station Authorizations, Applications
(As Compiled by B • T)

August 12 through August 18

...udes data on new stations, changes in existing stations, ownership changes, hearing ...es, rules & standards changes and routine roundup.

Abbreviations:

...P—construction permit. DA—directional an... ...na. ERP—effective radiated power. STL— ...dio-transmitter link. synch. amp.—synchro- ...s amplifier. vhf—very high frequency. uhf— ...a high frequency. ant.—antenna. aur.—aural. ...—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

...CC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
...nsed (all on air)	2,573	533	105
... on air	19	26	†304
... not on air	121	12	169
...al on Air	2,592	559	409
...al authorized	2,713	571	578
...plications in hearing	120	3	186
...v station requests	167	5	16
...v station bids in hearing	64	0	174
...ilities change requests	128	17	31
...al applications pending	714	103	227
...nses deleted in July	0	0	0
... deleted in July	1	0	1

* Does not include noncommercial educational and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 18

On Air	Licensed	CPs	Appls. Pending	In Hearing
2,599	2,577	142	170	4
562	537	38	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	268	117	385
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Nine-two CPs (16 vhf, 76 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC . . .

...ew Tv Stations . . .

ACTIONS BY FCC

...otre Dame, Ind.—Michiana Telecasting Corp. ...nted uhf ch. 46 (662-668 mc) [channel assigned South Bend, Ind.]; ERP 164 kw visual, 82 kw ...al; antenna height above average terrain 500 ... above ground 479 ft. Estimated construction ... $400,000, first year operating cost $360,000, ...enue $400,000. Post office address % Rev. Ed... ...d P. Joyce, Michiana Telecasting Corp., Notre ...e, Ind. Studio location on Juniper Road, ...th of Edison Rd. Transmitter location on ...t side of Ironwood Road between Jackson and ...n Roads, at same site as WSBT-TV South ...d, Ind. Geographic coordinates 41° 37' 05.4" ... Lat., 86° 13' 09" W. Long. Transmitter and ...enna RCA. Legal counsel Dempsey & Kop...tz, Washington. Consulting engineer Kear & ...nedy, Washington. Principals include Presi...t Rev. **Theodore M. Hesburgh** and Secretary-...asurer **Rev. Edmund P. Joyce**. Sole owner of ...plicant is **U. of Notre Dame du Lac**, Notre ...e, Ind. Granted Aug. 13.

...cottsbluff, Neb.—Frontier Bcstg. Co. (KFBC-... Cheyenne, Wyo.) granted vhf ch. 10 (192-198 ...): ERP 12.3 kw visual, 6.1 kw aural; antenna ...ght above average terrain 620 ft., above ground ... 3 ft. Estimated construction cost $67,000, first ...r operating cost $48,000, revenue $48,000. Post ...ce address 2923 East Lincolnway, Cheyenne. ...dio and transmitter location, 10.25 miles ...th of Scottsbluff. Geographic coordinates ... 42' 46" N. Lat., 103° 38' 52" W. Long. Trans...ter and antenna RCA. Legal counsel Bernard ...een, Washington. Principals include Cheyenne ...wspapers Inc. (33%); President **Robert S. ...Craken**; Vice President **W. A. Corson** (11.2%); ...retary **O. B. Koerfer** (3.1%); Treasurer **Wil...m C. Grove** (13.12%); **Tracy S. McCraken** ...%), and **Lillian D. McCraken** (5.3%). Chey...ne Newspapers publishes *Wyoming State Trib...* and *Eagle*. Granted Aug. 18.

...xisting Tv Stations . . .

ACTIONS BY FCC

...VDEL-TV Wilmington, Del.—WDEL Inc. grant... mod. of CP for ch. 12 to change studio loca...n to Shipley Rd., near Wilmington. Granted ...g. 10; announced Aug. 17.

...VAGA-TV Atlanta, Ga.—Storer Bcstg. Co. ...nted mod. of CP for ch. 5 to change trans...tter location to Briarcliff Rd. near Emory Rd.; ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,070 ft. Granted Aug. 10; announced Aug. 17.

WTVD (TV) Durham, N. C.—Durham Bcstg. Enterprises Inc. granted STA to operate commercially on ch. 11 for the period ending Nov. 7. Granted Aug. 10; announced Aug. 17.

WARM-TV Scranton, Pa.—Union Bcstg. Co. granted mod. of CP for ch. 16 to change ERP to 191 kw visual, 102 kw aural; antenna height above average terrain 1,220 ft. Granted Aug. 11; announced Aug. 17.

WMBV-TV Marinette, Wis.—M & M Bcstg. Co. granted STA to operate commercially on ch. 11 for the period ending Jan. 18. Granted Aug. 12; announced Aug. 17.

APPLICATIONS

WALA-TV Mobile, Ala.—Pape Tv Co. seeks mod. of CP for ch. 10 to change transmitter location to 0.6 mile S of Hwy 31, near Spanish Fort, Ala.; antenna height above average terrain 635 ft. Filed Aug. 12.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. seeks mod. of CP for ch. 5 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft. Filed Aug. 12.

KLRJ-TV Henderson, Nev.—Southwestern Pub. Co. seeks mod. of CP for ch. 2 to change studio location to U. S. Hwy. 95, 8 miles N.W. of Henderson. Filed Aug. 17.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp. seeks mod. of CP for ch. 27 to change ERP to 184 kw visual, 92 kw aural; antenna height above average terrain 927 ft. Filed Aug. 17.

WJAC-TV Johnstown, Pa.—WJAC Inc. seeks mod. of license to change studio location to top of Laural Hill, approximately 4.5 miles N.W. of Johnstown. Filed Aug. 17.

KBMT (TV) Beaumont, Tex. — Television Bcstrs. seeks mod. of CP for ch. 31 to change ERP to 205 kw visual, 120 kw aural. Filed Aug. 12.

STATION DELETED

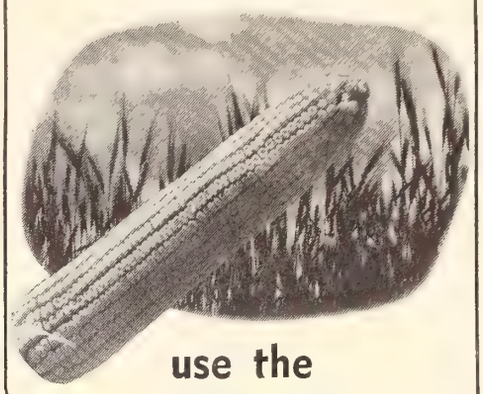
WTAC-TV Flint, Mich. — Trendle-Campbell Bcstg. Corp. FCC deleted tv station on uhf ch. 16 at request of permittee. Deleted Aug. 10.

New Am Stations . . .

ACTIONS BY FCC

Grand Rapids, Mich.—Joseph C. Hooker & Charles A. Sprague d/b as WMAX Bcstg. Co. granted 1480 kc, 500 w daytime. Post office address 658 Lydia, N. E., Grand Rapids. Estimated construction cost $11,415, first year operating cost $52,000, revenue $60,000. Principals in equal part-

The best way to sell the KANSAS FARM MARKET



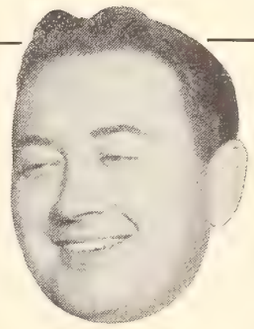
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Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

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Central New York's only LIVE TV Variety Show

One-a-day mention for the March of Dimes brought over 5000 orders for photos of the Deline Gang—over $1200, which went to the March of Dimes. Central New Yorkers watch the Deline show.

Participating

1-Min. and 10-Min. Segments
Monday-Friday, 12:00-12:45 pm

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WSYR-TV
Channel 3—100 kw
NBC Affiliate
SYRACUSE, N. Y.

WHBF-tv

CBS for the Quad-Cities

is now operating on 100,000 watts

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This maximum power covers the Quad-Cities and the surrounding trade area . . . a total of 264,800 TV set owners.

Les Johnson, V. P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

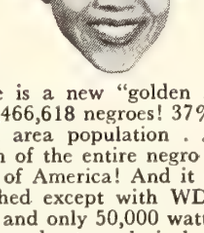
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WDIA-- 50,000 WATTS



Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY

JOHN E. PEARSON CO.,

DORA-CLAYTON AGENCY, SOUTHEAST

nership include **Joseph C. Hooker**, advertising salesman and newscaster WGRD Grand Rapids, and **Charles A. Sprague**, advertising salesman WGRD. Granted Aug. 18.

Potsdam, N. Y.—St. Lawrence Radio Inc. granted 1470 kc, 1 kw daytime. Post office address % David A. Kyle, 22 Cottage St., Monticello, N. Y. Estimated construction cost $21,500, first year operating cost $52,000, revenue $52,000. Principals include President **Dr. Donald A. Corgill** (33⅓%); Vice President **David A. Kyle** (33⅓%), stockholder WABY Albany, N. Y., and co-owner Gnome Press (N. Y.), publisher; Secretary-Treasurer **Harriet M. Kyle** (13⅓%), Thompson (N. Y.), welfare commissioner; **Edward L. Trudeay** (10%), general manager WABY, and **Toni Z. Brady** (10%), program director WABY. Principals have purchased WRNY-AM-FM Rochester, N. Y., subject to FCC approval. Granted Aug. 18.

Cleveland, Tenn.—J. A. Gallimore d/b as Radio Cleveland, granted 1370 kc, 1 kw daytime. Post office address % J. A. Gallimore, WSNW Seneca, S. C. Estimated construction cost $22,900, first year operating cost $40,000, revenue $50,000. Mr. Gallimore is owner of the *Seneca Journal* and *Tribune*, ½ owner WSSC Sumter, S. C.; ½ owner WBAW Barwell, S. C.; ½ owner WSNW-AM-FM Seneca, S. C. and ½ owner of WLFA La Fayette Ga. Granted Aug. 18 ....

APPLICATIONS

Loveland, Colo.—Loveland Bcstrs. 1570 kc, 250 w daytime. Post office address % John W. Ecklin, South River Drive Rt. 3, Austin, Minn. Estimated construction cost $14,281, first year operating cost $23,000, revenue $30,000. Principals include President James Claude Grisham (50%), farming, and General Manager John Wellington Ecklin (50%), chief engineer KMMT (TV)-KAUS Austin, Minn. Filed Aug. 9.

Plant City, Fla.—R. E. Hughes, 1570 kc, 250 w daytime. Post office address: Box 445, Plant City. Estimated construction cost $11,949, first year operating cost $24,000, revenue $30,000. Principals include **R. E. Hughes** employee at Duplex Mill & Mfg. Co., and **Kenneth Neubrecht**, engineer at Gates Radio Co. Mr. Neubrecht will receive 10% interest for engineering services. Filed Aug. 9.

Dover, N. H.—Granite State Bcstg. Co., 1270 kc 1 kw daytime Post office address, 155 Front St., Manchester. Estimated construction cost $24,000, first year operating cost $55,000, revenue $65,000. Granite State is licensee of WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, and WTSL Hanover, all in N. H. Principals include President **William J. Barkley** (35.3%), Vice President & Treasurer **William F. Rust Jr.** (49.9%), and **Ralph Gottlieb** (14.8%). Filed Aug. 3.

Pitman-Gloucester, N. J.—Mortimer Hendrickson, Vivian E. Hendrickson and John Thomas Jones Jr. d/b as The Delsea Bcstrs., 690 kc, 250 w daytime. Post office address Lakeland Rd., Blackwood, N. J. Estimated construction cost $17,673, first year operating cost $48,000, revenue $58,000. Principals include **Mortimer Hendrickson** (34%), **Vivian E. Hendrickson** (33%), and **John Thomas Jones Jr.** (33%). Mr. & Mrs. Hendrickson have sold WHAP Hopewell, Va., subject to FCC approval. Filed Aug. 12.

Reno, Nev.—Southwestern Pub. Co. (KLRJ-TV Henderson, Nev.), 540 kc, 5 kw daytime. Post office address 737 North Main St., Las Vegas. Estimated construction cost $34,000, first year operating cost $40,000, revenue $48,000. Principals include President **Donald W. Reynolds** (75%), ⅔ owner KFSA-TV Little Rock, Ark., and **A. E. Cahlan** (25%). Filed Aug. 6.

Richmond, Va.—Louis Adelman, 1320 kc, 1 kw daytime. Post office address 1393 Lincoln Place, Brooklyn, N. Y. Estimated construction cost $15,100, first year operating cost $40,000, revenue $50,000. Mr. Adelman is former chief of operations of the American Forces Network, Germany. Filed Aug. 12.

APPLICATIONS AMENDED

Boonville, N. Y.—Black River Radio Inc. amends bid for new am station on 1050 kc 1 kw daytime to specify 900 kc 500 w. Filed Aug. 11.

Titusville, Pa.—Crawford County Bcstg. Co. amends bid for new am station on 1460 kc 500 w daytime to specify 1290 kc. Filed Aug. 11.

Existing Am Stations . . .

ACTIONS BY FCC

KPMO Pomona, Calif.—Valley Bcstg. Co. granted CP to increase day power from 500 w to 1 kw, operating with its present night power of 500 w on 1600 kc. Granted Aug. 12.

KMYR Denver, Colo.—KMYR Bcstg. Co. granted CP to change from 1340 kc 250 w unlimited to 710 kc 5 kw unlimited, directional. Granted Aug. 12.

WTIX New Orleans, La.—Mid-Continent Bcstg. Co. granted CP to change transmitter location to S. Genois & Thalia Sts., New Orleans. Granted Aug. 11; announced Aug. 17.

WMC Memphis, Tenn.—Memphis Pub. Co. granted mod. of CP to change directional antenna system on 790 kc. Granted Aug. 10; announced Aug. 17.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted request for cancellation of CP to change to 970 kc 1 kw daytime from 1230 kc 250 w unlimited. Granted Aug. 12; announced Aug. 17.

WFHG Bristol, Va.—Bristol Bcstg. Co. grant CP to change from 1 kw unlimited to 1 kw nig directional, 5 kw day unlimited on 980 kc. Gran ed Aug. 18.

KREW Sunnyside, Wash.—Cole E. Wylie gra ed CP to change studio location to 638 Deca Ave., and transmitter location to Outlook R 0.7 mile W of city limits. Granted Aug. 9; a nounced Aug. 17.

APPLICATIONS

KHUM Eureka, Calif.—Carroll R. Hauser see CP to change from 1240 kc 250 w to 980 kc 5 k Filed Aug. 11.

WCNU Crestview, Fla.—Gulf Shores Bcstg. C seeks CP to change from 1 kw to 5 kw on 1010 k Filed Aug. 6.

WFLW Hodgenville, Ky.—V. R. Anderson see mod. of CP to change studio and transmitter l cation from Hodgenville to Bardstown, Ky. Fil Aug. 17.

WHIL Medford, Mass.—Conant Bcstg. Co. see CP to change from 500 w to 1 kw on 1430 k Filed Aug. 11.

WRUM Rumford, Me.—Rumford Bcstg. C seeks CP to change from 1450 kc 250 w unlimit to specify 790 kc 1 kw daytime. Filed Aug. 11.

WADP Kane, Pa.—Northern Allegheny Bcs Co. seeks CP to change from 1590 kc to 960 k Filed Aug. 10.

KLGN Logan, Utah—Atlas Engineering C seeks mod. of CP to change from 500 w to 1 k Filed Aug. 17.

Existing Fm Stations . . .

ACTIONS BY FCC

WTSP-FM St. Petersburg, Fla.—Pinellas Bcs Co. granted STA to operate at reduced power a period of 6 months from Aug. 5. Granted A 10; announced Aug. 17.

WORG-FM Orangeburg, S. C.—WTND I granted mod. of CP to change ERP from 15.5 k to 4.6 kw; antenna height above average terra to 110 ft. Granted Aug. 12.

WOAY-FM Oak Hill, W. Va.—Robert R. Thom Jr. granted mod. of CP to change ERP from kw to 14.5 kw; antenna height above avera terrain to 660 ft. Granted Aug. 12.

Ownership Changes . . .

ACTIONS BY FCC

KOCS, KEDO-FM Ontario, Calif.—The Da Report Co. granted voluntary assignment of cense to identical stockholders and James Qu House who purchases 2% interest from M Jerene Appleby Harnish for $9,854. Mr. House managing editor of *The Daily Report*. Gran Aug. 11; announced Aug. 17.

KCOK-KVVG (TV) Tulare, Calif.—Sheldon A derson granted voluntary assignment of lice to Sierra Bcstg. System for $175,000 and assum tion of liabilities not to exceed $478,000. Prin pals include **Byron J. Walters** (45%), Los Ange Municipal Court Judge; **Cordell W. Fray** (45 tv and motion picture producer, and **Milton Stewart** (0.7%), building industry. Granted A 12.

WINZ Miami-Hollywood, Fla.—Hollywo Bcstg. Co. granted transfer of control to B Band through sale of approximately 64% inter for $35,000. Mr. Band is president of WINZ a president-stockholder ch. 33 WMFL (TV) Mia Granted Aug. 18.

WJBF Augusta, Ga.—Georgia-Carolina Bcs Co. granted voluntary assignment of license Media Inc. for $125,000. Principals include Pre dent **V. E. Fountain Sr.** (30%), president-3 stockholder WCPS-AM-FM Tarboro, N. C., a 16% stockholder WOXF Oxford, N. C.; Vice Pr ident-Treasurer **J. T. Snowden Jr.** (15%), ma ager WCPS, and Secretary **H. Vinxon Bridg** (15%), attorney. Granted Aug. 18.

KFWR Grangeville, Idaho—Far West Radio I granted voluntary transfer of control of p mittee to Hub and Helen H. Warner throu purchase of ⅔ interest from Eugene Pourr and James S. Cooper for $803. Hub Warner radio announcer KSPO Spokane, Wash., a Helen Warner is radio communications specia for CAA. Granted Aug. 18.

WNMP Evanston, Ill.—Evanston Bcstg. granted voluntary transfer of control from Jan M. Mactaggart and Fred S. Newton to Angus Pfaff through sale of ⅔ interest for $50,000. Pfaff, president-treasurer-½ owner WTLE (T Evanston, will now be sole owner. Gran Aug. 18.

KCRI-AM-TV Cedar Rapids, Iowa—Cedar R ids Tv Co. granted voluntary transfer of con to *Cedar Rapids Gazette* through sale of 70% terest for $101,500. Principals include Presid **James N. Fawlkes** (16⅔%); **Robert Colder Da** (12½%); **Mary Anne Holt Rutherford** (12½ and **Verne Marshall** (8⅓%). Granted Aug. 1

KMDO Ft. Scott, Kan.—Lloyd C. McKenney John Joseph Daly d/b as Carthage Bcstg. granted voluntary assignment of CP to Lloyd McKenney tr/as Ft. Scott Bcstg. Co. Upon solution of partnership Mr. Daly receives KD Carthage, Mo., and Mr. McKenney also recei KRMO Monett, Mo. Granted Aug. 18.

WTCW Whitesburg, Ky.—KY-VA Bcstg. C granted voluntary transfer of control to Kenn J. Crosthwait through sale of 48.78% inte for $17,000. Mr. and Mrs. Crosthwait will r be sole owners. Granted Aug. 13.

WPTX Lexington Park, Md.—Patuxent Radio c. granted voluntary transfer of control to W. Ulerich and 5 others through sale of approxiately 65% interest for $8,479. Principals inude President **William K. Ulerich** (11.9%), esident WCPA Clearfield, Pa., WAKU Latrobe, .. and WJCM Seabring, Fla., president-stockder WMAJ State College, Pa., and 52% stockder WDAD Indiana, Pa.; **Lewis F. Beard** .9%), auto dealer; **Joseph Milsop** (11.9%), nager WCPA; **Joseph Connolly** (11.9%), vice esident WCAU Philadelphia; **Mrs. J. D. Joplin** .9%), 16% stockholder WDAD, and **Charles tledge** (6%), commercial manager WPTX. anted Aug. 18.

WGUY-AM-FM Bangor, Me.—Murray Carpen- granted assignment of license to Sherwood rlow for $17,000 plus 4-year lease at $375 per nth. Mr. Tarlow is owner-general manager HIL Medford, Mass., and applicant for new am tions at Beverly, Plymouth and Newburyport, ss. Granted Aug. 12.

KDMO Carthage, Mo.—Lloyd Clinton McKen-y and John Joseph Daly d/b as Carthage sctg. Co. granted voluntary assignment of li-se to John Joseph Daly tr/as Carthage Bcstg. This is dissolution of partnership with Mr. Kenney receiving KRMO Monett, Mo., and DO Ft. Scott, Kan. Granted Aug. 18.

KRMO Monett, Mo.—Lloyd C. McKenney and hn Joseph Daly d/b as Carthage Bcstg. Co. nted assignment of license to Lloyd C. Mcnney tr/as Monett Bcstg. Co. This is part conration of the dissolution of the partnership th Mr. Daly receiving KDMO Carthage. Mr. Kenney also receives KMDO Ft. Scott, Kan. anted Aug. 18.

WFPG-AM-TV Atlantic City, N. J.—Neptune stg. Corp. granted voluntary transfer of con-l to Jack N. Berman and Louis Berman ough purchase of 20% interest from Helen itlebaum, Robert Teitlebaum and Jack Teitlem for $5,000. Messrs. Jack N. and Louis Berin each will now own 20% interest. Granted g. 13.

WELS Kinston, N. C.—Farmers Bcstg. Service nted transfer of control from E. L. Scott to lliam S. Page for $22,912. Granted Aug. 18.

KIHN Hugo, Okla.—Little Dixie Bcstg. Co. nted voluntary transfer of control to A. O. ewer and W. E. Schooler through purchase of shares of stock for $38,400. Messrs. Brewer d Schooler will now be sole owners. Granted g. 12.

WORK York, Pa.—York Bcstg. Co. granted untary assignment of license to Associated strs. Inc., licensee of WEST-AM-FM Easton, This is a merger with each shareholder of rk Bcstg. receiving in exchange for each share rendered 2 shares of Associated Bcstrs. Grant-Aug. 13.

WPGH Pittsburgh, Pa.—Pittsburgh Bcstg. Co. nted voluntary transfer of control to John W. ge and Marcus J. Austad through sale of all ck for $37,000 and assumption of notes for ,933. Principals include **John W. Kluge** (88%), sident-majority stockholder WGAY Silver ring, Md., KXLW Clayton, Mo., WKDA Nashle, Tenn., secretary-treasurer WLOF Orlando, ., and treasurer-stockholder Mid Fla. Tv rp., applicant for ch. 9 at Orlando; **Marcus J.** stad (12%), CBS radio announcer using prosional name of Mark Evans. Granted Aug. 12.

WPME Punxsutawney, Pa. — Sheridan W. uett, Andrew G. MacCombee and Charles M. hard Jr. d/b as Punxsutawney Bcstg. Co. nted voluntary assignment of license to Punxawney Bcstg. Co. No consideration involved principals remain the same. Joseph A. Pelle-r obtains 3% interest in payment of consulting gineering services. Granted Aug. 12.

WJJM Lewisburg, Tenn. — Ida Murray and rtha Murray, executrixes of the estate of mes J. Murray, deceased, granted voluntary ignment of license to Louis D. Lingner for ,000. Mr. Lingner is manager of WJJM. Grant-Aug. 12.

KZIP Amarillo, Tex.—Panhandle Bcstg. Co. nted assignment of CP from David P. Pinks-, David R. Worley, Leroy Elmore and W. J. ncan to Messrs. Pinkston and Duncan for 0. Granted Aug. 18.

KFYO-TV Lubbock, KGNC-TV Amarillo, Tex. Globe News Pub. Co. granted voluntary trans- of control to Robert P. Snowden, Parker F. uty, Jeanne Kritzer, John L. McCarty and ady Camp, voting trustees. Granted Aug. 12.

KGNC Amarillo, KFYO Lubbock, Tex.—Plains dio Bcstg. Co. granted voluntary transfer of trol of Globe-News Pub. Co., majority stock-der of licensee to Robert P. Snowden, Parker Prouty, Jeanne Kritzer, John L. McCarty and ady Camp, voting trustees. Granted Aug. 12.

KVSP Lubbock, Tex.—R. Briggs Irvin, Rolan C. apson, James G. Jarrett and Wayne W. Tibbs d/b as Hub Bcstg. Co. granted voluntary asnment of license to Grady Franklin Maples 1 R. B. McAllister d/b as McMa Agency for ,000. Messrs. Maples and McAlister are co-ners of KGMC Englewood, Colo. Granted Aug.

KVKM Monahans, Tex.—Monahans Bcstrs. Inc. nted voluntary transfer of control to J. Ross cker, Joe Vandiver and G. C. Greenlee through e of stock for $9,950. Principals include **J. Ross cker** (36%), KVKM manager; **Joe Vandiver** %), and **G. C. Greenlee** (30%), local food re manager. Granted Aug. 12.

WTTN Watertown, Wis.—Watertown Radio Inc. nted transfer of control to Carl V. and Marcella E. Kolata through sale of 40 shares of stock for $10,250. Mr. and Mrs. Kolata will now be sole owners. Granted Aug. 12.

APPLICATIONS

KENI Anchorage, KFAR Fairbanks, KJNO Juneau, KABI Ketchikan, Alaska—Midnight Sun Bcstg. Co. seeks voluntary transfer of control to The Lathrop Co. thru sale of 95.6% interest for $219,300. Sale is to pay-off in part debt to Lathrop Co. of $220,000. Filed Aug. 5.

WCNX Middletown, Conn.—Middlesex Bcstg. Co. seek transfer of control to Richard H. O'Brien and William J. O'Brien Jr. thru purchase of remaining 50% interest from Middletown Press Pub. Co. for $26,500. Messrs. Richard and William O'Brien will now be sole owners. Filed Aug. 10.

WFTL Ft. Lauderdale, Fla.—Tri-County Bcstg. Co. seek assignment of license to Gore Pub. Co. Consideration is cancellation of notes valued at approximately $150,000. Filed Aug. 9.

WTIM Taylerville, Ill.—Russell Armentrout & Roger L. Moyer d/b as Moyer Bcstg. Co. seek voluntary transfer to Roger L. Moyer and Keith Moyer d/b as Moyer Bcstg. Co. thru sale of ½ interest for $25,000. Principals include **Roger L. Moyer** (75%), and his brother **Keith Moyer** (25%), manager of WTIM. Filed Aug. 11.

WHOT South Bend, Ind.—South Bend Bcstg. Corp. seeks voluntary assignment transfer of control to Michiana Telecasting Corp. for $140,000. Michiana is premittee of new tv station on uhf ch. 46 at Notre Dame. Michiana is owned by U. of Notre Dame du Lac. Filed Aug. 9.

WSSO Starkville, Miss.—Grady Imes, Ruth Hartness, executrix of the estate of James P. Hartness, deceased, C. G. Hollinshead & Joe Phillips d/b as The Starkville Bcstg. Co. seek assignment of license to Joe Phillips, Grady Imes, C. G. Hollinshead & Harriet K. Hartness d/b as The Starkville Bcstg. Mrs. H. K. Hartness is beneficiary of 25% interest of the late James P. Hartness. Resubmitted Aug. 9.

WOND Pleasantville, N. J.—Pioneer Bcstrs. Inc. seek voluntary transfer of control to Harlan G. Murrelle & Assoc. through sale of all stock for $30,000. Principals include **President Harlan G. Murrelle** (⅛), printing and publishing; **Donald Simmons** (⅛), garment manufacturer; **Albert E. Theetge** (⅛), auto dealer; Secretary-Treasurer **Myron W. LaBarr** (⅛), accounting; **John T. Stethers** (⅛), and **Thompson K. Cassel** (⅛), owner WATS Sayre, Pa., partner WTVE (TV) Elmira, N. Y., applicant for new am station at Elmira and vice president-25.8% stockholder WCHA-AM-FM-TV Chambersburg, Pa. With the exception of Mr. Cassel, the other principals are associated in the ownership of Ocean City (N. J.) Sentinel-Ledger and Renova (Pa.) Daily Record. Resubmitted Aug. 6.

WRNY-AM-FM Rochester, N. Y.—Rochester Bcstg. Co. seeks transfer of control to David A. Kyle and 6 others through sale of all stock for $10,000 and assuption of mortgage for $80,000. Principals include President **David A. Kyle** (15%); Vice President **Harriet M. Kyle** (18%): Treasurer **Dr. Donald A. Corgill** (25.5%), and **Esther Kaufman** (12.5%). Principals are associated in ownership of WABY Albany, N. Y. Filed Aug. 6.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. seeks transfer of control from Life & Casualty Insurance Co. of Tenn. to T. B. Baker Jr. and A. G. Beaman through sale of 50% interest. Purpose of the sale is to effectuate merger agreement for the ch. 5 facility. Filed Aug. 6.

WPLH Huntington, W. Va.—Huntington Bcstg. Corp. seeks voluntary transfer of control to Cy Bahakel for $50,000. Mr. Bahakel is owner of WABG Greenwood, Miss., WKIN Kingsport, Tenn., WRIS Roanoke, Va. and WKOZ Kosciusko, Miss. Filed Aug. 5.

KOWB Larmie, Wyo.—Snowy Range Bcstg. Co. seeks voluntary transfer of control to John Alexander & George B. Dent Jr. through sale of all stock for $60,00. Principals include **John Alexander** (50%), ½ owner KODY North Platte, Neb. and **George B. Dent Jr.** (50%), ½ owner KODY. Filed Aug. 9.

Hearing Cases . . .

INITIAL DECISIONS

Wichita, Kan.—New tv Ch. 3. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Wichita Television Corp. for construction permit for a new tv station on Ch. 3 in Wichita, Kan., and denial of competing applications of The Radio Station KFH Co. and Taylor Radio & Television Corp. In view of the fact that the pleadings concerning the alleged violations by which Wichita Television Corp., of Federal and State securities laws, were terminated on April 9, 1954, the examiner further ordered that the petition filed by that applicant requesting issuance of a declaratory ruling announcing that no further pleadings would be entertained, the motion filed by The Radio Station KFH Co. to strike the said petition for declaratory ruling, and the answer filed by Wichita Television Corp. be dismissed as moot. Action Aug. 17.

WCBI Columbus, Miss.—FCC Hearing Examiner Claire W. Hardy issued initial decision looking toward grant of the application of Columbus Broadcasting Co., to change facilities of am station WCBI Coulmbus, Miss., from 1340 kc 250 w, unlimited time, to 550 kc, 1 kw-LS, 500 w-N, DA, unlimited. Action Aug. 12.

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KEARNEY NEBRASKA
CBS-TV Channel 13 DUMONT
DUANE L. WATTS, STATION MANAGER
Operated by BI-STATES CO., Holdrege
Represented Nationally by
MEEKER TV, INC.

OTHER ACTIONS

WVOK Birmingham, Ala.—By Order the Commission granted a petition filed April 8 by the Chief Broadcast Bureau to enlarge issues and add WMPS Inc. (WMPS), Memphis Tenn., and Appalachian Broadcasting Corp. (WCYB), Bristol, Va., as parties to proceeding involving application of Voice of Dixie Inc. (WVOK), Birmingham, Ala., for construction permit to increase antenna heights of its present two-tower DA array. Action Aug. 12.

Little Rock, Ark.—Ch. 11 proceeding. By memorandum opinion and order the Commission denied May 17 request by Arkansas Television Co. for reconsideration of Commission Order of May 5 denying its petition for enlargement of issues in the Little Rock-North Little Rock, Ark., proceeding involving competition with Arkansas Telecasters Inc., for new tv station on ch. 11. Action Aug. 12.

Cease and Desist Orders—FCC issued orders directing Kenneth E. Rennekamp, permittee (WEMR) Emporium, Pa., (WMAJ) State College, Pa., (WAKU) Latrobe, Pa., (WKBI) St. Marys, Pa., and WKRZ Oil City, Pa., to show cause why Cease and Desist Orders should not be issued against said stations for violations of the Communications Act and Commission rules in technical matters; ordered hearing to determine whether said cease and desist orders should be issued and called upon permittee and licensees to appear and proffer evidence. Failure to respond or failure to appear at the hearing will be deemed a waiver of a right to a hearing. Action Aug. 12.

Miami, Fla.—Ch. 10 proceeding. By order the Commission denied an appeal by Public Service Television Inc., from an examiner's ruling denying enlargement of issues to permit inquiry of the sufficiency of funds available to WKAT Inc., in proceeding involving competing applications of Public Service WKAT Inc., L. B. Wilson Inc., and North Dade Video Inc., for a new tv station on ch. 10 in Miami, Fla., area. Action Aug. 18.

Tampa-St. Petersburg, Fla.—Ch. 8 contest. By Order the Commission dismissed as moot petition filed Aug. 3, by Pinellas Broadcasting Co. to reopen the record in the proceeding involving competing tv applications for ch. 8 in Tampa-St. Petersburg, Fla. Action Aug. 12.

WONN Lakeland, Fla.—Coastal Bcstg. Co. FCC designated for hearing application to change facilities from 1230 kc, 250 w, U, to 910 kc, 1 kw-5kw-LS, U, DA-N. Action Aug. 18.

Muscogee Bcstg. Co., Columbus; J. C. Henderson, Talbotton; Georgia Ra-Tel Inc., Manchester, Ga.—FCC Comr. E. M. Webster granted petition of Henderson for dismissal without prejudice of his bid for new am station and removed from hearing applications of Muscogee and Georgia Ra-Tel. Action Aug. 10; announced Aug. 12.

WDSR Sterling, Ill.—Blackhawk Bcstg. Co.—FCC designated for hearing application to increase power from 100 w to 250 w, on 1240 kc, U; made WSBC Chicago, WTAX Springfield, Ill., WIBU Poynette, Wis., WEDC Chicago, and WCRW Chicago, parties to the proceeding. Action Aug. 18.

WCEM Cambridge, Md—The Shore Bcstg. Co.—FCC designated for hearing application to increase power from 100 w to 250 w, U, on 1240 kc; made WSNJ Bridgeton, N. J., a party to the proceeding. Action Aug. 18.

Newburyport, Mass.—Theodore Feinstein; Sherman J. Tarlow—FCC designated for consolidated hearing applications for new am stations, both seeking 1470 kc, 500 w, D; made WHAV Haverhill, Mass., and WLAM Lewiston, Maine, parties to the proceeding. Action Aug. 18.

WEBC Duluth, Minn.—By memorandum opinion and order the Commission granted a petition filed Aug. 10, by Head of the Lakes Broadcasting Co. for reconsideration and grant without hearing of its application for a construction permit to change the facilities of station WEBC Duluth, Minn., from 1320 kc, 5 kw, unlimited time, DA-N, to 560 kc, 5 kw, unlimited time, DA-2; engineering conditions. Action Aug. 12.

WELO Tupelo, Miss.—By order in the proceeding involving application of Tupelo Bcstg. Co. to change facilities of WELO Tupelo, Miss., from 1490 kc, 250 w, U, to 580 kc, 1 kw-D, 500 w-night, DA-U (Docket 11002; BP-8939), the Commission denied petition of WREC Memphis, Tenn., insofar as it requested enlargement of issues to determine whether Tupelo area would be deprived of CBS network programs, but granted that portion of petition requesting addition of an issue on program comparisons between WREC and WELO. Action Aug. 12.

St. Joseph, Mo.—Broadcast Group Inc.—FCC designated for hearing application for new am station on 1270 kc, 1 kw, D; made KFKU Lawrence, Kan., and WREN Topeka, Kan., parties to the proceeding. Action Aug. 18.

WMID Atlantic City, N. J.— By order the Commission granted a petition filed March 30 by Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., requesting the Commission to vacate its action looking toward the issuance of a cease and desist order to WMID for violating Sec. 3.46(c) of Commission rules, and rescinded the show cause order of Oct. 28, 1953. Action Aug. 12.

Elizabethtown, N. C.—Cape Fear Bcstg. Co.—FCC designated for hearing application for new am station on 1450 kc, 250 w, U.; made WMRA Myrtle Beach, S. C., a party to the proceeding. Action Aug. 18.

KSPI Stillwater, Okla.—Stillwater Pub. Co. FCC Comr. E. M. Webster granted petition to dismiss without prejudice bid to change from 780 kw daytime to 1490 kc unlimited. Action Aug. 17.

WEMR Emporium, Pa.—Curt Doelicke. FCC ordered Doelicke to show cause why he should not be ordered to cease and desist from operating radio station WEMR, or any other radio station without an operator's permit, and ordered hearing. Failure to respond or failure to appear at the hearing will be deemed to be a waiver of the right to a hearing. Action Aug. 12.

Irwin-Pittsburg, Pa.—Ch. 4 proceeding. By memorandum opinion and order, the Commission denied petition filed May 13 by WCAE Inc., Wilkinsburg, Pa., to enlarge issues to include the engineering proposals of certain applicants in proceeding involving competing applications for ch. 4 in Irwin, Pa. area. Action Aug. 12.

Morrisville, Pa.—Delaware Valley Bcstg. Corp. FCC Comr. E. M. Webster granted petition to dismiss without prejudice its bid for new am station on 1490 kc 250 w unlimited. Action Aug. 17.

WJZM Clarksville, Tenn.—FCC by memorandum Opinion and Order, dismissed petition by Campbell and Sheftall, licensees of am station WJZM Clarksville, Tenn., directed against Commission action of June 29, granting application of WDXN Clarksville, Tenn., for modification of CP to specify a particular transmitter site for its am station (540 kc, 250 w, D). Comr. Hennock not participating. Action Aug. 18.

Memphis, Tenn.—Ch. 3 proceeding. By separate Orders the Commission denied appeals by Hoyt B. Wooten, d/b as WREC Broadcasting Service and WMPS Inc., both seeking reversal of an examiner's ruling excluding certain depositions and exhibits relating to petitionsers' past public service record, in proceeding involving competing tv applications for ch. 3 in Memphis, Tenn. Action Aug. 12.

Arlington, Va.-Washington, D. C.—Ch. 20 proceeding. FCC Comr. E. M. Webster granted petition of WEAM Arlington to dismiss without prejudice its bid for new tv station on ch. 20 and retained in hearing competitive bid of WGMS Washington. Action Aug. 17.

Seattle, Wash.—Ch. 7 proceeding. By memorandum opinion and order the Commission denied petition filed April 27 by Queen City Broadcasting Co. to enlarge issues so as "to determine whether the station proposed by Puget Sound Broadcasting Co. would provide the minimum field strength required by Section 3.68 of the Commission's Rules to the entire principal community to be served" in proceeding involving competitive tv applications for ch. in Seattle, Wash. Comr. Hennock voted for grant. Action Aug. 12.

Bluefield, W. Va.—Ch. 6 proceeding. By Order of the Commission granted petition by its Chief Broadcast Bureau, and amended hearing issues in proceeding involving applications of Southern W. Va. Television Inc., and Daily Telegram Printing Co. for new tv station on ch. 6 in Bluefield, W. Va., to include an issue to determine whether the installation and operation of the stations proposed would constitute a hazard to air navigation. Action Aug. 18.

WMBV-TV Marinette, Wis.—M & M Bcstg. Co. FCC by order, granted application for extension of completion date of new tv station (ch. 11) to Jan. 18, and denied petition of Valley Telecasting Co., Green Bay, Wis., in opposition to extension. Action Aug. 12.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notifications by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 169, June 15, 1954

570 kc

Oaxaca, Oaxaca—5 kw day, 250 w night, unlimited. Class IV. 11-15-54.

620 kc

XENK Mexico, D. F.—10 kw day, 5 kw night, unlimited. Class II-A. 11-15-54.

650 kc

Oaxaca, Oaxaca—1 kw day. Class II. 11-15-

760 kc

XEHJ Zapotlanejo, Jalisco—1 kw, day. Class
XEHJ Tonala, Jalisco—1 kw day. Class
deleted. 11-15-54.

950 kc

XEGM Tihuanan, Baja Calif.—3.5 kw d
2.5 kw night, unlimited. Class III-A. 11-15-

1080 kc

XETA Zitacuaro, Michoacan—500 w day,
w night, unlimited. Class II-D. 11-15-54.

1150 kc

XECS Manzanillo, Colima—250 w unlimit
Class IV. 11-15-54.
XEXZ Zacatecas, Zacarecas—200 w night, 1
day, unlimited. Class IV. 7-15-54.

1320 kc

Montemorelos, Nuevo Leon—250 w day 1
night, unlimited. Class IV. 11-15-54.

1350 kc

Oaxaca, Oaxaca—1 kw day. Class III. 11-15-

1400 kc

XECS Manzanillo, Colima—250 w unlimit
Class IV. 11-15-54.

1490 kc

XEGS Guasave, Sinaloa—250 w unlimited. Cl
IV deleted. 2-11-54.

1580 kc

Tulancingo, Hidalgo—5 kw day, 500 w nig
unlimited. Class II. 6-15-54.

Routine Roundup . . .

August 12 Decisions

TV AND AM BROADCAST ACTIONS

The Commission en banc, by Commissio
Webster (Acting Chairman), Hennock, Doe
and Lee.

McFarland Letter

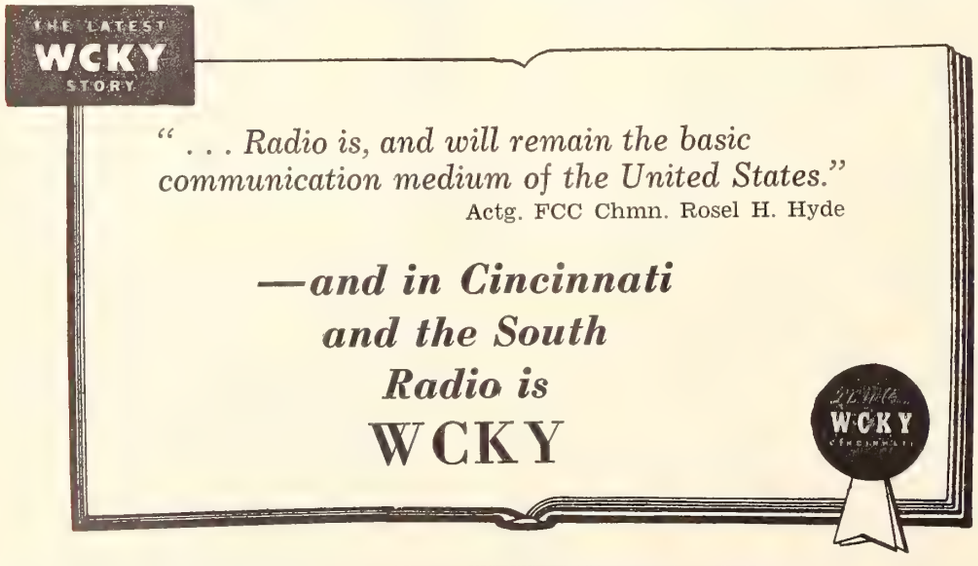
Washington, N. C., North Carolina Tv In
Is being advised that application (BPCT-1
for new tv station on ch. 7 indicates necessity
a hearing.

Renewal of License

Granted renewal of licenses of following
tions on a regular basis:
WLOA Braddock, Pa.; WPTR Albany, N.
WBUX Doylestown, Pa.; WPWA Chester, Pa
KORC Mineral Wells, Tex., J. Elroy Mc
—Granted renewal of license, without preju
to any further action that may be taken in
ceedings in Docket 10787. Comr. Lee not
ticipating.

ACTIONS ON MOTIONS
By Comr. E. M. Webster

The following actions on motions were ta
as indicated:
Chief Broadcast Bureau—Granted petition
extension of time to and including Aug
within which to file answer to a petition
O'Keefe, et al., for enlargement of issues in
ceeding re Trenton Levittown-Fairless Hills
applications (Dockets 10931 et al.).



Boston, Mass., Massachusetts Bay Telecasters Inc.—Granted petition for withdrawal of its motion for additional time within which to petition to expand the issues in proceeding re ch. 5 in Boston, and dismissed said petition (Dockets 9739 et al.). (Action taken 8/3.)

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg. Co.; Herald Corp—On petition of KFAB continued the commencement of the taking of testimony from Aug. 23 to Sept. 8, in proceeding re ch. 7 (Dockets 9009, 9909).

By Hearing Examiner William G. Butts

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Ordered that a conference will be held Aug. 3 in re am proceeding in (Docket 10944), and counsel and parties are directed to appear.

Bay Shore, N. Y., Key Bcstg. System Inc.; WAVZ New Haven, Conn., The WAVZ Bcstg. Corp.; Riverhead, N. Y., Edward J. Fitzgerald—Ordered that a conference will be held on Aug. in re am proceeding in (Dockets 10379, et al.), and counsel and parties are directed to appear.

By Hearing Examiner J. D. Bond

Granted motion by Midwest Bcstg. Co. (WCAN-TV), Milwaukee, Wis., to continue further hearing in proceeding re ch. 6 at Whitefish Bay, Wis., from Aug. 10 to Aug. 12 (Dockets 11009 et al.).

By Hearing Examiner Charles J. Frederick

KTOE Mankato, Minn., Minnesota Valley Bcstg. Co.—Issued an order to control course of hearing in proceeding re (Docket 10592); dispensed with hearing conference and hearing heretofore scheduled for Sept. 2 and rescheduled to commence on Sept. 9; exhibits constituting the affirmative case of applicant to be supplied Commission's Broadcast Bureau on or before Sept. 7.

By Hearing Examiner Herbert Sharfman

Newburg, Ind., Southern Indiana Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.—Scheduled a prehearing conference for Sept. 20 in re proceeding in (Dockets 11076-77), re am applications.

Granted motions of Scripps-Howard Radio Inc. and Radio Station WBIR Inc. to correct the transcript in proceeding re applications for ch. 10 in Knoxville (Dockets 10512 et al.).

By Hearing Examiner Annie Neal Huntting

On petition of Aircall Inc., Detroit, Mich., continued without date, pending further order, the hearing scheduled for Aug. 16 in re its application and that of Abraham Klein, et al., for one-way signalling station (Dockets 11054-56). (Action taken Aug. 10.)

Granted motion of Texas State Network Inc., Fort Worth, Tex., requesting extension of time from Aug. 9 to Aug. 19, for filing certain information in re its application for ch. 11 (Dockets 10372-74). (Action taken 8/9.)

By Hearing Examiner Harold L. Schilz

KSPI Stillwater, Okla., Stillwater Pub. Co.—Rescinded the order scheduling prehearing conference for Aug. 18 in re am application (Docket 10910), because applicant has requested dismissal of its application.

By Hearing Examiner Claire W. Hardy

Memphis, Tenn., WREC Bcstg. Service; WMPS, Inc.—Ordered correction in the transcript of testimony in re proceeding for ch. 3 (Dockets 10761-62).

By Hearing Examiner James D. Cunningham

Gave notice of hearing conferences as follows:
In re application of KNGS Hanford, Calif. (Docket 10934), for Aug. 13.
In re application of WWBZ Vineland, N. J. (Docket 10133), for Aug. 17.
In re application of WMID Atlantic City, N. J. (Dockets 11045-46), for Aug. 12.

August 12 Applications

ACCEPTED FOR FILING

Renewal of License

WSSV Petersburg, Va., Southside Virginia Bcstg. Corp.—(BR-1216).

License for CP

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—License to cover CP (BPH-1921) to make changes in licensed station (BLH-988).

WMAQ-FM Chicago, Ill., National Bcstg. Co.—License to cover CP (BPH-1811) as mod. to make changes in licensed station (BLH-987).

WOC-FM Davenport, Iowa, Tri-City Bcstg. Co.—License to cover CP (BPH-1826) as mod. to make changes in licensed station (BLH-986).

WHO-FM Des Moines, Iowa, Central Bcstg. Co.—License to cover CP permit (BPH-1910) as mod. to make changes in licensed station (BLH-989).

KCRW (FM) Santa Monica, Calif., Santa Monica School Board—License to cover CP (BPED-244) as mod. to make changes in licensed station (BLED-154).

Renewal of License

WEWS (TV) Cleveland, Ohio, Scripps-Howard Radio Inc.—(BRCT-9).

Modification of CP

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BPCT-662) as mod. which authorized changes in facilities of existing tv station for extension of completion date to 3-2-55 (BMPCT-2378).

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BPCT-1779) as mod. which authorized an auxiliary transmitter at main transmitter site for extension of completion date to 3-2-55 (BMPCT-2379).

KDAL-TV Duluth, Minn., Red River Bcstg. Co. Inc.—Mod. of CP (BPCT-903) which authorized new tv station for extension of completion date from 8-11-54 (BMPCT-2375).

WTCN-TV Minneapolis, Minn., Minnesota Television Public Service Corp.—Mod. of CP (BPCT-844) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2373).

WATV (TV) Newark, N. J., Bremer Bcstg. Corp.—Mod. of CP (BPCT-2376) as mod. which authorized new tv station for extension of completion date to 10-30-54 (BMPCT-2376 Resubmitted).

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-79) as mod. which authorized new tv station to extend completion date from 9-7-54 (BMPCT-2381).

KFYR-TV Bismarck, N. D., Meyer Bcstg. Co.—Mod. of CP (BPCT-1516) as mod. which authorized new tv station for extension of completion date to 10-4-54 (BMPCT-2380).

WLOK-TV Lima, Ohio, WLOK Inc.—Mod. of CP (BPCT-1398) as mod. which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2382).

KTEN (TV) Ada, Okla., Eastern Oklahoma Television Co.—Mod. of CP (BPCT-1776) which authorized new tv station for extension of completion date to 12-16-54 (BMPCT-2384).

WJPB-TV Fairmont, W. Va., Fairmont Bcstg. Corp.—Mod. of CP (BPCT-782) as mod. which authorized new tv station for extension of completion date to Nov. 1954 (BMPCT-2377).

August 13 Applications

ACCEPTED FOR FILING

License for CP

WAHR Miami Beach, Fla., Alan Henry Rosenson—License to cover CP (BP-8152) as mod. which authorized new standard broadcast station (BL-5394).

WACL Waycross, Ga., Teletronics Inc.—License to cover CP (BP-8439) as mod. which authorized change in hours of operation, installation of DA for night use only (BL-5390).

WINI Murphysboro, Ill., Evers Mick and Donald Lee Ritter d/b as Jackson County Bcstg. Co.—License to cover CP (BP-8902) as mod. which authorized new standard broadcast station (BL-5395).

KLEE Ottumwa, Iowa, Lee E. Baker—License to cover CP (BP-8673) as mod. which authorized a new standard broadcast station (BL-5391).

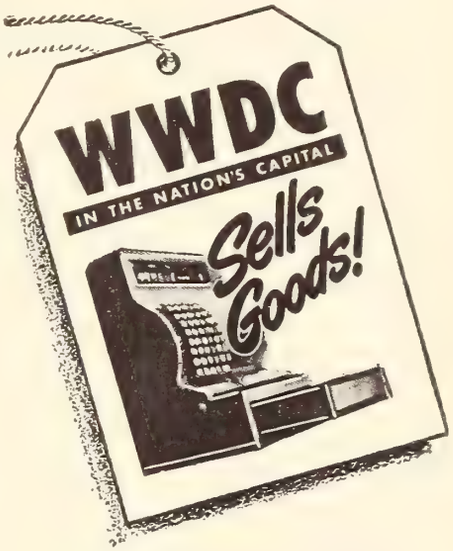
KOAT Albuquerque, N. M., Alvarado Bcstg. Co.—License to cover CP (BP-8782) which authorized change frequency, increase power, install directional antenna for night use, make changes in antenna system and change type transmitter (BL-5399).

Modification of CP

KMBY-TV Monterey, Calif., The Monterey Radio-Television Co.—Mod. of CP (BPCT-1225) as mod. which authorized new tv station for extension completion date to 2-26-55 (BMPCT-2390).

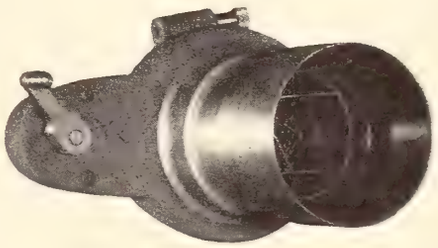
WHFC-TV Chicago, Ill., WHFC Inc.—Mod. of CP (BPCT-1343) as mod. which authorized new tv station for extension completion date to 3-7-55 (BMPCT-2385).

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August 16 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

Issued a Memorandum Opinion and Order to govern the hearing in proceeding re applications of St. Louis Telecast Inc., et al., for ch. 11 in St. Louis, Mo. (Docket 8809 et al.). (Action taken 8/11.)

By Memorandum Opinion and Order granted requests of St. Louis Telecast Inc., 220 Television and Broadcast House, for continuance of hearing re ch. 11 for St. Louis, from Aug. 16 to Aug. 20 (Dockets 8809 et al.). (Action taken 8/13.)

Granted petition of Puget Sound Bcstg. Co. for extension of time from Aug. 16 to Aug. 31 in which to file proposed findings in re applications for ch. 7 in Seattle, Wash. (Dockets 9030 et al.). (Action taken 8/11.)

By Hearing Examiner Herbert Sharfman

Knoxville, Tenn., Tennessee Tv Inc.—Granted motion for extension of time from Aug. 17 to Aug. 31 in which to file rebuttal findings of fact in re proceeding for ch. 10 in Knoxville, Tenn. (Docket 10512 et al.). (Action taken 8/13.)

WICU (TV) Erie, Pa., Dispatch Inc.—Referred to the Commission the motion filed Aug. 10 by the Chief Broadcast Bureau entitled "Request for Detailed Information under Issue 2 in this Proceeding and for Clarification of Order of June 4, 1954," re proceeding in (Docket 11048). (Action taken 8/12.)

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc.—Granted petition of Southern Tier to reopen the record for the purpose of including certain stipulations of the parties submitted with the petition in proceeding re ch. 40; incorporated said stipulations into and made a part of the record and thereupon closed record (Dockets 10681-82).

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—Scheduled hearing for Aug. 23 in re application for ch. 5 (Docket 10965).

By Hearing Examiner Millard F. French

By Memorandum Opinion and Order granted petition of Sangamon Valley Tv Corp., Springfield, Ill., to amend its application for ch. 2; reopened the record, accepted amendment submitted with petition, and closed the record (Docket 10701-03).

By Hearing Examiner J. D. Bond

Issued a First Pre-Trial Order in the proceeding re applications of The Toledo Blade Co., et al., for ch. 11 in Toledo, Ohio (Dockets 11084 et al.), which shall govern the course of further proceedings herein to the extent indicated unless modified by Examiner or by the Commission; further conference in this proceeding shall convene on Sept. 27.

By Hearing Examiner Elizabeth C. Smith

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Gave notice of a conference in re am application (Docket 11002) to be held Aug. 23.

By Hearing Examiner James D. Cunningham

KNGS Hanford, Calif., Hanford Bcstg. Co. of Calif.—Granted request for continuance of hearing in re am facilities (Docket 10934) from Sept. 21 to Nov. 2.

August 17 Decisions

BROADCAST ACTIONS

Actions of August 13

Granted License

WPAC Patchogue, N. Y., Patchogue Bcstg. Co.—Granted license covering increase in power and change in type of transmitter; 1580 kc, 1 kw, D (BL-5388).

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Granted license for fm broadcast station (BLH-988).

WHO-FM Des Moines, Iowa, Central Bcstg. Co.—Granted license for changes in fm station (BLH-989).

WMAQ-FM Chicago, Ill., National Bcstg Co.—Granted license covering changes in fm station (BLH-987).

WOC-FM Davenport, Iowa, Tri-City Bcstg. Co.—Granted license covering changes in fm station (BLH-986).

Mod. of CP

KTEN Ada, Okla., Eastern Oklahoma Television Co.—Granted Mod. of CP for extension of completion date to 2-16-55.

Actions of August 12

KANV Shreveport, La., Northwest Louisiana Bcstg. Co.—Granted license for am broadcast station; 1050 kc, 250 w, D (BL-5384).

WDAN Danville, Ill., Northwestern Pub. Co.—Granted license covering erection of a new antenna, mounting of tv antenna on top (increase height) and installation of a new transmitter (BL-5389).

WMNE Menomonie, Wis., Menomonie Bcstg. Co.—Granted license covering increase in power; 1360 kc, 1 kw, D (BL-5232).

WALM Albion, Mich., Calhoun Bcstg. Co.—Granted license covering change in frequency, increase in power and change in type of transmitter; 1260 kc, 50 w, D (BL-5387).

WWKY Winchester, Ky., Winchester Bcstg. Co.—Granted authority to operate transmitter by remote control.

The following were granted Mod. of CP's for extension of completion dates as shown:

WNET (TV) Providence, R. I., to 2-11-55; KODL The Dalles, Ore., to 12-31-54, condition; WNXT Portsmouth, Ohio, to 11-15-54, condition.

Actions of August 11

WOAI-TV San Antonio, Tex., Southland Industries Inc.—Granted license covering changes in facilities of tv broadcast station (BLCT-145).

KCRW (FM) Santa Monica, Calif., Santa Monica Unified School District—Granted license covering changes in noncommercial educational fm broadcast station (BLED-154).

WMBD-FM Peoria, Ill., WMBD Inc.—Granted license covering changes in licensed fm station (BLH-981).

The following stations were granted authority to operate transmitters by remote control:

KECK Odessa, Tex.; KAKE Witicha, Kans.; KGLM Chehalis, Wash.; KREW Sunnyside, Wash.; WTTB Vero Beach, Fla.

WWKY Winchester, Ky., Winchester Bcstg. Co.—Granted Mod. of CP for approval of antenna and transmitter location and specify studio location (BMP-6597).

KENN Kenedy, Tex., Kenedy Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter location and change type transmitter; condition (BMP-6591).

The following were granted Mod. of CP's for extension of completion dates as shown:

KFML Golden, Colo., to 9-5-54; WQCY (TV) Allentown, Pa., to 3-10-55; WJAR-TV Providence, R. I., to 3-9-55; WITA San Juan, P. R., to 8-20-54.

Actions of August 10

WDEL-TV Wilmington, Del., WDEL Inc. — Granted license covering changes in facilities of tv broadcast station (BLCT-133).

The following were granted Mod. of CP's for extension of completion dates as shown:

WTOB-TV Winston-Salem, N. C., to 3-3-55; WHAM-TV Rochester, N. Y., to 3-1-55; WLBC-TV Muncie, Ind., to 3-1-55; KONA (TV) Honolulu, Hawaii, to 3-1-55; KDAL-TV Duluth, Minn., to 2-11-55; WHBF-TV Rock Island, Ill., to 3-2-55; KSBW-TV Salinas, Calif., to 2-26-55; WTOC-TV, Savannah, Ga., to 2-26-55; WCPO-TV Cincinnati, Ohio, to 3-1-55; WICC-TV Bridgeport, Conn., to 3-2-55; WKAB-TV Mobile, Ala., to 3-1-55; WITV (TV) Ft. Lauderdale, Fla., to 3-1-55; WKJF-TV Pittsburgh, Pa., to 3-1-55; KGMB-TV Honolulu, Hawaii, to 3-1-55; KID-TV Idaho Falls, Idaho, to 2-25-55; KFIF (TV) Fairbanks, Alaska, to 3-1-55; WNEX-TV Macon, Ga., to 3-3-55; WBCK-TV Battle Creek, Mich., to 3-1-55; WNHC-TV New Haven, Conn., to 2-28-55; WEAU-TV Eau Claire, Wis., to 2-25-55.

Actions of Aug. 9

WRAY Princeton, Ind., Princeton Bcstg. Co.—Granted license covering mounting of tv antenna on top of am tower (BL-5371).

WDXL Lexington, Tenn., Lexington Bcstg. Co.—Granted license for am broadcast station; 1490 kc, 250 w, U (BL-5376).

WWIT Canton, N. C., Western North Carolina Bcstrs. Inc.—Granted license for am broadcast station; 970 kc, 1 kw D (BL-5380).

KMPC Los Angeles Calif., KMPC, The Station of the Stars—Granted request for extension of authority to modulate KMPC's transmitter with audio tones between 25 and 35 cycles with approx. 25% modulation in order to test a Civil Defense alerting unit for the city of Los Angeles—to 9-15-54.

August 17 Applications

ACCEPTED FOR FILING

Application for Remote Control Returned

KDYL Salt Lake City, Utah—Intermountain Bcstg. and Television Corp.,

Modification of CP

WHFM (FM) Rochester, N. Y., Stromberg Carlson Co.—Mod. of construction permit (BPH-1905) as mod., which authorized changes in antenna height & system for extension of completion date (BMPH-4941).

WNET (TV) Providence, R. I., Channel 16 of Rhode Island Inc.—Mod. of CP (BPCT-1597) as mod., which authorized new tv station for extension of completion date to Jan., 1955 (BMPCT-2393).

Renewal of License

WRVB (FM) Richmond, Va., Larus & Brother Co. (BRH-555).

August 18 Decisions

TV AND AM BROADCAST ACTIONS

Renewal of License

KANU (FM) Lawrence, Kan.; KCSM (FM) San Mateo, Calif.; KRVM (FM) Eugene, Ore.; KWGS (FM) Tulsa, Okla.; WABE (FM) Atlanta, Ga.; WBOE (FM) Cleveland, Ohio; WHHI (FM) Highland, Wis.; WHLA (FM) Madison, Wis.; WKAR-FM East Lansing, Mich.; WKCS (FM) Knoxville, Tenn.; WMUA (FM) Amherst, Mass.; WOI-FM Ames, Iowa; WPRK (FM) Winter Park, Fla.; WSDX (FM) Louisville, Ky.; WSHS (FM) Floral Park, N. Y.; WSKS (FM) Wabash, Ind.; WUNC (FM) Chapel Hill, N. C.

The following am stations were granted renewal of licenses for the regular period:

WKAI Macomb, Ill.; WTVH Peoria, Ill.; WATS Sayre, Pa.; WISR Butler, Pa.

ACTIONS ON MOTIONS

Part 15

On petitions by the National Community for Television Association Inc. and Jerrold Electronics Corp., the Commission on Aug. 13, extended to Oct. 15 the time for filing comments in proceeding re amendment of Part 15 (Docket 9288).

By Commissioner E. M. Webster

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted petition for leave to amend its application for am facilities (Docket 11026; BP-9054) to submit a revised DA pattern.

Chief Broadcast Bureau—Granted petition for an extension of time to and including Aug. 26, within which replies may be filed to petition of The Walmac Co., San Antonio, Tex., to enlarge the issues in re proceeding for ch. 12 (Dockets 11000-01).

Schenectady, N. Y., Van Curler Bcstg. Corp.—Granted petition for an extension of time from Aug. 16 to Aug. 19 within which to file an answer to protest by Hudson Valley Bcstg. Co. in re application to change studio site (BMPCT-2201) (Action taken 8/16).

By Hearing Examiner Harold L. Schilz

KSEY Seymour, Tex., William C. Moss—Postponed prehearing conference scheduled for Aug. 17 in re facilities (Docket 10218; BML-1473), and in lieu thereof a similar conference will be held Aug. 31 on the date now designated for a hearing.

By Hearing Examiner Isadore A. Honig

Issued an Order to Control the Course of the Hearing in re applications of KFJI Bcstrs. Inc. and Klamath Falls Television Inc., for ch. 2 in Klamath Falls, Ore. (Dockets 10980-81). The taking of testimony will commence on Sept. 13.

By Hearing Examiner Thomas H. Donahue

Extended from Aug. 30 to Sept. 15 the time for filing replies to proposed findings in proceedings re applications of Queen City Bcstg. Co., et el applicants for ch. 7 in Seattle, Wash (Dockets 9030 et al).

By Hearing Examiner Charles J. Frederick

By agreement with the applicants, rescheduled the hearing heretofore scheduled for Aug. 23 to commence Sept. 14, in re applications of Westinghouse Bcstg. Co., applicants for ch. 11 in Pittsburgh, Pa. (Dockets 8694 et al), and ordered that the exhibits, constituting the affirmative (direct) cases of applicants, shall be exchanged on or before Sept. 10.

August 18 Applications

ACCEPTED FOR FILING

Modification of CP

WNRI Woonsocket, R. I., Antoinette D. Mailloux, Administratrix of the Estate of Raymond A. Mailloux, deceased, Jack C. Salera and Roger A. Nault, d/b as Friendly Bcstg. Co.—Mod. of con-

(Continued on page 89)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
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1001 Conn. Ave. 4212 S. Buckner Blvd.
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St., N. W. EX 3-8073
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AM-TV BROADCAST ALLOCATION
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SULTING RADIO ENGINEER
ANKERS INVESTMENT BLDG.
FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
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Cleveland 3, Ohio
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QUALIFIED ENGINEERING
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IF YOU
DESIRE TO JOIN
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in Professional card advertising contact
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Engineer on duty all night every night
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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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SERVICE DIRECTORY
Contact
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1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

General Managers—Top opportunities for advancement and permanent jobs await two live-wire radio men as managers for north Alabama and new Georgia station. Both excellent small markets. Men must have minimum two successful years proven radio sales experience, be settled married men, have car and be ready to be an active community leader. $75 to $100 weekly salary and percentage of net profits. Write complete details, background, listing each job, dates and pay. Write outline of how you would staff, program and run rural market. Mutual station. These are no desk jobs. Only apply if you are a go-getter, idea man and can sell. Box 393E, B•T.

Salesmen

Salesman. Central N. Y. 1,000 watt independent. Salary plus commission. Must have experience, willing to work and produce sales. Excellent opportunity for right man. Box 251E, B•T.

Salesman near New York City. Send complete resume. Salary and commission. Car necessary. Box 370E, B•T.

Florida station offers real opportunity for an aggressive salesman to make big money. Send complete particulars first letter. Box 427E, B•T.

Four-station organization operating in southeast desires to add three salesmen to radio staffs. Opportunities excellent for qualified applicants. Character references must be tops. Ability must be exceptional. Age requirements between 25 and 35. All replies confidential. Attach recent photo, full references and background with initial application. Box 440E, B•T.

Starting new daytime station in west Texas. Will need good, hard-working salesman (no ball of fire wanted), also engineer-announcer and straight announcer, or announcer-salesman. Job permanent, with reasonable pay, in small town. Prefer Texan or one used to small towns in southwest. Contact Clint Formby, KPAN, Hereford, Texas.

Alert, hard-working salesman to sell specialized radio on most saleable independent station in leading southern market. Man who can use good programming and ratings to turn excellent potential into sales results can earn exceptional living. Guaranteed salary and commission. Unlimited chance for advancement in important chain of stations. Rush full details in confidence to Manager, WRAP, 300 Portlock Building, Norfolk, Virginia.

50 experienced tv film salesmen needed immediately. Drawing account $100 week. Commission 10% per sale. Contact Television Broadcasting Service, 91 Central Park West, New York 23, N. Y. Ask for Mr. William R. Riddle.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Experienced announcers. First phone preferred, not required. Good salary. Mississippi. Permanent. Box 245E, B•T.

Top announcer for top station in large midwestern market. Authoritative news, competent, friendly DJ work. Good commercial style. Excellent opportunity. Send background and tape. Box 278E, B•T.

Capable announcer wanted by station near Charleston, West Virginia. Must run board and do a professional job on the air. Permanent. Send recording, resume and references. Box 307E, B•T.

Announcer-salesman near New York City. Salary and commission. Car necessary. Box 369E, B•T.

Help Wanted—(Cont'd)

Announcer-engineer. Must be competent, both fields. Position now open. Salary commensurate with ability. All replies answered. Box 372E, B•T.

Southern 5000 watt CBS station needs aggressive personality disc jockey. Top salary guarantee to start. Unlimited opportunity for financial advancement. Furnish complete details and tapes immediately. This is an outstanding opportunity for competent man with old established station. Box 374E. B•T.

Combination announcer-engineer for east coast Florida city. 1st class ticket a must. State minimum salary requirements and references, first letter. Box 386E, B•T.

Announcer with experience, strong on news and dee-jay shows. Draft exempt. Northeastern Penna. Send complete resume, photo and tape. Box 390E, B•T.

Announcer wanted: Personable young man with minimum of three years commercial radio experience in staff announcing, for upstate New York basic radio and tv network outlet. Excellent opportunity for versatile announcer possessing good television potential. Send complete details and photos. Tapes will be requested at a later date. Box 406E, B•T.

Experienced morning man who can also write commercial continuity can find a permanent position with a progressive 250 watt station in central New York. Must be proven air personality and must be able to write words that sell. Box 422E, B•T.

Good experienced announcer for general staff work. KCMC-Radio, Texarkana, Texas. Attn: General Manager.

Exceptionally good pay for staff announcer, strong on news and DJ. Must have personality and experience. Not an opening for beginners or recent graduates. Send tape, picture and history of employment to KFAL, Fulton, Missouri.

Opportunity for good morning announcer. Send resume. ABC network. KFRO, Longview, Texas.

Need immediately, staff announcer who can gather, write, air local news and work board. Send details, picture and tape to KRGI, Grand Island, Nebr.

New Denver area music and news daytime on air about October 15th requires full staff including salesmen and announcers. Pay is good so experience must be likewise. Send details to KUDL, Kansas City, Mo.

Combination announcer-engineer and announcer-salesman. Good opportunity in top southern Ohio market. Need both types immediately in all three of our stations. Save time by phoning, Manager of WBEX, Chillicothe, Ohio. Phone 3-2244.

Announcer, experienced at control board for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. Phone 2100.

Permanent staff position southern Florida resort city. Full details to WGMA, Hollywood, Florida.

Announcer—good opportunity for man with year or more experience and some knowledge of records. Nothing cute or zany but man who can handle board work and develop his own evening show. Write Manager, WTAX, Springfield, Illinois.

Experienced announcer for kw daytimer under construction. Eastern Illinois college town. Send tape, photo, complete information to Jake Goble, 1403 Tenth Street, Charleston, Ill.

Technical

Wonderful opportunity for first class combo man. WCSI, Columbus, Indiana. Max Cockley, Chief Engineer.

Help Wanted—(Cont'd)

Two first class engineer-announcers for the new kw daytimer in Eastern Illinois to be on the air in October. Wonderful opportunity, college town. Send tape and complete information to Jake Goble, 1403 Tenth Street, Charleston, Illinois.

Production-Programming, Others

Negro programmed station—southern city—wants white program director, experienced all phases negro programming, small station operation. Give complete details—references and recent snapshot or application will not be considered. Box 365E, B•T.

Local station needs news editor with initiative and experience. Air mail full particulars. Box 377E, B•T.

Television

Help Wanted

Managerial

Commercial manager needed for television operation. Excellent opportunity for hustling community minded man. Must have am or tv experience plus outstanding references. Salary and commission. Box 395E, B•T.

Salesmen

Advertising salesman for local selling on established vhf medium sized market New England tv station. Previous tv selling experience required. Salary and commissions. Address Box 382E, B•T.

Announcer

Top power vhf in SE has excellent opportunity for a man who can do an hour morning show. If you have Godfrey's talents and have not yet had the opportunity to display them on tv, this is what you are looking for. Submit full personal details, photo and your idea of low cost format for 8:00-9:00 a.m. large metropolitan area. Box 442E, B•T.

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

Technical personnel for tv and am operation in a midwestern metropolitan market. First phone desirable, but not required. Please supply experience, education and a snapshot. Box 260E, B•T.

First class engineer for new 12 kw uhf transmitter. Send qualifications first letter, Chief Engineer, WSEE, Erie, Pa.

Production-Programming, Others

Experienced director-producer by network affiliate also member of regional net in one of highest tv set saturated markets. A real opportunity. Send complete resume. Box 379E, B•T.

Commercial artist position available with well established radio-television station. Must have a good lettering background and be a versatile artist in all commercial lines. Please state schooling, experience, age, marital status, salary expected. Sample of art work, requested with application, will be returned. Box 388E, B•T.

Vhf-tv station in major market has opening for film editor. Tv experience and speed necessary requirements. Send following information including past employment, references, etc., in first letter. All replies held confidential. Apply to Steve Briggs, WISH-TV, 1440 N. Meridian Street, Indianapolis, Ind.

Situations Wanted

Managerial

Competent manager. Ten years experience, presently manager of a 500 watt station desires to relocate in Texas city. Available October first. Please mail all replies to following address. Box 419E, B•T.

Broadcast station management consultants will help you solve your problems on a percentage of increase basis. Costs you nothing if our help does not produce results. For details contact Broadcasting Services Associates, P. O. Box 78, Fort Lauderdale, Florida.

Salesmen

Salesman—radio-tv. Want permanent position. Excellent references. Prefer east. Box 348E, B•T.

Salesman, announcer four years experience, seeks opportunity with stable operation, excellent references. Box 398E, B•T.

Situations Wanted—(Cont'd)

Young former professor desires radio or television sales opportunity. Solid result getting sales. Excellent radio and television background. Can relocate in any area. Box 421E, B•T.

Announcers

Top-flight sports announcer desires college football play-by-play. 13 years experience. Currently broadcasting major league baseball. Air checks available. Outstanding references. Box 149E, B•T.

Versatile announcer. Experienced newsman, DJ. Trained voice. First phone. Negro. Box 168E, B•T.

Announcer. Experienced both network and independent, some tv, college grad, married. Presently employed. Box 179E, B•T.

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Some experience, staff announcer, good voice, training in two announcers schools. Desire position immediately, preferably west of the Mississippi. All replies considered and answered. Box 367E, B•T.

Combination man. Fully experienced. Well educated. Available soon. Box 376E, B•T.

Dynamic sportscaster. Nine years experience football, basketball, baseball in large, competitive market. Keen sports insight, industrious, creative. Box 378E, B•T.

Experienced announcer—PD past 8 months . . . DJ (popular and western), news, special events, sports color, heavy commercial . . . good delivery . . . good ad-lib . . . 37, married, presently employed . . . tape . . . will travel . . . midwest or south preferred. Box 391E, B•T.

Experienced announcer 1st phone. Married. Excellent references. Midwest preferred. Box 392E, B•T.

Annnouncer, DJ, four years experience, available immediately, dependable, hard working, fine references. Box 397E, B•T.

Young versatile announcer desires staff position which includes play-by-play football. Mature voice; excellent references; New York or New England preferred. Minimum $70. Box 402E, B•T.

Announcer-newcaster. Eight years radio-news experience. College graduate. Mature; versatile. Box 403E, B•T.

Announcer, deep voice, southerner, married, six years experience country, pop, news. Prefer Alabama or adjoining states. Proven record of air-selling. $90.00 minimum. Box 405E, B•T.

Announcer-newsman. Top-rated commercials, thoroughly experienced news. Family man. Seeking settled situation early September. Box 408E, B•T.

Announcer, staff, experience, commercials, DJ, news, travel, single, tape. Box 410E, B•T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 411E, B•T.

Experienced announcer, CBO. DJ, newscasting and special events. Willing with 3rd phone and good voice. Box 412E, B•T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request. Box 413E, B•T.

Announcer, 9 years experience. Work within 50 miles L. A. First phone, if needed. Can supply excellent references, tapes. Box 414E, B•T.

Disc jockey with six years experience. Young, married, draft exempt. Have originated and conducted successful phone and mail request shows. Prefer late evening or all-night time with prestige station in good market in southeast. Tape and photo on request. Write Box 431E, B•T.

DJ . . . preferably nighttime or all-night . . . presently employed with one years experience. Pleasant voice. 3rd phone, selling experience. Box 432E, B•T.

Situations Wanted—(Cont'd)

Experienced young woman, college grad, personable former program director, dramatic background, desires interesting air position announcer, copywriter. Terrific ad-lib, smooth commercials, travel, tape, references. Box 434E, B•T.

25, single, veteran, experience college and AFRS radio. Preference for DJ and sports. Will travel. Box 437E, B•T.

Mr. Station Manager: The best in the field! One of N. Y.'s top disc jockeys—announcers—14 years experience, available September 25th. Want diversified activities, anywhere U.S.A.—News, special events, sports, consider P.D. job plus air work. Box 438E, B•T.

Experienced announcer. Dee jay, personality—presently employed, desires permanent position with more potential radio-television. Available Sept. 15. Box 439E, B•T.

Staff resignation due ownership change: Announcer-engineer, 1st class ticket. DJ, sports announcer, news. 1 year at 10,000 watts, 5 years overall. Phone 2-0242, Boise, Idaho. Bill Banks, 11 South Owyhee.

Staff announcer—strong news, smooth commercials, DJ, experience light, future bright. Gerry Borak, 254 East 56th Street, Brooklyn, N. Y.

Sportscaster—newscaster—dee jay—staff. Strong play-by-play. Three years experience. College graduate. Veteran. Prefer staff tie-up, heavy sports station. Tape. Resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Announcer—limited experience. Emphasize—news, DJ. Draft exempt. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Announcer—light experience. School graduate. Good DJ. Commercial voice. Strong news. Donald Ferris, 2255 Ridge Ave., Evanston, Ill. Phone University 4-5034.

Announcer-control board operator, reliable, experienced, desires staff connection. News, DJ, strong on commercials—travel. Available immediately, resume, tape. Tom Jeffreys, 31-38 29th Street, Astoria 6, N. Y.

Nine years radio, experienced all station activities except sales and engineering. Play-by-play all sports. Presently program-sports director-co-owner WSBB. Twenty-nine, married, college degree, prefer Florida, all offers considered. Jim King, WSBB, New Symrna Beach, Florida.

Announcer, recent broadcasting school graduate, 27, single, veteran. Former athlete desires New England or the East but is available to an offer anywhere. Asks only for the chance to get started in radio now. Write Hank Manigan, 1621 W. Division Street, Chicago 22, Illinois.

Announcer: Experienced, versatile, conscientious, married, 22, desire medium-sized market in southeast. Do hillbilly, news, rhythm-blues and pop. Will work hard. Present market too small. Call Lee Mathis, Fort Valley, Georgia.

Selling voice—clear, mature. Experience, ability, university background. Single, 32. Good news, commercials, records. Midwest. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Situations Wanted—(Cont'd)

Staff resignation due ownership change. Two men, 4 years experience: Combo first phone, 2 years assistant manager and chief engineer 10kw; other top salesman-announcer. Families, cars; prefer Pacific northwest. Phone 3-0588. McDonald, 402 N. Atlantic, Boise, Idaho.

Here I am again — announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting. Have car, will travel. Single. Audition disc available. George Pochos, 215 E. 153rd Street, Harvey, Ill.

Staff announcer, versatility unlimited, strong news, DJ, selling commercials. Mark Shor, 751 E. 178th Street, Bronx, N. Y.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer now employed as chief desires engineering position with good pay. 17 years radio, sober, reliable. Box 317E, B•T.

15 years experience, broadcast construction, maintenance, communications. Desire job with top-notch radio or vhf-tv station in southwest. Box 366E, B•T.

Straight engineer, 5 years experience, first phone, ham license, now available. Box 381E, B•T.

First phone. 4 years studio control, tapes, remotes. Desires studio control, Jersey, New York, Connecticut, Massachusetts. Box 404E, B•T.

Engineer, 1st phone, experienced installation and construction, 9 years with inventor of fm, 5 years other phases electronics. Box 426E, B•T.

Chief engineer or supervisor available immediately. 12 years experience, am-fm-tv, from 250 watts to 50 kw, construction experience. Box 428E, B•T.

Engineer, experienced in am-fm-tv aircraft radio, overseas, short wave operation. Will consider domestic or foreign field engineer. Box 429E, B•T.

Staff resignation due ownership change. Announcer-engineer, first phone, experience 10kw. Bob Asbury, 2606 N. 26th, Boise, Idaho. Ph. 2-1159.

Am-engineer, 1st phone, four years experience all phases, except sports. Age 29, vet. Desires program director's job. Heavy on am. Morris F. Genthner, 239 Grace Ave., Newark, New York. Phone 1112J, act now!

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Available immediately. 1st class engineer with 10 years well rounded experience. Excellent references. P. O. Box 152, Cincinnati, Ohio.

Production-Programming, Others

Unusual? Yes—we are employer of a well-qualified all-around, play-by-play sports director who has major league and triple A experience—good newsman and versatile in other assignments. We are dropping sports. Therefore, want to find him another position. He has our top-notch recommendations—interested? Please write Box 373E, B•T.

Read this only if you want a versatile, intelligent, imaginative gal with a record . . . a good record. Radio-tv-film-agency-entertainment business my only business. Secretary thru talent, programming (creative-production) with sales ability, publicity-promotion and management know-how. Willing work hard for recognition. Let's discuss your requirements, our future. Considering New York, southern U. S. A. areas. Box 380E, B•T.

Seeking supervisory position in radio program department. Currently employed program director with 5 years experience in programming, production, continuity, etc. College education. Excellent record and references. Box 400E, B•T.

Daytime programs analyzed by woman with background paralleling mid-continent daytime audience. Successful advertising experience. Written or tape recorded reports or New York office discussion. Box 420E, B•T.

Experienced reporter in radio, newspapers, wants employment on radio news staff. References available. Box 424E, B•T.

Program director with six years experience. There is no reason why your 250 or 1000 watter can't operate with the same programming and production standards as any 50,000 watter in the country. But you must let me have a free hand as far as programming is concerned and you must want your station to get ahead in listenership and sales. Give program department a budget to operate on. I am young, married, draft exempt. Prefer east coast. Box 430E, B•T.

Experienced newsman. Top-flight on features, human interest. Sports writer. Continuity and commercial "know-how". Veteran. Wire or write: Barney Engel, Ocala Hotel, Ocala, Florida.

Staff resignation due ownership change. Young woman, college graduate, traffic manager—executive secretary, 10kw station last four years, seeks administrative position. Prefer Pacific northwest. Betty Lowry, 2812 Agate Street, Boise, Idaho. Telephone 2-2226.

Television

Situations Wanted

Managerial

Radio-tv manager. Top network tv background in major western market. Fifteen years network radio management. Strong on operation, promotion and sales. Available immediately. Box 423E, B•T.

Salesmen

Salesman, five years experience radio-tv. Excellent sales record. Top references. Box 399E, B•T.

Announcers

Three years television, plus three years radio. Featured personality, who can sell. College degree, 28, veteran. Desire air position hot television market or program direct television or radio. Box 384E, B•T.

On-camera personality, master of ceremonies, straight or light comedy. Good pitch man. Seven years radio/television, B.S. degree, Journalism. Stage experience. Single, 29, anywhere for full or part-time plus talent, or talent only. Lots of program ideas and ability to carry through. Will appreciate your reply to Box 407E, B•T.

DJ, director wants change. Now at major vhf operation. Proven record of sponsor sales in tv. Experienced all phases of directing. 3 years radio and stage, 1 year tv. Family man, age 23. Interested in stable organization. Personal interview on request. Box 417E, B•T.

Technical

First phone, resident graduate Capitol Radio Engineering Institute, two years radio, desires position with television station anywhere. Box 375E, B•T.

Situations Wanted—(Cont'd)

Chief engineer. Over 5 years vhf and uhf tv experience. Station installation, operation and maintenance all equipment. If you desire equipment operating at it's very best write Box 368E, B•T.

SRT graduate. All phases tv studio operations. Photographic background. Desires position as cameraman, anywhere. College graduate, single, veteran, age 25. Box 385E, B•T.

Production-Programming, Others

Presently employed in tv production and programming. Seek ground floor-new station opportunity. Looking for a progressive station needing program manager, director. Family man, car. Box 383E, B•T.

Seeking supervisory position in tv program department. Currently employed tv program director with 5 years experience in programming, production, continuity, etc., put new station on air. College education. Excellent record and references. Box 401E, B•T.

Tv director. Experienced. Nine years college. Newspaper, administrative background. Box 418E, B•T.

News reporter, experienced in radio and newspapers, desires move into television. Good references. Box 425E, B•T.

Film editor-photographer nine years, newspaper, television, movies, stills, slides, darkroom. Resume. Gibbons, 2451 Oakwood Ave., Zanesville, Ohio.

Veteran: Single, college graduate, accounting experience, theatre background; Graduate N.Y.U. school radio and television, capable handling all phases television production, radio and tape recording equipment; Will locate anywhere, available September 1, 1954. References and biography upon request. Carl Glicken, 2241, Sedwick Avenue, New York 68, New York. Fordham 5-2465.

For Sale

Stations

Partner opportunity. California station. Active, capable, supervisor. $10,500 to $35,000 share. Some financing possible. Box 433 E, B•T.

Florida fulltime independent for sale. All or part available. Purchase price equivalent to fixed assets—an unusual opportunity for party having a minimum of $40,000.00 cash to invest. Broadcasting Services Associates, P. O. Box 78, Fort Lauderdale, Florida.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

Have 250 uhf transmitter, hand built by top engineers, with finest materials, at moderate price. Ideal for satellite operations. Box 409E, B•T.

One RCA MI-4875 Universal pick-up kit, including tone arm, filter and instructions. Less head. Brand new, priced $85.00. One used Presto TL-10 tape playback mechanism, 7½ IPS. Good condition $50.00. KFRD, Rosenberg, Texas.

RCA flying spot scanner TK-3A. Excellent condition. Chief Engineer, KTVU, Stockton, California.

7 Blaw Knox type CN 229′ self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

Studio console—RCA 76-B2 with power supply. Excellent condition. $1,250.00. FOB Minneapolis. Call or wire. Kay Bank Recording, 111 No. 11th Street, Minneapolis, Minn.

For Sale—(Cont'd)

Because WFMT is moving to new quarters with new equipment . . . 3kw fm transmitter, perfect condition, 85-ft. self-supporting IDECO tower supporting 4-bay Andrew fm antenna on 40-ft. mast, now installed atop building. Approximately 250 feet, 3⅛ inch coax with assorted 90 degree and 45 degree joints and hardware, now installed. Available immediately. All for $3,500 cash from premises of WFMT, 4000 W. Washington Blvd., Chicago, Ill.

Wanted to Buy

Stations

Private party desires to purchase controlling or complete interest in radio station in Florida, Texas, Gulf states, Carolinas or California. We have management. Box 337E, B•T.

Florida station or cp. Cash limit $25,000. State total price, best terms. Box 371E, B•T.

Station with good equipment in small-medium market, preferably East or South. Box 394E, B•T.

Wanted—Station in Wisconsin, eastern Minnesota, Iowa, by experienced broadcaster. All replies confidential. Box 396E, B•T.

Want 250w—1000w established or new am station. Box 435E, B•T.

Equipment Etc.

Wanted . . . self-supporting tower approximately 345 feet . . . Blaw Knox type H-40 or equivalent, capable supporting six bay channel 4 tv antenna and any tv equipment in good condition. Box 288E, B•T.

Wanted 200 feet of 1⅝ inch coaxial line Andrew, number 451 or equal. Contact Michigan Music Company, Inc., 2617 West Grand Boulevard, Detroit. Phone Trinity 2-1695.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

CAN YOU

take charge of well-known broadcasting school in Boston? Interview, audition, enroll students? Talk to high school principals and student groups? Direct placement service, handle administrative duties, teach? Prefer young, single man with some station experience in selling, announcing or promotion or with broadcasting school experience. Also consider outstanding broadcasting school graduate. Long hours but excellent opportunity for advancement after you prove your worth. Send resume, photo, salary requirements, why you want job. You must be able to come to Boston for personal interview at your own expense. Your application held in confidence. Box 387E, B•T.

SALES MANAGER

The PROJECTOGRAPH Company whose machine resembles a TV set and projects a variety of TV slides on its screen in stores, hotels, airports etc., will give a substantial commission and interest in company proposition to a man experienced in radio or TV station tieup with merchants on franchise and merchandising plans.

Box 415E, B•T

Help Wanted—(Cont'd)

Production-Programming, Others

TECHNICAL WRITER

Gates Radio Company has opening for man with interest and experience in writing. Experience desired in writing and publishing instruction manuals and technical literature. Broadcast engineering experience also helpful. Complete employee benefits. Salary open. Send complete details with photo to Box 441E, B•T.

Television

Help Wanted

Managerial

INVESTMENT OPPORTUNITY

in vhf television station

If you have a streak of showmanship and some cash, I may be able to help you make some money. You see, I own a company with fine new VHF facilities but short of working capital. Just anyone won't do, but if you're the right guy, I'll sell you 10 percent at the same cost as applied to me (which is favorable), if you'll lend working capital on a five-year note at 6 percent. The whole deal will cost you $60,000 and should make you a neat profit in five years, the same as I expect to. In replying please tell me enough so I'll know who you are. Confidential, of course. Write Alger Court, Westbourne, Apt. 4-B, Bronxville, New York.

For Sale

TV EQUIPMENT FOR SALE

1—RCA TK-20 Film Camera, including the following:

1—Pedestal, including cradle
1—Camera control chassis
1—External edge light projector
1—33-B power supply
1—TP-9B multiplexer

Call or Write H. J. Lovell
Chief Engineer, WKY-TV
Oklahoma City, Oklahoma

For Sale—(Cont'd.)

FOR SALE

200 Ft. Windcharger guyed tower, galvanized steel, complete with guys, 4 side lights, base insulator, guy installers, and conduit for tower light wiring . . . presently in position. For further information write

Radio Station WMOU
Berlin, New Hampshire

IMMEDIATELY AVAILABLE

Result of merger for TV

Collins 737-A 5KW FM transmitter. GE BM-1-A Station Monitor. GE BY-4-A Fm antenna, 4 Bay. Johnson AM/FM Isocoupler. Windcharger 340' Type 300 tower w/lights. 400' coax line 1⅝ inch 51.5 ohm

All or Part — Write or Wire

Joe Gamble, Tech., Dir.,
WRBL- WRBL-FM- WRBL-TV
Columbus, Georgia

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Instruction

GET YOUR FCC LICENSE NOW

Accelerated, tutored courses. Need only high school training or equivalent. 1st class Radio-Telephone Commercial License
Day or Evening
New Classes Starting September 8th
Rad-Tel Consultants
1 Beekman Street
New York 38, N. Y. — WOrth 4-1180

Miscellaneous

MANAGEMENT CONSULTANTS

Is Your Station Losing Money? We Will Put it in the Black; If it Making, We Will Make More!
All Station Problems Handled
Box 436E, B•T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 84)

struction permit (BP-8106) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6620).

WKNB-TV New Britain, Conn., The New Britain Bcstg. Co.—Mod. of CP (BPCT-870) as mod., which authorized new tv station for extension of completion date to 12-7-54 (BMPCT-2399).

WCKG (TV) New Orleans, La., CKG Television Co.—Mod. of CP (BPCT-1474) as mod., which authorized new tv station for extension of completion date to 4-17-55 (BMPCT-2395).

KDRO-TV Sedalia, Mo., Milton J. Hinlein—Mod. of CP (BPCT-1550) as mod., which authorized new tv station for extension of completion date to 11-8-54 (BMPCT-2396).

WWTV (TV) Cadillac, Mich., Sparton Bcstg. Co.—Mod. of CP (BPCT-1634) as mod., which authorized new tv station for extension of completion date to 3-8-55 (BMPCT-2386).

KZTV (TV) Reno, Nev., Nevada Radio-Television Inc.—Mod. of CP (BPCT-1174) as mod., which authorized new tv station for extension of completion date to 12-16-54 (BMPCT-2401).

KVDO-TV Corpus Christi, Tex., Coastal Bend Television Co.—Mod. of CP (BPCT-1066) as mod., which authorized new tv station for extension of completion date to 3-9-55 (BMPCT-2398).

WTOV-TV Norfolk, Va., Commonwealth Bcstg. Corp.—Mod. of CP (BPCT-460) as mod., which authorized new tv station for extension of completion date to 3-8-55 (BMPCT-2400).

WSUN-TV St. Petersburg, Fla., City of St. Petersburg—Mod. of CP (BPCT-665) as mod., which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2405).

WLWA (TV) Atlanta, Ga., Crosley Bcstg of Atlanta Inc.—Mod. of CP (BPCT-927) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 9-10-55 (BMPCT-2404).

WWLA (TV) Lancaster, Pa., Harold C. Burke—Mod. of CP (BPCT-1670) as mod., which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2403).

KOMU-TV Columbia, Mo., The Curators of the U. of Missouri—Mod. of CP (BPCT-1177) as mod., which authorized new tv station for extension of completion date to 12-18-54 (BMPCT-2408).

This is a story about a Texas Cancellation

G. F. Roberts of KGKL San Angelo, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Texas Network Station

$180,000.00

Manufacturing, oil production and agriculture combine to create this outstanding market boasting over $25,000,000.00 annual retail sales. Profitable operation has over $75,000.00 net current assets that are included in sale. Attractive fixed asset position. Financing available to qualified buyers.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

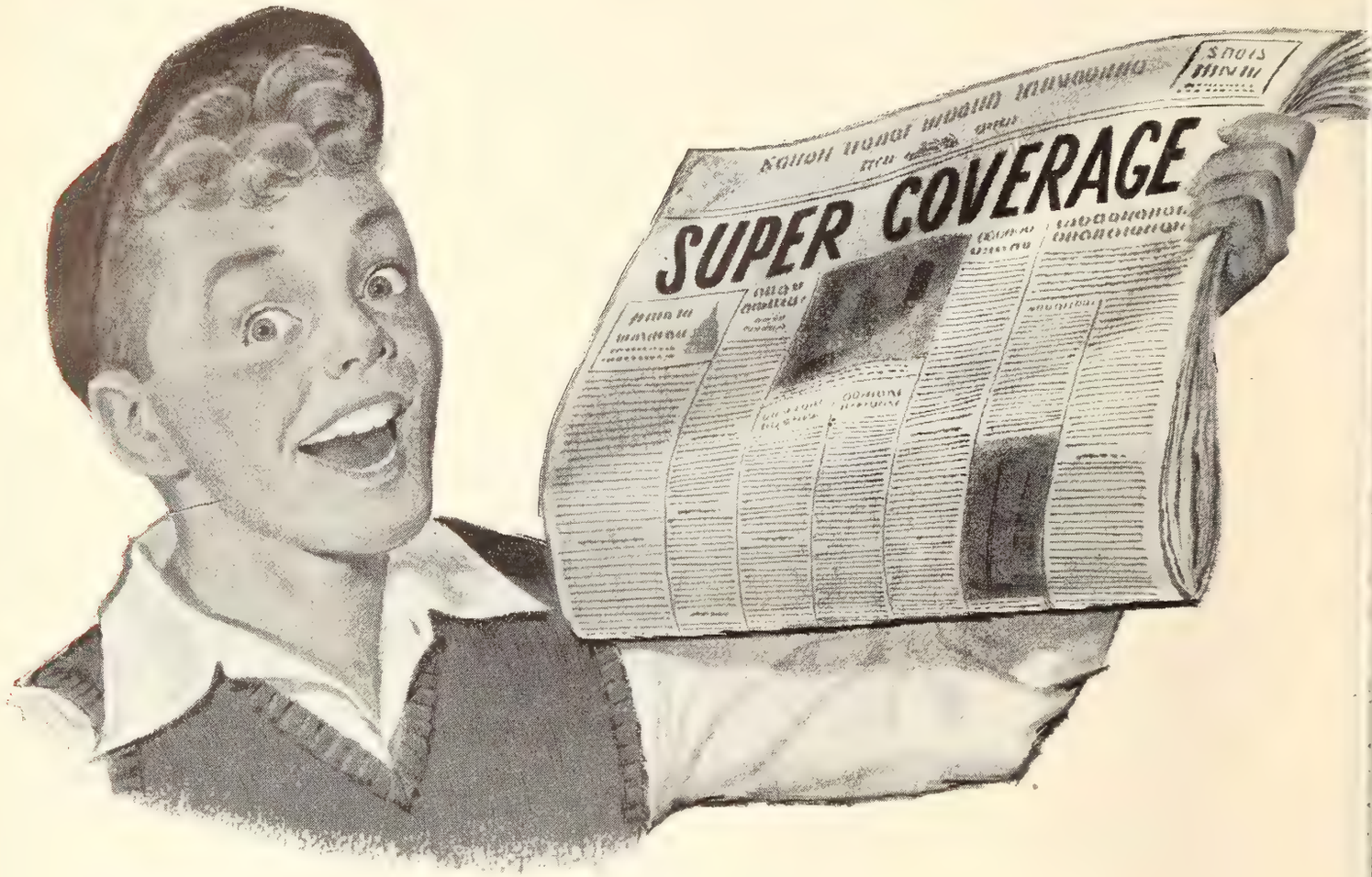
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

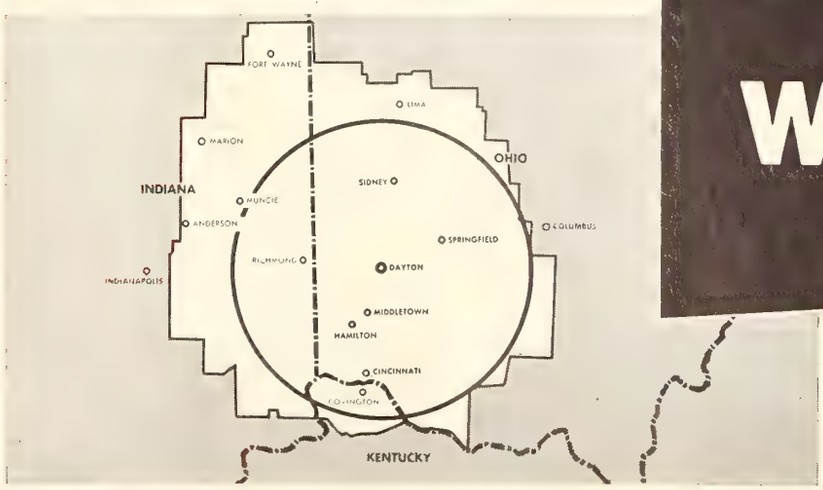
WE'VE GOT THE PAPERS TO PROVE IT!



Here's *conclusive proof* of the super coverage by WHIO-TV's new TV tower—1104 feet straight up, the tallest in the world! Daily, newspapers throughout the WHIO-TV territory carry our program listings . . . including 16 papers keeping *bonus* audiences posted on WHIO-TV programming.

We have other "paper" testimonials to this super coverage—mail! Thousands of letters from listeners testify to terrific bonus audiences well outside our new service area. In Lima, Ohio, for instance, WHIO-TV pulls over 60% of the night time audience against the COMBINED stations B (UHF), C and D according to Hooper. From lucrative Lima, more than eighty miles away and many other similar cities, the *added* coverage is there. These "paper" testimonials—newspaper listings, mail, and ratings—*prove* WHIO-TV's vast-area pulling power . . . *prove* that buying WHIO-TV is a wise choice!

Ask George P. Hollingbery Representatives!



whio-tv

CBS • DUMONT

Channel 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

TELESTATUS

August 23, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 14,107
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-10/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 95,300
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 29,443
►KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 68,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,800
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,861,132
►KCOP (13) Katz; 1,861,132
►KHJ-TV (9) DuM; H-R; 1,861,132
►KNBH (4) NBC; NBC Spot Sls.; 1,861,132
►KNXT (2) CBS; CBS Spot Sls.; 1,861,132
►KTLA (5) Raymer; 1,861,132
►KTTV (11) Blair; 1,861,132
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to start regular operations:

WGR-TV Buffalo, N. Y. (ch. 2), Aug. 14.

WCHS-TV Charleston, W. Va. (ch. 8), Aug. 15.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 982,070
►KPIX (5) CBS, DuM; Katz; 982,070
►KRON-TV (4) NBC; Free & Peters; 982,070
►KSAN-TV (32) McGillvra; 97,018
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 112,000
KOVR (13) Blair; 2/11/54-9/6/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/1/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 147,200

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
393,971
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company



The Greatest Draw In Wichita!.....

"BAR 16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"
Mon. – 24.9	17.8 (Amos & Andy)
Tue. – 15.7	16.2 (Superman)
Wed. – 25.4	10.3 (Kit Carson)
Thur. – 21.6	11.9 (Hopalong Cassidy)
Fri. – 24.9	5.4 (Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6* for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double-barreled pull!

See PETRY For Regional and National Participations!

KEDD

WICHITA KANSAS

NBC • ABC

REPRESENTED BY

Edward Petry & Co., Inc.

FOR THE RECORD

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 628,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 107,200 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.
Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33) 12/9/53-Unknown
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,000
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000
Tampa†—
Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-TV (8) Blair; 8/4/54-Feb. '55
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/22/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36) 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 49,104
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,104
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,700
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,00
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,00
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knode 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,00

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker 549,284 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 59,00
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 662,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 111,023
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,00
Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 237,000
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,29
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,9

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

opeka—
KTKA (42) 11/5/53-Unknown
WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 54,481
ichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

shland†—
WPTV (59) Petry; 8/14/52-Unknown
enderson† (Evansville, Ind.)—
WEHT (50) CBS; Meeker; 53,161
exington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
ouisville—
WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
ewport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

lexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
aton Rouge—
WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
afayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
ake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/29/54
KTAG (25) CBS, ABC, DuM; Young; 19,000
onroe—
KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
ew Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
hreveport—
KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

angor†—
WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54
ewiston—
WLAM-TV (17) DuM; Everett-McKinney; 20,039
oland†—
WMTW (8) ABC, CBS; 7/8/53-Aug. '54
ortland—
WCSH-TV (6) NBC; Weed; 116,627
WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

altimore—
WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 552,235
WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54
umberland†—
WTBO-TV (17) 11/12/53-Unknown
alisbury†—
WBOC-TV (16) Burn-Smith

MASSACHUSETTS

dams (Pittsfield)†—
WMGT (74) ABC, DuM; Walker; 135,451
oston—
WBZ-TV (4) NBC; Free & Peters; 1,191,210
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210
rockton†—
WHEF-TV (62) 7/30/53-Fall '54
ambridge (Boston)—
WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
pringfield—
WHYN-TV (55) CBS, DuM; Branham; 140,000
WWLP (61) ABC, NBC; Hollingbery; 140,000
orcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
WWOR-TV (14) ABC, DuM; Raymer; 55,010

MICHIGAN

nn Arbor—
WPAG-TV (20) DuM; Everett-McKinney; 19,800
WUOM-TV (*26) 11/4/53-Unknown
attle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62) 11/19/53-Unknown
WJBK-TV (2) CBS, DuM; Katz; 1,468,407
WWJ-TV (4) NBC; Hollingbery; 1,286,822
WXYZ-TV (7) ABC; Blair; 1,308,200
WTVS (*56) 7/14/54-Late '54
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
WILS-TV (54) ABC, DuM; Venard; 55,000
WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
WCCO-TV (4) CBS; Free & Peters; 477,000
WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
KSTP-TV (5) NBC; Petry; 477,000
WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
WJTV (25) CBS, DuM; Katz; 50,224
WLBT (3) NBC; Hollingbery; 177,323
WSLI-TV (12) ABC; Weed; 85,000
Meridian†—
WCOC-TV (30) See footnote (d)
WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
KHQA-TV (7) CBS, DuM; Weed; 117,776
WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/12/54
Kansas City—
KCMO-TV (5) ABC, DuM; Katz; 405,706
KMBC-TV (9) CBS; Free & Peters; 405,706
WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735
St. Louis—
KETC (*9) 5/7/53-Unknown
KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
WTVI (54) See Belleville, Ill.
Sedalia†—
KDRO-TV (6) Pearson
Springfield—
KTTS-TV (10) CBS, DuM; Weed; 49,456
KYTV (3) ABC, NBC; Hollingbery; 46,080

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N. C.

Serving 198,830 TV Families*
in an area of 2,058,000 people**

Covering Four Rich Piedmont States
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$2,411,466,000**

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in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

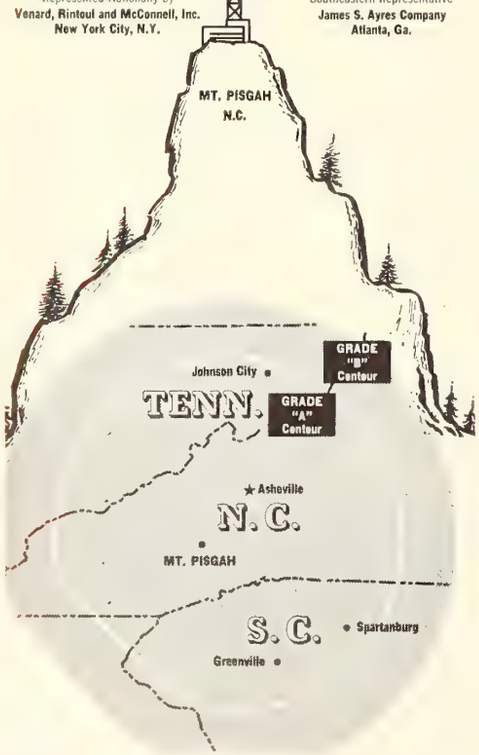
*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954

WLOS TV
CHANNEL 13 ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.



FOR THE RECORD

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 10,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
KUON (12) See footnote (d)
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,421
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 100,000
► WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
► WGR-TV (2) NBC, DuM; Headley-Reed
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/26/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,600
New York—
► WABC-TV (7) ABC; Petry; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 344,242
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cook; 145,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 29,950
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/1/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,249
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/2/54 (granted STA Aug. 10)
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 235,740
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,680
Valley City†—
► KXJB-TV (4) CBS; Weed

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,044,134
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,3
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Ka 286,382

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

ungstown—
WFMJ-TV (21) NBC; Headley-Reed; 130,000
WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
nesville—
WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

a†—
KTEN (10) ABC; Venard; 176,000
dmore†—
KVSO-TV (12) 5/12/54-Unknown
id†—
KGEO-TV (5) ABC; Pearson
wton†—
KSWO-TV (7) DuM; Pearson; 52,348
ami†—
KMIV (58) 4/22/53-Unknown
askogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54
lahoma City—
KMPT (19) DuM; Bolling; 98,267
KTVQ (25) ABC, NBC; H-R; 121,774
KWTV (9) CBS, DuM; Avery-Knodel; 256,102
WKY-TV (4) ABC, NBC; Katz; 274,445
KETA (*13) 12/2/53-Unknown
lsa—
KCEB (23) NBC, DuM; Bolling; 98,513
KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

gene—
KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
edford—
KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
rtland—
KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54
lem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

lentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
toona—
WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
thlehem—
WLEV-TV (51) NBC; Meeker; 76,492
ambersburg†—
WCHA-TV (46) See Footnote (d)
ston—
WGLV (57) ABC, DuM; Headley-Reed; 75,410
rie—
WICU (12) ABC, NBC, DuM; Petry; 218,500
WSEE (35) CBS, DuM; Avery-Knodel; 29,173
WLEU-TV (66) 12/31/53—Unknown
arrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
WHP-TV (55) CBS; Bolling; 166,423
WTPA (71) NBC; Headley-Reed; 166,423
azleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
hnstown—
WARD-TV (56) Weed
WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
ancaster—
WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
ebanon†—
WLBR-TV (15) Burn-Smith; 170,700
ew Castle†—
WKST-TV (45) DuM; Everett-McKinney; 139,578
iladelphia—
WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
WPTZ (3) NBC; Free & Peters; 1,791,161
ttsburgh—
WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
eading—
WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
WHUM-TV (61) CBS; H-R; 175,000
cranton—
WARM-TV (16) ABC; Hollingbery; 168,000
WGBI-TV (22) CBS; Blair; 165,000
WTVU (73) Everett-McKinney; 150,424
haron†—
WSHA (39) 1/27/54-Unknown
ilkes-Barre—
WBRE-TV (28) NBC; Headley-Reed; 166,000
WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 113,919
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 57,700
► WIS-TV (10) NBC; Free & Peters; 122,488
► WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 83,076
► WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
► WHBQ-TV (13) CBS; Blair; 287,818
► WMCT (5) ABC, NBC, DuM; Branham; 287,818
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 192,969
► WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS, Branham; 52,252
► KGNC-TV (4) NBC, DuM; Katz; 52,252
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 393,971
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
► KTSM-TV (9) NBC; Hollingbery; 52,574
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



That's right! In southwestern Pennsylvania, 1 buy covers 3 markets when that one buy is WJAC-TV, Johnstown. You get the buying-minded Johnstown area PLUS Pittsburgh and Altoona! No idle claim is this. . . Hooper shows WJAC-TV. . .

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

If you want to enjoy the sunshine of more sales—and not get burned on your budget—choose the 1 that covers 3. . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,076

Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800

San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) Pearson; 1/27/54-10/1/54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,880

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/7/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/7/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 86,432

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 358,600
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54

Tacoma—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
► WCHS-TV (8) CBS, DuM; Branham

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,000

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 53,500
► WMTV (33) ABC, NBC, DuM; Meeker; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/12/54 (granted STA Aug. 12)

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 393,600
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,054
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) 6/11/54-Unknown

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBS; All-Canada, Weed; 65,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

Quebec City†—
► CFCM-TV (4)

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 8,247

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 392; total cities with stations on air: 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,984,317.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind. WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss. KACY (TV) Festus, Mo.; KSTM-TV St. Louis KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Divining Rod

AN AIRPLANE equipped with a sensitive television antenna was used by WNHC-TV New Haven (ch. 8) to chart the actual coverage area of the station receiving the best possible television picture. With the antenna measuring signal strength, the group determined that the pattern from the transmitter was perfectly circular, said to give maximum signal to maximum population. To determine this, the plane circled the transmitting antenna at 1,050 feet, on a level with the top of the transmitting tower. Engineers also tested the main beam of projected picture and sound and later reported that viewers of ch. 8 living in any direction and within its scope "are assured of the best possible pictures and sound with the guesswork of chance signal skip entirely eliminated."

UPCOMING

AUGUST

ug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

ug. 22-Sept. 11: National Assn. of Educational Broadcasters tv production workshop, Michigan State College, East Lansing, Mich.

ug. 23: Missouri Broadcasters Assn., Sedalia.

ug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

ug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

ug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

ug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

ug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

ug. 27-29: Texas Radio & Tv Service Clinic & Electronics Fair, Dallas.

ug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

ug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

ug. 31-Sept. 1: NBC Tv Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

ept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

ept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.

ept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.

ept. 12: Second district Advertising Federation of America, reorganization, Johnstown, Pa.

ept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

ept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.

ept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.

ept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

ept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.

ept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

ept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.

ept. 28: New England film directors, Hotel Statler, Boston.

ept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

ept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

ept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

ct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

ct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

ct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS

BAB Clinics

Aug. 23: Salt Lake City, Utah.

Aug. 24: Denver, Colo.

Aug. 26: Albuquerque, N. M.

Aug. 27: Wichita, Kan.

Aug. 20: St. Louis, Mo.

Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

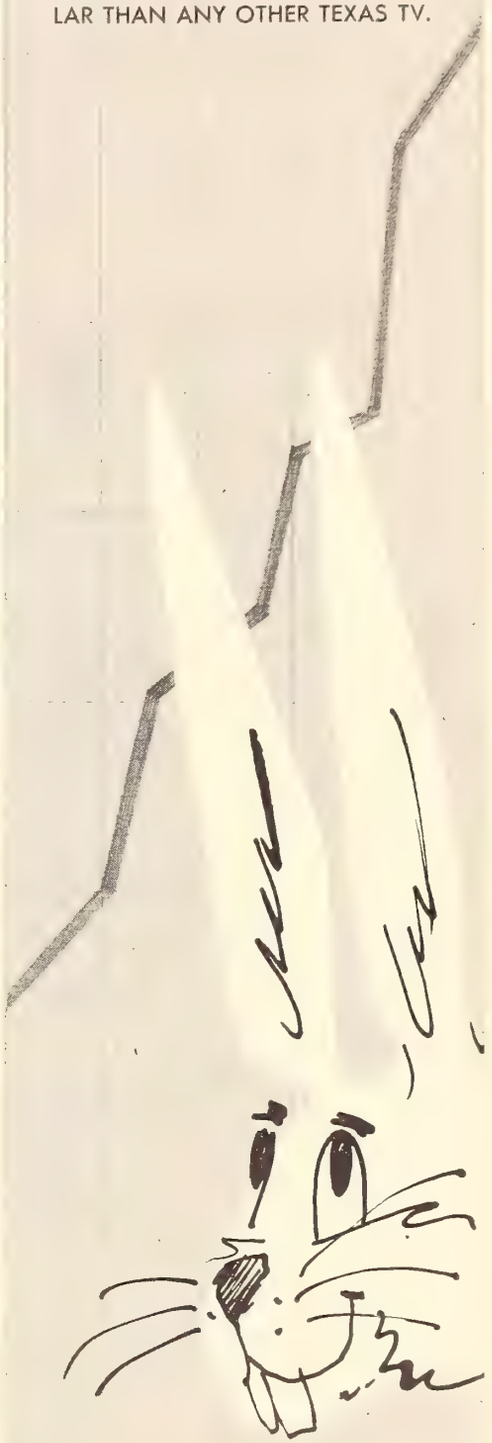
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

WITH TEXAS STYLE LEAPS AND BOUNDS

KDUB-TV coverage has grown to a healthy 450,756 viewers with spendable incomes 60% above national average. 57,394 sets assure you of MORE VIEWERS PER DOLLAR THAN ANY OTHER TEXAS TV.



CBS TELEVISION & DUMONT

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

Bryson Bill Threat

WITHOUT regard to its provocation or legality, the unusual action of the House Commerce Committee threatening dire things if beer commercials are not curbed (notably on television) should not be taken lightly by broadcasters, brewers and their agencies.

The Committee mandate requesting a Jan. 1 report on self-regulation by broadcasters is an obvious effort to assuage the prohibitionists in an election year. That a ban is of doubtful constitutionality is recognized by the Committee. The "request" action, therefore, was wheedled out of the committee by the unceasing dry lobby as a thinly-veiled first-step toward a return to prohibition. It was taken in lieu of action on the Bryson Bill (HR 1227) which in one form or another has been dumped into the hopper every year since repeal of the Volstead Act.

But while the bill was directed against all advertising media, the whipping boys turn out to be radio, and more particularly, television. Other media recognize, however, that if one medium is hit, all others are bound to become targets.

The blue-nosers harangue about too much beer drinking and pouring on the air. That is their foot-in-the-door device. Some advertisers and their agencies, in their zeal, will go as far as the media will allow them. Many stations do not accept blatant beer commercials and practically none accepts hard liquor advertising, even though there's no legal reason why they should not.

The brewers know what radio, and latterly television, have done for their products. The millions who drink beer as a beverage will not be deprived of it, any more than they were during the Volstead Era when home brew and moonshine abounded. Because the brewers know the value of broadcast advertising they have been cooperative in modifying copy within reasonable bounds. There is less beer drinking today on tv than there was a year ago. The rub is that the drys never intend to be reasonable in their quest for total prohibition.

Without beer advertising both radio and television would be seriously hurt. With heavy expenditures for color ahead, vhf as well as uhf telecasters would be struck a crippling blow. Radio can ill afford loss of any important revenue source.

The brewers are among the few national advertisers who have budgets adequate to sponsor televised fights, baseball, football and other sports events. They also are the buyers of fringe time, since their commercials are directed toward adults. They are among the heaviest buyers of radio spot. Brewers need broadcast advertising and broadcasters need brewers.

It is significant that when the chips were down, the House Committee directed its threat against radio and tv. The crusading blue-nosers found it easier to dramatize their attack against tv, riding the crest of Congressional and public interest in television. They knew that newspapers are less vulnerable to Congressional attack.

The Bryson Bill report is but one manifestation of broadcasting's legislative weakness as this session of Congress ends. The Bricker Bill, ostensibly to investigate networks but actually aimed at the whole broadcast field, is another.

The drys lobby at the grass roots. They know their constituent legislators. By the same token, newspaper editors and publishers do a job with their delegations back home, in between sessions.

Broadcasters always seem to be too busy tending to their knitting (and keeping up with legislative and regulatory thrusts) to spend time indoctrinating the very people they have helped elect. Is there any broadcaster who will concede that his opposite number on the local newspaper or the head of the local WCTU is a more potent influence in his community?

The Bryson Bill threat is very real. It strikes at every station's source of revenue. With any success, next could be legislation against tobacco, coffee, tea or cola. It is a threat to all advertising.

The NARTB can be expected to go all out in answering the Wolverton Committee. The Television Code Review Board will meet the indictment that "self-regulation" has not been effective.

Much more is needed. Every station owner (and every newspaper and magazine publisher) should resist this move. It's the organized drys against all advertising. It's a job that must be done between now and the next session of Congress in January. It must be done on the front porches, in the studios—wherever a broadcaster meets his Senators or Congressmen.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Winslow cuts out the political speeches and listens to the commercials!"

Breaking the News Barrier

IF RADIO and television are to realize their full potential as media of news and information, the example set by CBS of embracing news direction within top management will have to be widely followed. At last a major network has put news direction where it belongs—on an administrative level equal to that of other major radio-tv operations.

The elevation of Sig Mickelson to a vice presidency of CBS Inc. and the creation of a news and public affairs unit for both radio and tv within the parent company mark the practical application of a theory explained last May before the NARTB convention by William S. Paley, chairman of the CBS board. Mr. Paley told broadcasters that news and public affairs deserved more consideration from management than they were getting. His remarks, as this publication commented at the time, deserved attention.

True, news and public affairs programs constitute only a part of the total programming of any station or network, but it is an extremely important part, and one which—to an extent disproportionate to the amount of air time it occupies—determines the degree of serious service which the station or network is rendering. The station or network which hopes to be recognized as a basic news and information medium must provide its news department with the budget, the personnel and the status to do a job.

Of those three considerations, "status" is at least as important as the others. If the man in charge of news and public affairs cannot meet management on management's own level, he will forever be in the position of a supplicant within his own organization. If he is outranked by heads of other departments, he is bound to come out on the short end at budget-making time.

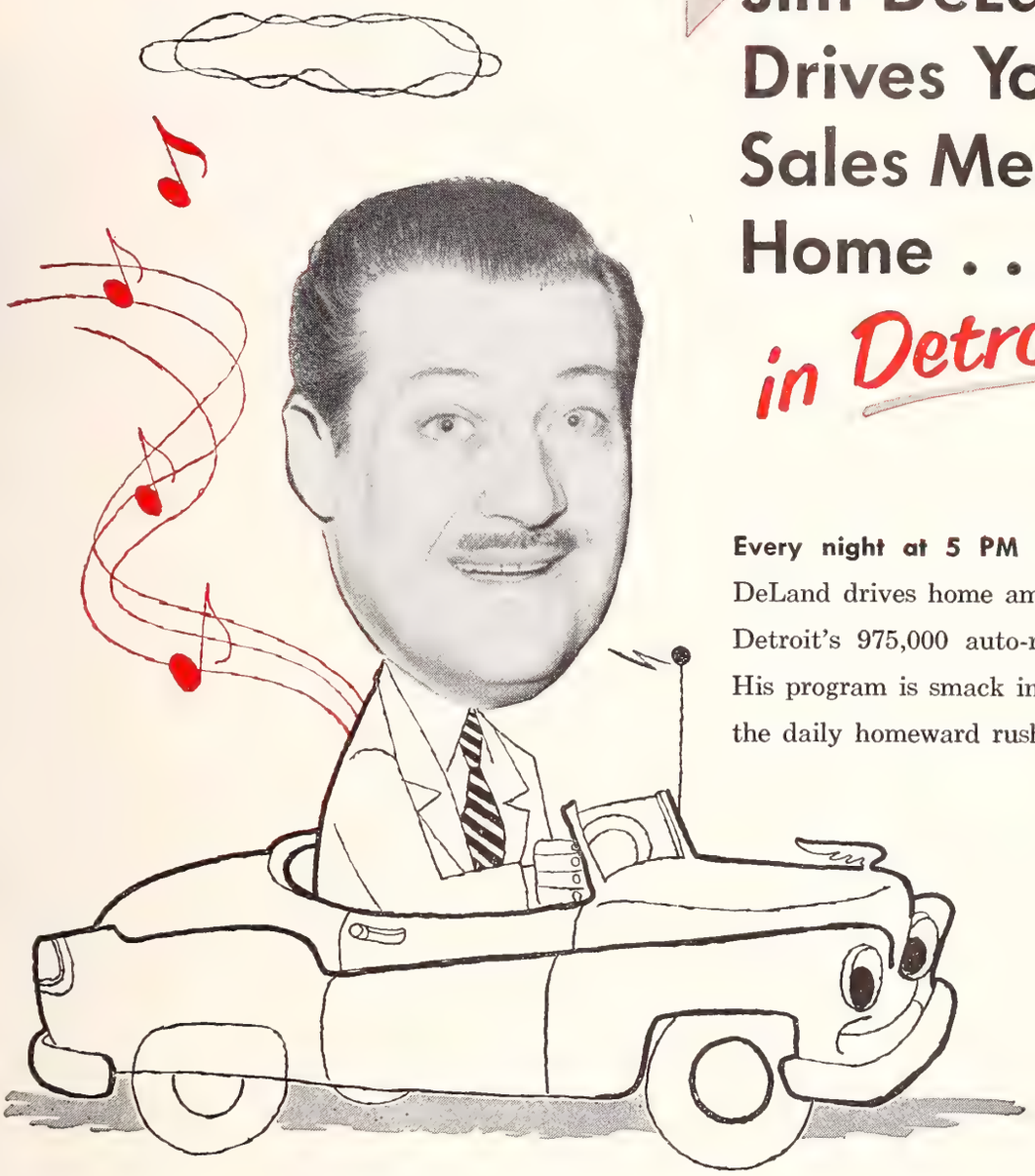
The status in which radio and television hold their own newsmen also determines the status which those newsmen hold in the general company of newsmen and news media and, in fact, among the sources of news.

It can be argued that the fight for equal access to news sources could have achieved more favorable results if the principal spokesmen for radio and television had been recognized as management spokesmen and not as employes of management.

This fight promises to be a long one. There will be some localized triumphs like the admission of radio and tv to the Army-McCarthy hearings. There will be localized defeats like the exclusion of radio-tv from the forthcoming hearings on the McCarthy censure resolution. But the long campaign cannot be successful in establishing radio and television on their deserved parity with the press until the radio-tv cause is led by generals, with the authority and prestige of generals.

Radio and television have the technical capacity to become the undisputed leaders in the world of journalism. It is up to the management of radio and television to see that this capacity is put to full use.

Jim DeLand Drives Your Sales Message Home . . . *in Detroit!*



Every night at 5 PM on WWJ, Jim DeLand drives home amid the bulk of Detroit's 975,000 auto-riding workers. His program is smack in the middle of the daily homeward rush.

This is a WWJ show with lots of appeal to drivers. The records are sweet and lively. The baseball scores are hot. The safe-driving tips are subtle. The commercials are blended with DeLand piano ramblings. And the voice . . . *that voice of DeLand's* is the most persuasive in Detroit radio as it rolls out from under the dash, driving home a sales message.

YOUR PRODUCT BELONGS IN GOOD COMPANY, DRIVING HOME WITH JIM DELAND

AM – 950 KILOCYCLES – 5000 WATTS
FM – CHANNEL 246 – 97.1 MEGACYCLES

WWJ AM FM

Basic NBC Affiliate
Associate Television Station WWJ-TV

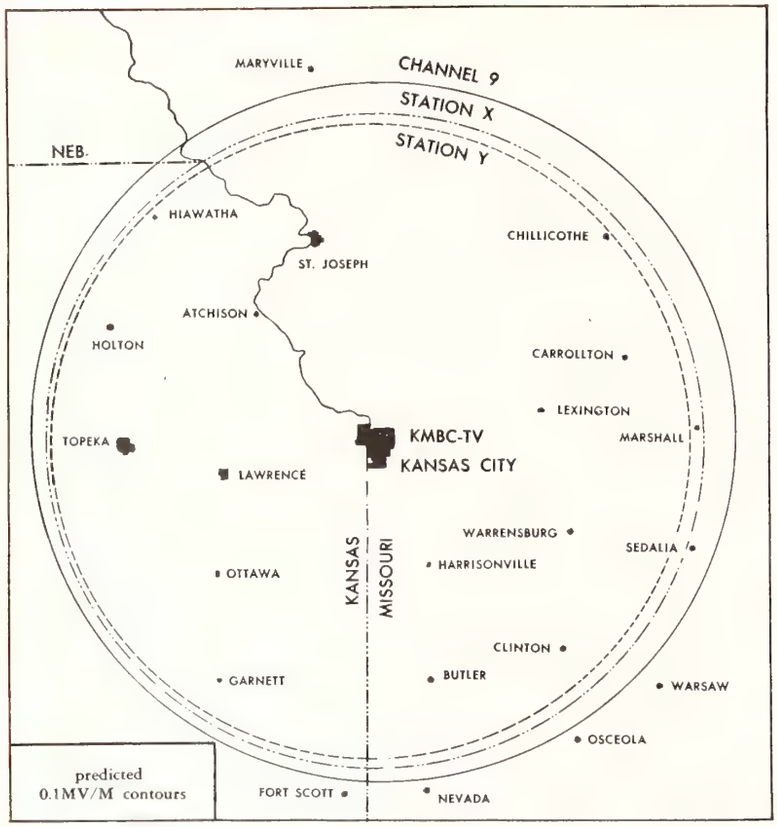
WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS ○ *National Representatives: The GEORGE P. HOLLINGBERY CO.*

The BIG TOP goes up in Kansas City—

KMBC-TV "Tall Tower" Ready in September...

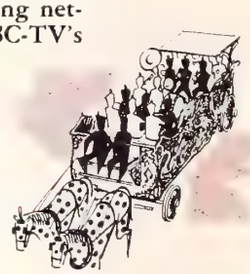
1,079-foot tower . . . . 316,000-watts power

As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.



BIGgest power TOPmost tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage *plus* the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.



Get on the CHANNEL 9 Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.



FREE & PETERS, INC.
National Representatives

CBS TELEVISION

Basic Affiliate



ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.

KMBC-TV

The BIG TOP Station in the Heart of America

John T. Schilling,
Vice President and General Manager

George Higgins,
Vice President and Sales Manager



and in Radio it's KMBC, Kansas City, Missouri KFRM for the State of Kansas

UGUST 30, 1954

35c PER COPY

BROADCASTING TELECASTING

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Page 38

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Spot Budgets
Page 46

Group May Buy
Holdings in D. C.
Page 72

TURE SECTION
egins on Page 79

23 RD year

NEWSWEEKLY
RADIO AND TV



Radio's rarin' in Baltimore!

... and the BIG BARGAIN buy is still W-I-T-H

143,000 radio sets sold last year; only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year more than 143,000 radio sets were added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielson—at rates that make it possible to get the frequency of impact that produces sales.

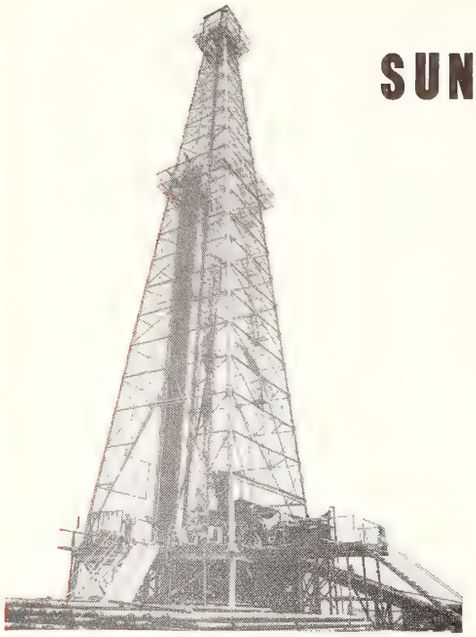
Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

IN BALTIMORE

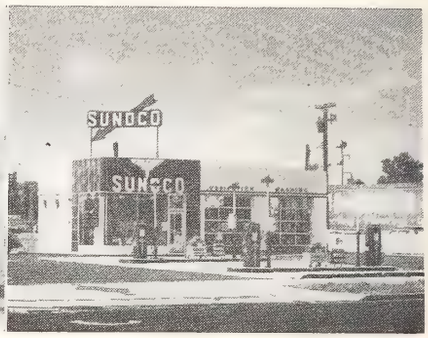
WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

SUN OIL COMPANY DOES A COMPLETE JOB...







SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

When you "fill 'er up" with SUNOCO . . . the power flowing into your tank is the result of a complete job of production. The exacting scientific control at SUN's catalytic cracking plants, such as the above in Toledo, insures the best in petroleum products. Together with modern distribution and salesmanship, Sun Oil Company stands a leader in the field.

Havens & Martin, Inc., also gives you power . . . "sales" power from Richmond to the rich areas throughout Virginia. Creative programming and public service on WMBG, WCOD and WTVR has built large and loyal audiences. Join the other advertisers using the First Stations of Virginia.



Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



Repeated by Demand... and This Isn't All of the Story!

Take out a map of Pennsylvania, and measure the vast area covered by WBRE-TV as indicated by the cities shown above, and you begin to realize how important it is to you, the time buyer, to select WBRE-TV in this, more than 1,370,000 population area of Manufacturing, Mining, Farming and Wholesale distribution payrolls. WBRE-TV serves most of these people most of the time.

There are many reasons why the TV viewers in this Colossal Coverage turn more frequently to WBRE-TV . . . we have the most and the best day and night programming, both local and network . . . we have the best quality signal, because we have one of the best technical staffs in the country . . . WBRE is the pioneer station of N.E. Pennsylvania . . . 1st in Radio, 1st in TV and now, 1st in Color TV.

UHF set count December 31, 1953 was 130,000.
UHF set count as of July 31, 1954 was 163,000.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY
Since
1922



WGAL · *33rd year*
WGAL-FM · *7th year*
WGAL-TV · *6th year*

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by

M E E K E R

New York
Los Angeles
Chicago
San Francisco

closed circuit.

ATTACKS of Hearst radio-tv columnists on CBS news commentators appear to have put chill on prospect that CBS-TV will affiliate with Hearst should newspaper succeed in procuring contested ch. 6 assignment at Whitefish Bay, in Milwaukee market area. Latest attack against CBS Inc. President Frank Stanton in New York *Journal-American* understood to have capped climax, with prospect now that CBS affiliation either will remain with uhf (current affiliate is WCAN-TV) or go to recently-merged ch. 12 group [WTVW (TV)]. CBS Radio is affiliated with WISN Milwaukee, Hearst-owned.

★ ★ ★

PROJECT to increase power limit of Class IV (local) stations from present 250 w to 1000 w is gaining momentum as means of improving local station service throughout country. Among those supporting move for horizontal increase: Merrill Lindsay, WSOY Decatur, Ill.; Robert T. Mason, WMRN Marion, Ohio, and F. Ernest (Dutch) Lackey, WHOP Hopkinsville, Ky. Former FCC Comr. T. A. M. Craven, of Craven, Lohnes & Culver, has been retained as engineering consultant.

★ ★ ★

FOUR stations of Westinghouse Broadcasting Co. expected to join Quality Radio Group, cooperative nighttime tape project, probably at Sept. 2 organization meeting in Chicago. Stations are KDKA Pittsburgh (I-A); WBZ-WBZA Boston-Springfield (I-B); KYW Philadelphia (I-B), and KEX Portland, Ore. (I-B), all 50 kw. These additions would bring list up to 21 stations, but number of others known to be awaiting approval of their boards before formally announcing affiliation. Ceiling is 36 stations, with hope of beginning service this fall [B•T, Aug. 23, 16].

SUBSTANTIAL progress is being made in RCA's David Sarnoff Laboratories, Princeton, N. J., on development of electronic color process as substitute for photo engravings. Inside report is that development may be forthcoming much sooner than originally anticipated and that it will be boon to graphic arts in cutting costs and in perfecting problems incident to color registration.

★ ★ ★

ALL ISN'T SERENE for Chairman John W. Bricker of Senate Interstate Commerce Committee in his home state of Ohio because of his full-dress investigation of radio and tv. It's reported that some of his most prominent newspaper backers, also in radio and tv broadcasting, are disturbed over his self-propelled project. Sen. Bricker's present term runs until Jan. 3, 1959. First outcropping of opposition may come in newspaper editorials challenging investigation as badly timed, of no useful purpose and of being steeped in politics.

★ ★ ★

DELIVERY of FCC's 1953 Christmas present to fm broadcasters—authorization of multiplex and simplex auxiliary services such as functional music—is predicted well before holiday season this year. Best guess: FCC will approve proposal over protests of non-broadcast services on ground operation is more like broadcasting than point-to-point, will bolster fm business.

★ ★ ★

MORE LIGHT on FCC's look into political libel at behest of Dept. of Justice [B•T, Aug. 16]: Legal staff is drafting proposed uniform statute for submission to FCC when it reconvenes with likelihood it will go to Dept. of Justice for presentation to Council of State Attorney Generals, meeting in Washington in late September.

★ ★ ★

ELLIS MOORE, manager of radio-tv business publicity for NBC, reportedly in line for elevation to director of press department, under press and publicity vice president Sydney H. Eiges. Richard T. Connelly leaving directorship to return to Young & Rubicam, New York, as assistant manager of radio-tv department [B•T, Aug. 16].

★ ★ ★

H QUENTON COX, Portland broadcaster and former president of KGW, has decided to remain in Pacific Northwest and probably will acquire fm station. He rejected offer of NARTB administrative post made by President Harold E. Fellows because of current station negotiations. Mr. Fellows has altered his original plan with naming of Howard H. Bell as assistant to the president (story page 62).

★ ★ ★

ROBERT K. RICHARDS, whose tenure as administrative vice president of NARTB was to wind up Sept. 1, at which time he planned to enter private public relations practice, has agreed to remain another month at behest of President Harold E. Fellows. Mr. Fellows does not plan appointment of successor as No. 2 man.

★ ★ ★

THEODORE GRANIK, creator of *American Forum of the Air* and *Youth Wants to Know*, has three new programs in works, two of which depart from forum format. Mr. Granik's radio-tv activity is avocation; his main pursuit is law practice.

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What Makes a Radio Station Grate?

"Commercials." — J-hn Cr-sb-

• Now Read What these Other Folks Have to Say About WMT and WMT-TV

"I've been buying time on the radio for many a day, man and boy, and I never—no, never!—saw a letterhead like yours before! Or since."

—Time Buyer,
Oelwein, Iowa

"Your 'Lights Out' Program gives me the creeps."

—Ch-s. Ad--ms

"Why don't you give us the right time?"

—Nicely Nicely Johnson

"Give us more programs like the Coronation."

—British listener

"Please send me a catalogue."

—*Anon.*

"I sure admire the art in your ads."

—Hutch

"The movie last night was terrific. But my popcorn didn't come. I been a good customer of your for many a day, man and boy, and I never—no, never! didn't get my popcorn before. What's television coming to?"

—Your friend Irma

"Last night your Weatherman promised me fair and warmer and today it rain. What the hell kind of station you run anyway?"

—Wet Hen

"You sure a bunch of good sports."

—Tait Cummins, WMT Sports Director

"But we *sent* you the order last week. Check the transom."

—The Katz Agency

NOTE: Please send your unsolicited testimonials to

WMT AM & TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids

National Representatives: The Katz Agency

at deadline

AT&T Rate Adjustments Favor Smaller Tv Users

NEW "package" rate for combination video and audio service furnished telecasters by AT&T, reducing minimum-hours requirement for audio and accompanied by corresponding reduction in station connection charges, filed by Bell System with FCC, to be effective Oct. 1.

Under present tariffs, telecasters (primarily networks) must contract for audio and video services separately and must pay for at least 16 hours per day for audio as against 8-hour minimum for video. Thus for eight consecutive hours per day, cost is $35 per channel mile for video plus $6 for audio, or total of $41 per channel mile for both. New package rate for both services comes to $39.50 per channel mile for eight consecutive hours.

"This offering gives the broadcasters a more favorable contracting arrangement" and was designed "to better meet the varying requirements of the television industry," company said. Chief beneficiaries of move, observers felt, would be ABC-TV and DuMont Tv, since they use network facilities fewer hours per day than do CBS-TV and NBC-TV.

Under scale established for new package rate, nine consecutive hours' audio-video service would cost $41.75 per channel mile as against existing $43 total; 10 hours, $44 instead of $45; 11 hours, $46.25 instead of $47; 12 hours, $48.40 instead of $49; 13 hours, $50.55 instead of $51; 14 hours, $52.70 instead of $53, and for 15 hours, $54.85 instead of $55. For 16 consecutive hours, new rate remains same as old: $57.

Reduction in station connection charges would bring present $575 monthly rate for eight-hour service down to $555, with corresponding changes ranging up on hourly basis. For instance: at 15 hours, present rate of $820 would be cut to $817; for 16, $855 to $854.

Carnation Buys ABC-TV Grid Schedule Regionally

CARNATION Co., Los Angeles, has signed as first sponsor—on regional basis—of ABC-TV's 13-game NCAA fall football schedule, according to joint announcement today (Monday) by Carnation President E. H. Stuart and ABC Executive Vice President Robert H. O'Brien. Carnation will sponsor full schedule, starting with Sept. 18 California vs. Oklahoma at Berkeley, on ABC-TV Pacific Coast Regional Network. This is lineup of 14 stations in California, Oregon and Washington. Agency for Carnation is Erwin, Wasey, Los Angeles.

Reports circulated that negotiations for other regional sponsorships of games—which in any case are to be carried nationwide—were nearing completion. Earlier, with time for kickoff game approaching and no sponsor signed for full slate, ABC-TV at one point was offering sponsorship on "per game" basis.

Streibert Reports Progress

U. S. Information Agency is using every means at hand to fight international communism, Director Theodore C. Streibert said yesterday (Sun.) in second semi-annual report to Congress. Among accomplishments: distribution of tv films to 24 stations in 19 countries of Europe, Latin America, Far East and Africa.

LITTLE EFFECT

RULING that seller who grants advertising allowances to one dealer must pass that information along to all his dealers, issued Thursday by Federal Trade Commission, is expected to have no more that "infinitesimal" effect on broadcast advertising, BAB President Kevin Sweeney estimated Friday. He said that outside soft-line field, which was involved in FTC case, major co-op advertisers with few exceptions already follow uniform policy of making their co-op known to all their respective dealers. He also noted growth in share of co-op budgets devoted to radio.

DuMont Stations Plan For Promotion and Color

DuMONT o&o stations announced plans Friday for "aggressive merchandising," further network integration, "a composite film" for agency showing, and color telecasting after two-day sessions with DuMont Network officials.

Film will show "out-of-town" agencies what all three stations do in local programming. Decisions on color included: (1) WABD (TV) New York to originate color programs (from film) next month for New York area; (2) WDTV (TV) Pittsburgh to be equipped to transmit color programs "moved by any network." Ways were considered to permit WTTG (TV) Washington, third o&o, to telecast color.

ABC Sets McCarthy Shows

ABC Radio network scheduling three special newscasts daily to report highlights of Watkins Committee hearings on censure charges against Sen. McCarthy. With radio and tv barred from direct coverage, ABC said its radio reporters would review developments and give excerpts of testimony from stenographic transcript of proceedings. Broadcasts will be presented at 11:45 a.m.-noon, 3:45-4 p.m., and 4:45-5 p.m., all EDT, on days when hearings in session.

WINT (TV) Joins CBS-TV

WINT (TV) Waterloo (Fort Wayne), Ind. (ch. 15), signed by CBS-TV as primary affiliate, effective Sept. 26, CBS-TV station relations vice president Herbert V. Akerberg announced Friday. Station is owned by Tri-State Television, with Ben Baylor as general manager.

SECOND SETS

NEARLY HALF of tv families in Los Angeles plan to buy second tv sets, most of them in 1955, according to survey made for Admiral Corp., Chicago, by Woodbury College. Of 1,200 families interviewed, 37% indicated they would buy second set because of conflict between children's and adult shows, 32% wanted larger screens. Survey placed number of viewers in average household at 3.3, said large screen sets (21-in. and up) are owned by 40% of families.

• BUSINESS BRIEFLY

BLOCK BUSTER • Block Drug Co., Jersey City, N. J., from Sept. 1 through December will promote its Amm-i-dent toothpaste with heaviest spot tv schedules ever put behind any dentifrice, George J. Abrams, vice president and advertising manager, announced Friday. Campaign was placed in 107 major markets with frequency as much as 25 times per week. Spot schedule is in addition to Amm-i-dent's sponsorship of *Danger* on CBS-TV, Tuesday nights.

CLAUDETTE'S TONI • Toni Co., Chicago, through Weiss & Geller, N. Y. and Chicago, will sponsor *Claudette Colbert Show* starting Oct. 30 in Saturday 8:30-9 p.m. period on NBC-TV. Pending start of Colbert show, advertiser will underwrite *The Duke*.

CROSLEY ON NBC • Crosley Div., Avco Mfg. Corp., Cincinnati (tv sets), through BBDO, N. Y., will sponsor football *Game of the Week* Saturdays, 2:30 p.m. to conclusion, on full NBC Radio network. Wherever network cannot clear time on its own affiliated stations, advertiser plans to buy non-NBC stations.

COFFEE RECOUPING • Pan American Coffee Bureau planning institutional campaign in television starting early in October with participations on *Today* on NBC-TV and spot announcements placed in 22 markets where *Today* is not carried. Bureau will promote coffee-drinking to offset last season's high price for coffee and tea companies' inroads on coffee sales. Cunningham & Walsh, N. Y., is agency.

SPOTS FOR GULF • Gulf Oil Co. (gasoline), through Young & Rubicam, N. Y., placing radio spot announcement drive starting Sept. 15 for 13 weeks in about 50 markets.

WADE GOES EAST • Geoffrey Wade Adv., Chicago, announces opening of New York office at 10 E. 49th St., effective Sept. 15, with Forrest Owen Jr. as manager. Mr. Owen joined Wade in Chicago in 1944, transferred to Hollywood office in 1946 as radio-tv director.

'Reply' to Ike Set

OPENING GUN of Democratic "reply" to all-networks speech last Monday night by President Eisenhower probably will be talk by Sen. Albert Gore (D-Tenn.) on MBS Wednesday at 10:30-11 p.m. EDT. Democrats, promised time on ABC radio and tv and NBC radio and tv, plan to announce speakers and times early this week. Denied time by CBS and DuMont (see story, page 97), Democratic National Committee has heard nothing further from either, committee spokesman said.

Demos to Map Strategy

DEMOCRATIC National Committee meets Sept. 17-18 at Indianapolis' Claypool Hotel with staff people, party leaders and others, including representatives from Joseph Katz Co., committee's agency, to discuss strategy for fall election campaign. Party leader Adlai Stevenson will address fund-raising dinner Sept. 18 with "major speech," committee spokesman said, adding former President Harry Truman will attend if he's well enough.



A contract worth telling about!

We're right proud of a new contract one of our enterprising local salesmen obtained recently:

Delta-C&S, the nation's fifth largest airline, bought the CBS World News Round-Up, 8 to 8:15 a.m. Monday through Saturday, for 52 weeks starting June 28—312 broadcasts.

A significant side-light is that Delta-C&S is a hometown company. Its officials know the local picture mighty well. So does their advertising agency, which also has headquarters in Atlanta. So, when it came to picking a station—they knew what they were doing!

To reach the most people, at the lowest cost, in the ever-growing Atlanta market—it will pay you to follow the lead of Delta-C&S Airline and choose WAGA.



waga 590 on the dial 5,000 watts

CBS-radio in Atlanta

A STORER STATION

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

tanton Says CBS to Sell tation Minorities By Jan. 1

BS has target date of Jan. 1, 1955, for sale its minority interests in WTOP-AM-FM-TV ashington and WCCO-AM-TV Minneapolis nd is free to sell its holdings in KQV Pittsrgh (ch. 4 tv applicant) any time it wishes, esident Frank Stanton testified Friday at St. ouis ch. 11 hearing before Examiner Thomas onahoe (see story page 66). CBS is one of e applicants.

Dr. Stanton said network proposes to sell oldings in three outlets and has always inded to dispose of minority interests if necesry to permit full ownership of stations within C limitations.

(*In statement issued Friday, Philip L. Graam, president of Washington Post Co., reiterted that Post company hoped to buy out CBS inority in WTOP-AM-TV and said "proposed le of this minority will in no way affect the perating policies of WTOP-TV and WTOP adio in view of the Washington Post Co.'s wnership of a controlling interest."*)

Dr. Stanton testified sale formula, including ice, is incorporated in KQV contract and netork can dispose of its 45% interest without ed of negotiations. He added he has reested audits of Washington and Minneapolis operties as of last July 31 to aid negotiations. We're trying to sell," he testified, "before St. ouis case is decided and hope to be out of staons before that time." CBS owns 45% of TOP properties and 47% of WCCO stations. e testified network has non-voting minority wnership in three cities.

His lengthy testimony dealt with network's ed of owned stations to provide financial shion needed for program and staff develop-ent. He said profits from networking are slim.

Under cross examination by counsel for 220 elevision Inc., Mr. Stanton estimated 85% of venue of o&o tv stations probably would come om three top markets, New York, Chicago id Los Angeles. Mr. Stanton was asked to pply data on CBS subsidiaries in programing, packaging and allied fields. Case remes Wednesday.

xaminer Favors Cowles or Ch. 8, Des Moines

NITIAL decision proposing to grant ch. 8 cility in Des Moines to Cowles Broadcasting o., operating KVTV (TV) Sioux City and RNT-AM-FM Des Moines among its propties, announced by FCC Friday. Examiner illard F. French favored Cowles over Murphy roadcasting Co., competing applicant (operates SO-AM-FM Des Moines).

Long hearing record involved heated comtitive claims and charges, with unsuccessful tempts made by Murphy to introduce evidence signed to show Cowles purportedly mentioned hite House and other political influences and ade financial offers to induce withdrawal of urphy application.

Examiner French conceded Murphy is to be referred on issue of diversification of mass edia and integration of ownership. He found, owever, that Cowles was to be preferred for ore meaningful local ownership, program roposals, business-civic experience, participaon in community affairs and past performance.

SEVEREST CRITIC

NOT ALL program pioneering leads to successful network productions, CBS President Frank Stanton conceded Friday while testifying at St. Louis ch. 11 hearing before FCC Examiner Donahue. "We've had clinkers in our time—last night for example," he said jocularly, referring to his own appearance in network editorializing role (story page 86).

Sales of WEAN, WTAC, KCSJ-AM-TV Put to FCC

THREE transfers of station properties, both radio and tv, filed with FCC Friday. Outlets involved are WEAN Providence, WTAC Flint, Mich., and KCSJ-AM-TV Pueblo, Colo.

● General Teleradio Inc. sells WEAN to Providence Journal Co. for $260,000 cash plus $18,200 real estate. *Journal* will surrender WPJB (5 kw on 1420 kc) upon acquiring WEAN (5 kw on 790 kc).

● WTAC is sold by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc., operator KPOA Honolulu and subsidiary of Tele-Trip Policy Co., New York. Consideration: $91,000 cash plus assumption of liabilities of about $196,000 [B•T, Aug. 9]. WTAC earlier surrendered ch. 16 tv permit after suspending tv operation.

● KCSJ-AM-TV control is transferred from Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%) to Bankers Life & Casualty Co. (KGA Spokane) to settle loan of some $300,000. Bankers Life agrees to advance additional funds to keep stations on air, will retain Mr. Kahle for five years at $1,000 monthly plus 25% of net operating profit. Mr. Kahle also gets option to buy 25% at later date for $12,500.

Balance sheets submitted with WEAN transfer bid for General Teleradio Inc. showed as of June 30 total assets (including MBS) of nearly $11.8 million, earned surplus $4 million. Current liabilities were $3.6 million, long term debt $3.5 million. Balance sheet for *Journal* as of same date gave total assets of nearly $7.8 million, unsegregated surplus $4.8 million, current liabilities $1.2 million. Net income after federal taxes was $750,505 for 1952, $655,303 for 1953.

Other General Teleradio properties include: WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC San Francisco and 55% interest in General Times Television Corp., operator WGTH-AM-TV Hartford.

UPCOMING

Aug. 31-Sept. 1: NBC-TV Affiliates meeting, Drake Hotel, Chicago.
Sept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.
Sept. 2: Television Bureau of Advertising meeting, Blackstone Hotel, Chicago.

For other Upcomings see page 117.

PEOPLE

JOHN T. LORICK appointed director of advertising and sales promotion, Congoleum-Nairn, Kearny, N. J., replacing **LAUREN K. HAGAMAN.** Mr. Lorick formerly was sales promotion manager of concern's Gold Seal division.

LARRY LOWENSTEIN, acting head of publicity-promotion department, Benton & Bowles, N. Y., since last January, appointed director of department, **HOLCOMBE PARKS**, vice president and director of public relations, announced Friday.

ROBERT J. JONES appointed advertising director of Sterling Insurance Co., Chicago.

DAVID L. QUAID, freelance color photographer, joins Transfilm Inc. as chief cameraman, **ROBERT KLAEGER,** production vice president, announced Friday. **HARRY YING-LING,** associated with Mr. Quaid for three years, also joins Transfilm as assistant cameraman. Both will work on tv commercials and non-theatrical films.

DR. W. R. G. BAKER, General Electric Co., reappointed chairman of Television Committee of Radio-Electronics-Tv Mfrs. Assn.

McCollough, Clay to Head NARTB Convention Group

CO-CHAIRMEN of 1955 NARTB Convention Committee named Friday by President Harold E. Fellows. They are Henry B. Clay, KWKH Shreveport, La., chairman of association's Radio Board, and Clair R. McCollough, Steinman Stations, Tv Board chairman. Convention will be held week of May 22 in Washington.

Radio and tv subcommittees, having even division of responsibility so each medium gets fair share of convention programming, were named by Mr. Fellows. On radio group serving under Mr. McCollough are E. K. Hartenbower, KCMO Kansas City, vice chairman of Radio Board; James H. Moore, WSLS Roanoke, Va., board member for host District 4, and Ben Strouse, WWDC-AM-FM Washington.

On tv subcommittee under Mr. McCollough are Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman of Tv Board; Kenneth L. Carter, WAAM (TV) Baltimore, and Frank M. Russell, NBC.

Other members of full 10-man committee are Kenyon R. Brown, KWFT Wichita Falls, Tex., 1954 committee chairman, and John H. DeWitt Jr., WSM Nashville, who will be liaison for Ninth Annual Engineering Conference.

WPTZ (TV) Stands Firm

WPTZ (TV) Philadelphia has no intention to "soft pedal" or discontinue its weekly *Telerama* news show, station program manager Stan Lee Broza said Friday following charges last week by attorney for burglary suspect that his client "was arrested, tried and convicted on a television program" before he was formally arraigned before magistrate on specific charges. Program showed suspect being questioned by police following his arrest.

KTFS Sold to Smith

SALE of KTFS Texarkana, Tex., by David M. Segal for $102,500 to Tennessee broadcaster Arthur D. Smith Jr. reported Friday, subject to FCC approval. Mr. Smith owns WMTS Murfreesboro and WCDT Winchester, both Tenn. KTFS sale includes building. Mr. Segal owns KUDL Kansas City, KOSI Denver, KOKO Warrensburg, Mo., WGVM Greenville, Miss., and KDKD Clinton, Mo. Sales handled by Blackburn-Hamilton Co., station broker.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

PROGRAMMING
for the
LOCAL INTEREST-
FOOTBALL

MARSHALL COLLEGE
(Huntington)
COMPLETE SCHEDULE
★ ★ ★
WEST VIRGINIA UNIVERSITY
COMPLETE SCHEDULE
★ ★ ★
HIGH SCHOOL GAME OF THE WEEK
(7 SCHOOLS INCLUDED)
★ ★ ★
PLACE YOUR
FALL CAMPAIGN
ON
WSAZ
TO REACH THE
COMPLETE
LOCAL AUDIENCE

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Telephone: Metropolitan 8-1022

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BUREAUS

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CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc

On the Washington scene...

They put him on a pedestal

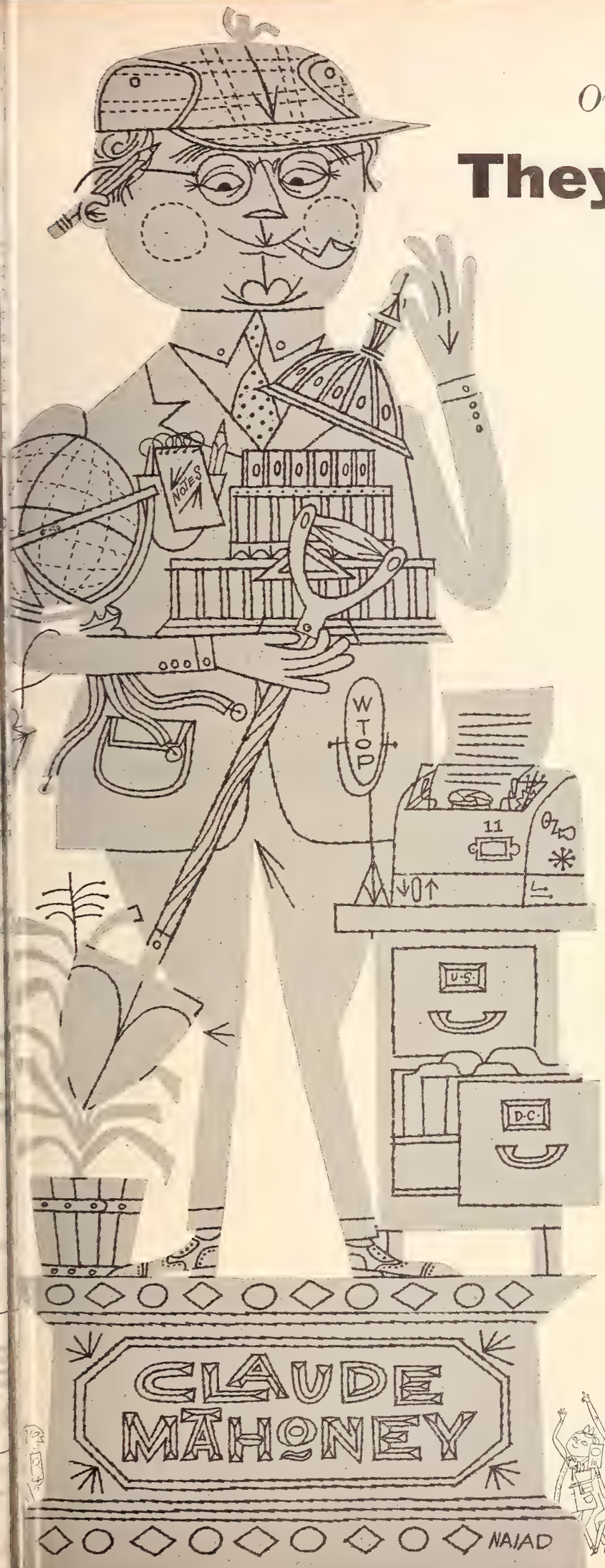
Washingtonians look up to down-to-earth Claude Mahoney...hold him in such high regard that his daily news and "once-over-lightly" show on WTOP Radio has a higher rating than any other program at its time (7:30 a.m.). In fact, a higher rating than *any* news program, local or network, on *any* other Washington station at *any* time, day or night!

This top-of-the-column position is nothing new to Mahoney. He's been a top-drawer Washington news figure for 18 years. Served as White House correspondent for the Wall Street Journal... reported for a Washington newspaper and another station for a spell... graduated to WTOP Radio 10 years ago and has been featured in the same time period ever since. And *first* in that period for the past 5 years—month after month!

Why such popularity? Perhaps because listeners like the way farm-bred Mahoney calls a spade a spade. Or because his delivery of the news is livened with earthy humor and cracker-barrel philosophy. Whatever the reason, he has the appeal – *and the audience* – that'll put your product on top in the Washington area. If you want customers to look up to you, look up Claude Mahoney on Washington's only 50,000-watt radio station.

WTOP RADIO

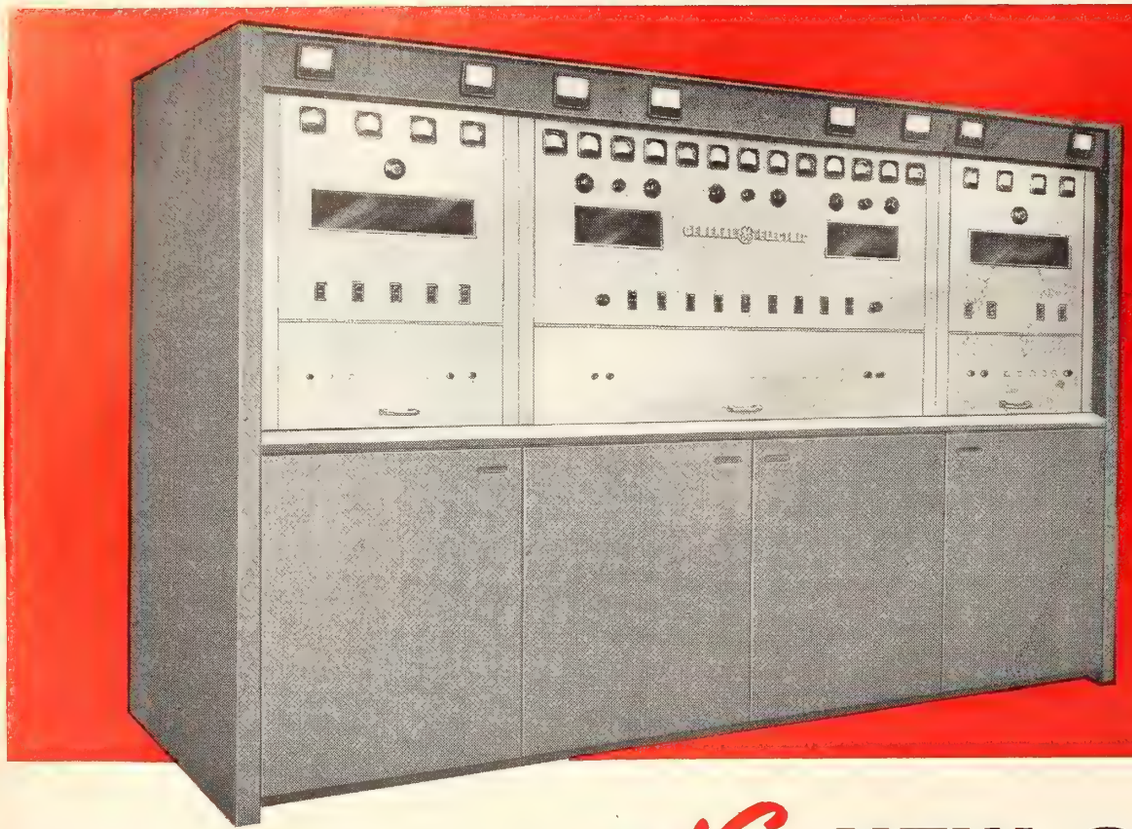
Represented by CBS Radio Spot Sales





Source: Pulse

Now get up to 1000 KW



USING YOUR PRESENT
1 KW TRANSMITTER
REGARDLESS OF MAKE

OR

G-E 12 KW
TRANSMITTER

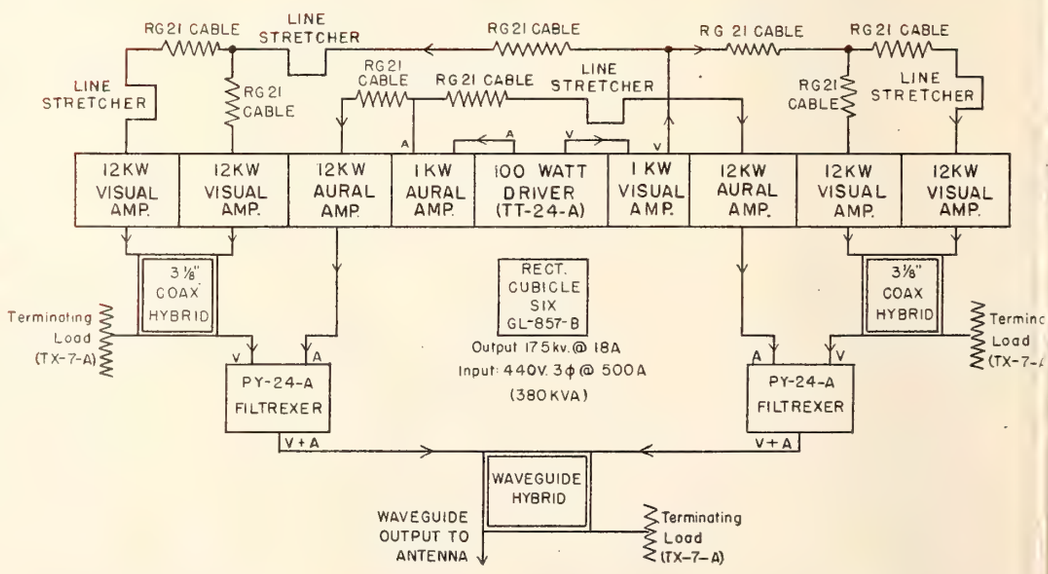
ANNOUNCING

NEW G-E 45 KW

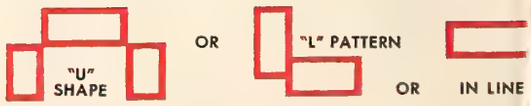
G.E. marks another milestone in transmitter engineering! Th pioneer in UHF high-power television proudly announce the *new* UHF TV transmitter—the 45 KW. The "bugs" are out, i fact, were out long ago, because G.E. incorporates in the 45 KW teste and proved components and design features that have been successfu in 1 KW and 12 KW transmitters for UHF!

From the "45" you can get up to 1,000 KW of UHF power *th* year! With an antenna gain of 25 you can obtain a full megawatt power allowing 11% line loss. G-E engineers reckoned with th

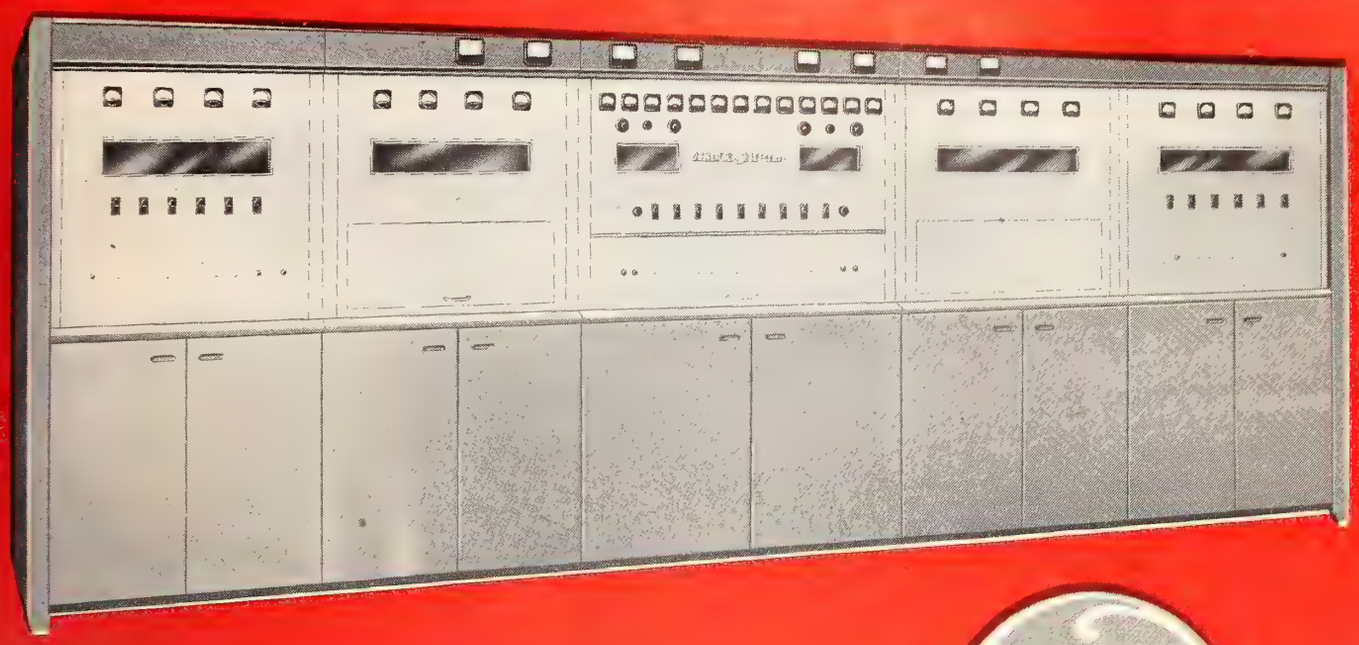
BLOCK DIAGRAM OF 45 KW UHF TRANSMITTER



YOU CAN POSITION THE OVERALL 35' OF EQUIPMENT TO BEST FIT SPACE REQUIREMENTS IN ANY TV OPERATION



UHF POWER IN 1954!



UHF TRANSMITTER

This ars you've already invested in present 1 KW and 12 KW transcers throughout the country. As a result the new 45 KW utilizes a ti icle technique. Your present transmitter, whether it is 1 KW or ransi 12 KW for UHF, may be used in part to make up the ten cubicles fthi he new 45 KW.

he block diagram shows one suggested arrangement of cubicles ibl components. To save floor space and suit your individual transer layout, select from the others illustrated. Or, custom-tailor a thi icle layout to fit your specifications.

XTERNAL EQUIPMENT:

	Height	Width	Depth	Weight
TE TRANSFORMER	90″	59″	59″	5500#
CTOR	69″	31″	31″	1400#
TER COOLER	89″	60″	114″	2700#
TER PUMP	17″	15″	39″	650#
TER TANK	33″	33″	33″	1180#
UIT BREAKER	24″	16″	17″	300#



A FEW IMPORTANT FEATURES OF THE NEW G-E 45 KW FOR UHF TV:

- Standard quality-controlled production tubes and components—including General Electric's proved-in-service Klystron tube.
- In emergency, will operate at reduced power equal to the highest known output of current transmitters.

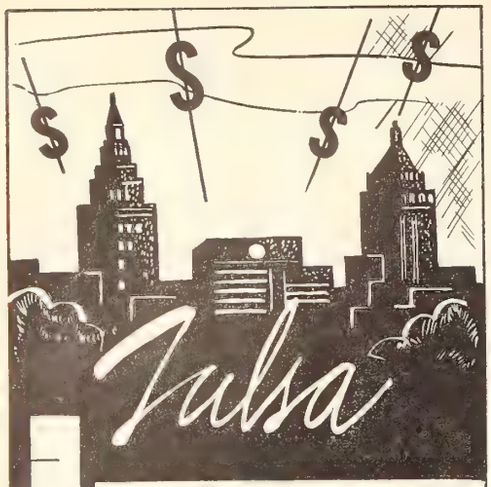


PHONE . . . WIRE . . . or WRITE US TODAY!

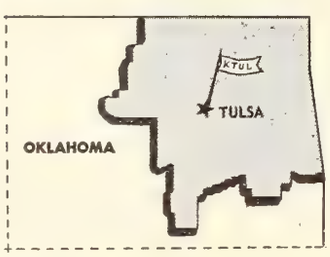
Act now if you want this installation in 1954! Your G-E district representative will furnish complete details on this important new transmitter . . . or help in planning your floor layout. Contact him today, or write: *General Electric Company, Section X284-30, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Landsdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



COMPLETE COVERAGE WITHOUT WASTE!



MEASURED FOR THE MARKET

For The *First Time* In Tulsa A New "Consumer Panel"

1,000 women available for sampling and testing of all types of merchandise. These women are an active, enthusiastic panel that are also available for special research, pantry shelf surveys, etc.

Another KTUL *Xtra* For Advertisers

For further information on Tulsa's "Consumer Panel", write to: George Ketcham, Promotion Director, KTUL.

The "HAPPY MEDIUM" Station

KTUL

CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
Wm. Swanson, Sales Mgr.

Avery-Knodel, Inc.
National Representative

Affiliated with
KFPW — Fort Smith, Ark.
KOMA — Oklahoma City

MORNING SHOW

Producers: Ted Felter and David Heilweil
News Producer: Av Westin
Director: Kirk Alexander and Peter Birch
News Director: Vincent Walters
Writers: Larry Markes, Sidney Reznick, Toot Pray and Jack Paar
Announcer: Hal Simms
Star: Jack Paar
Singer: Betty Clooney
Virtuoso Pianist: Jose Meles
Pupi Campo, Bil and Cora Baird Puppets
Newscasters: Charles Collingwood, Harry Marble, Margaret Arlen
Sponsors: Lady Esther Ltd.; Monsanto Chemical Co.
Agencies: Biow Co., N. Y. (for Lady Esther); Gardner Agency, Chicago (for Monsanto).

THE COMPANY now performing in the refurbished *Morning Show* is pleasant to have around the house even at the indecent hours of its daily visit, but it is still an open question whether it has moved in to stay.

Jack Paar and associates have been at work from 7 to 9 a.m. only two weeks, but already they are reusing material which they presented recently on their Saturday night show, and Mr. Paar is repeating jokes within the same week. Plainly their tenure depends upon the invention of new bits and enough revision of the old ones to keep the audience from knowing the lines as well as the actors know them.

In adhering to his long standing policy of emphasizing talking sketches, Mr. Paar may be assigning himself an impossible job. Two hours a day take a lot of programming. His task would be easier and his show more fun if he let his singer, Betty Clooney, his pianist, Jose Meles, and other performers take on heavier loads. Miss Clooney's voice is agreeable, and Mr. Meles plays well. In addition, Mr. Paar has at his disposal the Bil and Cora Baird puppets and their wonderful impressions of popular songs, as well as Pupi Campo who is a poor man's Desi Arnaz but is capable of acceptable comedy.

The ingredients are present to create serious competition for the rival *Today* on NBC-TV, but they need better mixing.

TOAST OF THE TOWN

Network: CBS-TV
Producers: Ed Sullivan, Marlo Lewis
Executive Producer of Color: Richard Lewine
Director-Choreographer: John Wray
Music Director: Ray Bloch
Star: Ed Sullivan
Announcer: Art Hannes
Production Manager for Color: E. Carlton Winckler
Engineer in Charge of Color: John Koushourin
Lighting Supervisor for Color: Sal Bonsignore
Assistant Production Manager for Color: Victor Allan
Costume Coordinator: Mildred Trebor
Set Designer: Nelson Baume
On air: Sunday, Aug. 22, 8-9 p.m. EDT
Origination: CBS Color Television Studio 72, Broadway at 81st St., New York
Format: Variety Program; permanent cast, the "Toasteetes"—Rae MacGregor, Franca Baldwin, Audrey Peters, Hazel Patterson, Cynthia Scott, Jayne Turner
Guest Artists: Eartha Kitt, Janis Paige, John Raitt, Miss Malta & Company, the Andrea Dancers, the Bogdadis
Sponsor: Lincoln-Mercury Dealers
Agency: Kenyon & Eckhardt
Jewels: By Harry Winston

FOR SOME PEOPLE, *Toast of the Town* (CBS-TV, Sun., 8-9 p.m.) is the acme of their viewing week. For others, that hour had better be spent playing parchesi. It is a pleasure to inform both groups that they need make no plans for changing their present tv habits, come color. Provided, that is, that the pr gram's first colorcast on Aug. 22 was a fa sample of what is to come.

Except for one dazzlingly beautiful dan routine on and around a gaily bedecked ca ousel, the program's producers seem to ha forgotten that they had color to work wi this time. The format offered by Ed Sulliva & Co. was identical with that of any oth Sunday—three star performers, an animal a some acrobats and the program's regul dancers, preceded, followed and interminab interlarded with Mr. Sullivan's commentar

Of the stars of the show, Janis Paige's a burn locks were the best justification for tur ing on the color cameras. John Raitt, wl currently is appearing with Miss Paige in t Broadway smash hit, "Pajama Game," has fine, vibrant voice in either color or blac and-white and Eartha Kitt doesn't have to seen at all to be appreciated, as the sale her recordings amply proves.

The dancers, as we said, really gave t color set owners something for their mon And so did the commercials. The gleami green Lincoln shown at the half-way po was the most attractive single feature of whole 60 minutes, which may have been wh the sponsor intended, with the Mercury sho at the program's windup a close second.

As for the rest of the show, one mem of the group watching with this reviev summed it up this way: "They spend $10 m lion on color research and what do we g —animal acts and acrobats."

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time for Color.*

Aug. 31: *Danger,* Block Drug Co., through Cecil & Presbrey

Sept. 7 (10-10:30 p.m. EDT): *Life With Father,* Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp., through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Mee Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best o Broadway,* Westinghouse Electric Corp., through McCann Erickson

NBC-TV

Sept. 12 (7:30-9 p.m.): Color Spectacular—"Satin & Spurs"—sponsor, Reynolds Metal Co through Russel M. Seed Chicago.

[Note: This schedule will be corrected t press time of each issue of B•T.]

NOW TELECASTING

channel

4

KWK-TV ST. LOUIS

100,000 WATTS

OVER 600,000 SETS IN THIS AREA

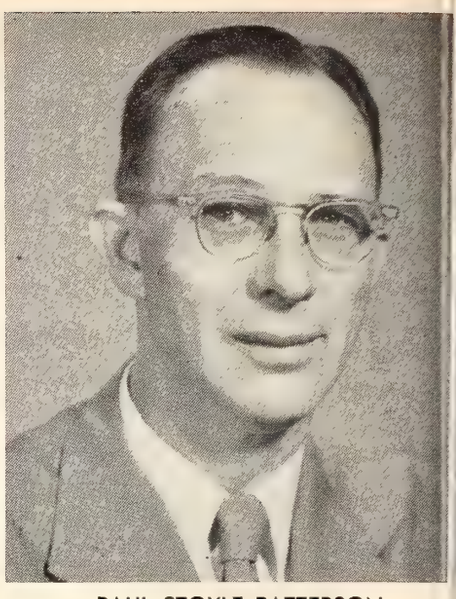
ANTENNA HEIGHT 563 FEET

CBS TELEVISION NETWORK

Represented Nationally by

THE KATZ AGENCY, INC.





PAUL STOYLE PATTERSON

on all accounts

THE Florida Citrus Commission, official st organization charged with the task of p moting the sale of Florida oranges and gra fruit in the nation's markets, will spend $3,40 000 to that end for the season which beg July 1.

The man who will be in charge of expe ing these funds is Paul Stoyle Patterson, commission's director of advertising at La land.

Mr. Patterson joined the citrus commiss Feb. 1, 1953, as advertising manager and came advertising director in September 19

He was born at Mt. Vernon, Ohio, moving Cleveland when he was 12. He was gra ated from Western Reserve U. there, major in journalism and serving as editor of the lege weekly. He later completed a ni school course in advertising at the U. of P burgh.

Mr. Patterson's first use of local spot ra was on his first advertising job with B Optical Co., Pittsburgh. He spent the next years as advertising manager of Rieck-McJur Dairy Co., Pittsburgh.

Rieck-McJunkin sponsored the first l telecasts of baseball on WDTV (TV) Pittsbu in August 1952, Mr. Patterson says.

The commission's budget is divided am three agencies: J. Walter Thompson Co. (sumer advertising); Dudley, Anderson & Y (food page publicity), and Noyes & Sp (medical and professional).

Of this amount, radio and tv will get million—$800,000 for the Tom Moore day radio show, *Florida Calling*, on Mutual $720,000 for the ABC-TV *20 Questions*.

He is a great believer in radio's abilit sell Florida oranges and grapefruit: "We lieve that daytime radio is one of the efficient media for reaching the housewife. the radio show we have just bought, we pect to carry a three-minute message in million or more homes five times a week only a small percentage of the housewive these homes put more citrus products on shopping lists, our program will be success

He also likes television: "We believe television is a wonderful medium for c promotion because we can demonstrate ways to use grapefruit and oranges and show what these products can do."

Between trips to the New York agencies visits to make talks to citrus grower orga tions, Mr. Patterson spends time with his Susan, a son, Jan, 11, and a daughter, Virg 12. Hobbies: a home workshop and fishi



11th in television potential

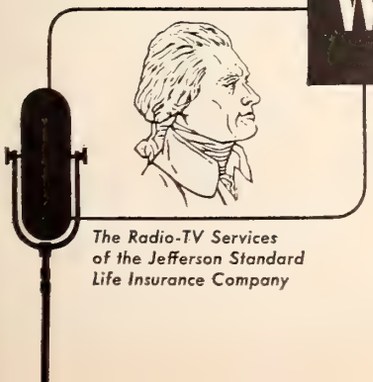
March, 1954 data from Television Magazine ranks American markets according to population in the coverage area of the most powerful television station in each market.

Charlotte stands 11th in line, outranking such markets as Baltimore, Minneapolis, Buffalo, Kansas City, Washington and Atlanta.

Only Charlotte and Atlanta among southern cities make the first 20, and Charlotte's rank is a move upward from 12th in 1953.

The signs of Charlotte are signs of a market far more important than city size indicates. Ranking only 72nd in the nation in city size, Charlotte is 55th in 1953 construction, 36th in wholesale sales and 4th in emplaned air passengers per capita.

Equally outstanding are Charlotte's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, deserving the first appropriations of any advertiser doing business in the Carolinas.



WBT-WBTV

CHARLOTTE, N. C.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

The Radio-TV Services of the Jefferson Standard Life Insurance Company

NBC opens the year of excitement on television

when **"MAX LIEBMAN PRESENTS"**

On Sunday, September 12, 1954, at 7:30 pm NYT . . . some 50,000,000 people will stop what they're doing and tune in their NBC Television station.



Even people who have come to take their sets for granted... the "sometimes" viewers, will behave as they did in the early days of television. Dates will be cancelled. Families will gather. Sets will be moved into the dining room. Or dinner will be finished in the living room.

And here's why.

On September 12, America will see a Premiere of Broadway calibre. A 90-minute, all "live" Musical, starring wonderful, explosive Betty Hutton, in her TV debut! And thus will begin a *series* of super-shows master-minded by the originator and producer of "Your Show of Shows". Written and directed by the theatre's topmost talent. Performed by the illustrious stars below. And every show will be "LIVE".

Anyone within range of one of the thousands of color sets now in use, will have the *extra* thrill of brilliant RCA Compatible Color!

The NBC Spectaculars "MAX LIEBMAN PRESENTS", will be marveled at every fourth Sunday and every fourth Saturday ... and talked about right through *The* Year of Excitement on Television!

"LIVE" NBC SPECTACULARS

NBC TELEVISION

A SERVICE OF RADIO CORPORATION OF AMERICA



COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"
WINSTON-SALEM
GREENSBORO
HIGH POINT
with
WSJS
TELEVISION
CHANNEL 12

a 24-county market
with retail sales of

$1,028,000,000.

(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

OPEN MIKE

Fellows Concurs

EDITOR:

Occasionally I tell you verbally of good things which BROADCASTING • TELECASTING performs in behalf of the industry . . . too infrequently I take time to tell you on paper.

Your "Bryson Bill Threat" editorial in the Aug. 23 issue of B•T is "right down the alley." You've hit the nail on the head; the admonitions, the observations and the conclusions are correct and *important.*

Harold E. Fellows
President,
NARTB Washington

Pricing Practices

EDITOR:

I enjoyed reading the article on "Pitchmen" in the Aug. 9 issue of B•T; while the client and myself were flattered at your nice reference and quotation, there was one glaring inaccuracy.

To our knowledge, the Grant Tool [Gay Blade] has never been offered anywhere at 29¢. We do know, however, that from time to time the Grant Tool has been sold at retail at a cut price simply because store owners who bought Grant Tool did not realize that the item could not sell without demonstration . . . This time-honored technique of converting buying mistakes into cash has been used on many over-the-counter items.

The special point I would like to make is that, when all is said and done, there is no more spread in the price of our tv mail order items than you would find in many classifications of over-the-counter merchandise. Retail goods have to build into their price structure margins for company salesmen, brokers, wholesalers, retailers and advertising, while mail order uses all of this spread for promotion.

Too often this fact is overlooked when people discuss mail order pricing practices and I believe that it is unfair to beat this point in public print and leave a poor impression on station people who have to make the decision as to whether the stations will carry mail order.

Sydney M. Cohn
Arthur Meyerhoff & Co.,
Chicago.

The BBC Plaque

EDITOR:

I have been following, with interest, the suggestion that an American plaque be present to the BBC in memory of those stirring days when American broadcasters were using BBC's underground studio during the blitz to report to America. I was very glad to see BROADCASTING • TELECASTING take up, editorially, Dick Strout's suggestion that there should be such a plaque, and I am delighted now that Mr. Chernoff has started the ball rolling and that you have accepted the suggestion that you act as treasurer for a BBC Plaque Fund. I am sure the fund will soon be oversubscribed.

Please let me know if there is anything I can do to help when the time comes to present the plaque. I have been talking to Basil Thornton, North American representative of the BBC, about it and he also is very happy about the whole idea and more than willing to do anything he can to help with arrangements when the time comes.

Naturally, it could be arranged for the presentation to be made the next time one of the senior officials of the BBC is in the U. S., but it seems to me it would be much more appropriate if the presentation of the plaque were made in London some time when it was possible for several representatives of American broadcasting to be there.

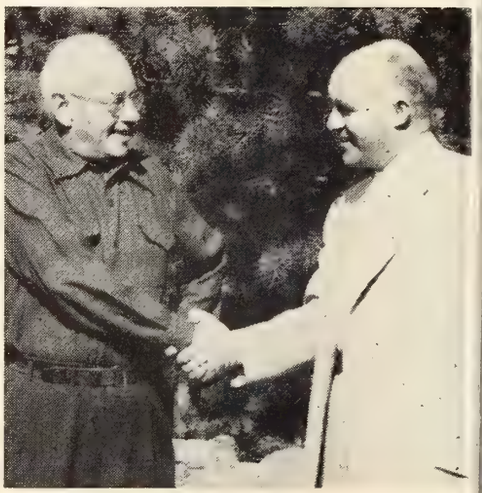
Charles H. Campbell
Director,
British Information Services,
Washington, D. C.

[EDITOR'S NOTE: Checks should be made payable to: B•T BBC Plaque Fund.]

Left to Right

EDITOR:

I found a mistake in the Aug. 16 B•T. On page 72 there is a picture of Ray Livesay, president of Daytime Broadcasters Assn., shaking hands with Alf Landon, DBA vice president and 1936 GOP presidential nominee. Landon is the fellow on the left, not Livesay.



Left: Landon, not Livesay.

Dale P. Bell
Dodge City, Kan.

Broadcast Ban Protested

EDITOR:

The Radio-Television News Directors Assn. considers you among its best friends—as indeed you proved to be with your editorial, "For the Public: Ear Muffs & Blinders" [Aug. 16].

We are glad to have you aligned with us in protesting the ban on radio and television at the McCarthy censure hearings. We have already reminded the Senate committee members that the censure move is against the Senator, not radio and tv.

Charles A. Roeder, Chmn.,
RTNDA Committee for
Freedom of Information,
WCBM Baltimore

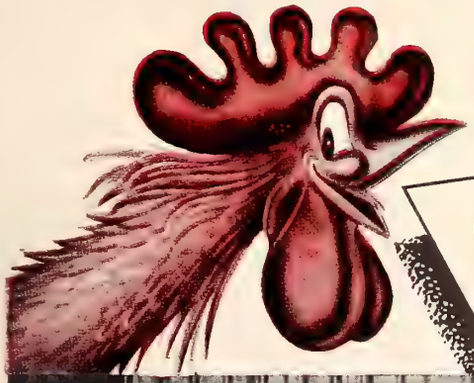
Information, Please

EDITOR:

I am engaged in television production work and at the same time working on a master's degree, specializing in television. In connection with the latter, I would like to call upon you for assistance in collecting data for a thesis which I am preparing. The topic which I have chosen deals with the history of color television, the technical difficulties, the problems of programming, the social significance, the potentialities of color television and what the future might hold for this field.

Robert F. Crawford
WTHI-AM-TV
Terre Haute, Ind.

[EDITOR'S NOTE: We have sent the following articles to Mr. Crawford: "Color Television, Introductory Year Begins," Jan. 4, 1954; "Color Tv Production," March 1, 1954; and "Living and Learning With Color Tv," Aug. 23, 1954.]



Better join us for

"Breakfast at the Sheraton!"



Another Channel 10 First!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room.* Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

NBC Basic • ABC - DuMont — Supplementary

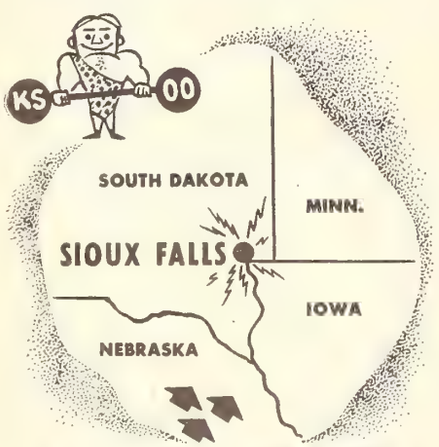
NO CLOSE SECOND to Cost per 1,000 Homes in the Big 60 County, 4-State KSOO Trade Empire

330,665 Interference-Free Homes in this Rich Farm Area

MARKET FACT NO. 1

Over 99½% of the households in our interference-free coverage area have radios—and KSOO covers 65% more people than Sioux Falls' number two station. That's a big bonus for buying KSOO time! More listeners per dollar spent means lower cost per 1000 . . . 55.3% lower than the second station according to NCS Report. In going after sales in these rich farm states—schedule KSOO to reach more people for less cost. Write for county-detail coverage map.

The Dakotas' Most Powerful Radio Station!



KSOO

Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

our respects

to JOHN SCOTT KECK



THE ROLLS of NBC are dotted with the names of prominent radio-tv personalities and advertising executives who once served as page boys.

But none would be inclined to regard this experience as more fortuitous than John Scott Keck, vice president and radio-television director of Henri, Hurst & McDonald, Chicago advertising agency. Conceivably, he might have channeled his energies into sports, dramatics, or even the Boy Scouts of America.

As vice president of HH & M, a medium-sized agency, Mr. Keck keeps active scouting the best availabilities for a host of midwestern and other advertisers. Many of these abide by Mr. Keck's belief that broadcast media can do an effective job for most any client.

Mr. Keck, elected a vice president just two and a half years after joining the agency, is responsible for such radio-tv accounts as International Shoe Co., Skelly Oil, Puffin Biscuits, Chuckles Candy, Thor Corp., John Oster Mfg. Co., Armour & Co., Perma Starch, Field Enterprises, Kroehler Mfg. Co., Cook Chemical Co., and Perfect Circle Piston Rings.

Some of these advertisers have been with Henri, Hurst & McDonald through all of Mr. Keck's tenure there, among them Skelly Oil, which recently renewed its Alex Dreier news show and *This Farming Business* on NBC Radio. The renewal marked the start of the 14th year for each program, reflecting an optimism in radio shared by Mr. Keck as well.

While firmly believing in tv's effectiveness Mr. Keck is quick to espouse radio, which he feels always will remain a strong sales medium.

Mr. Keck can sit and intelligently discuss television and radio for hours in all their phases. One of his pet observations—and one which has become basic tenet with him in scouting for his clients—concerns the subject of film shows.

"A show that goes well on the West or East Coast may not necessarily go well in the Midwest. This factor of community or market tastes is one to be always kept in mind by the agency when its client wants to buy a film product."

A penchant for selectivity and a thirst for knowledge of a variety of subjects—such as the cost of buying into color tv or what uhf satellite operation would mean to agency radio-tv executives—are just two of the attributes that characterize Mr. Keck and reflect his enthusiasm for the field.

John Scott Keck is a native of Greensburg, Pa., where he was born on Oct. 30, 1919. While at high school there with the class of 1937 he managed to land a "boy-of-all-work" job with WHJB Greensburg the last year at school.

"By the time I reached college," Scott Keck recalls, "I had decided I wanted to be a radio announcer, so my activities were concentrated in dramatics and speech, although I was assistant manager of the hockey team. I was a member of the Penn State Players and took part in every Players' production while I was in school. Since college I've acted in and directed various little theatre groups."

But none of these enterprises was successful in capturing the complete interest of Mr. Keck. After being graduated from Penn State (Class of 1942) with a B.A. in liberal arts (majoring in speech and minoring in commerce and finance), he had a chance to go to Hollywood (with new screen star Don Taylor, an old friend). He declined it and headed for New York.

Once on the page staff of NBC, Scotty Keck moved up to supervisor and later night secretary in the announcing division. In 1943, Mr. Keck joined WCAE Pittsburgh, working as an announcer and producer for two years.

In 1945 Mr. Keck had the opportunity to rejoin NBC, but this time in a more rewarding capacity. He was named field sales representative for NBC Recording Div. in New York, later (in 1946) shifting to Chicago, where he became manager of its central division recording office the following year.

Mr. Keck joined Henri, Hurst & McDonald as radio-tv director in January 1950. In the past four and a half years-plus, he has worked on and supervised a variety of network and local programs, spots and film shows all over the country. (Among the more notable programs for the agency's clients: *Howdy Doody*, Pinky Lee, Alex Dreier, *Today*, John Cameron Swayze, *Quick As a Flash, Movies for Kids*, the Indianapolis races, *Childcraft Show, Super Circus, Hail the Champ* and others.)

Aside from Skelly Oil, which sponsors Alex Dreier and *This Farming Business*, both on some 30 NBC radio outlets, International Shoe Co. emerges as one of his agency's larger accounts with its Poll Parrot and Weatherbird Shoes, though no figure is available for radio-tv allocations to programs aimed at the children's audience.

Mr. Keck belongs to Delta Tau Delta, Chicago's Merchants & Mfrs. Club and the Chicago Historical Society. He has a number of hobbies: he has raced sail-boats on Lake Michigan, flown aircraft, collected handguns, ridden horses, played golf, and likes photography. He also plays the ukelele and piano.

He married the former Sally Gallatin, from Greensburg, Pa., and they have two children, Scott Jr., 4, and Lizabeth, eight months. The Kecks maintain residence on north Chicago's Marine Drive.

Basic affiliate
dumont



*In Jackson nearly **everybody** watches WJTV, Channel 25*

13 out of the top fifteen once-a-week shows . . . that means that nighttime and daytime most folks in the rich Jackson, Mississippi, market watch WJTV, Channel 25. What do we mean by most folks? This is what we mean.

THE MOST RECENT PULSE SHOWS—

WJTV is No. 1 station 79% of the time, 6:00 P.M. to midnight

WJTV is No. 1 station 73% of the time, noon to 6:00 P.M.

WJTV delivers 64% more people than its nearest competitor

WJTV delivers 406% more people than the third station in the market

That's what we mean when we say most folks in this rich deep South market watch WJTV. You might say that metropolitan Jackson is a one-station audience in a three-station market.

Already pioneering in satellite operations . . . and soon to begin transmitting network color . . . WJTV will increase its power to 250,000 watts in a matter of weeks, and to 500,000 (yes, a half million) by January 1, 1955.

Yep, most folks in metropolitan Jackson watch WJTV, Channel 25. They're going to keep on, too . . . because "it's the Stars' Address." If you want to know more about WJTV's loyal audience, call your nearest Katz man. He'll be glad to deliver the details why—

*In Jackson nearly **everybody** watches WJTV, Channel 25*

WJTV

Channel 25 JACKSON, MISSISSIPPI

General Manager, Jay Scott

Commercial Manager, Frank Willis

Owned by Mississippi's two statewide newspapers

The Clarion-Ledger JACKSON DAILY NEWS

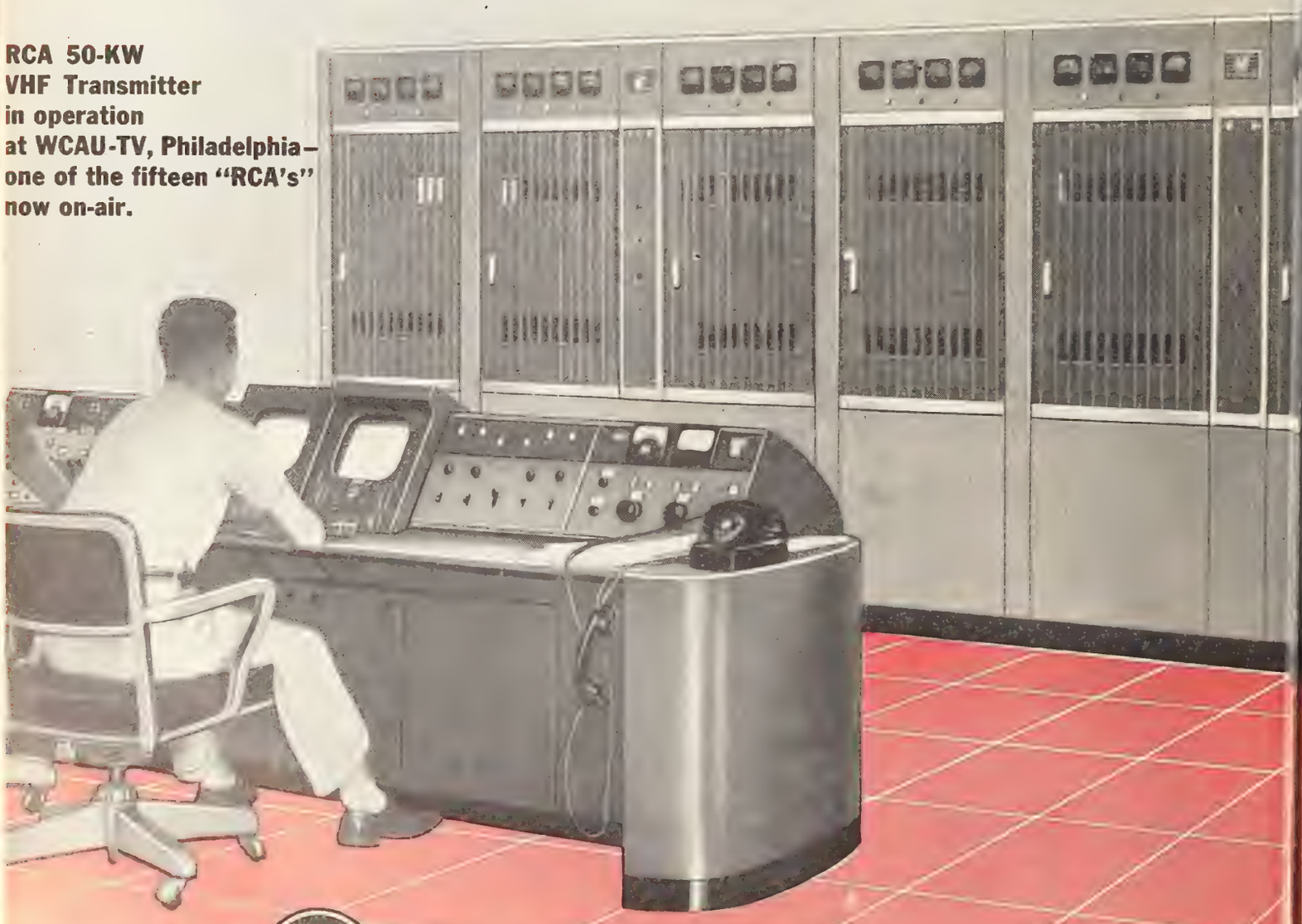
REPRESENTED NATIONALLY BY THE KATZ AGENCY

24 RCA 50-KW "VHF-S"

Today, 24 television stations have received shipment of their RCA 50-KW transmitters. And, just like the station pictured here, (15) of these high power TV transmitters are already on-the-air and producing "saturation" coverage. These stations knew they could "plan ahead" for BIG MARKET COVERAGE with confidence. Now they are profiting—through RCA's ability to . . . design . . . manufacture . . . and DELIVER . . . high-power equipment.

Take advantage of RCA's 25 years experience in designing and building high-power equipment. You too can make your plans with assurance. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched system—from the transmitter to antenna. In Canada, write RCA-Victor, Ltd., Montreal.

RCA 50-KW VHF Transmitter in operation at WCAU-TV, Philadelphia—one of the fifteen "RCA's" now on-air.



RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

DELIVERED

Here's why RCA 50-KW transmitters are the overwhelming choice:

RELIABLE

RCA 50-KW equipments are built to operate with "day-in day-out" reliability. (Ask the RCA-equipped 50-KW VHF stations already on air.)

CONSERVATIVE DESIGN

RCA 50-KW VHF's deliver a full 50 kilowatts of peak visual power—measured at the output of the sideband filter. You get full power output on both monochrome—AND COLOR, with power to spare!

SATURATION COVERAGE

An RCA 50-KW VHF, operated in conjunction with an RCA Superturnstile Antenna, is capable of "flooding" your service area with STRONG SIGNALS—close in and far out! With standard antennas, RCA 50 KW's can develop 316 KW ERP—with power to spare.

AIR-COOLED

RCA 50-KW VHF's are all air-cooled. You save on installation costs and maintenance. Visual and aural P.A.'s use conventional RCA power tetrodes (Type 6166).

MATCHED DESIGN

RCA 50-KW. VHF's are "systems-matched" to deliver peak performance in combination with RCA 50-KW antenna systems.

COMPLETE SYSTEM

RCA supplies everything in system equipment to match the RCA "50-KW" precisely; antenna, transmission line, fittings, tower, r-f loads, diplexers—and all other components needed to put a 50-KW VHF signal on the air.

SERVICE

RCA TV transmitter operation is backed up by a nationally famous broadcast engineering service organization and an RCA replacement parts service.

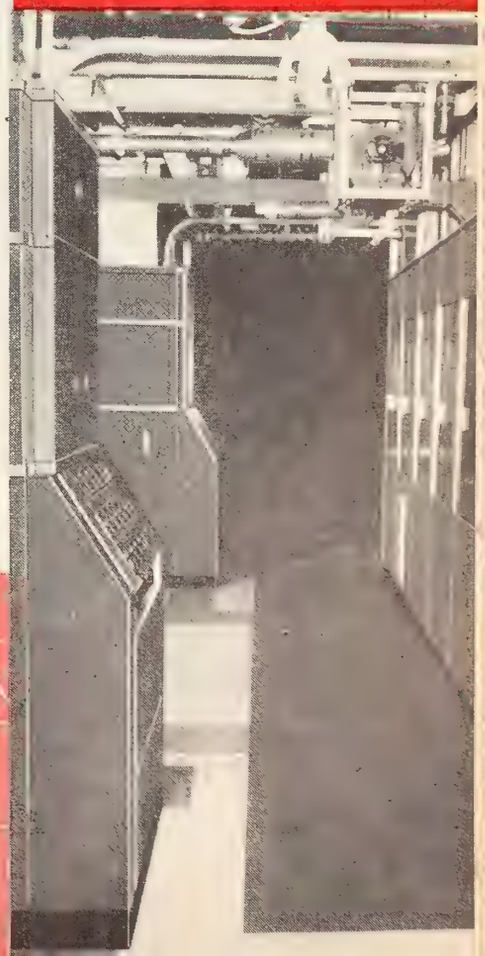


RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION.

"Who's Who" List of RCA "50's"

KAKE-TV
KLZ-TV
KMBC-TV
KOLN-TV
KTLJ
KWTV
WAAM-TV
WBAL-TV
WBTW
WCAU-TV
WCHS-TV
WGAL-TV
WHBQ-TV
WHO-TV
WISH-TV
WJAR-TV
WJRT
WNHC-TV
WOOD-TV
WSFA-TV
WTHI-TV
WTOP-TV
WTRF-TV
WMIN-TV/WTCN-TV

50-KW VHF Power Amplifiers at WCAU-TV. Air-cooled throughout.





Sandwich your spots among the TOP 20 PULSE-rated programs on WBNS, and join the satisfied sponsors who savor flavorful profits from loyal WBNS listeners. The "pièce de résistance" is a market of more Central Ohio listeners than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

IN PUBLIC INTEREST

KWNO Backs Baseball

RADIOTHON to keep baseball alive in Winona, Minn., was staged recently by KWNO-AM-FM there. When the Winona Chiefs found themselves $6,000 in debt and in danger of losing their franchise to another city, the station decided to see if the fans wanted to keep the semi-pro team enough to donate money. The result was $5,300 raised—enough to turn the trick.

WNBC-WNBT (TV) Safety Messages

NBC'S WNBC-WNBT (TV) New York believe their safety messages should have the ring of authority. For safety messages aimed primarily at motorists, the stations are using New York City cops with "night-stick rings in their voices." For other messages, the stations are utilizing Coney Island lifeguards to broadcast warnings to bathers and doctors to caution against excessive exposure to the summer sun.

WCUE Raises $4,000

WCUE Akron, Ohio, reports a total of $4,289.07 raised from the station's annual Hole-In-One tournament, this year a benefit for the Summit County (Ohio) Rehabilitation Center. Contestants paid an entry fee of 50¢ and received four drives at a green 100 yards away. Prizes, valued at $4,000, were donated by WCUE, Akron business firms and the Kosar Driving Range, scene of the event.

WSYR-AM-FM-TV Watermelon Party

WATERMELON PARTY for the residents of Onondaga County Home and Hospital, New York, was staged recently by WSYR-AM-FM-TV Syracuse. Station personalities Deacon Doubleday, Jim Deline, Dick Workman and June Bell visited and entertained the 600 old folks of the home while they enjoyed watermelon, hotdogs and pop. In addition, a two-hour open-air concert by the Syracuse Military Band was given.

Blood Appeal

WHEN a patient at the Grace-New Haven Community Hospital, New Haven, Conn., had required the entire supply of O-negative type blood on hand and still needed more, the hospital requested WAVZ there to appeal to listeners for donations. Within 25 minutes after the request had been made, 80 persons came to the emergency room to give. The hospital switchboard was flooded with hundreds more, some from New York City. WAVZ was the only medium used in the appeal.

WEVD Assists Blind

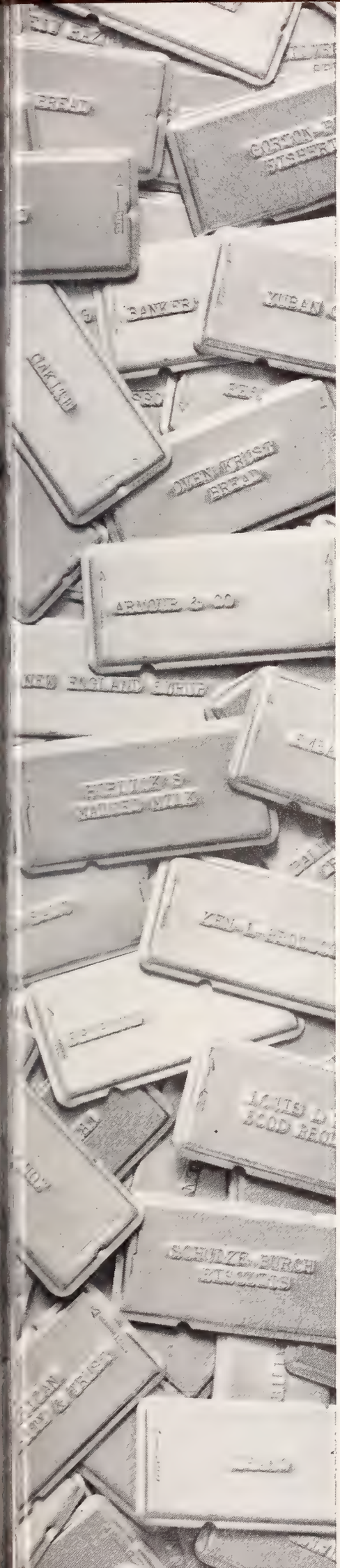
IN AN EFFORT to assist the public education program of The Associated Blind, WEVD New York is presenting a weekly musical presentation of the organization on Friday, 8:30-8:45 p.m. EDT. The program features blind musical entertainers and includes a "helpful suggestion" period, designed to give information on improving the daily relationship between the blind and the sighted.

Coast Guard Recruitment

MEL ALLEN, Martha Wright and the Page Cavanaugh Trio have taped 13 fifteen-minute shows for the U. S. Coast Guard which will be used to step up recruiting. These shows will be distributed to radio stations throughout the country in the fall as a public service.


PLAYERS
PLAYERS





. . . happy on all accounts!

Especially happy for these HPL accounts because The Housewives' Protective League draws *big* returns. Among the more than 250 current or recent users of HPL you'll find some of the biggest national and regional advertisers in the country. Many of them have been with HPL for years.

Happy, too, for HPL because these sponsors have shared in making this year—our Twentieth Anniversary—an important milestone. During the past twenty years, they've helped us grow from a half-hour, one-station show to a sales-making program service on thirteen of the nation's biggest stations. And over these years, they've stamped HPL as *"the most sales-effective participating program in all broadcasting!"*

To its many participating advertisers, The Housewives' Protective League wishes continued success and many more happy returns . . . measured in solid profits!

THE HOUSEWIVES' PROTECTIVE LEAGUE

"The program that sponsors the product"

485 Madison Ave., New York • Columbia Square, Los Angeles • Represented by CBS Radio Spot Sales



DON'T "PICK BLIND" IN SHREVEPORT!



LOOK AT KWKH's HOOPERS!

Shreveport has five AM stations, and all networks. This makes us especially proud of recent Hoopers—even though Metropolitan Shreveport itself represents only about 15% of KWKH's coverage!

JAN.-FEB., 1954—SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

S.A.M.S. credits KWKH with 22.3% more daytime radio homes than all other Shreveport stations combined! Costwise, KWKH delivers 89.4% more listeners-per-dollar than the next-best station in the area!



KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

August 30, 1954 Vol. 47, No. 9

FALL TV TIME SALES ARE UP; DAYTIME SHOWS MOST GAIN

With color tv extravaganzas knocking at the door, network billings for October are seen 20-25% greater than last year. National tv spot is reported running 25% ahead of 1953, topping radio spot for the first time. Advertisers are using $6 million in tv time monthly.

AMERICAN advertisers this fall will be using tv time at the rate of better than $6 million a month, according to B•T estimates of anticipated fall business.

That total, which does not include any program expenses, covers the cost of time at gross rates, before any discounts, for all classes of tv advertisers—national network, national and regional spot and local.

The preview of fall business comes at a time when color peeks around the corner, and the spectacular or extravaganza network productions are about to make their splash. Already, B•T's check list points to at least a 20 to 25% increase in tv network billings for October 1954 as compared to that month a year ago.

This percentage increase does not include an expected further boost in commercial time, particularly in daytime sales, between now and October, a period when a final push is placed on fall selling.

As the accompanying table shows, CBS-TV has picked up a number of clients for its daytime availabilities while NBC-TV's list, marking steady growth, indicates room for the quick daytime tv sale which has characterized selling in programs scheduled the early part of the day. For instance, NBC-TV's early morning program *Today*, its later *Home* and its evening *Tonight*, as well as CBS-TV's *Morning Show*, frequently has sold on short notice.

Spot tv activity, also buttressed by the new business look of tv's daytime appeal, can be expected to score a big checkmark in advertiser budgeting for the fall. Early B•T estimates indicate national spot's impact in tv this fall will run about 25% ahead of last autumn's spot time sales.

The outlook in spot, according to T. F. Flanagan, managing director of Station Representatives Assn., will be a milestone in tv: "For the first time in the history of broadcasting, national spot television this fall will pass national spot radio in time sales."

Comparisons of tv network advertising are itemized in the table starting on page 32 and summarized in the table on this page. These breakdowns and totals of time sold and individual advertiser budgeting of last fall are intended as a preview of what lies ahead in tv network billings.

The analysis does not contain network one-shots, including the World Series on NBC-TV. The tables are designed to serve as a guide, setting up a barometer for national tv business this fall season.

The score in evening time on the networks ranges from stability to an upward climb. Overall, evening time sold as of Aug. 15, 1954, already is running a few percentage points above the commercial time actually on the air last October.

In daytime hours, the increase is much greater —probably as much as 30%. Here, CBS-TV is the leader with a boost of about 63% in time already sold for this fall compared to its daytime commercial hours on the air last October.

In total time sold as of Aug. 15 compared to commercial time on the air last October, ABC-TV shows a gain; CBS-TV a noticeable jump; DuMont is slightly under but keeping pace with its record as of Aug. 15, 1953. Also, DuMont again will be relying heavily, as it has in the past, on co-op sponsorship of football on a regional basis. Again, all comparisons are due for a shot-in-the-arm between now and October 1954.

In unison, the sales heads of the tv networks, in statements prepared for B•T, hail the outlook for fall tv network business.

As ABC-TV's Charles R. Abry, national director of the Network Sales Department, views it:

"The 1954 evening fall program schedule shows that ABC-TV has achieved parity with the two top television networks in only the second year of its five-year plan for television network leadership. The success of ABC-TV for this second season since the FCC approved the American Broadcasting-Paramount Theatres Inc. merger last year, gives rise to growing optimism that our five-year objectives may be realized in only four years.

"A careful examination of the 'blue chip' roster of national advertisers who have renewed their contracts with ABC-TV this season and the growing list of new advertisers who have been attracted to 'The Growth Network' shows the tremendous progress ABC-TV has made in this past year.

"Securing such a stellar roster of national advertisers with a program schedule of the finest of television shows is gratifying indeed. This new season will bring ABC-TV a long way toward the goals we have set for ourselves.

'Untried and Untapped'

"There is yet, we feel, a great untried and untapped potential among national advertisers of important stature to whom television is still an unknown quantity. It is our hope that, through the successes we have scored with our present group of advertisers on ABC-TV, we will be able to attract these potential advertisers to our network family, sponsoring programs that the ABC-TV network has diligently and carefully evaluated in terms of entertainment and audience appeal, which we feel each of these new ABC-TV properties is certain to secure.

"This year again as it was in 1953, ABC-TV's fall program schedule dramatically emphasizes the progress and achievements at 'The Growth Network.' "

For CBS-TV, fall signals a strengthening. William H. Hylan, vice president in charge of network sales, CBS-TV, stated:

"CBS Television's schedule for the fall-winter season has been greatly strengthened by the addition of many programs. Business outlook is excellent.

"During the coming year of regular color broadcasting, CBS Television is undertaking an ambitious schedule of color programs originating from both the huge new color studio in New York and Television City in Hollywood."

Gerry Martin, sales director of the DuMont Television Network, said:

"We expect that the 1954-55 season will be the best that DuMont has ever enjoyed.

"Business already in hand indicates that our billings for 1954-1955 will run 25 to 30% ahead of last year, when we grossed about $12,500,000. In fact, in the last two weeks, the following clients have purchased five and one-half hours per week of network time:

"Lentheric Inc.; Miles Laboratories Inc.; General Tire; Schick; H. J. Heinz; Johnson Candy Co.; Hamm Beer; Consolidated Cosmetics; Atlantic Refining; Ford Dealers; MGM; Vitamin Corp. of America; Drewys Brewing Co.; Miller Beer; Plymouth; Electric Companies Advertising Program.

"Our football schedule is the most comprehensive in television from the standpoint of the number of games to be covered. Moreover, we *(Text continued on page 35. Detailed tables of network advertisers overleaf.)*

Tv Network Time Sales For Fall

Network	Hours of Network Commercials Per Week		
	On Air in Oct. '53	Sold as of Aug. 15, '53	Sold as of Aug. 15, '54
DAYTIME			
ABC	6:30	6:15	8:45
CBS	22:55	24:45	36:44½
DuM	4:53	5:10	1/20
NBC	16:42	18:12	18:25
Totals	51:00	54:22	65:14½
EVENING			
ABC	13:42½	8:40	13:30
CBS	25:39	26:00	27:15
DuM	11:48½	8:30	12:00
NBC	23:52½	22:30	25:31
Totals	75:02½	65:40	78:16
TOTALS			
ABC	20:12½	14:55	22:15
CBS	48:34	50:45	63:59½
DuM	16:41½	13:40	13:20
NBC	40:34½	40:42	43:56
	126:02½	120:02	143:30½

Tv Network Advertisers For Fall, 1954 Compared To 1953

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Admiral Corp.						
Life Is Worth Living	$118,500	DuM	151	63	0:30	0:30
Adolph's Food Products						
Your Show of Shows	17,770	NBC	49		0:10	
Aluminium Ltd.						
Omnibus		CBS		n		d0:13
Aluminum Co. of America						
See It Now	58,260	CBS	30	53	0:30	0:30
Home		NBC		44		d0:15
American Chicle Co.						
Col. Humphrey Flack	81,000	DuM	45		0:30	
Rocky King	59,143	DuM	64	68	0:15	0:15
Sid Caesar Show		NBC		97		0:20
American Dairy Assn.						
Bob Crosby Show	66,746	CBS	44	60	d0:30	d0:30
Disneyland-TV		ABC		104		0:15
American Hair & Felt Co.						
Today	13,776	NBC	48		d0:06	
American Home Products Corp.						
John Daly and the News	31,855	ABC	11		1:15	
Love of Life	239,938	CBS	75	92	d1:15	d1:15
Jack Brickhouse	20,587	DuM	28		0:15	
Secret Storm		CBS		82		d0:45
Sports Showcase		DuM		36		0:15
Today		NBC		52		d0:06
Name That Tune		CBS		129		0:15
American Machine & Foundry Co.						
Omnibus	68,279	CBS	68		d0:15	
American Maize-Products Co.						
Today	20,169	NBC	31		d0:12	
American Motors Corp.						
Disneyland-TV		ABC		104		0:30
American Safety Razor Corp.						
Today	7,302	NBC	16		d0:06	
Walter Winchell		ABC		34		0:07½
American Tobacco Co.						
Make Room for Daddy	57,219	ABC	78	127	0:15	0:15
Private Secretary & Jack Benny	139,428	CBS	110	140	0:30	0:30
Lucky Strike Theatre	122,420	NBC	103	95	0:30	0:30
Where's Raymond	54,705	ABC	48		0:15	
CBS News	120,912	CBS	35	71	0:30	0:30
Big Story	58,200	NBC	61	82	0:15	0:15
Your Hit Parade	72,327	NBC	110	136	0:15	0:15
Armour & Co.						
Pride of the Family	32,258	ABC	25		0:15	
Show of Shows & All Star Review	92,100	NBC	58		0:15	
George Gobel		NBC		76		0:15
Armstrong Cork Co.						
Circle Theatre	110,910	NBC	57	66	0:30	0:30
Atlantic Refining Co.						
Pro Football	31,525	DuM	18	30	d0:45	d0:40
Pro Football	10,475	DuM	12	30	0:45	0:40
Atlantis Sales Corp.						
Today		NBC		52		d0:06
Avco Mfg. Corp.						
Your Hit Parade	110,817	NBC	113		0:15	
Home		NBC		44		d0:15
B-B Pen Co.						
George Jessel	56,340	ABC	71		0:07½	
Bayuk Cigars						
Saturday Night Fights	43,950	ABC	16	34	0:25	0:45
Beatrice Foods Co.						
Today	17,010	NBC	47		d0:06	
Benrus Watch Co.						
Meet Your Congress	7,470	DuM	2		0:30	
Show of Shows & All Star Revue	52,570	NBC	70		0:10	
Benson & Hedges						
Pantomime Quiz	10,905	DuM	13		0:30	
Best Foods						
Garry Moore	40,216	CBS	55	65	d0:15	d0:15
Robert Q. Lewis		CBS		70		d0:15
Hazel Bishop Inc.						
This Is Your Life	122,934	NBC	67	84	0:30	0:30
Juke Box Jury	72,650	ABC	44		1:00	
Martha Raye Show		NBC		130		0:30
Max Liebman Presents		NBC		100		0:11
Block Drug Co.						
Danger	104,388	CBS	56	42	0:30	0:15
Name That Tune	56,490	NBC	50		0:15	
Borden Co.						
Treasury Men in Action	110,010	NBC	39		0:30	
Garry Moore Show		CBS		45		d0:15
Justice		NBC		57		0:30
Borg-Warner Corp.						
Garry Moore Show	55,495	CBS	77	65	d0:15	d0:15
Brewing Corp. of America						
Pro Football	26,550	DuM	21	9	0:45	0:40
	2,925	DuM	5	9	d0:45	d0:40
Brillo Mfg. Co.						
So You Want to Lead a Band		ABC		35		0:30
Bristol-Myers Co.						
Man Behind the Badge	105,408	CBS	49		0:30	
Pride of the Family	47,918	ABC	26		0:15	
The Celeste Holm Show		CBS		70		0:30
Garry Moore Show		CBS		65		d0:15
Brown Shoe Co.						
Smilin' Ed McConnell	54,150	ABC	36	46	d0:30	d0:30
Brown & Williamson Tobacco Corp.						
My Friend Irma	141,135	CBS	71		0:15	
Orchid Award	44,100	ABC	28		0:15	
The Lineup		CBS		114		0:30
Campbell Soup Co.						
Double or Nothing	173,102	CBS	47		d0:30	
Campbell Soundstage	134,235	NBC	46		0:30	
Lassie		CBS		n		0:30
Abbott & Costello		CBS		52		d0:30
Dear Phoebe		NBC		60		0:30
Howdy Doody		NBC		60		d0:30
Capital Airlines						
Today	44,457	NBC	48		d0:18	
Carnation Company						
Burns & Allen	68,694	CBS	90	111	0:15	0:15
Carter Products Inc.						
This Is Show Business	55,434	CBS	65		0:15	
Place The Face	72,945	CBS	50		0:30	
Walter Winchell	22,680	ABC	26		0:07½	
Down You Go	30,448	DuM	23		0:15	
Plainclothesman	32,053	DuM	24		0:15	
Meet Millie		CBS		99		0:15
Cat's Paw Rubber Co.						
Garry Moore Show	43,656	CBS	69		d0:15	
Your Show of Shows	18,760	NBC	48		0:10	
Chesebrough Mfg. Co.						
Greatest Fights of the Century	44,620	NBC	21		0:15	
Chester Ford Dealers Assn.						
Pro Football	4,525	DuM	8		d0:45	
Chevrolet Dealers of Pittsburgh						
Pro Football	2,700	DuM	4		0:45	
Chrysler Corp.						
Chrysler Medallion Theatre	183,105	CBS	110		0:30	
You Bet Your Life	194,265	NBC	119	136	0:30	0:30
Football		DuM		160		3:00
It's a Great Life		NBC		85		0:30
Danny Thomas		ABC		124		0:15
Break the Bank		ABC		155		0:30
That's My Boy		CBS		136		0:30
Name to Be Announced		CBS		75		1:00
Chun King Sales Co.						
Garry Moore Show		CBS		65		d0:07½
Clinton Foods Inc.						
Arthur Godfrey Time	52,792	CBS	31		d0:30	
Coca-Cola Co.						
Coke Time	211,572	NBC	88	112	0:30	0:30
Colgate-Palmolive Co.						
The Big Payoff	192,232	CBS	60	75	d1:30	d1:30
Howdy Doody	55,540	NBC	55	60	d0:15	d0:30
Strike It Rich	326,774	CBS	63	71	d2:30	d2:30
Strike It Rich	124,728	CBS	80	106	0:30	0:30
Colgate Comedy Hour	258,450	NBC	103	119	1:00	1:00
Name to Be Announced		NBC		n		d0:38
Name to Be Announced		NBC		n		d0:38
Commercial Solvents Corp.						
Red Barber	36,440	CBS	24		0:15	
Comstock Foods						
Garry Moore Show		CBS		65		d0:07½
Congoleum-Nairn Inc.						
Today	12,835	NBC	34		d0:06	
Consolidated Cosmetics Inc.						
Kate Smith Hour	19,845	NBC	56		d0:07½	
They Stand Accused		DuM		41		1:00
Consolidated Royal Chemical Corp.						
Arthur Murray Party	32,640	NBC	53		0:15	
Continental Baking Co.						
Howdy Doody	61,156	NBC	43	60	d0:30	d0:30
Converted Rice Inc.						
Garry Moore Show	50,945	CBS	51	65	d0:15	d0:15
Corn Products Refining Co.						
Kate Smith Hour	20,030	NBC	50		d0:07½	
Crowell-Collier Publishing Co.						
Today	12,962	NBC	48		d0:06	
Helene Curtis Industries Inc.						
Down You Go	45,270	DuM	24		0:15	
Robert Q. Lewis		CBS		70		d0:07½
Curtis Publishing Co.						
Today	6,513	NBC	48		d0:03	
Drewys Ltd., U. S. A.						
Greatest Football		DuM		4		0:30
Doeskin Products Inc.						
Kate Smith Show	39,520	NBC	56		d0:15	
Robert Q. Lewis		CBS		70		d0:15
Dow Chemical Corp.						
The Medic		NBC		n		0:30
Today		NBC		52		d0:54
Home		NBC		44		d0:18
Duffy-Mott Co.						
Jamie	28,530	ABC	21	n	0:15	0:15
Allen B. Du Mont Labs						
What's the Story	12,450	DuM	2	n	0:30	0:30
E. I. duPont de Nemours						
Cavalcade of America	62,880	ABC	24	32	0:30	0:30
Today	16,940	NBC	46		d0:06	
Home Show		NBC		44		d0:15
Eastco Inc.						
Today	3,972	NBC	20		d0:03	

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

Advertiser / Program	Gross Time Charges Oct. '53	Net-work	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Ekco Products Co.						
George Jessel Show	30,020	ABC	61		0:05	
Jamie	25,620	ABC	20		0:15	
Quick As a Flash	34,020	ABC	24		0:15	
Comeback Story	36,540	ABC	33		0:15	
Electric Auto-Lite Co.						
Suspense	92,658	CBS	37		0:30	
Electric Cos. Advertising Program						
You Are There	52,344	CBS	61	113	0:15	0:15
Elgin National Watch Co.						
Tv Hour		ABC		24		0:30
Emerson Drug Co.						
Today	27,924	NBC	45		d0:12	
Englander Co.						
Bob Crosby Show		CBS		60		d0:07½
Ex-Lax Inc.						
Leave It to the Girls	64,260	ABC	14		0:30	
Equisite Form Brassiere Co.						
Stop the Music		ABC		70		0:15
Firestone Tire & Rubber Co.						
Voice of Firestone	125,460	NBC	69		0:30	
Voice of Firestone		ABC		78		0:30
Florida Citrus Commission						
Today	32,210	NBC	47	52	d0:12	d0:06
Twenty Questions		ABC		46		0:30
Ford Motor Co.						
Ford Theatre	149,415	NBC	56	115	0:30	0:30
Toast of the Town	228,780	CBS	92	137	1:00	1:00
Leland Hayward		NBC		85		0:11
Gemex Co.						
George Jessel Show	22,890	ABC	39		0:05	
General Cigar Co.						
Sports Spot	54,856	CBS	36	40	0:15	0:15
General Conference of Seventh Day Adventists						
Faith for Today	21,030	ABC	12	24	d0:30	d0:30
General Electric Co.						
Fred Waring Show	116,523	CBS	77		0:30	
I Married Joan	729,414	NBC	78	110	0:30	0:30
Jane Froman—U. S. A. Canteen	57,430	CBS	35		0:15	
Meet Mr. McNutley	94,310	CBS	39		0:30	
Adventures of Ozzie & Harriett	37,740	ABC	40		0:15	
Ray Milland Show		CBS		64		0:30
Summer Holiday		CBS		51		0:15
G. E. Theatre		CBS		116		0:30
Today		NBC		52		d0:24
General Foods Corp.						
Red Buttons	150,798	CBS	108		0:30	
Mama	118,035	CBS	38	52	0:30	0:30
Bob Hope	58,975	NBC	80	100	0:15	0:15
Roy Rogers	108,528	NBC	50	68	0:30	0:30
Rod Brown Rocket Rangers	55,905	CBS	33		d0:30	
Our Miss Brooks	118,800	CBS	43	64	0:30	0:30
December Bride		CBS		154		0:30
Portia Faces Life		CBS		32		d1:15
General Mills Inc.						
Barker Bill's Cartoons		CBS		78		d0:30
Today	30,834	NBC	47		d0:30	
Bride and Groom	113,477	CBS	43		d0:45	
Stu Erwin Show	146,040	ABC	59		0:30	
(Stu Erwin Show-rerun)	4,125	ABC	3		d0:30	
Lone Ranger	31,155	CBS	24	40	d0:30	d0:30
Ding-Dong School	67,000	NBC	48	61	d0:30	d0:15
Lone Ranger	126,225	ABC	48	52	0:30	0:30
Captain Midnight		CBS		n		d0:15
Valiant Lady		CBS		57		d0:45
Robert Q. Lewis		CBS		70		d0:30
Bob Crosby		CBS		60		d0:45
General Motors Corp.						
Arthur Godfrey Time	73,206	CBS	43	45	d0:30	d0:30
Buick Circus Hour	183,420	NBC	110	135	1:00	0:30
Dinah Shore Show	152,090	NBC	56	61	0:30	0:30
NCAA Football	638,134	NBC	78		d2:00	
CBS News	179,374	CBS	35	59	0:45	0:45
Press Box Preview	60,065	NBC	79		d0:15	
Pontiac Score Board	61,117	NBC	76		d0:15	
Dave Garroway Show	159,075	NBC	82		0:30	
Treasury Men in Action		ABC		n		0:30
Red Skelton Revue		CBS		138		0:15
Max Liebman Presents		NBC		100		0:22
Red Buttons Show		NBC		65		0:30
General Tire & Rubber Co.						
Sports Time		DuM		102		0:15
Gerber Products Co.						
Kate Smith Hour	53,550	NBC	64		d0:15	
Ding-Dong School		NBC		80		d0:15
Gillette Co.						
Garry Moore Show		CBS		65		d0:07½
Calvalcade of Sports	219,320	NBC	87	113	0:30	0:30
Arthur Godfrey Time	56,322	CBS	38	45	d0:30	d0:30
Tony Martin Show		NBC		80		0:15
Racket Squad	60,234	CBS	91		0:15	
Arthur Godfrey & Friends	69,084	CBS	101		0:15	
Red Skelton		CBS		138		0:30
People Are Funny		NBC		144		0:30
Bride & Groom	60,825	CBS	43		d0:30	
Valiant Lady		CBS		57		d0:30
Name That Tune		CBS		129		0:15
Glidden Co.						
Home		NBC		44		d0:15
Gold Seal						
Jo Stafford Show		CBS		81		0:15
Good Foods Inc.						
You Asked for It	10,320	ABC	5		0:30	
B. F. Goodrich Co.						
Burns & Allen	66,504	CBS	79	111	0:15	0:15
Goodyear Tire & Rubber Co.						
Television Playhouse	118,220	NBC	93	114	0:30	0:30
Billy Graham Evangelistic Assn.						
Hour of Decision	24,420	ABC	17		0:15	
Green Giant Co.						
Art Linkletter's House Party	36,270	CBS	33		d0:15	
Mickey Rooney Show		NBC		51		0:15
Greyhound Corp.						
Omnibus	68,092	CBS	69		d0:12½	
Griffin Manufacturing Co.						
Your Show of Shows	52,405	NBC	70		0:10	
Imogene Coca		NBC		90		0:10
Grocery Store Products Corp.						
Today		NBC		52		d0:06
Grove Labs						
Today		NBC		52		d0:15
Gruen Watch Co.						
Walter Winchell	22,050	ABC	26	34	0:07½	0:07½
Gulf Oil Corp.						
Life of Riley	128,898	NBC	84	103	0:30	0:30
Hallmark Inc.						
Hallmark Hall of Fame	112,650	NBC	38	44	d1:00	d0:37
Theodore Hamm Brewing Co.						
Person to Person	14,265	CBS	6	20	0:15	0:15
Greatest Football		DuM		10		0:30
Hathaway Mfg. Co.						
Today	37,807	NBC	48		d0:12	
Hawaiian Pineapple Co.						
Art Linkletter's House Party		CBS		59		d0:15
H. J. Heinz Co.						
Studio 57		DuM		n		0:30
Hoover Co.						
Garry Moore Show	36,596	CBS	51	65	d0:15	d0:07½
International Cellucotton Co.						
Arthur Godfrey Time	75,001	CBS	41		d0:30	
International Harvester Co.						
Halls of Ivy		CBS		40		0:15
International Shoe Co.						
Space Cadet	19,714	DuM	29		d0:15	
Howdy Doody	39,429	NBC	52		d0:07½	
Ding-Dong School		NBC		61		d0:07½
Pinky Lee Show		NBC		43		d0:02
International Silver Co.						
My Favorite Husband	43,254	CBS	34	39	0:15	0:15
Jay Broiler Co.						
Riviera Show	12,745	DuM	6		d0:30	
Andrew Jergens Co.						
First Love		NBC		46		d0:45
Johnson & Johnson						
Imogene Coca		NBC		90		0:10
Show of Shows	26,400	NBC	48		0:10	
S. C. Johnson & Son Inc.						
Robert Q. Lewis Show		CBS		70		d0:15
Robert Montgomery Presents	121,070	NBC	95	95	0:30	0:30
Life With Father		CBS		59		0:15
Names the Same	46,181	ABC	42		0:15	
Walter H. Johnson Candy Co.						
Captain Video		DuM		80		0:15
Kellogg Co.						
Art Linkletter's House Party	56,021	CBS	34	59	d0:30	d0:30
Arthur Godfrey Time	13,998	CBS	31	45	d0:30	d0:30
Super Circus	75,075	ABC	43	n	d0:30	d0:30
Howdy Doody	105,642	NBC	46	60	d0:30	d0:30
Garry Moore Show	37,815	CBS	55	65	d0:15	d0:15
Kendall Co.						
Twenty Questions	68,730	DuM	29		0:15	
Knomark Mfg. Co.						
Arthur Godfrey Time	65,232	CBS	37		d0:30	
Masquerade Party		ABC		98		0:15
Kreisler, Jacques Mfg. Co.						
Rocky King, Detective	57,642	DuM	64		0:10	

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

TELECASTING YEARBOOK

THE 1954 TELECASTING YEARBOOK and MARKETBOOK will be mailed to subscribers the end of this week. Like its predecessors, this volume contains authoritative data on all tv stations throughout the world, statistics on population, retail sales and other economic features of all U. S. tv areas, comprehensive listings of advertising agencies and their clients using tv advertising, package program companies, tv film producers and distributors, tv networks and a host of other information. Extra copies of the 492-page publication are available at $3 each.

Advertiser / Program	Gross Time Charges Oct. '53	Net-work	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Lady Esther, Ltd.						
Bonino	91,305	NBC	51		0:15	
Lambert Co.						
Adventures of Ozzie & Harriet	56,565	ABC	40	60	0:15	0:15
Landers, Frary & Clark						
Kate Smith Hour	32,505	NBC	57		d0:15	
Larus & Brother Co.						
Plainclothesman	32,053	DuM	24		0:15	
James Lees & Son						
Kate Smith Hour	28,695	NBC	51		d0:15	
Lehn & Fink Products Corp.						
Ray Bolger		ABC		66		0:30
Lever Brothers Co.						
Arthur Godfrey's Talent Scouts	113,508	CBS	60	64	0:30	0:30
Lux Video Theatre	105,865	CBS	56		0:30	
Arthur Godfrey Time	45,024	CBS	37	45	d0:30	d0:30
Big Town	101,741	CBS	49		0:30	
Art Linkletter's House Party	93,737	CBS	46	59	d0:45	d0:45
Lux Video Theatre		NBC		105		1:00
Uncle Johnny Coons		CBS		n		d0:30
Lewis-Howe Co.						
Show of Shows	38,380	NBC	49		0:10	
Imogene Coca Show		NBC		90		0:10
Liggett & Myers Tobacco Co.						
Arthur Godfrey & His Friends	139,548	CBS	86		0:30	
Arthur Godfrey Time	57,792	CBS	36		d0:30	
Perry Como Show	194,194	CBS	39	72	0:45	0:45
Dragnet	174,390	NBC	85	121	0:30	0:30
Stu Erwin		ABC		n		0:30
Longines-Wittnauer Watch Co.						
Chronoscope	33,075	CBS	13	18	0:45	0:45
P. Lorillard Co.						
The Web	127,428	CBS	84		0:30	
Chance of a Lifetime	56,495	DuM	14	26	0:30	0:30
Two for the Money	157,170	CBS	89	117	0:30	0:30
Judge for Yourself	142,590	NBC	92		0:30	
Father Knows Best		CBS		113		0:30
Truth or Consequences		NBC		119		0:30
Ludens Inc.						
Howdy Doody	65,340	NBC	52		d0:15	
Kate Smith Hour	4,860	NBC	10		d0:15	
M & R Dietetic Labs						
Today	35,519	NBC	46		d0:12	
Magic Chef						
Today	13,704	NBC	47		d0:06	
Mars Inc.						
Super Circus	80,160	ABC	45	48	d0:30	d0:30
C. H. Masland & Son						
Garry Moore Show	37,736	CBS	52	65	d0:15	d0:07½
Mathieson Chemical Corp.						
Today	29,018	NBC	48		d0:12	
Maytag Co.						
Today		NBC		52		d0:24
Miles Labs						
Morgan Beatty & News		DuM		n		1:15
Concerning Miss Marlowe		NBC		76		d0:15
Three Steps to Heaven		NBC		47		d0:15
Garry Moore Show		CBS		65		d0:07½
Robert Q. Lewis Show		CBS		70		d0:07½
Miller Brewing Co.						
Football	22,500	DuM	v		d0:45	
					0:45	
Minnesota Mining & Mfg. Co.						
Arthur Godfrey Time		CBS		45		d0:30
Minute Maid Corp.						
Gabby Hayes Show	8,248	NBC	37		d0:15	
Mobile Homes Mfrs. Assn.						
Today	12,076	NBC	43		d0:06	
Jules Montenier Inc.						
What's My Line?	53,784	CBS	45	79	0:15	0:15
Philip Morris & Co.						
Bonino	57,420	NBC	51		0:15	
I Love Lucy	153,948	CBS	106	133	0:30	0:30
Philip Morris Playhouse	105,135	CBS	34		0:30	
Tell Tale Clue		CBS		44		0:30
Morton Packing Co.						
Today	13,096	NBC	48	52	d0:06	d0:06
Murine Co.						
Today	13,610	NBC	48		d0:06	
Mutual Benefit, Health & Accident Assn.						
Arthur Godfrey Time	67,851	CBS	35		d0:15	
On The Line	52,096	NBC	55		0:15	
Greatest Moments in Sports		NBC		89		0:15
Nash-Kelvinator Corp.						
Jackie Gleason Show		CBS		113		0:15
Danger		CBS		42		0:15
National Biscuit Co.						
Arthur Godfrey Time	13,888	CBS	30	45	d0:30	d0:30
Halls of Ivy		CBS		40		0:15
National Dairy Products Corp.						
Kraft Television Theatre	187,800	NBC	52	65	1:00	1:00
Kraft TV Theatre	71,625	ABC	25	n	0:30	1:00
Big Top	111,940	CBS	55	69	d1:00	d1:00
Nebraska Consolidated Mills						
Today		NBC		52		d0:15
Nestle Co.						
Jackie Gleason Show	84,992	CBS	83	115	0:08	0:15
Space Patrol		ABC		n		0:15
Norcross Inc.						
Omnibus		CBS		n		d0:13
Norwich Pharmical Co.						
Sunday News Special	19,880	CBS	25	32	0:15	0:15
Noxema Chemical Corp.						
Person to Person		CBS		52		0:15
O'Cedar Co.						
Meet Millie		CBS		99		0:15
Oneida Ltd.						
Home		NBC		44		d0:07
John Oster Mfg. Co.						
Today		NBC		52		d0:06
Owens-Corning Fiberglass Co.						
Today		NBC		52		d0:06
Pabst Brewing Co.						
Fights	182,784	CBS	79	99	0:45	0:45
Pacific Mills Co.						
Garry Moore Show		CBS		65		d0:07½
Packard Motor Car Co.						
Martha Wright		ABC		35		0:15
Pan American Airlines						
Meet the Press		NBC		25		0:15
Pan American Coffee Bureau						
Today		NBC		52		d0:12
Parker Pen Co.						
Four Star Playhouse		CBS		96		0:15
Peerless Electric Co.						
Home		NBC		44		d0:07
Pepperell Mfg. Co.						
Home		NBC		44		d0:07
Pepsi-Cola Co.						
Playhouse	85,140	ABC	39	66	0:30	0:30
Pet Milk Co.						
Original Amateur Hour	172,887	NBC	93		0:30	
George Gobel's Show		NBC		76		0:15
Life With Father		CBS		59		0:15
Philco Corp.						
Television Playhouse	116,000	NBC	91	114	0:30	0:30
Breakfast Club		ABC		56		0:45
Pillsbury Mills Inc.						
Garry Moore Show	22,644	CBS	50		d0:15	
Art Linkletter's House Party	96,686	CBS	37	59	d1:00	d1:00
Godfrey & Friends	66,234	CBS	81		0:15	
Arthur Godfrey Time	89,580	CBS	39	45	d1:00	d1:00
Mickey Rooney Show		NBC		51		0:15
Red Skelton Revue		CBS		138		0:15
Polaroid Corp.						
Today	14,591	NBC	48	52	d0:12	d0:12
Tonight		NBC		31		0:15
Procter & Gamble Co.						
Paul Winchell Show	128,340	NBC	69		0:30	
The Guiding Light	168,608	CBS	56	86	d1:15	d1:15
Fireside Theatre	128,865	NBC	70	84	0:30	0:30
Welcome Travelers	250,093	NBC	69		d2:00	
Welcome Travelers		CBS		99		d2:30
On Your Account	187,691	NBC	81		d1:30	
On Your Account		CBS		114		d2:30
Search For Tomorrow	183,722	CBS	69	106	d1:15	d1:15
Letter To Loretta	138,198	NBC	81		0:30	
Concerning Miss Marlowe		NBC		76		d0:37
Golden Windows		NBC		64		d0:37
Loretta Young Show		NBC		136		0:30
Three Steps to Heaven		NBC		49		d0:37
The Seeking Heart		CBS		65		d1:15
The Brighter Day		CBS		85		d1:15
Prudential Insurance Co. Of America						
You Are There	67,044	CBS	85	113	0:15	0:15
Purex Corp.						
Garry Moore Show	43,636	CBS	61		d0:15	
Quaker Oats Co.						
Zoo Parade	54,600	NBC	53	54	d0:15	d0:15
Gabby Hayes Show	86,700	NBC	35		d0:30	
Contest Carnival		CBS		55		d0:30
Breakfast Club		ABC		58		d0:30
Today		NBC		52		d0:12
Quality Goods Mfrs. Inc.						
Stop the Music		ABC		n		0:15
Quality Importers Inc.						
On Your Way	42,020	DuM	16		0:30	
Radio Corp. of America						
RCA Victor Show	133,128	NBC	102		0:30	
Your Show of Shows	61,380	NBC	57		0:10	
Leland Hayward Presents		NBC		85		0:11
Sid Caesar Show		NBC		97		0:20
Ralston Purina Co.						
Space Patrol	70,238	ABC	49	n	d0:30	d0:15
Today		NBC		52		d0:04
Home		NBC		44		d0:07
Reardon Co.						
Today	6,822	NBC	46	52	d0:03	d0:04
Remington Rand Inc.						
What's My Line	57,444	CBS	46	79	0:15	0:15
Masquerade Party		ABC		98		0:15
Revere Copper & Brass Inc.						
Meet The Press	28,530	NBC	21	25	0:15	0:15
Revelon Products Corp.						
Mirror Theatre	73,050	CBS	26		0:30	

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Rexall Drug Inc.						
Paul Dixon Show	8,748	DuM	9		d0:07½	
Reynolds Metals Co.						
Mr. Peepers	114,300	NBC	55	64	0:30	0:30
R. J. Reynolds Tobacco Co.						
I've Got A Secret	129,318	CBS	92	109	0:30	0:30
Man Against Crime	48,615	DuM	40	49	0:30	0:30
Camel News Caravan	485,100	NBC	75	79	1:15	1:15
Topper	141,060	CBS	74	109	0:30	0:30
River Brand Rice Mills						
Paul Dixon Show	4,374	DuM	10		d0:07½	
Rosefield Packing Co.						
You Asked For It	67,110	ABC	34	n	0:30	0:30
The S. O. S. Co.						
Your Show of Shows	52,405	NBC	70		0:10	
Hawkins Falls	79,515	NBC	43		d0:30	
Imogene Coca		NBC		90		0:10
Bob Crosby Show		CBS		60		d0:07½
Schick Inc.						
This Is Show Business	50,844	CBS	68		0:15	
Jackie Gleason Show	88,450	CBS	87	113	0:08	0:15
Football		DuM		92		0:40
Football		DuM		92		d0:20
Joseph Schlitz Brewing Co.						
Playhouse of Stars	150,430	CBS	69	103	0:30	0:30
Scott Paper Co.						
Omnibus	67,530	CBS	69	n	d0:13	d0:13
Music Hall	107,418	NBC	70		0:30	
My Little Margie		NBC		63		0:30
William S. Scull Co.						
Football	8,900	DuM	8		d0:07½	
					0.07½	
Sealy Inc.						
The Comeback Story	57,855	ABC	45		0:15	
Seeman Brothers Inc.						
I'll Buy That	102,501	CBS	69		d0:30	
Gary Moore Show		CBS		65		d0:7½
Serutan Co.						
Red Skelton	94,008	CBS	39		0:30	
Juvenile Jury	33,954	CBS	19		d0:30	
Life Begins at 80	87,701	DuM	30	n	0:30	0:30
Two in Love		CBS		72		0:30
One Man's Family		NBC		n		d0:38
W. A. Sheaffer Pen Co.						
Jackie Gleason Show	86,157	CBS	83	113	0:08	0:15
Sherwin-Williams Co.						
Where's Raymond	46,200	ABC	52		0:15	
Shwayder Brothers						
Your Show of Shows	47,175	NBC	49		0:10	
Simmons Co.						
My Favorite Husband	59,586	CBS	33	39	0:15	0:15
Simoniz Co.						
Kate Smith Hour	39,700	NBC	54		d0:15	
The Big Story	87,030	NBC	61	82	0:15	0:15
The Gary Moore Show		CBS		65		d0:15
Singer Mfg. Co.						
Four Star Playhouse	150,525	CBS	80	109	0:30	0:15
Smith Brothers Inc.						
Today	13,328	NBC	48		d0:06	
Smith, Kline & French Labs.						
March of Medicine	33,840	NBC	74		0:07½	
Today		NBC		52		d0:06
Speidel Corp.						
Make Room For Daddy	56,937	ABC	94		0:30	
Name That Tune	62,700	NBC	66		0:15	
Home		NBC		44		d0:07
Sid Caesar Show		NBC		97		0:20
Springs Cotton Mills						
Today	24,093	NBC	48		d0:09	
A. E. Staley Mfg. Co.						
Breakfast Club		ABC		54		d0:30
Standard Brands						
Today	44,786	NBC	47		d0:18	
Howdy Doody	159,001	NBC	62	60	d0:45	d0:30
Standard Oil Co. of Indiana						
Person To Person	39,585	CBS	20	37	0:30	0:15
Football (Chicago)	38,438	ABC	9	18	d3:00	d3:00
Football (Washington)		ABC		12		d3:00
Standard Packaging Corp.						
Today	13,662	NBC	48		d0:06	
Star-Kist Foods Inc.						
Arthur Godfrey Time	54,872	CBS	33		d0:30	
Sterling Drug						
Inspector Mark Saber	52,260	ABC	18		0:30	
Name To Be Announced		ABC	99			0:30
Sunbeam Corp.						
Ethel and Albert Show	120,972	NBC	80	75	0:30	0:30
Max Liebman Presents		NBC		100		0:11
Home		NBC		44		d0:21
Swanson, C. F. & Sons						
The Names The Same	50,501	ABC	55		0:15	
Bob Crosby Show		CBS		60		d0:15
Robert Q. Lewis		CBS		70		d0:15
Sweets Co. of America						
Paul Whiteman's TV Teen Club	55,988	ABC	17		0:30	
Tootsie Hippodrome	54,323	ABC	46		d0:30	
Pinky Lee Show		NBC		43		d0:15
Swift & Co.						
Sky King	44,895	ABC	18		0:30	
Garry Moore	54,395	CBS	60	65	d0:15	d0:45
Disneyland-TV		ABC		104		0:15
Sylvania Electric Products Co.						
Beat The Clock	130,380	CBS	56	74	0:30	0:30
Tappan Stove Co.						
Bob Crosby Show	19,917	CBS	30		d0:15	
Tetley Tea Co.						
Today	11,890	NBC	31		d0:06	
Texas Co.						
Jimmy Durante-Donald O'Connor		NBC		n		0:30
Thor Corp.						
Quick As A Flash	39,330	ABC	25		0:15	
Tide Water Associated Oil Co.						
Broadway to Hollywood	29,875	DuM	14		0:30	
John Daly & the News		ABC		n		0:30
U. S. Shoe Corp.						
Home		NBC		44		d0:07
U. S. Steel Corp.						
U. S. Steel Hour	46,294	ABC	76	102	0:30	0:30
U. S. Rubber Co.						
Today	32,630	NBC	48		d0:18	
U. S. Tobacco Corp.						
Martin Kane	132,660	NBC	69		0:30	
Today		NBC		52		d0:12
Home		NBC		44		d0:15
Vitamin Corp. of America						
Paul Dixon Show		DuM		20		0:15
Goldbergs		DuM		n		0:30
Wander Co.						
Today	39,669	NBC	48		d0:12	
Captain Midnight		CBS		n		0:15
Ding Dong School		NBC		61		d0:15
Warner-Hudnut						
Your Hit Parade		NBC		136		0:15
Welch Grape Juice Co.						
Howdy Doody	26,856	NBC	54	70	d0:07½	d0:07½
Wesson Oil						
Hawkins Falls		NBC		82		d0:30
Westinghouse Electric Corp.						
Studio One	205,480	CBS	65	91	1:00	1:00
Football	133,850	DuM	30		0:45	d0:45
Best of Broadway		CBS		40		0:15
Wine Corp of America						
Dollar A Second	122,300	DuM	107		0:30	
Fights	30,000	DuM	36		0:30	
Dollar A Second		ABC		n		0:30
William Wrigley Jr. Co.						
Gene Autry	44,940	CBS	11	11	0:30	0:30
Youngstown Kitchens-Mullins Mfg. Co.						
Today		NBC		52		d0:06

Source of October 1953 data: Publishers Information Bureau
D—Daytime, before 6 p.m.
V—Various number of stations for different weeks
N—Number of stations unknown

are selling it on a basis which is both sound and attractive commercially.

"On the program side, our schedule for the coming season promises to be one of the most attractive that we have ever presented. Besides offering professional football games every Saturday and Sunday, it will include a new type of news show which will present the noted Washington correspondent, Morgan Beatty, with a technique that we think will open a more meaningful page in tv journalism. And, of course, it will see several of our standbys—Bishop Sheen, Gertrude Berg, Dennis James, Roscoe Karns, and others continuing and returning to their usual spots.

"DuMont's station clearances have increased approximately 30% over the same period last year. And, with the addition of new stations, the picture is improving steadily.

"We are likewise preparing to do some color programming for the network during the season —probably soon after the first of the year."

George H. Frey, vice president in charge of NBC television network sales, says:

"To say that television is entering its greatest era, both in enthusiastic support by advertisers and in programming, is, of course, to say the obvious.

"The outstanding new programs developed and introduced this season speak for themselves. So does the SRO sign now hanging out for NBC-TV's evening time.

"But of special importance in discussing the 1954-55 sales picture is the growing awareness on the part of more and more advertisers of the maximum return for their television dollars provided by investing in daytime tv. By itself, we know that daytime television's lower costs enable advertisers to reach more women, more frequently, and for less money. And, used in combination with nighttime, we know that it can be used to reach more homes with greater frequency of exposure. We know this, and advertisers are coming to know it, too.

"Other important trends this fall are the increased use by clients of programs selling under the participation plan, the increased use of the alternate, or rotating sponsorship pro-

"Advertising is really the process of teaching-and in teaching there is no substitute for FREQUENCY"

says Professor Gordon F. Derner

"It is almost a truism of psychology that repetition is an important factor in the process of learning. Any effective teaching technique should provide for adequate frequency of repetition—and some element of attention, interest and meaning should be offered for successful learning."

Credentials—Dr. Gordon F. Derner, Ph.D.

Director of Clinical Psychology Training Program and Associate Professor of Psychology, Adelphi College, Garden City, Long Island.

Author of:

The Clinical Diagnosis of Intelligence, Psychological Aspects of the Tuberculous, and Articles in professional journals.

Because of its ECONOMY RADIO *is the ideal medium for*

FREQUENCY

The copywriter's cherished dream of the one-shot impression that bowls over the consuming public has evaporated in the intense competition of modern advertising. Practical advertisers understand that a single advertising message is easily lost or forgotten; they recognize the importance of repeating an impression at frequent intervals.

Leading radio stations deliver mass circulation at such economical cost that you can afford to use radio daily, the year 'round. If your strategy calls for constancy . . . telling and re-telling the consumer about the product you sell . . . then your ideal medium is radio, the inseparable companion of the American family, wherever they go, whatever they do.*

To exploit fully the basically great opportunities of radio, you will want to select stations which have dominant coverage of important markets, high standards of management ability, and solid records of successful performance. *Stations like the 12 which we are privileged to represent!*

We are being called upon more and more frequently to assist account executives and media departments in formulating more efficient radio plans. That is our business . . . our only business. Our staff, concerned exclusively with radio, is at *your* service at a word from you.

*One of the many interesting facts developed in the Alfred Politz Study "The Importance of Radio in Television Areas Today."

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*



Measure of a Great Radio Station

KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

grams, and the increased station lineups ordered by most clients. At NBC-TV, we anticipate that more than 100 advertisers will order participations during the coming season on the three programs embraced by our new Participating Programs Dept.—*Today, Home* and *Tonight*. On our evening schedule alone, this fall we have 18 alternate-week sponsors, compared to 12 for last fall. And the average station lineup on NBC-TV this fall is 79, compared to 63 stations a year ago and only 42 two years ago.

"I am sure that this year will see more and more tv clients, advertising more and more different products, and obtaining greater and greater sales impact through the use of television."

According to Mr. Flanagan, "fall business will be marked by more hours of programming, more station and network programming, new types of programming, such as the morning wake-up show, an early dip into color; and a revival of the previous extraordinary increases in the volume of business, which suffered a medium drop during the summer time."

Mr. Flanagan noted that this fall many new advertisers will take their first bows in tv and that the number of stations "will be able to carry station identifications and the shared commercials, and commercial participations in the color medium."

GROWTH IN SPOT TV EXPENDITURES

	3rd Quarter 1953	1st Quarter 1954
Detergent	$ 874,658	$1,157,160
Cleansers	191,277	1,357,121
Toilet Soaps	297,242	240,479
Shortenings	92,946	158,843
Shaving Creams	229,904	297,326
Dentifrices	569,842	1,597,352
Home Permanents	663,421	337,381
Shampoos	422,900	607,987
Margarines	42,942	1,084,022
	$3,375,132	$6,837,671

Largest volume of advertising in the fall probably will come from drug products, cosmetics, etc., Mr. Flanagan stated. Magazines, he said, will account for an unusual volume of business. Food products, he said, are fast increasing in spot tv.

Among the advertisers returning to national spot tv after a summer or seasonal layoff, he named Chase & Sanborn, Shulton, Bab-O, Best Foods, Anahist, Peter Paul and Vicks.

Mr. Flanagan noted that M&M Candy has about completed its purchase of 50 to 60 markets; Falstaff beer is still buying more spot; National Biscuit Co. is purchasing spot for Shredded Wheat and Milk Bone; Lever Bros. is slated to set a fall national spot campaign, and Procter & Gamble will introduce a new product, most likely with a spot schedule. New to tv spot, according to Mr. Flanagan, are Morton pot pies and Ammo powdered bleach.

He also cited Wildroot Cream's entrance into national tv spot and the Salada Tea test of video spot which proved sucessful. Salada, he noted, now is increasing its schedule.

Mr. Flanagan stated: "An indication of the rapid growth of national spot television is shown in the N. C. Rorabaugh figures for the third quarter of 1953 against the first quarter of 1954, just compiled. These are mainly the products of three large soap manufacturers [see above table].

CHICAGO MEETINGS

NBC-TV, CBS RADIO, TvB, QUALITY TO CONVENE IN CHICAGO THIS WEEK

Affiliates meetings along with sessions by the two major sales promotion projects expected to draw broadcasters from all parts of the nation. Networks' discussions to highlight 1954-55 plans.

BROADCASTERS from across the nation converge in Chicago this week.

Officials from 120 to 140 NBC-TV affiliated stations are expected to be on hand for a two-day session, to be held at the Drake Hotel starting tomorrow (Tuesday), with top executives of NBC, headed by RCA-NBC Board Chairman David Sarnoff, NBC President Sylvester L. (Pat) Weaver Jr., and NBC Executive Vice President Robert W. Sarnoff (see list of registrants, page 42).

A total of about 300 (including wives) from CBS Radio affiliated stations and the network are slated to gather at the Edgewater Beach Hotel for two days of meetings starting Wednesday, with the CBS delegation led by President Frank Stanton and CBS Radio President Adrian Murphy (see registration list, page 42).

Adding to Chicago's spotlight position this week are two major sales and promotion projects—Thursday meetings of Television Bureau of Advertising Inc. (TvB) and the projected Quality Radio Group, cooperative nighttime tape organization.

Format of TvB Board

TvB's board, to be named by the formal incorporating group, is to comprise the five NARTB and five Television Advertising Bureau (TvAB) directing heads who set up the Aug. 5 merger that resulted in the new TvB [B•T, Aug. 23, 9]. This 10-man group will meet Thursday at 2 p.m. at the Blackstone Hotel. It will handle the basic organization details and set in motion an all-industry sales promotion agency designed to promote tv advertising against other media. Both agencies have ratified the merger plan.

Co-chairmen of the original committees that drew up the merger were Clair R. McCollough, Steinman Stations, chairman of the NARTB Tv Board, and Richard A. Moore, KTTV (TV) Los Angeles, who had been picked to set up the now-merged TvAB. They will head the 10-man directorial unit that meets Thursday. The new board, or any successor group it may create, will elect a chairman and then deal with such organization problems as dues, executive personnel, New York headquarters space and a campaign to enroll TvB members.

The Quality Group meeting will start at 10 a.m. Thursday at the Palmer House. The group plans to start operating with a score or more of "power stations" that will take part in cooperative tape-recorded night programming [B•T, Aug. 23, 16].

Key organization figures include John H. DeWitt Jr., WSM Nashville, temporary chairman; William Wagner, WHO Des Moines, acting secretary-treasurer; Frank Fogarty, WOW Omaha, acting vice president; Ward L. Quall, Crosley Broadcasting Corp., in charge of legal and financial matters. Eventually QG may have as many as 36 stations, a substantial share being in the 50 kw category.

Quality plans to offer its members top-flight features of its member stations. Its target date for opening of programming has been Labor Day. Time costs for time sold to sponsors is understood to be the sum of the station card rates. Initial dues for stations are to be 20 times the highest prevailing daytime hourly rate. Low cost-per-thousand rates are promised, with the project deemed as an answer to the nighttime network radio problem.

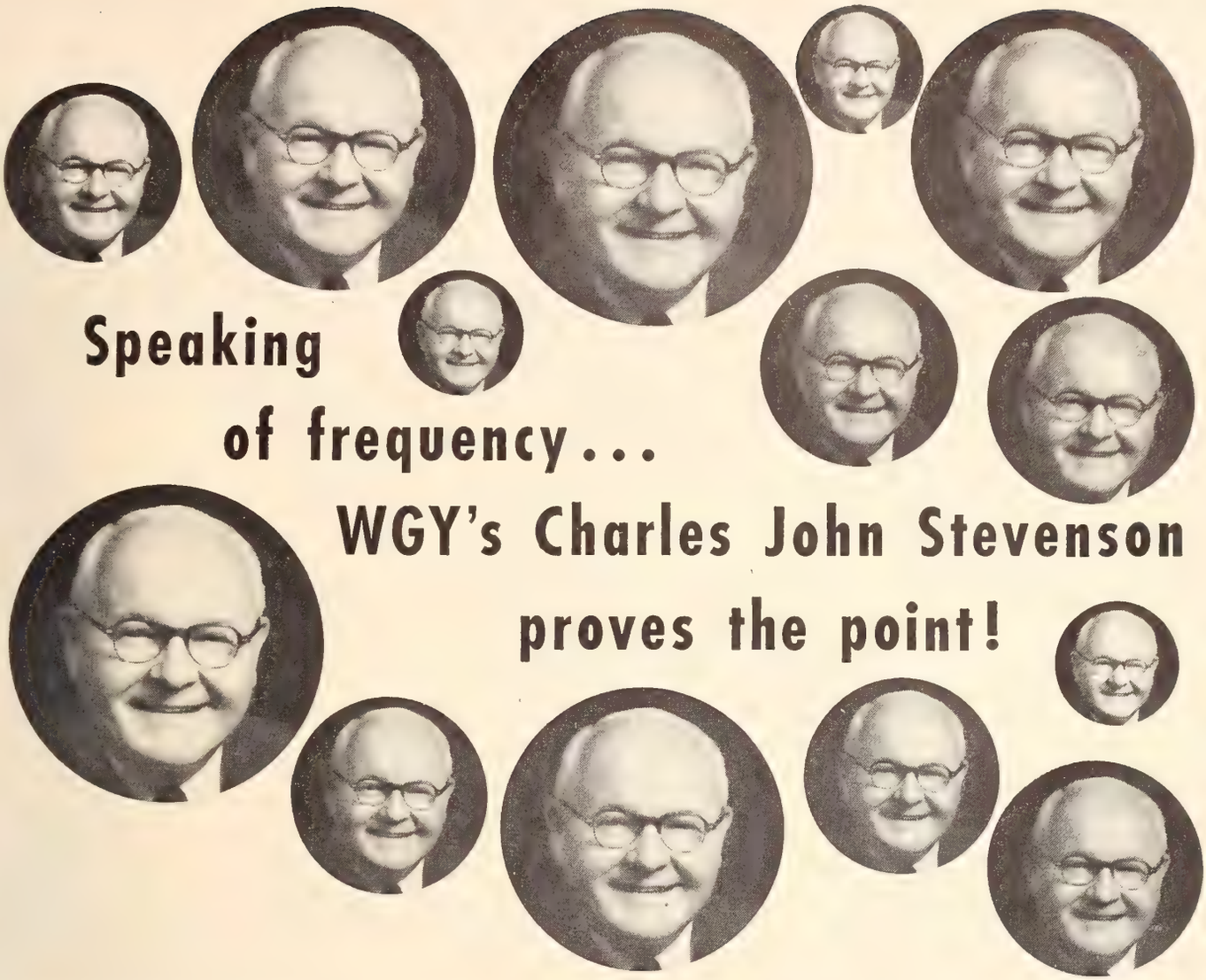
The NBC-TV session is characterized as "a seasonal meeting" not apt to prove controversial. Program, sales, advertising and promotion plans are slated for presentation and review.

Additionally, some affiliates expect that the question of compensation to be paid them for carrying network color programs may also be injected, along with perhaps some complaint that the network on occasion has overlooked its pledge to introduce no new sales formats without prior consultation with affiliates.

Walter J. Damm, WTMJ-TV Milwaukee,



VISITING behind the scenes of the recent preview showing of the new NBC Radio *Dennis Day Show*, to be presented on behalf of over 7,000 western state Nutrilite Food Supplement distributors, are (l to r) Fred Wile Jr., network vice president in charge of Hollywood programming; Lee S. Mytinger, secretary-treasurer of the sponsoring Mytinger & Casselberry Inc., international Nutrilite distributor; Mr. Day, and Dr. William S. Casselberry, president of M. & C. The program starts Sept. 19.



Speaking of frequency...

WGY's Charles John Stevenson proves the point!

FREQUENCY IN RADIO ADVERTISING IS ECONOMICAL

65 spot announcements over a period of 13 weeks purchased by a nursery to sell flowers brought in 4,771 orders and almost $15,000.

For every dollar spent buying radio time there was a $7.50 return in new business.

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Measure of a Great Radio Station

WGY A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—54 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc.
New York—Boston—Chicago—Detroit—San Francisco

GUESS ...how many "nighties" in this picture and... **WIN A PRIZE**
(See rules below)



GROSFELD HOUSE BED

TELEPHONE COINCIDENTAL SURVEYS OF 2 MAJOR TV EVENTS PROVE MOST WHEELING VIEWERS PREFERRED WSTV-TV!

54.4% of Wheeling's entire viewing audience saw the June 13 Cleveland-Boston ball game on WSTV-TV.

58% of Wheeling's survey respondents saw Senator McCarthy's Senate Investigating Committee Hearings on WSTV-TV. And the percentage was even higher—74%—for the combined Wheeling-Steubenville area.

THE FACTS

WSTV-TV blankets Wheeling. Most people in this hyper-active TV market are conditioned to Channel 9's fine, clear picture—and outstanding programming. Naturally, they tuned to WSTV-TV for the most exciting TV events of recent months.

THE FINANCES

When you buy WSTV-TV, you pay for only a fraction of its coverage—for the Wheeling-Steubenville market alone. You get *cost-free* the 9th largest market in this country—Pittsburgh—plus the environ cities of Canton and Youngstown.

NOW! FULL POWER
(230,500 Watts)
from our
881 ft.
Mountain-Top Tower
(2,041 ft.
above sea level)

Actual Bonus Figures: 684,500 sets** without cost! No better buy in TV *anywhere.*

**CBS research: U.S. TV ownership updated to Jan. 1, 1954

WSTV-TV STEUBENVILLE-WHEELING — ANOTHER **AVERY - KNODEL**



NO GUESSWORK about the all-over coverage of...

WSTV-TV

VHF - Channel 9

STEUBENVILLE
CBS TELEVISION
WHEELING

RICH WHEELING MARKET

as well as the home city of Steubenville and the bonus markets of Pittsburgh - Canton - Youngstown

You can win a Fabulous Lingerie Set FREE (and easy!!!)

GUESS how many "nighties" and other unmentionables in the picture above. Write your guess in the coupon below and mail at once. Nearest correct answers will be judged the winners. IN CASE OF TIES, EARLIEST POSTMARK WILL DECIDE THE WINNERS. Contest closes Oct. 10, 1954. So hurry your entry along. Fill in and mail NOW.

FIRST PRIZE! Matched set of Trilium lingerie. 9 pieces worth $125.

11 ADDITIONAL PRIZES! Trilium "Baby Doll" Nightshirts and briefs. Set value $25.

Contest Dep't. STATION WSTV-TV, Steubenville, Ohio

My guess is that there are_____nighties in the photo shown above.

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

D

REPRESENTED STATION

heads the NBC-TV affiliates group.

The meeting will be capped by a Thursday luncheon at which Dr. Stanton will deliver one of his first recent speeches devoted to radio.

A meeting of the 12-man board of directors of CBS Radio affiliates is to be held tomorrow to elect successors to Kenyon Brown, KWFT Wichita Falls, as chairman of the affiliates board and Hulbert Taft Jr., WKRC Cincinnati, as secretary-treasurer.

CBS Radio's agenda similarly calls for network officials to present their plans for 1954-55 programming, sales, advertising and promotion, and observers deem it almost certain that CBS Radio's plan to cut evening time charges back to "approximately premium day costs" and reduce nighttime compensation to affiliates by 20% will be brought into the discussion, even though the plan already has been ratified by affiliates.

The affiliates also will see a special preview of "Tune in Tomorrow," new motion picture film produced by CBS Radio to show the part advertising and radio can play in the next five years' growth of the U. S. economy. It is the third animated film produced by the network for showing to advertising, business and broadcasting industry groups. "Tune in Tomorrow" will be shown regularly beginning about mid-September.

CBS Radio Meets Wednesday

The CBS Radio meeting will open at 2 p.m. Wednesday. The afternoon session on 1954-55 plans will be followed by a banquet featuring CBS Radio talent. Two sessions are set for Thursday morning, one for station owners and managers and one for promotion people.

Following a closed meeting among themselves Tuesday morning, the NBC-TV affiliates will be joined by network officials at a luncheon to be highlighted by a speech by Gen. Sarnoff, who will be introduced by Mr. Damm. The Tuesday afternoon session will hear plans outlined by George Frey, vice president in charge of tv network sales; Thomas A. M. Avity, programs vice president; Sidney H. Eiges, vice president in charge of press and publicity; Jacob A. Evans, director of participating programs dept., with Executive Vice President Sarnoff then giving a status report on color tv and President Weaver outlining long-range objectives. A question-and-answer period will follow.

Wednesday morning, optional (non-basic) affiliates will hold a closed meeting at 9 o'clock and a similar meeting of all affiliates will convene at 11. After lunch there will be a 2:30 meeting between the optional affiliates and network officials, and the two-day sessions are slated to close with an affiliates' executive meeting at 4 p.m.

84 NBC-TV Stations Sending Representatives

WALTER J. DAMM, vice president and general manager of WTMJ-TV Milwaukee and chairman of the NBC-TV affiliates group, reported that as of Thursday noon he had received acceptances from about 64 stations, divided equally between NBC-TV "basics" and so-called optional stations. He stressed, however, that he had not received notices of acceptance from many others, including multiple-ownership outlets. Actual number of broadcasters definitely indicating acceptance at that time was 84.

Mr. Damm predicted that all basic stations (46) would be represented at this week's meeting. Acceptances had been received Thursday noon from 32 of some 75-plus optional or "actual" affiliates. Additionally, responses were expected from 30 or 40 "interim" outlets which take other network programs.

At least 17 of the 64 stations accepting at that time have indicated they plan to send two or more representatives to the two-day sessions at Chicago's Drake Hotel.

Mr. Damm had "no comment" when asked whether he felt the conclave would produce any "fireworks" on such facets as fall programming, promotion and selling patterns.

Alluding to representation at the meetings, Mr. Damm noted that West Coast and optional stations of NBC-TV had already held sessions in recent weeks and indicated his belief that some broadcasters from far-distance points might pass them up in Chicago.

The list of basic outlets which, as of Thursday noon, had accepted invitations, according to Mr. Damm, were:

KRON-TV San Francisco; KOA-TV Denver; WDEL-TV Wilmington, Del.; WOC-TV Davenport, Iowa; WAVE-TV Louisville, Ky.; WDSU-TV New Orleans; WBAL-TV Baltimore; WBZ-TV Boston; WWJ-TV Detroit; WOOD-TV Grand Rapids, Mich.; KSTP-TV Minneapolis; WDAF-TV Kansas City, Mo.; KSD-TV St. Louis; WOW-TV Omaha, Neb.; WGR-TV Buffalo, N. Y.; WHAM-TV Rochester, N. Y.; WRGB (TV) Schenectady, N. Y.; WSYR-TV Syracuse, N. Y.; WKY-TV Oklahoma City; WGAL-TV Lancaster, Pa.; WPTZ (TV) Philadelphia; WJAR-TV Providence, R. I.; WSM-TV Nashville, Tenn.; WFAA-TV Dallas; WBAP-TV Fort Worth; KPRC-TV Houston; WOAI-TV San Antonio, Tex.; KTVT (TV) Salt Lake City; WVEC-TV Norfolk, Va.; KOMO-TV Seattle, Wash.; WSAZ-TV Huntington, W. Va., and WTMJ-TV Milwaukee.

Optional stations which have indicated they plan to attend, according to Mr. Damm, are:

KOMU-TV Columbia, Mo.; KOB-TV Albuquerque; WKNY-TV Kingston, N. Y.; WSJS-TV Winston-Salem, N. C.; WLEV-TV Bethlehem, Pa.; KELO-TV Sioux Falls, S. D.; KCBD-TV Lubbock, Tex.; WSLS-TV Roanoke, Va.; WTRF-TV Wheeling, W. Va.; WALA-TV Mobile, Ala.; KERO-TV Bakersfield, Calif.; WJNO-TV West Palm Beach, Fla.; WFLA-TV Tampa, Fla.; WDAK-TV Columbus, Ga.; WEEK-TV Peoria, Ill.; WGEM-TV Quincy, Ill.; WTTV (TV) Bloomington, Ind.; WKJG-TV Fort Wayne, Ind.; KOAM-TV Pittsburg, Kan.; WCSH-TV Portland, Me.; WNEM-TV Bay City, Mich.; KROC-TV Rochester, Minn.; WLBT (TV) Jackson, Miss.; KXLF-TV Butte, Mont.; WECT (TV) Elmira, N. Y.; WISE-TV Asheville, N. C.; KFYR-TV Bismarck, N. D.; WBRE-TV Wilkes-Barre, Pa.; WATE (TV) Knoxville, Tenn.; KFDX-TV Wichita Falls, Tex.; KHQ-TV Spokane, Wash., and WKBT (TV) La Crosse, Wis.

Stations which indicated they plan to send two or more executives were: WOC-TV, WAVE-TV, WDSU-TV, KSD-TV, WHAM-TV, WKY-TV, WJAR-TV, WSM-TV, WTMJ-TV, WALA-TV, WGEM-TV, WTTV (TV), WCSH-TV, KOMU-TV, WBRE-TV and KELO-TV.

300 CBS Radio Affiliate Executives Expected

SOME 300 executives of CBS Radio affiliated stations and of the network were expected to be on hand for the two-day meeting which opens in Chicago Wednesday. Below are listed those whose registration fees had been received by officials of the affiliates body, followed by a partial list—the most complete available late last week—of others known to be planning to attend.

C. F. Phillips and R. Q. Soule, WFBL Syracuse; Mr. & Mrs. O. J. Keller and Mr. & Mrs. O. J. Keller Jr., WTAX Springfield, Ill.; Guy B. Farnsworth, KGVO Missoula; Robert R. Brown and Willard S. Jackson, WJLS Beckley, W. Va.; Mr. & Mrs. Jimmy Gismondi and Mr. & Mrs. Fred David, WMBS Uniontown, Pa.; B. G. Robertson, KTHS Little Rock; Charles Crutchfield, WBT Charlotte, N. C.

G. O. Wiig, J. F. Murray, O. S. Simon and J. D. Gibbs, KQV Pittsburgh; Harvey J. Struthers and John T. Curry, WEEI Boston; Larry Haeg and Clayton Kaufman, WCCO Minneapolis; Phil LaLonde, CKAC Montreal; Arthur L. Higbee, KSUB Cedar City, Utah; Arthur Hull Hayes and Evelyn Clark, KCBS San Francisco; Joe Petranka, WCOV Montgomery, Ala.; Wm. D. Shaw, KNX Los Angeles; Frank Conwell, WKRG Mobile; L. S. Mitchell, WDAE Tampa; R. H. Moody, WHIO Dayton.

Kenyon Brown, A. L. Pierce and Norman Phillips, KWFT Wichita Falls, Tex.; Arnold F. Schoen Jr., WPRO Providence; J. Archie Morton or Saul Haas, KIRO Seattle; Robert N. Pryor, WCAU Philadelphia; Campbell Arnoux, WTAR Norfolk; J. Arthur Dupont, CJAD Montreal; W. W. Carter Jr., WTRY Troy; Mr. & Mrs. Leo Borin, KOTA-KOZY Rapid City, S. D.; Mr. & Mrs. Frank V. Webb, KFH Wichita; Hoyt B. Wooten, WREC Memphis; Harry Burke and Don Shoemaker, KFAB Omaha; Gene Wilkey, KMOX St. Louis; F. E. Lackey, WHOP Hopkinsville, Ky.; Mr. & Mrs. John R. Atkinson, WHBU Anderson, Ind.; Mr. & Mrs. F. C. Sowell and Jerry Glaser, WLAC Nashville.

Edgar T. Bell and Miss Montez Tjaden, KOMA Oklahoma City; Charles C. Caley and Marvin H. Hult, WMBD Peoria; Mr. & Mrs. Wm. B. Quarton and Leo F. Cole, WMT Cedar Rapids; Joseph K. Close and Frank Estes, WKNE Keene, N. H.; Walter J. Brown and Jane Dalton, WSPA Spartanburg; Mr. & Mrs. Merrill Lindsay, WSOY Decatur; Arthur Mensen, KFMB San Diego; Mr. & Mrs. Frank Reardon, WBOW Butte; C. T. Lucy, WRVA Richmond.

Mr. & Mrs. Miller N. Babcock, WGBS Miami; Mr. & Mrs. C. Robert Thomson and Mr. & Mrs. Frank W. Kelly, WBEN Buffalo; Mr. & Mrs. John W. Boler, KCJB Minot; Mr. & Mrs. Gordon Thomson and two others, KFYO Lubbock; Hugh B. Terry, KLZ Denver; H. L. Krueger, WTAG Worcester; John W. Harkrader, WDJB Roanoke; Mr. & Mrs. Walter Rothschild and Mr. & Mrs. Merritt Milligan, WTAD Quincy; Foster H. Brown Jr., KMOX St. Louis; Mr. & Mrs. Dalton Lemasurier and Mr. & Mrs. Odin S. Ramsland, KDAL-TV Duluth.

Mr. & Mrs. W. H. Summerville & daughter, WWL New Orleans; Harold P. Danforth, WDBO Orlando; Mr. & Mrs. Larry Stewart, WDWS Champaign; John F. Patt, Worth Kramer, Sibley Moore and Elmer Wayne, WJR Detroit; Carl S. Ward, WCBS New York; Harper L. Clark, KLOU Lake Charles; Eugene Carr and G. F. Boyd, WPAY Portsmouth, Ohio.

James F. McDonough, WAKE Greenville, S. C.; Fred Watkins, Jim Briggs and Robert Brown, KWKH Shreveport; J. E. Fetzer, C. E. Lee and Martin Giaimo, Fetzer Broadcasting Co., Kalamazoo; John M. Rivers, WCSC Charleston; Cecily Vaison, CFRB Toronto, Canada; Mr. & Mrs. C. Pearson Ward, KTTS Springfield, Mo.; R. B. McConnell, Radio Ft. Wayne Inc., Fort Wayne; Mr. & Mrs. Lloyd Loers, Mr. & Mrs. Donald Harrer and Mr. & Mrs. Herbert R. Ohrt, KGLO Mason City; Mr. & Mrs. Wm. C. Fowler, Mr. & Mrs. John Ramp and Mr. & Mrs. John R. Browne Jr., WBAT Marion.

H. L. Atlass, E. H. Shomo, N. T. Schwin, W. F. Miller, C. W. Doebler and D. R. Ansel, WBBM Chicago; Mr. & Mrs. Clyde W. Rembert, KRLD Dallas; Howard W. Meagle and Paul J. Miller, WWVA Wheeling; Maurice Corken, WHBF Rock Island; Lloyd W. Dennis, WTOP Washington; Robert N. Pryor, WCAU Philadelphia; Mr. & Mrs. Chuck Gay, WHIO Dayton; Murray Gross, WCBS New York; Mr. & Mrs. J. Pattison Williams and Alex Buchan, WCMI Ashland, Ky.; Cecil B. Hoskins, WWNC Asheville, N. C.; Hugh Bader, KGVO Missoula; Neal B. Welch, WSBT South Bend; Mr. & Mrs. V. A. Sholis, WHAS Louisville.

The following from CBS Radio, New York:

Adrian Murphy, president; George Bristol; George Crandall; Louis Dorfsman; Lester Gottlieb; Norman Frank; Edward Hall; Elsie Kubala; Charles Oppenheim; Murry Salberg; William Schudt; Edward De Gray; Ole Morby; Harry Feeney; Sid Garfield; H. Leslie Atlass; Harper Carraine; Dudley Faust; Richard Golden; John Karol; Tom Means; Richard Salant; J. Kelly Smith; Roger K. Huston, and Frank Nesbitt.

The following from CBS Radio, Chicago:

Chas. M. Adell; Wm. W. Firman; E. Sawyer Smith; James E. Sweet; Carl Gylfe and Frank Rolfes.

Others known to be planning to attend:

W. P. Williamson Jr., WKBN Youngstown; Mr. & Mrs. Robert J. Burow, WDAN Danville, Ill.; Harry D. Peck, WISN Milwaukee; Mr. & Mrs. Carl E. George and Robert C. Smith, WGAR Cleveland; Mr. & Mrs. Bill Craig, WLBC Muncie; William L. Hurley, KSJB Jamestown, N. D.; Mr. & Mrs. Ivor Sharp, Mr. & Mrs. Richard Robertson and Eugene M. Halliday, KSL Salt Lake City; Walter Haas and William Malo, WDRC Hartford; George R. Dunham, WNBF Binghamton; Richard A. Borel, Geer Parkinson, W. I. Orr and James O. Yerian, WBNS Columbus, Ohio; Robert R. Tincher, Cowles Broadcasting, Yankton, S. D.; J. W. Woodruff Jr., WRBL Columbus, Ga.; J. M. Higgins, WTHI Terre Haute; Willard L. Kline, KLYN Amarillo; Mr. & Mrs. Robert Dillon and Joe Hudgens, KRNT Des Moines; John J. Walsh, WKRC Cincinnati; Larry Baird and Harry Hildebrand, WWL New Orleans; J. C. Kellam, KTBC Austin; C. L. McCarthy, KROY Sacramento; Richard B. Westergaard, WNOX Knoxville; Luke Medley, WHUB Cookeville, Tenn.; John M. Asher, KNX Hollywood; Ralph E. Hess, WFAI Fayetteville, S. C.; Robert Brown, KTHS Little Rock; Mrs. Madge Holcomb, WGBI Scranton; Fred Palmer and Miss Carol Palmer, WAKE Greenville, S. C.; Robert Brown, KTHS Little Rock; C. Palmer, KWFT Wichita Falls; Earl W. Winger and Norman A. Thomas, WDOD Chattanooga; L. M. George, WGPC Albany, Ga.; Paul Bartlett, KFRE Fresno, and Luther L. Hill, *Register & Tribune*, Des Moines.

there's no place like home

. . . to find the most receptive audience for your sales call. And in the Northwest's 477,000 television homes, WCCO-TV's solid acceptance as the other member of the family is writing new sales history—all day long. Here's proof*

- From 8 a.m. to 2:15 p.m. every week day, WCCO-TV wins all 25 quarter hours.
- From 8 a.m. to 6 p.m. every week day, WCCO-TV's share of the audience is 57% larger than the second station.
- Of the top 15 daytime shows, 11 are WCCO-TV's. In the 62 counties of the booming Twin City market, daytime television . . . on WCCO-TV. . . is a bigger bargain every day.

WCCO-TV The other member of the family Minneapolis-St. Paul **CBS**

*Pulse, July, 1954



Cordic & Co

OPENS TO SRO HOUSE ON

KDKA

The guy's great! So good he's sold-out before he begins his show on Labor Day. His name's Rege Cordic—and KDKA's got him—warming the heart and tickling the funny bone of 108 counties!

Here's what happens on a typical morning in and around Pittsburgh—all because of Cordic! Father, (who hadn't laughed till noon in years!) rolls out of bed with a smile! In fact, alarm clocks clang in happy harmony all through the house—for everyone has a great awakening with Cordic! And what ever happened to the harried motorist in the midst of a morning tie-up? You'll find him chortling along with Cordic, too!

Because Rege Cordic, with his fabulous Company, has created a wonderful world of zanies who flit about the show with all the appeal of favorite radio and comic strip characters combined. They're informal, breezy, easy to take as a honey tonic.

They're figments of the imagination, of course—mostly the imagination of the head of the "Company." The only straight lines on the show are the weather, time and news—and even they get a treatment now and again.

That's how it is these days. Great things are going on at KDKA. It's bigger and better every day! Top talent, complete coverage, mass audience, potent power, starring shows . . . everything you expect—and *more*—and always the highly localized, audience-action-provoking approach of WBC!

That's the WBC approach, too—top talent, top coverage, top audience, top power, top shows. And that about covers it except for the number to call to discuss availabilities. Here it is—PLaza 1-2700 will get you Eldon Campbell, WBC National Sales Manager in New York. In Pittsburgh call Sales Manager John Stilli, GRant 1-4200.



WESTINGHOUSE BROADCASTING CO., INC.

KDKA, *Pittsburgh;* **WBZ-WBZA** • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;*
WOWO, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*
National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.



PREVIEW

Exquisite Bra solves touchy tv ad problem



THE PROBLEM of advertising products customarily, if coyly, called "intimate" is always tough, particularly when the medium to be used is tv, which reaches family groups of both sexes and all ages together and an even slightly wrong approach could easily be embarrassing to the viewers and disastrous to the advertiser.

But the advantages of using such a successful sales medium make it a problem to be faced, not avoided.

So, after a great deal of hard thinking, matched by $25,000 in hard cash (said to be the largest sum ever expended on a tv commercial), Exquisite Form Brassiere's debut into network television Sept. 7 as alternate-week sponsor of *Stop the Music* on ABC-TV will feature a commercial that the sponsor and its agency, Grey Advertising, are convinced contains maximum sales impact with no damage to dignity or decorum.

"We believe that for the first time we have managed to blend good brassiere merchandising, displaying and demonstrating the sales features of brassieres in the home, in the presence of the entire family, with good taste," Robert E. Heyn, Exquisite Form's vice president in charge of sales, stated.

Putting it even more strongly, Arthur C. Fatt, executive vice president of Grey, declared: "We feel very confident that the daring approach of Exquisite Form on television will produce the largest retail traffic ever created by the national advertising of a brassiere manufacturer. Heretofore, commercials have been a serious problem for bra manufacturers and most networks have refused to approve live models wearing bras.



To prepare their sales message for presentation via the most modern form of communication, the producers utilized the world's oldest means of symbolizing sentiment—the dance, the chorus from the dramas of ancient Greece and the fairy sprite of medieval folklore, placed in a modern stylized setting. Real people and animated sketches join in depicting the action as it is expounded by the unseen chorus.

The story of the commercial is that of a young lady's acceptance of a date, her discovery she has nothing fit to wear and her visit to a dress shop where she flits from gown to gown, always returning to a certain one, as the chorus sighs: "That's for me . . . so soft . . . so clinging. But will my figure let me wear it?"

As she turns away dejectedly, she hears the sound of a wand tapping on the window pane and sees the fluttering sprite beckoning her to come back. "Exquisite Form will let you wear it . . . Exquisite Form for a perfect figure . . . Exquisite Form Floating Action Bra," sings the chorus, as the sprite points out the merits of the bra on the model in the window.

Dressed in the new gown, the girl admires herself while the chorus chants: "Now you're lovely as can be, in your Exquisite Form Floating Action Bra." Then, suddenly she looks worried. "How much does it cost?" asks the chorus, answering immediately, "Less than you think . . . only $2.50, only $2.50, to make you look lovelier than ever before. . . ."

As our heroine reacts happily to this price mention, a scarf appears from infinity through a background of cloud and mist. As it reaches front center, the scarf is whipped away, revealing the bra, while the chorus gives the final instruction to "see the Exquisite Form Floating Action Bra . . . and other styles for daytime and evening wear . . . at your favorite store . . . now."

Sponsor: Exquisite Form Brassiere Inc.
Agency: Grey Advertising, New York.
Film Production: Film Creations, New York, and Grey's radio-tv department.
Animation: Ed Donelly.
Dancers: Above: Marsha Reynolds; at left: Margo Meier.
To be shown on *Stop the Music* on ABC-TV alternate Tuesdays, 10:30-11 p.m., starting Sept. 7.

NINE FIRMS SET SPOT CAMPAIGNS

Park & Tilford leads the group with its 11th annual fall radio spot schedule, on 300 stations, daytime only.

PARK & TILFORD, New York (Tintex), for the 11th consecutive year is preparing its annual fall radio spot announcement campaign, leading at least eight other advertisers in radio-tv spot schedules.

The eight spot advertisers placing campaigns are Blue Bonnet margarine, Royal pudding, Bon Ami, Wildroot Co., Chunky chocolates, Sterling Drug, Chase & Sanborn coffee, and the Ohio Oil Co.

Park & Tilford, through its agency, Storm & Klein, New York, will launch its fall campaign on Sept. 13, to run through early December on nearly 300 stations. The company, which has expanded its market list this year, uses an annual spring and fall campaign. It is buying one-minutes and participations, daytime only.

Standard Brands, New York, for Blue Bonnet margarine and Royal pudding, is preparing two separate campaigns using 20-second announcements in the evening on 60 television stations. Contract starts Sept. 26 and will run through the end of the year. Ted Bates Inc., New York, is the agency.

Bon Ami, New York, through BBDO, also New York, will start a radio spot announcement campaign on Sept. 13 in about 10 scattered markets, continuing for 13 weeks.

Wildroot Expanding

Wildroot Co., Buffalo, through BBDO, New York, is understood to be considering an expansion of its radio and television spot campaign, with definite decision expected to be made early this week.

Chunky chocolates, New York, through Peck Adv., New York, is planning to carry a limited list of markets effective early in October, using both radio and tv. Schedule is still in the tentative stage but definite action is expected within a fortnight.

Sterling Drug (Fizrin), through Compton Adv., New York, is placing a 26-week radio and television spot announcement campaign in a number of scattered markets effective Sept. 12.

Another Standard Brands product, Chase & Sanborn coffee (regular and instant), through Compton Adv., New York, is placing a television spot campaign for each type of coffee in about 75 markets, effective Sept. 19 for 52 weeks. A radio campaign also will be used in about 30 markets for both types of coffee, effective mid-September.

Standard Brands also is now working over budgets and research with the possibility of a radio-tv campaign to break sometime in November for Tender Leaf tea.

The Marathon marketing division of the Ohio Oil Co. will sponsor *Secret File, U. S.*, a new tv series starring Robert Alda as an American major assigned to intelligence activities, in 12 major markets. Official Films is the distributor of the series, which the oil company has scheduled to run for 26 weeks in Columbus, Dayton, Toledo, South Bend, Indianapolis, Bloomington, Grand Rapids, Champaign (Ill.), Evansville, Fort Wayne, Louisville and Kalamazoo. N. W. Ayer & Son, Philadelphia, is the agency.

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION (12)

W. P. MARSHALL, PRESIDENT

DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

YC187

RHB230 PD=ROCHESTER NY 13 1128AME= 1954 AUG 13 PM 12 27

HART-CONWAY ADVERTISING AGENCY=

GENESEE VALLEY TRUST BLDG ROCH=

HOOPERATINGS JUST IN SHOW CHANNEL 10 LEADS IN ROCHESTER=
PLEASE PREPARE ADVERTISEMENTS TO TELL ALL IN
ADVERTISING AND TELECASTINGS FRATERNITY=DATA IN MAIL=

CHANNEL 10 ROCHESTER
LYKE=DELANEY=

IN ROCHESTER CHANNEL 10 NOW LEADS!

After only 8 short months on the air in this Two Station Market—

CHANNEL 10 LEADS IN THE MORNING!

CHANNEL 10 LEADS IN THE AFTERNOON!

CHANNEL 10 MAKES IT A "DEAD HEAT" IN THE EVENING!

SOURCE: Hooperatings, July 1954. Sunday through Saturday. It's what *top* programing, promotion *does* for a station! Detailed breakdown on request. We have a few fine spots and times available for September starts . . . Phone or wire!

CHANNEL 10 VHF

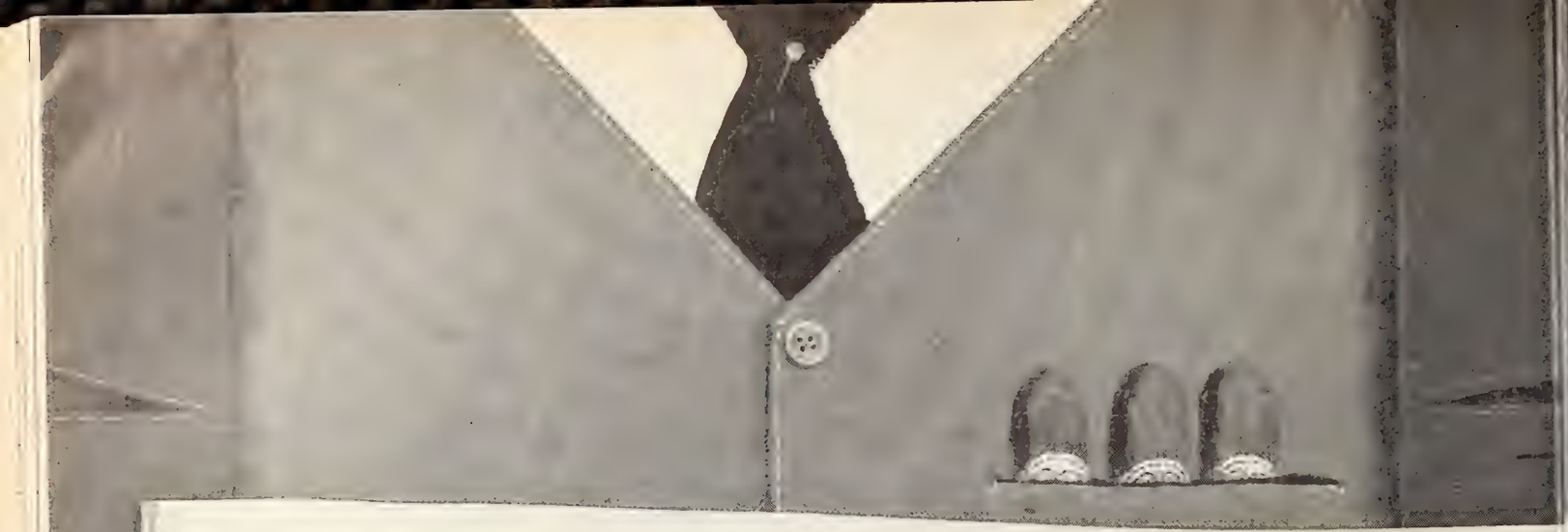
125,000 WATTS • CBS BASIC • ABC AFFILIATE

CBS TELEVISION

OPERATED SHARE TIME BY

WHEC·TV-WVET·TV **ROCHESTER, N.Y.**

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.



THE CHICAGO SCHOOL



BEST NEWS SHOW

*JACK ANGELL BY 38%**



BEST GARDEN PROGRAM

*HOW DOES YOUR GARDEN GROW BY 150%**



FAVORITE VARIETY SHOW

*CLOSE-UP BY 131%**





BEST CHILDREN'S SHOW

*NOONTIME COMICS BY 24%**

MOST POPULAR WOMEN'S SHOW

*DORSEY CONNORS BY 1900%**

MOST POPULAR WEATHER MAN

*CLINT YOULE BY 240%**

**PERCENTAGE BY WHICH WNBQ PROGRAMS LEAD THE THE NEXT BEST LOCAL CHICAGO SHOW. ARB JULY '54*

A Remarkable Faculty

WNBQ's remarkable faculty for enrolling the largest and loyalest TV audiences in the midwest, has made it the favorite Institution of Higher Earning for Chicago's smartest advertisers.

In other parts of the country WNBQ's programming technique is known as "the Chicago school of television" "Chicago-style TV" and "The most creative local programming in television". But in Chicago most people dial Channel 5 because the programs are local, "live" and livelier . . . and built around local personalities.

This is the formula that developed such WNBQ graduates as Garroway at Large, Kukla, Fran & Ollie, Zoo Parade and Ding Dong School. It's the reason why in Chicago WNBQ is the most *imitated* station, and the *only* TV station to have won the Variety Showmanagement Award. Little wonder that WNBQ is used by more advertisers than any other Chicago television station!

You, too, are most likely to succeed on **WNBQ** *a service of* RCA

NBC IN CHICAGO *represented by NBC Spot Sales*

TONI, HAZEL BISHOP IN COURT BATTLE

In $3 million suit Hazel Bishop Inc. charges Gillette Co. (Toni Division) dickered to buy former's lipstick formula and trade secrets and got them. Injunction asked on Toni lipstick sales, advertising.

A BRUSH between two heavy radio-tv advertising lipstick firms has landed up in the courts with both sides crying "smear."

Hazel Bishop Inc. has filed a $3 million suit against its lipstick competitor, Gillette Co. (Toni lipstick) in the U. S. District Court for the Southern District of New York.

The plaintiff charges Gillette and more particularly, its Toni Division, with entering into the lipstick trade and competing with Hazel Bishop after having negotiated in good faith with Hazel Bishop for purchase of the latter's know-how, merchandising, promotion, advertising, production methods, etc.

The Hazel Bishop complaint stated that the company at first refused to divulge its trade secrets as desired by Toni, but later changed its mind after receiving assurances that Toni would not enter into competition with Hazel Bishop should the negotiated purchase fall through.

The complaint asks that Gillette be enjoined and restrained from the lipstick-making business pending the court's determination of the suit. It also asks that Gillette be forbidden to sell, advertise, promote or merchandise its lipstick.

Gillette's president, J. P. Spang Jr., in denying the charges, asserted them "completely false and without any basis in fact." The firm has 20 days to answer the suit.

Purchase Plans

Raymond Spector, head of the advertising agency in New York which bears his name, is principal stockholder and board chairman of Hazel Bishop. Mr. Spector pointed out that the Gillette board of directors already had approved the purchase of Hazel Bishop formulas but that negotiations had been carried through with an understanding that Gillette-Toni would not reveal the trade secrets of packaging and advertising among other things. He said so long as Toni continues to put out its lipstick, "damages will mount" and the suit soon will exceed the $3 million figure.

Mr. Spector took a dim view of Mr. Spang's statement that the charges were unfounded. "Perhaps Mr. Spang," Mr. Spector commented, "forgets that the Toni president and other officials of the company had an understanding with our company. These very matters were subjects of conferences of the Gillette board of directors. Negotiations were in process for two years and in June 1953 Gillette's board ratified an offer of $6 million and in April 1954, the offer was substantially better. We had thought the days of the robber baron were over."

In its complaint, Hazel Bishop revealed that for the fiscal year ending next Oct. 31 the company will spend an estimated $4.5 million on radio, tv and national publication advertising. Since 1949, Hazel Bishop said it had spent more than $10 million for such advertising.

Attorneys for Hazel Bishop are Gordon, Brady, Caffrey & Keller, New York.

In Chicago there was no immediate indication as to when Toni's attorneys would file a response to the Hazel Bishop suit late Thursday. But spokesmen for the law firm of Crowell & Leibman, Toni's legal representative, said it would be within the next fortnight—before the 20-day deadline set from the time the suit was filed. The reply is now "in the process of being prepared," it was explained.

It was understood that the Toni Division of Gillette would file "definitive answers" to charges lodged by Hazel Bishop Inc., answering each allegation in turn. It likewise was understood that Toni's Chicago attorneys would brand the charges as "unfounded," along the tack taken by Gillette President Spang.

The Toni case is being handled in Chicago by Morris Leibman, partner in Crowell & Leibman, and who presently is vacationing. Toni's public relations there are handled by Dan Edelman & Assoc., with offices in the Merchandise Mart. It was reported that Mr. Leibman would confer with Gillette officials in New York before drafting Toni's reply. Identity of Gillette's eastern attorneys could not be immediately ascertained.



HEAVY SCHEDULE of tv news has been added to the radio-tv budget of Peoples Drug Stores. Clayton R. Sanders, advertising manager of the eastern chain, signs for a 52-week contract on WMAL-TV Washington, using 20 newscasts weekly. Standing (l to r): Ted McDowell, WMAL-TV salesman; Neal J. Edwards, WMAL-TV sales manager, and William D. Murdock, president of William D. Murdock Adv. Agency, Washington.

Extensive Pro-College Grid Slate Planned by Standard

AN AMBITIOUS schedule of college and pro football radio broadcasts, including provision for a regional 16-station network in one instance, has been set by Standard Oil Co. of Indiana for this fall.

The schedule, comprising 52 midwestern games, was to be announced over this past weekend by Wesley I. Nunn, Standard advertising manager. It covers 12 regular season games of the National Football League's Chicago Bears and two pre-season contests, marking the ninth year Standard has bought Bears games on radio.

Standard also will sponsor college football broadcasts on KLZ Denver (10 U. of Colorado games), WHO Des Moinies (nine U. of Iowa games), WTMJ Milwaukee (nine U. of Wisconsin games) and KFAB Omaha (10 U. of Nebraska games).

D'Arcy Adv., Chicago, has started handling the Standard Oil account, which was resigned earlier this summer by McCann-Erickson.

The Bears games will be originated by WGN Chicago, with Jack Brickhouse handling play-by-play starting Sept. 12. Other stations in the network are:

WDZ Decatur, Ill., WMAY Springfield, Ill., WKID Urbana, Ill., WGEM Quincy, Ill., WSIV Pekin, Ill., WGIL Galesburg, Ill., WQUA Moline, Ill., WASK Lafayette, Ind., WNAM Neenah, Wis., KCRI Cedar Rapids, Iowa, KXIC Iowa City, Iowa, KOKX Keokuk, Iowa, KRES St. Joseph, Mo., KFSB Joplin, Mo., and KISD Sioux Falls, S. D.

d-Con to Put 85% Of Ads Into Radio-Tv

A $450,000-plus advertising campaign covering 10 weeks, with about 85% of the appropriations tabbed for broadcast media, was announced last Monday by The d-Con Co., Chicago (insecticides).

The schedule includes 250 radio and 73 tv stations, starting Sept. 6, according to Alvin Eicoff, d-Con vice president in charge of advertising. He gave this breakdown: radio 45%, television 40%, newspapers 10% and national magazines 5%. Radio and tv thus will derive over $380,000.

Mr. Eicoff said the expenditure was the largest ever set by d-Con or any other rodent-killer manufacturer for a single selling season. He also told B•T Tuesday that d-Con will continue its practice of seeking the best possible advertising rates from stations without regard to agency or representative commissions. News, weather and sports programs and 20-second spot availabilities are being sought [B•T, June 28].

The d-Con agency is Arthur Meyerhoff & Co., Chicago.

ABC, KABC-TV Host Agencymen in New York

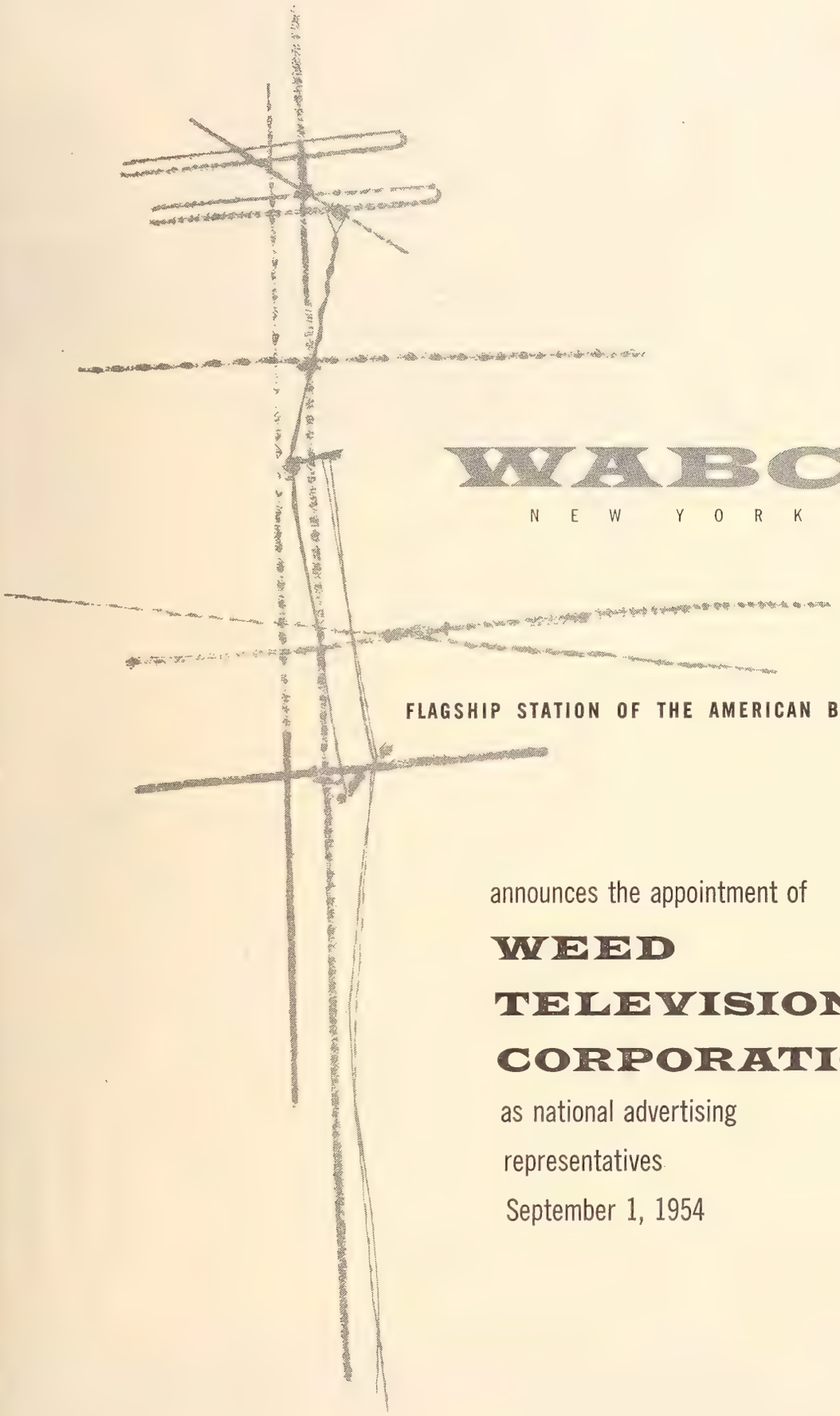
AGENCY executives and timebuyers were guests in New York's Ambasador Hotel last week of KABC-TV Los Angeles, owned and operated by ABC, and of ABC itself.

Elton Rule, KABC-TV's general sales manager, and Don Quinn, assistant sales manager, presided at the sessions highlighted by a 30-minute sound movie especially prepared for the sales campaign. The film, which is about the station, the network and its Television City in Hollywood, as well as KABC-TV's personalities, features Art Baker (m.c. of KABC-TV's *You Asked for It*" program). Most of the film was made up of kinescopes from top tv live programs, locally produced by KABC-TV.

The presentation will be repeated for agency executives and timebuyers in Chicago. Earl T. Hudson, vice president in charge of ABC's western division, supervised the film's preparation. Hunt Stromberg Jr. was executive producer.

EW Completes L.A. Expansion

ERWIN, WASEY & Co., Los Angeles, has completed its expansion of offices at 5045 Wilshire Blvd. Among the facilities are a complete projection room, sound recording studio and air-conditioned conference room. Agency's six years in Los Angeles represent a growth of from 12 people to nearly 100, from 1,500 square feet of working space to 16,919 square feet and from a "handful" of accounts to 21, according to Emmett C. McGaughey, executive vice president in charge of West Coast operations.



WABC-TV

NEW YORK CITY

FLAGSHIP STATION OF THE AMERICAN BROADCASTING COMPANY

announces the appointment of

WEED TELEVISION CORPORATION

as national advertising representatives

September 1, 1954

A wonderful show for entertainment

Kitchen Ka

Famous Entertainers

Fun-loving Ad Weinert, one of Baltimore's outstanding television personalities, teams up with the "Clark Gable of television", Jack Redfern and the lovable clown, "Kay-Kay" to add that extra zest to this fast moving, spirited show.

Constant In-Store Action

In each store, shelf position is improved... special product identification and displays are arranged. Cooperating dealers receive free plugs on the air. Arrangements are made for Kitchen Karnival of Fun products to be advertised in dealer's hand bills and or newspaper ads.

Wonderful Entertainment

Each day 150 ladies from women's clubs, church and civic groups get their tickets months in advance to meet in the studio for a wonderful half hour. The new, unique contests and games include the home viewers by use of the telephone . . . so everyone has fun.



It's exciting! It's colorful! It's colossal! And it actually puts an added sales force to work for you. Kitchen Karnival of Fun seen on television every Monday thru Friday at 12 to 12:30 PM combines carnival spirit, fun, games and stunts plus strong product merchandising.

Adapting the carnival motif, the sets for this popular show are individual carnival booths. Each advertiser has his product spotlighted in a separate booth featuring an eyecatching mass display with the sponsor's name which provides continual identification throughout the show.

MONDAY THRU FRIDAY
12:00 TO 12:30 p. m.

A wonderful show for merchandising

nival of Fun

rizes for audiences and dealers

nong the many fabulous prizes the Wonder Bags . . . shop- ng bags chockfull of advertised oducts. These bags are given ay at the rate of 15 a day. hat could be a better way to ve your product actually mpled by consumers?

Complete Merchandising

WBAL-TV's special merchandising staff makes weekly calls on a selected list of outstanding grocers, chain and super markets —checking stocks of advertised products, urging dealers to buy where stocks are lacking, reporting stock supplies to brokers and sales reps.

The all inclusive Rainbow Contest

This contest includes your product, grocers and consumers. It gives added incentives to housewives to buy your product, and provides powerful incentives for dealers to stock and push your product. In the course of each week 25 stores, 5 daily, participate on this multiple-impact sales promotion plan. It's the closest thing to "forced distribution" you've ever seen.

During the past four years Kitchen Karnival has been a highly successful and extremely popular radio show at WBAL. The Kitchen Karnival of Fun is the television adaptation. Backed by stronger sales promotion, more complete merchandising, the Kitchen Karnival of Fun now offers even greater sales impact to your advertising campaign.

Kitchen Karnival of Fun combines a complete package of a highly entertaining television show with sales promotion and continual merchandising to make an irresistible vehicle. It makes everyone happy . . . the audience . . . the consumer . . . the grocer . . . his salesmen . . . and you, the advertisers.

Get on the band wagon, now. Get the full details about Kitchen Karnival of Fun and get ready to start counting up the profits.

WBAL-TV

Television Baltimore · NBC Affiliate · Nationally represented by Edward Petry & Co.

'Film-for-Time' Acceptances Reported by Thompson-Koch

AT LEAST 28 stations have already accepted the films-for-time offer made by Thompson-Koch Co., New York, advertising agency for Sterling Drugs [CLOSED CIRCUIT, Aug. 23], R. A. McNell, agency president, told B•T last week.

Mr. McNell predicted that at least 30 more would accept. He said that only two or three stations had turned the offer down. About 150 letters were sent to stations across the country offering the half-hour film series of 57 shows of *Inspector Mark Saber* "at what you might expect to pay any film distributor for a good half hour film," in return for which the agency says it will "buy an equal dollar amount of announcements on your station."

Maubert St. Georges Forms New Ad Agency

MAUBERT ST. GEORGES, formerly president of St. Georges & Keyes, New York, for 14 years, has established a new advertising agency, Maubert St. Georges Inc., in New York. The company will engage in general advertising, product publicity, market research and merchandising campaigns.



MR. ST. GEORGES

George Gale, vice president, will be responsible for merchandising, sales analysis and distribution planning.

Other members of the newly-formed agency are: Harold Weinberger, former advertising manager of Reading Tube Corp., as copy chief; C. T. N. Jaeger, Fisher & Porter, as research director; I. S. Kogan, as director of publicity; Ernest M. Olsen, as art director; Alice Rich, Esmond Assoc., will handle media contacts, and Aileen Paul is in charge of general office operations.

More Buy 'Morning Show'

SIGNING of contracts for three new sponsorships and a fourth supplemental order for CBS-TV's *The Morning Show* (Mon.-Fri., 7-9 a.m. EDT) have been announced by William H. Hylan, CBS-TV vice president in charge of network sales. The orders call for a total of 289 participations on the show.

New sponsors are the Crane Co., Chicago, through Leo Burnett, Chicago, for 13 participations from Aug. 17 through Nov. 9; Lady Esther, div. of Zonite Corp., New York, through the Biow Co., New York, for 260 participations over a year's period, starting Sept. 8, and Swift & Co., Chicago (Swift premium turkeys), through McCann-Erickson, Chicago, for six participations for a Thanksgiving promotion, starting Nov. 11. The supplemental order is by the Monsanto Chemical Co., plastics div., Springfield, Mass., through Gardner Adv., New York, for 10 participations in addition to current order now in progress for 104 participations in 43 weeks.

De Jova Names Becker

V. S. BECKER Advertising Service of New York has been appointed U. S. associate agency for Antonio R. de Jova & Assoc., Philippine advertising agency, Viola S. Becker, general manager of Becker Advertising, has announced.



DISCUSSING Prudential Insurance Co.'s co-sponsorship of the U. of Minnesota 1954 football games over WCCO Minneapolis are (l to r): Orville E. Beall, vice president in charge of Prudential North Central home office; Larry Haeg, WCCO general manager; George O. Ludcke, Calkins & Holden, agency, and Henry Arnsdorf, Prudential director of public relations and advertising. The nine-game schedule starts Sept. 25 and will be co-sponsored by the Bongard Creamery Assn.

BBDO Elects Three

ELECTION of three new vice presidents of BBDO, New York, was announced last week by Ben Duffy, president of the agency. The three are Leroy H. Dreher, account executive in the New York office and with the agency since 1929; Arthur J. Bellaire, in charge of television and radio copy in the New York office and with the firm for ten years; Burton E. Vaughan, account executive in the San Francisco office, who joined the agency in 1947.

NETWORK NEW BUSINESS

Murine Co., Chicago, buys six 8-8:15 a.m. segments of Don McNeill's *Breakfast Club* on ABC Radio during first half of September. Murine is taking Sept. 3, 6, 8, 13, 15 and 17. Agency: BBDO, Chicago.

General Tire & Rubber Co., Akron, to sponsor *General Sports Time*, weekly filmed sports program, on 103 DuMont Tv stations starting late this month. Program will be seen Saturday or Sunday. Agency: D'Arcy Adv. Co., Cleveland.

Lever Bros. Co. (Lifebuoy soap, Good Luck margarine, Pepsodent toothpaste), N. Y., purchases *Uncle Johnny Coons* on 15 CBS-TV stations (Sat., 12:30 p.m. CDT) starting Sept. 4. Agency: McCann-Erickson Inc., N. Y.

NETWORK RENEWALS

Nestle Co., N. Y., renews alternate-week sponsorship of *Space Patrol* on ABC Radio, Sat., 10:30-11 a.m. EST, effective Oct. 2 for 52 weeks. Agency: Cecil & Presbrey, N. Y.

P. Lorillard Co. (Old Gold cigarettes), N. Y., renews *Truth or Consequences* (NBC-TV, Tues., 10-10:30 p.m. EDT) effective Sept. 28. Agency: Lennen & Newell, same city.

AGENCY APPOINTMENTS

Henry S. Lammers, Terre Haute, Ind. (promoter of 100-mile AAA National Championship Auto Race at Las Vegas, Nev., Jockey Club); **Flying Sportsmen Lodge,** Loreto, Baja California, and **Mardi Gras Room, Park Wilshire Hotel,** L. A., all appoint Vignolle and Powell, L. A. Radio and tv will be used.

Charles Keeshin Poultry Co. (frozen chicken products), Chicago, appoint M. M. Fisher Assoc., same city.

Para Labs, N. Y. (Queen Helene beauty products), names Huber Hoge & Sons, N. Y., to handle fall advertising campaign. Radio, tv motion picture, women's magazines, Sunday supplements will carry the advertising.

Radion Corp., Chicago (tv antennas), appoints Critchfield & Co., same city.

Norex Labs, N. Y. (Amitone antacid tablets), names Grey Adv., N. Y., effective immediately. Radio and newspapers will be used.

Kyron Foundation Inc. (reducing preparation), Chicago and **Televista Films** (tv production), Mexico City, appoint Paul Wallach & Co., Beverly Hills, Calif., to direct promotion and advertising and promotion, respectively.

Pfaff Sewing Machine Sales Co., N. Y., appoints Dancer-Fitzgerald-Sample, same city.

Valley Packing Co. (Cascade packaged meats), Salem, Ore., appoints Richard G. Montgomery & Assoc., Portland, Ore., with Jess Shinn as account executive.

National Paper Corp. of Pennsylvania (Swanee household paper products), Ransom, Pa., appoints Hilton & Riggio, N. Y., effective Sept. 1 with Robert Fine as account executive.

A&A PEOPLE

Elliot Saunders, television producer formerly with Kenyon & Eckhardt and CBS-TV, appointed director, newly-established New York offices of Perrin-Paus Adv., Chicago.

Don R. Willis, formerly creative director, Ruthrauff & Ryan, N. Y., to Henri, Hurst & McDonald, Chicago, in similar capacity; **John D. Woolf** named creative consultant and **Howard W. Rabb** named merchandising director, same agency.

Howard B. Ketting, vice president, Ruthrauff & Ryan Inc., Chicago, to John W. Shaw Adv. Inc., same city, as director of broadcasting, telecast-

THE Daily Double
in Jackson, Michigan

SEARS & WKHM
ROEBUCK and CO.

A WINNING COMBINATION

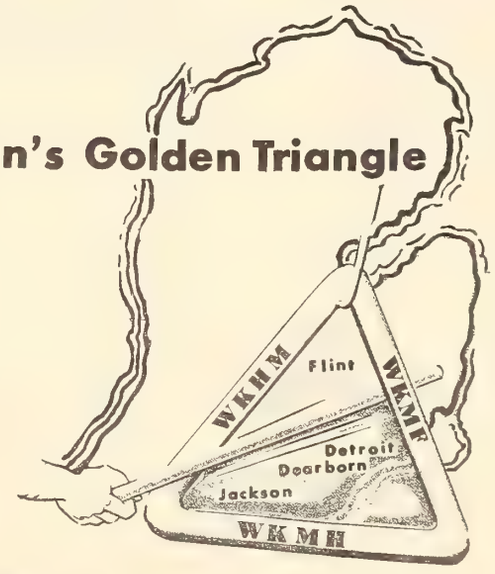
Here's just one example of how WKHM achieves big results in the big-dollar Jackson market! Using WKHM only, Sears ran spot announcements featuring washers and dryers . . . 22 spots for a total cost of only $143. This promotion *sold over $6000* worth of advertised items alone. Proof that in Jackson, Michigan, WKHM reaches the people who buy.

Needless to say, Sears-Roebuck and Company now uses WKHM regularly. Your product message can reach this same ready audience. Buy WKHM, Jackson . . . valuable corner in Michigan's Golden Triangle.

REPRESENTED BY Headley-Reed

A PACKAGE BUY OF THESE THREE STRATEGICALLY LOCATED MICHIGAN STATIONS OFFERS YOU MAXIMUM COVERAGE AT MINIMUM COST.

Michigan's Golden Triangle



WKMH
DEARBORN
5000 WATTS
1000 WATTS—NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

A Network Man in the Agency Backfield

IN A MOVE designed to effect closer relationship between an advertising agency and a medium, Hicks & Greist Inc., New York, made arrangements for an NBC-TV account executive to set up shop in the agency's office for several days so that he could be on tap to provide first-hand information to Hicks & Greist sales and copy personnel.

Ted Grunewald, Hicks & Greist's radio-tv director, made arrangements for this cooperative effort with John B. Lanigan, NBC eastern tv sales manager, who assigned Lewis Marcy, NBC-TV account executive, to the agency's New York headquarters for several days. There Mr. Marcy was peppered with questions brought to the agency from clients, covering program availabilities, how much their tv budgets would buy, what competitive advertisers were purchasing, how merchandising support could be utilized, program formats and kinds of audience appeals to help key their commercials for maximum effectiveness.

John Drake, vice president of Hicks & Greist, described the experiment as "a great convenience," adding "it has helped our account men get accurate and up-to-date answers to specific client problems." Mr. Grunewald commented: "I feel this experiment has resulted in a stimulation of interest in additional network activity. Of course, the great gains were chalked up for those clients presently not using tv advertising, but it certainly has been a tremendous time-saver for our radio and tv staff."



POINTING OUT the answers to agency and client questions are Lewis Marcy (with pencil), NBC-TV account executive, and (at his shoulder) John B. Lanigan, NBC's eastern tv sales manager. Questioners (l to r): Harry L. Hicks, account executive; Ted Grunewald, director of radio-tv, and Donald Stone, copy supervisor, all of H&G.

ing and commercial film activities; **Herb Fisher,** Leo Burnett Co., that city, to agency as director of research; **Jory Graham,** Needham, Louis & Brorby Inc., same city, to creative division.

John F. MacKay, copy chief, Anderson & Cairns, N. Y., promoted to creative director.

Lee Friend returned to Friend-Reiss-McGlone, N. Y., after six-month leave of absence. Name of agency shortened to Friend-Reiss Adv.

Adele V. Mattson, media director, Foote, Cone & Belding International, N. Y., resigns.

John R. Gilman, vice president, Roy S. Durstine Inc., N. Y., resigns to enter business for himself as business consultant.

Jack W. Nides, account executive, Martin R. Klitten Co., L. A., forms J. W. Nides Co. at 951 N. LaCienega Blvd., same city; telephone: Bradshaw 2-4816.

Harry Johnson, formerly with L. W. Ramsey Co., to Campbell-Mithum, Chicago, as account executive.

James S. Ennis, Lennen & Newell, N. Y., to Dancer-Fitzgerald-Sample Inc., N. Y., as account executive.

Lee Stone, sales promotion dept., Publishers Digest Inc., to Schram Adv. Co., Chicago, as account executive.

Keith Connes, formerly with Kling Studios, Chicago, to Young & Rubicam Inc., N. Y., as copywriter. **Eugene M. Skinner,** named assistant manager, Y&R merchandising dept., N. Y. **Joe Santley Jr.,** feature writer on *Los Angeles Examiner,* to Y&R, Hollywood office, as member of publicity staff.

John T. Dewey, production manager, J. R. Pershall Co., Chicago, to Allen & Reynolds, Omaha, in same capacity.

Harry Prickett, originator of *Winky Dink* show, CBS-TV, to Foote, Cone & Belding, N. Y., as art director.

James D. Egleson, freelance art director and consultant in tv and formerly tv art director, BBDO, N. Y., to Geyer Adv., same city, as television art director.

George E. Kershaw Jr., assistant art director, Milton Weinberg Adv. Co., L. A., to Guerin, Johnstone, Jeffries Inc., same city, as art director.

Armand E. Scala, production supervisor, Hartley Productions Inc., N. Y., to motion picture staff, radio-tv dept., New York office, N. W. Ayer & Son, Phila.; **H. K. Henry,** Montgomery Ward & Co., Chicago, to plans merchandising dept.; **George F. Harrington,** tv commercial and film supervisor, New York office, transfers to Detroit office.

William S. Friday, Bridges-Sharp & Assoc., Dayton, Ohio, promoted to account executive; **Barbara A. Burge,** formerly continuity writer, WFDF Flint, Mich., to creative copy staff.

David B. Rank, Jerome K. Westerfield and **Thomas R. Boyd** to creative staff, D. P. Brother & Co., Detroit.

John G. Knecht, N. W. Ayer & Son, Philadelphia, to copy dept., Gray & Rogers, same city.

Antoinette Dean appointed editor, J. Walter Thompson Co., N. Y., house organ and house promotion co-ordinator, succeeding **Jo Ann Francis.**

Ernest Dichter, founder-president, Institute for Research in Mass Motivations Inc., Croton-on-Hudson, N. Y., to Dan B. Miner Co., L. A., as special counsel to creative staff.

Dean Snow, formerly with The Buchen Co. and McCann-Erickson, to copy dept., H. W. Kastor & Sons, Chicago.

Clair Callihan, tv staff member, Leo Burnett Co., Chicago, to Earle Ludgin & Co., same city, as tv production director.

William A. Foxen, assistant to president, Benton & Bowles, N. Y., appointed consultant to Hoover Commission on Organization of The Executive Branch of the Government.

J. B. Van Urk, vice president and chairman of plans board, Calkins & Holden, N. Y., elected associate member of American Institute of Management.

Mel Hikerson, president, J. M. Hikerson Inc., N. Y., compiler and editor, "How I Made the Sales that Did the Most for Me," has had the book translated into French for European market.

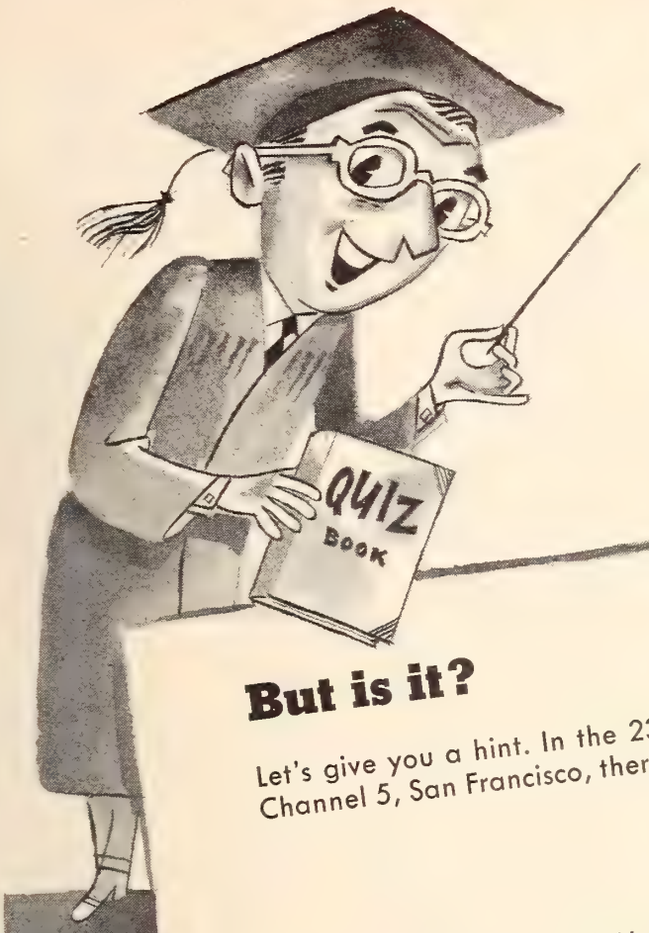
Ralph Bing, president, and **Barbara Bing,** vice president, Ralph Bing Adv. Co., Cleveland, parents of girl, Aleta Helen.

Shirmer Mueller, assistant sales manager, southwest div., and **Robert McDonald,** Pacific Coast advertising representative, Falstaff Brewing Co., to firm's new Rocky Mountain div., as sales and advertising managers, respectively.

Robert P. Palmer appointed advertising manager and head of public relations dept., Lumbermen's Mutual Casualty Co. **Clive R. Bishop** and **Earle F. Heffley** named assistant advertising managers.

J. R. Smolenske appointed advertising manager, western div., Colorado Fuel and Iron Corp., Denver.

Ralph W. Klapperich, G. Heileman Brewing Co., La Crosse, Wis., promoted to advertising manager.



IF YOU KNOW...

The Northern California market (and KPIX)...

THIS'LL BE A CINCH!

But is it?

Let's give you a hint. In the 23-county coverage area of KPIX, Channel 5, San Francisco, there are:

4,161,500 people
1,369,400 family units
982,070 TV homes

Ready for the question? How many **impressions per average week** are currently delivered by KPIX? Which is the correct figure?

123,456,275
197,453,227
240,905,270
225,284,352

If you said "240,905,270" you'd be correct . . . **the largest number of weekly impressions delivered by any Northern California TV station.**

This should give you **one** impression of KPIX superiority in the San Francisco market. For more information, see your Katz man.

CBS

kpix 5

CHANNEL

SAN FRANCISCO, CALIFORNIA

Affiliated with CBS and DuMont Television Networks
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.

ABC FILM GOES INTO DALLAS, ATLANTA

New York national sales conference sees initial screening of new film property, 'Mandrake the Magician.'

ANNOUNCEMENT of plans to open new sales offices in Dallas and Atlanta, and the first screening of the new *Mandrake the Magician* film series were highlights of a national sales conference conducted by ABC Film Syndication in New York last Wednesday, Thursday and Friday.

George T. Shupert, president of ABC Film Syndication, attributed the opening of the new offices to increased business and said that effective this week G. Joseph Porter, formerly southeastern representative for World Broadcasting System, will head the Atlanta office, covering Georgia, Florida, Tennessee, the Carolinas and Mississippi, while Howard Anderson, former southwestern account executive for MPTV, will manage the Dallas office, covering Texas, Oklahoma, Louisiana and Arkansas.

Others at Screening

In addition to the ABC Film Syndication executives and sales staff, those on hand on the Thursday morning screen of *Mandrake,* now in production in Bermuda and slated for syndication to stations for Oct. 1 broadcast, were Leonard H. Goldensen, president of American Broadcasting-Paramount Theatres, the syndication firm's parent company; AB-PT Vice President and General Counsel Walter Gross; producers John Gibbs and Robert Mann, and coproducer John Allen.

Plans for an extensive advertising, promotion and merchandising campaign to coincide with the launching of the *Mandrake* series also were outlined.

Passport to Danger, another new property of ABC Film Syndication and slated to become available for broadcasting Oct. 30, was discussed in the Thursday afternoon session, with producer Hal Roach Jr. explaining his plan to introduce "entertainment gimmicks" into each show to give it an individual trademark. A promotion and merchandising campaign also will be conducted in behalf of *Passport.*

In Wednesday and Friday sessions Don L. Kearney, vice president in charge of sales, reviewed the sale situation of current properties, *Racket Squad, The Playhouse* and *John Kieran's Kaleidoscope,* and heard reports from the field. Individual conferences and distribution of prospect lists of advertisers interested in buying film properties for late fall programming wound up the three-day meeting Friday afternoon.

The manager of the new Dallas office, Mr. Anderson, has been employed as a film consultant to a number of stations, assisting managers concurrently with his employment with MPTV and also during his previous employment as film director of WFAA-TV Dallas.

Mr. Porter, head of the new Atlanta office, was sales manager of WINA Charlottesville; general manager of WMTR Morristown, N. J., which he helped put on the air; retail sales manager of WJZ and on the sales staff of WOR, both in New York, prior to his association with World Broadcasting.



WAFB-TV Baton Rouge, La., signs Santa Maria Dairy and Wolf's Bakery to alternate-week sponsorship of the new *Meet Corliss Archer* series, effective Sept. 26. L to r: seated, Bill Gillis, advertising manager of Wolf's; Lee Herzberg Jr., H. S. Benjamin Assoc., agency handling the program; Van Carter, Santa Maria advertising manager; standing, Mervyn Rhys, WAFB-TV, and O. J. Reiss, Ziv Productions, producer of the series.

Eddy Arnold to Produce Film Series in Chicago

IN WHAT was described as perhaps the first major tv film series to be produced in Chicago, spokesmen announced last week that singer Eddy Arnold had organized a firm to produce a half-hour film show, *Eddy Arnold Time,* starting Oct. 15 for Jan. 1 release to stations.

The first series will consist of 26 programs, featuring Mr. Arnold and probably also a girl singer and a male vocal group. Joe Csida of Csida-Grean Assoc., which handles Mr. Arnold's management, will be executive producer for the series, and Ben Park, with NBC in Chicago, will be producer, director and writer but also will continue his NBC duties. Syndication will be handled by Walter Schwimmer Productions, Chicago.

Preiss Lists Availabilities

CURRENTLY 3,283 theatrical motion pictures are available to tv stations, according to listing released by Al Preiss & Assoc., Hollywood tv research firm. They date from 1917 ("Mark of Cain," with Sally Gray and Eric Portman) to 1953 ("Hannah Lee," with John Ireland, Joanne Dru and Ward Bond).

Reportedly the first such compilation made, information in Preiss' *Feature Films for Tv* was gathered from feature film distributors and film buyers. List is broken down into titles, leading stars, theatrical release date, running time and present distributor. Sale copies are available from Preiss office, 1680 N. Vine St., Hollywood 28.

Tv Co-op Film Sales Expands

EXPANDING its film sales and service operations into Canada, Tv Cooperative Film Sales Co. announced last week that it will now be known as International Tv Film Services Ltd., with main offices in New York and branches in Los Angeles, Toronto and Montreal. Firm is headed by Marcel Leduc, for the past year, owner and director of Tv Cooperative Film Sales and vice president of Mark Hawley Assoc.

The Real Thing

THE HERO of a tv filmed series currently is portraying himself in a real life drama. Robert Fabian, former superintendent of Scotland Yard, currently in retirement, has been summoned to Canada and presently is working on an eight-month-old mystery surrounding the disappearance of a 17-year-old girl. Mr. Fabian is hailed as "the world's greatest detective," and 39 case histories of crimes he helped solve while with the Yard have been filmed and are being distributed by Telefilm Enterprises, New York, under the title of *Fabian of Scotland Yard.*

ZIV INTERNATIONAL SALES PROMPT ADDED EXPORTS

Film firm puts 'I Led Three Lives' on list being distributed in Latin America.

ZIV International is increasing its Spanish versions of Ziv Tv programs for consumption in Latin America as a result of noted successes in sales south of the border, according to Edward J. Stern, Ziv International president.

Latest expansion will be to add *I Led Three Lives,* Ziv's top show in the U. S., to the Spanish market in January. *Mr. District Attorney* was added last month. For Latin consumers, Ziv shows having Spanish language sound tracks now total six.

Mr. Stern reported *Mr. District Attorney,* offered in Spanish only last month, already is sold out in Mexico, Venezuela, Colombia and Puerto Rico. Mr. Stern also said Goodrich Tire & Rubber, Procter & Gamble, Westinghouse, General Electric, America Tobacco and Nescafe are among recent advertisers signed for the filmed tv series in Latin America.

At the same time, M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, announced 11 new sales made for *Meet Corliss Archer,* Ziv's newest tv film series. The number of markets now sold for *Archer* total 81, Mr. Rifkin said.

Among new markets: Detroit (co-sponsors, Standard Federal Bank, Bernor's ginger ale), Cleveland (sponsor, Heckman Biscuit Co.), Atlanta (WLWA (TV) is purchaser), Huntington, W. Va. (sponsor, Broughton's Farm Dairies). Nash Coffee, which had purchased *Archer* in three markets, has added two, to bring its total to five.

According to Mr. Rifkin, sales gains for the family series are greatest with food and beverage advertisers, although banks and gas and oil companies are potential *Archer* sponsors.

New Film Distribution Firm In N.Y. Formed by Eliot Hyman

FORMATION of Associated Artists Productions Inc. has been announced by Eliot Hyman, president and veteran film executive. Ken Hyman and Don Klauber have been appointed vice presidents and and a sales staff will be selected within two weeks.

Presentations of the new distribution firm include 12 *Sherlock Holmes* features, 89 *Candid Camera* half hours, 39 *Johnny Jupiter* half hours, 37 westerns and three serials starring Boris Karloff, Tom Tyler and Rin Tin Tin. Twenty-six new features are being assembled and will be announced soon, Mr. Hyman said. Office is at 345 Madison Ave., New York.


"THE MOST REMARKABLE
COOKING PROGRAM ON TV"
Creative Cookery
Now Available On
The Best Two Station Buy In The Country
REPRESENTED BY
WABC-TV
New York
SU 7-5000
BLAIR TV
INC.
WBKB
Chicago
AN 3-0800



ARRANGEMENTS for Eastman Kodak Co.'s sponsorship of a new weekly tv series, *Norby*, are worked out by (l to r): David Wayne, the series' star; Donald McMaster, company vice president and general manager; Thomas J. Hargrave, chairman of the board, and Dr. Albert K. Chapman, president.

EASTMAN SPONSORS COLOR FILM SERIES

EASTMAN KODAK Co., Rochester, will sponsor a weekly half-hour television comedy drama titled *Norby*, starring David Wayne, starting in January [B•T, Aug. 16], W. B. Potter, director of advertising, announced last week.

The network and the specific starting date will be announced shortly. The program will be the first network television series to be filmed entirely in color, authorities said.

The commercials will be devoted to information on obtaining best results with home movies and snapshots. Continued progress in picture making will be emphasized in all phases of the photographic company's first venture with regular television programming.

Mr. Wayne, who is currently starring in "Teahouse of the August Moon" on Broadway, will take a leave of absence from the play to launch the tv series. David Swift will produce and write the program.

E. P. Genock, former editor-in-chief of Telenews Productions, who recently joined Eastman Kodak, has been assigned as manager of television programming to act as liaison with the advertising agency, J. Walter Thompson Co., in arrangements for the program production.

FILM SALES

KETX (TV) Tyler, Tex., has acquired two-run rights to 52 westerns, over one-year period, and 26 feature films, over six-month period, from **Louis Weiss & Co.,** L. A. **WNBK (TV)** Cleveland has leased unlimited-run rights to 15 animated cartoons from Weiss firm's library to cover one-year period.

Nic-L-Silver Battery Co., Santa Ana, started *Triangle L Theatre* on KNBH (TV) Hollywood for 26 weeks. Hour-and-a-half long westerns, based on stories by **Zane Grey,** are distributed by **Unity Television Corp.** Agency is Stodel Adv. Co., Hollywood.

Officials Films Inc., N. Y., reports sales of *My Hero* series in over 120 markets with sponsors in more than 75 areas. Firm also announced completion of arrangements with **Jack Chertok** for distribution of *Private Secretary* series in Canada and with **Roland Reed** for Canadian distribution of *Trouble With Father*.

United Television Programs Inc., Chicago, reports almost 100% renewal for an additional 13 weeks of *Waterfront*, filmed by Roland Reed Productions. New sales for UTP product in recent weeks include: *Waterfront*, 14 markets; *Old American Barn Dance*, 12; *Lone Wolf, Rocky Jones and Space Ranger*, 8 each; *Heart of the City, Ruggles, Royal Playhouse*, 4; *Curtain Call* and *Counterpoint*, 3.

FILM DISTRIBUTION

Advertisers' Television Program Service Inc., 9100 Sunset Blvd., Hollywood, formed to handle distribution of 57 *Mr. and Mrs. North* half-hour films, produced and owned by **John W. Loveton** and co-starring **Barbara Britton** and **Richard Denning. Maurice H. Gresham,** formerly West Coast sales manager, Motion Pictures For Television Inc., N. Y., appointed vice president; **Charles C. Alsup,** an account executive, MPTV, is western sales manager. Series was telecast over NBC-TV last season.

FILM PEOPLE

Bernard Weitzman, formerly with CBS-TV Business Affairs, Hollywood, to Desilu Productions Inc., that city, as executive assistant to **Martin Leeds,** executive vice president.

John Fulton, formerly with William Morris Agency, Beverly Hills, to Hal Roach Jr. Productions, Culver City, as assistant to Mr. Roach in agency and sponsor relations. **Edith Udell,** secretary to the producer, promoted to executive assistant.

Wilbur F. Mosher signed by Gross-Krasne Inc., Hollywood, as film editor of NBC-TV *Big Town*. **Dick Dixon,** assistant director, signed by firm to term contract for that series and *Lone Wolf*.

Tholen Gladden to Guild Films Inc., Hollywood, as film editor on *Frankie Laine* syndicated tv series.

Eliot Alter, independent representative for film distributors, to Standard Television, Beverly Hills, Calif., as representative in New England, New York and Pennsylvania.

Ziv Co. Adds Five In Radio Expansion

EXPANDING radio sales by Frederic W. Ziv Co. have prompted the addition of five members to the field staff of Ziv radio, Alvin E. Unger, sales vice president, announced last week. The five:

Harry Colson, formerly with the KRLD Dallas sales department, who will operate in the Southwest with headquarters in Dallas; Howard Girouard, who will work in southern Ohio; Stan Levy, formerly on the sales staff of WBBM Chicago, who will handle special sales assignments; Lawrence Austin, previously with Claypool Assoc., advertising and sales organization, who will work in northern Ohio with headquarters in Cleveland, and Jack Frolich, who is leaving the appliance distribution field to serve the Ziv organization in Southern California from headquarters in Los Angeles.

World's School Package

A BACK-TO-SCHOOL transcription package that includes a variety of jingles, a safety program and program signatures, all designed to appeal to local advertisers, is now available to radio stations, Pierre Weis, general manager of World Broadcasting System, announced last week. He also reported that World now supplies specialized sales aids and attention-getters for more than 150 local advertiser classifications. Meanwhile, Mr. Weis said, first discs of WBS' World ComET plan have gone out to World's 427 station affiliates for Sept. 15 release. ComET features hour-long, five-days-a-week, open-end transcription programs starring Harry James and Betty Grable and costing World subscribers only a dollar a day to help cover manufacturing cost.

Adams & Davis Organized

ADAMS & DAVIS Radio and Television Productions, N. Y., has been formed by Robert K. Adams and Don A. Davis, partners, with offices at 20 E. 50th St., New York 22, N. Y. Telephone: Plaza 9-7979. The firm will specialize in radio and tv packages and will serve as sales agent for other properties.

PROGRAM SERVICES PEOPLE

Forrest Price, Northeast and Middle Atlantic regional sales manager, Columbia Records Inc., Bridgeport, Conn., promoted to general sales manager.



MR. PRICE

Jean Roxi Mason, assistant program manager, WSYR-AM-FM-TV Syracuse, N. Y., to Alexander Film Co., Colorado Springs, Colo., as model.

Al Preiss, director of education, American Telecasting Corp., Hollywood, and managing editor, *Videofilm* magazine, same city, resigns to form tv research organization, Al Preiss & Assoc., with offices at 1680 N. Vine St.; telephone: Hollywood 3-2576.

Wherever you are



COLLINS service is near

Collins' attention to your broadcast equipment installation doesn't stop with the sale. This team of highly trained broadcast sales engineers is deployed across the nation. Whenever you need equipment or technical assistance, your Collins man is as near as your phone.

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NEW YORK CITY	DALLAS	KNOXVILLE	TALLAHASSEE	BURBANK	OTTAWA, ONTARIO
261 Madison Ave.	1930 Hi-Line Drive	Dogwood Road,	Petroleum Building	2700 W. Olive Ave.	74 Sparks Street
Phone: Murray Hill 7-6740	Phone: Prospect 5151	Fountain City	Phone: 2-1657	Phone: Thornwall 4-1751	Phone: 4-9786
		Phone: 6-3478			

NARTB DISTRICT MEETS SET AGENDAS

Management, business considerations will feature this fall's 17 district meetings.

STATION management and business themes head the programs of NARTB's annual series of district meetings opening Sept. 9 with the New England area meeting in Boston [B•T, Aug. 16]. Additional details of the programs were made available last week by district directors.

Radio and tv "guest speakers," in each case a radio or tv station operator from another district, will attend each of the meetings. A tv guest attended each of the meetings last year but the association board decided in June to have a radio guest as well.

Each district director will preside over a "Business Huddle," an informal discussion in which John F. Meagher, NARTB radio vice president, will participate as discussion leader. These huddles will include such topics as extension of remote transmitter control, broadcast sales management, programming, wage-hour problems and government relations. Mr. Meagher will speak at each meeting on the topic, "Sound Is the Word for Radio."

NARTB President Harold E. Fellows will head the headquarters group that will make the 17-meeting circuit. Accompanying him will be Ralph W. Hardy, government relations vice president who will speak on the topic, "Staying in Business," and Charles H. Tower, manager of employe-employer relations, whose subject will be "Saving in Business."

Krueger Heads Dist. 1

Herbert L. Krueger, WTAG Worcester, Mass., will be in charge of next week's opening meeing at the Somerset Hotel, Boston, presiding as director of District 1 (New England). A feature of this program will be an address by Mr. Fellows before a joint luncheon of the Radio & Tv Advertising Executives Club of New England and the NARTB delegates. He will speak on the topic, "Profit With Honor in Your Home Town." The NARTB president is a Bostonian, having served a score of years as manager of WEEI.

Guest radio speaker at Boston will be E. R. Vadeboncoeur, WSYR Syracuse, NARTB District 2 director and member of the NARTB Freedom of Information Committee. Guest tv speaker will be Clair R. McCollough, WGAL-TV Lancaster, Pa., chairman of the NARTB Tv Board. He will lead a discussion on "How to Run a Profitable Tv Station."

Gov. Christian J. Herter of Massachusetts will officially welcome the New England delegates, and Mayor John Hynes of Boston will attend the opening luncheon.

As District 2 director, Mr. Vadeboncoeur will preside at the Dist. 2 (N.Y., N. J.) meeting to be held Sept. 13-14 at Lake Placid Club, Lake Placid, N. Y. Radio guest will be Worth Kramer, WJR Detroit. Harold Essex, WSJS Winston-Salem, N. C., will be tv guest. His topic will be "Seeing Is Believing." FCC Comr. John C. Doerfer will speak at the dinner. Mr. Vadeboncoeur has arranged a Freedom of Information panel discussion. Participants will be Jack Gould, CBS information adviser; Rudolph Halley, New York attorney and counsel of the Kefauver crime committee, and Mr. Hardy.

George H. Clinton, WPAR Parkersburg, W. Va., director of District 3 (Pa., Del., Md., W. Va.), will direct proceedings Sept. 16-17 at the William Penn Hotel, Pittsburgh. Mr. Essex will be tv guest and James L. Howe, WCTC New Brunswick, N. J., will be radio guest, discussing "The Challenge to Radio Broadcasters." Mr. Fellows will address a joint meeting of the Pittsburgh Radio-Tv Club and district delegates. Mr. Essex will moderate a tv panel. Participants will include Mr. McCollough and L. H. Rogers, WSAZ-TV Huntington, W. Va.

District 4 (D. C., Va., N. C., S. C.) will meet Sept. 20-21 at the Cavalier Hotel, Virginia Beach, Va., with Director James H. Moore, WSLS Roanoke, Va., presiding. Robert Tincher, KVTV Sioux City, Iowa, will be tv guest and lead a tv panel comprising Carleton Smith, WNBW (TV) Washington; Charles Baskerville, WNAO-TV Raleigh, N. C.; Tom Chisman, WVEC-TV Norfolk-Hampton, Va., and B. T. Whitmire, WFBC-TV Greenville, S. C. Radio guest will be Robert Feldman, WHBC Canton, Ohio.

FCC Comr. Robert E. Lee will speak at the second-day luncheon at Virginia Beach.

District 5 (Ala., Fla., Ga., P. R.) meets Sept. 23-24 at Daytona Plaza Hotel, Daytona Beach, Fla., with Mike Layman, WSFC Somerset, Ky., as radio guest and Mr. Tincher as tv guest. John Fulton, WQXI Atlanta, is district director.

From the Eastern Seaboard the meetings move to Little Rock, Ark., where District 6 (Ark., La., Miss., Tenn.) meets Sept. 27-28. Allen Woodall, WDAK Columbus, Ga., will be radio guest and Mr. Tincher will make his third appearance as tv guest. Henry B. Clay, KWKH Shreveport, La., chairman of the NARTB Radio Board, is district director. President Fellows will address a combined Kiwanis-NARTB luncheon on the second day.

District 7 (Ky., Ohio) convenes Sept. 30 at Louisville, with F. E. Lackey, WHOP Hopkinsville, Ky., presiding as district director. Mr. McCollough will be tv guest, with Merrill Lindsay, WSOY Decatur, Ill., as radio guest.

From Louisville the meetings move to Detroit, Omaha, Wisconsin and on to the West Coast and Southwest. (See UPCOMING, page 117).

Four NARTB Committee Memberships Set Up

NARTB's Committee structure for the 1954-55 year started to take shape last week as President Harold E. Fellows announced membership of four standing committees.

George J. (Coach) Higgins, KMBC Kansas City, was named chairman of the Sports Committee; Gilmore N. Nunn, WLAP Lexington, Ky., chairman of the Insurance Committee; Ward L. Quaal, WLWT (TV) Cincinnati, chairman of the By-Laws Committee and Edgar Kobak, WTWA Thomson, Ga., chairman of the Freedom of Information Committee.

Named to serve with Mr. Higgins on the Sports Committee were: Wesley Fesler, WDGY Minneapolis; Robert B. Hanna Jr., WRGB-TV Schenectady, N. Y.; William B. McGrath, WHDH Boston; D. L. Provost, WBAL-TV Baltimore; Robert O. Reynolds, KMPC Hollywood; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Ben Strouse, WWDC Washington; Don Searle, KOA-TV Denver; Robert R. Tincher, KVTV (TV) Sioux City, Iowa, and Gene Trace, WBBW, Youngstown, Ohio.

Membership of the Insurance Committee, in addition to Mr. Nunn, are: Carl J. Burkland, WAVY Portsmouth, Va.; Roger W. Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WRVA Richmond, Va., and Robert T. Mason, WMRN Marion, Ohio.

Serving with Mr. Kobak on the Freedom of Information Committee are: Joseph L. Brechner, WGAY Silver Spring, Md.; Joseph K. Close, WKNE Keene, N. H.; Victor C. Diehm, WAZL Hazleton, Pa.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Frank Fogarty, WOW-TV Omaha; Merrill Lindsay, WSOY Decatur, Ill.; John M. Outler, WSB-TV Atlanta; John F. Patt, WJR Detroit; Paul Raibourn, KTLA (TV) Los Angeles; Victor A. Sholis, WHAS-TV Louisville; P. A. Sugg, WKY-TV Oklahoma City; E. R. Vadeboncoeur, WSYR Syracuse, N. Y.

By-Laws Committee includes, besides Mr. Quaal, Hugh K. Boice Jr., WEMP Milwaukee; George H. Clinton, WPAR Parkersburg, W. Va.; Harold Hough, WBAP-TV Fort Worth; Robert B. McConnell, WISH Indianapolis; W. D. Rogers, KDUB-TV Lubbock, Tex.

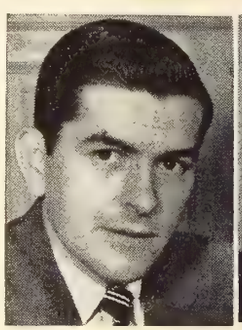
NARTB NAMES BELL ASST. TO FELLOWS

In other personnel changes two new members join NARTB: Hulbert becomes assistant to Tower and Carlisle joins the Station Relations Dept.

HOWARD H. BELL, with NARTB three years as assistant to Thad H. Brown Jr., tv vice president-general counsel, last week was named assistant to President Harold E. Fellows in a series of headquarters personnel changes.

The new position was created following the resignation of Robert K. Richards, administrative vice president who becomes a consultant to NARTB as he opens his own public relations office at 1735 DeSales St. N.W., Washington. Mr. Richards has entered station operation as half-owner of WHAR Clarksburg, W. Va., and WKYR Keyser, W. Va.

Two new members are joining the NARTB



MR. BELL



MR. CARLISLE

headquarters staff—James H. Hulbert, who becomes assistant to Charles H. Tower, manager of the Employe-Employer Relations Dept., and William Carlisle, who joins the Station Relations Dept. as field representative under William K. Treynor, department manager. Robert J. Gormley, NARTB labor economist, has resigned.

Mr. Bell had been sales promotion manager of WMAL-AM-TV Washington before joining NARTB Dec. 1, 1951. He was active in setting up procedures for the NARTB Television Code and the Television Bureau of Advertising Inc. He worked on NARTB Television Information Committee projects and wrote the association's first tv station film manual.

Mr. Hulbert entered the NBC executive training program in 1952, participating in contract negotiations. For a time he was a member of the White House editorial staff. He reports to Mr. Tower in his NARTB duties.

Mr. Carlisle entered radio in 1946 as a continuity writer and later program director of WKBR Manchester, N. H., extending his duties to the entire Granite State Broadcasting Co. group. For the past year he toured 40 states as broadcast sales manager of Rust Industrial Co., manufacturer of remote control transmitter gear. He will attend some of the NARTB district meetings. At NARTB he reports to Mr. Treynor.

Radio, Tv Can Co-Exist, Meagher Tells Georgians

RADIO AND TV can live successfully, side by side, in the competitive media world as the public learns to appreciate what each does best, John F. Meagher, NARTB radio vice president, said Tuesday in an address to the Georgia Assn. of Broadcasters, meeting at St. Simon's Island.

"It is reasonable to expect," Mr. Meagher said, "that television viewers in time will become as selective about which programs they watch as radio listeners are to which programs they listen. In time all of them will look to radio for those things which radio does best, and to television for those things television does best, just as they open their daily papers for those items best handled by the press."

Reviewing the history of radio through depression, war and tv competition, Mr. Meagher said radio can only damage itself if it worries unduly over its competition. "It will always have its own job to do," he declared.

Showing radio's strong competitive place in the media and education-entertainment world, he said, "The radio broadcaster's flexible talents have been applied to the development of new concepts relating to the special functions and areas in which radio broadcasting can operate most effectively and efficiently. What is happening now—and it may go on for several years—is a fundamental reorganization of American radio. And the more competent observers say there is reason to believe that the ultimate consequence of this change may well be better radio."

Mr. Meagher reminded that "people continue to buy more radios." Even though tv sets occupy a spot in the living rooms of a great percentage of the homes in the country where radios formerly stood, "the radio has moved all over the house," he said. "Proper recognition is finally being given to one of radio's basic and unique advantages—you can listen to radio while doing something else. The average home today has from two to three receivers—four out of five located outside the living room. The programs attracting the largest audiences are those which can be appreciated outside the living room."

Continuing his comparison of radio and tv, he said, "The chief effect of television (upon radio)—and this is the all-important factor—has been upon network radio in evening hours. It has been the network, rather than the individual station, which has borne the brunt of television competition . . . Some of the new concepts will certainly alter the operations of radio networks as we have known them in the past . . . Some observers have thought it of some significance that the radio network which appears to be doing the best job of 'holding its own' is the one network not engaged in television."

TRADE ASSNS. PEOPLE

Paul Kruming, president, National Export Adv. Service, N. Y., elected president, Assn. of International Adv. Agencies. Other officers are **Richard W. Battan,** Robert Otto & Co., N. Y., vice president; **H. I. Orwig,** Buchen Co., Chicago, western vice president, and **Rose R. Lowe,** Quinn-Lowe Inc., N. Y., secretary-treasurer.

Helen Staniland Quam, distributor-sales manager, Quam-Nichols Co., Chicago, elected treasurer, Assn. of Electronic Parts & Equipment Mfrs., for 18th consecutive term.

NSI TO USE 6,000 RECORDIMETERS

They will be installed in sample radio-tv homes by A. C. Nielsen Co. to launch NSI in six or seven markets, says Vice President Rahmel.

PLANS for the use of some 6,000 Recordimeters in sample radio-tv homes in conjunction with its much-anticipated local Nielsen Station Index reports were announced last week by A. C. Nielsen Co., market research firm.

Contracts for the first batch of the audience measurement devices will be delivered early this fall, according to H. A. Rahmel, vice president of the company. He said installations would commence in October. Their placement will enable A. C. Nielsen to launch its NSI system locally in six or seven markets, it was reported.

A number of prominent advertisers, like Borden Co., and agencies, like Young & Rubicam and Dancer-Fitzgerald-Sample, as well as stations like WFIL-TV Philadelphia, have subscribed to the reports in recent weeks. There was no immediate inkling how many subscribers in all Nielsen has in line.

Local Audience Study

The NSI mechanical-electronic system covers computations of sets in homes and automobiles, with reports showing a four-week cumulative audience plus per program figures. It is a local audience study that combines diary reports and precision-recording equipment, with reports to be issued based on fall-winter measurements.

Technically speaking, the service combines Audimeter and Recordimeter-Controlled Audilog data. The latter is a new type of diary.

Mr. Rahmel said 200 pilot models of the device, which the Nielsen firm designed and constructed in its own labs, already have been field-tested since early this year, particularly during the past 26 weeks, in some NSI-designated homes. Nielsen has invested well over $250,000 in such electronic equipment, it was added. Additional devices will be ordered at a pace at which Nielsen field staffers can install them.

Referring to the Recordimeters, Mr. Rahmel said they assure "virtually fool-proof performance plus field data of high accuracy resulting from this latest Nielsen automatic aid to radio and tv audience research." He added that both the Audimeter and Recordimeter instruments "are essential in providing local radio and tv information of the accuracy and usefulness the industry associates with Nielsen standards."

Car Dealer Budgets

NEW CAR dealers spend an average of $36.39 per new car for local advertising, including radio and tv, according to the National Automobile Dealers Assn. Total expenditures of new car firms for local advertising were over $99 million for the first six months of 1954, according to NADA.

These advertising figures do not include sums spent for factory cooperative advertising or national tv shows. The NADA business management department found that the average dealer's advertising budget for the first half of 1954 was $2,481. This covers only sums spent for local advertising on radio-tv stations, hometown newspapers, handbills and signs.

'People Are Funny' First In Nielsen Radio Ratings

CBS Radio's *People Are Funny* ranks number one in the evening once-a-week division of the current Nielsen ratings. NBC's *News of the World* leads the evening multi-weekly group. The complete listings:

Rank	Program	Homes (000)
Evening, Once-A-Week		
	(Average For All Programs)	(886)
1	People Are Funny (CBS)	1,773
2	Dragnet (NBC)	1,726
3	Best of Groucho (NBC)	1,679
4	Gunsmoke (CBS)	1,586
5	Nick Carter (MBS)	1,586
6	F.B.I. in Peace and War (CBS)	1,493
7	Two for the Money (CBS)	1,353
8	One Man's Family (R.C.A.) (NBC)	1,306
9	My Little Margie (CBS)	1,306
10	Official Detective (MBS)	1,306
Evening, Multi-Weekly		
	(Average For All Programs)	(700)
1	News of the World (NBC)	1,166
2	One Man's Family (Toni) (NBC)	980
3	Silver Eagle (ABC)	980
Weekday		
	(Average For All Programs)	(1,493)
1	Romance of Helen Trent (M-W-F) (CBS)	2,286
2	Our Gal, Sunday (CBS)	2,192
3	Ma Perkins (CBS)	2,146
4	Road of Life (CBS)	2,146
5	This is Nora Drake (B. Myers) (CBS)	2,099
6	Young Dr. Malone (CBS)	2,052
7	Arthur Godfrey (Nabisco) (CBS)	2,052
8	Perry Mason (CBS)	2,006
9	Guiding Light (CBS)	2,006
10	Stella Dallas (NBC)	2,006
Day, Sunday		
	(Average For All Programs)	(513)
1	Shadow, The (MBS)	1,399
2	Cecil Brown Commentary (MBS)	1,120
3	Lorne Greene (MBS)	1,026
Day, Saturday		
	(Average For All Programs)	(933)
1	Stars Over Hollywood (CBS)	1,866
2	City Hospital (CBS)	1,773
3	Allan Jackson & The News (CBS)	1,726

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Viewers Surveyed on Reaction To Summertime Repeats on Tv

APPROXIMATELY 30% of tv viewers favor the repeating of past programs provided they are "good" enough to bear repeating, and 50% disapprove of the practice, according to a survey by Advertest Research, New Brunswick, N. J.

The study, which conducted personal interviews with New York adult viewers in 751 tv homes during July, showed that 75% are aware they have seen summer repeat programs. Of these, 45% said the major reason for watching repeats was that they "enjoy seeing good programs more than once," and 30% said "usually nothing better is on."

The respondents who most strongly disapproved of repeats said it was a "cheap trick," and they "just don't like to watch a program over."

Some viewers indicated the greatest advantage to them of repeat programs was that it gave them the "opportunity to see programs missed the first time." The biggest disadvantage, according to this group, was that the programs are "boring, monotonous and tiring."

The expense of producing tv programs and

the limited summer audience were mentioned by respondents as the chief reasons they thought stations and advertisers put on repeat showings.

Six programs featuring repeat showings of the previous season's programs were analyzed by the study: *Dragnet, Groucho Marx, Four Star Playhouse, Our Miss Brooks, Burns and Allen* and *Private Secretary*. An average of two out of three viewers continued to watch the same series they had seen during the past season. Of the six, *Dragnet* was the most popular among the respondents who had watched during the summer, while *Burns and Allen* gained the largest number of new viewers.

2.3 Million Radio Sets Shipped in First Half

FACTORY shipments of broadcast receivers rose sharply from May to June, bringing total shipments for the first half of the year to 2,323,774 radios, according to Radio-Electronics-Tv Mfrs. Assn. The figures do not include auto sets, which for the most part do not move through retail outlets.

June radio set shipments totaled 548,235 sets compared to 406,382 sets in May, according to RETMA. Shipments in the first six months of 1953 totaled 3,214,024 sets.

Radio set shipments shipped to dealers during the first half of 1954 follow:

State	Total	State	Total
Alabama	24,803	Nevada	2,429
Arizona	12,131	New Hampshire	5,799
Arkansas	16,621	New Jersey	118,421
California	178,989	New Mexico	6,503
Colorado	14,994	New York	397,025
Connecticut	43,751	North Carolina	39,866
Delaware	5,013	North Dakota	7,675
Dist. of Columbia	23,013	Ohio	135,338
Florida	54,215	Oklahoma	19,951
Georgia	37,329	Oregon	14,960
Idaho	4,752	Pennsylvania	159,943
Illinois	166,783	Rhode Island	11,488
Indiana	43,431	South Carolina	16,520
Iowa	26,694	South Dakota	8,476
Kansas	19,291	Tennessee	35,447
Kentucky	27,935	Texas	99,644
Louisiana	30,609	Utah	7,323
Maine	10,827	Vermont	3,975
Maryland	38,427	Virginia	35,142
Massachusetts	83,227	Washington	33,214
Michigan	108,357	West Virginia	15,259
Minnesota	35,693	Wisconsin	47,632
Mississippi	16,513	Wyoming	2,987
Missouri	53,865		
Montana	6,984		
Nebraska	14,510	GRAND TOTAL	2,323,774

Timing of Tv Commercials Analyzed in Starch Newsletter

OPENING commercials on tv programs appearing after teasers do as well as commercials during the program proper, according to August *Starch Newsletter on Tv Commercials* which analyzes best way to use commercial time. In general, the only spot to avoid is after the viewer feels a program has ended, as the "commercial appearing after that drops 50% or more in viewing compared to others on program."

Newspaper Advertising Up

NATIONAL advertising in newspapers reached a record total in the first half of 1954, with lineage up 0.4% from the previous record set in 1950 and 3% ahead of the first six months of last year, according to the American Newspaper Publishers Assn.'s Bureau of Advertising. Heavier use of newspapers by national advertisers "in every major classification" was reported. Radio and tv stations' and networks' use of newspapers increased more than 1.5 million lines, or 25.1%.

FCC STILL HAS A LONG ROW TO HOE IN CLEARING UP TV HEARING CASES

Though 82 of nearly 150 such cases have been handled, only 20 final decisions were of the fight-to-the-finish variety. Practically all of the remaining cases involve competitive applications.

STUDY of television hearing statistics shows that FCC as of last week still is short of the half-way mark in its fight-to-the-finish hearing load even though final decisions have been issued in 82 out of a total of nearly 150 cases designated since lifting of the freeze in 1952.

Of these 82 final decisions, only 20 represent cases in which competitive applicants fought to the finish and were either granted or denied. In the other 62 cases, competitive applicants dropped out or merged before the hearing was concluded.

Of 44 cases in various stages before FCC hearing examiners and on their way to initial decisions, 41 are competitive fights and the other three involve sole applicants.

There are 21 cases now before the Commission for final decision and in which initial rulings are outstanding. Of these, 16 are competitive cases and the other five involve survival applicants whose competitors withdrew. These 21 initial decisions, plus the 82 earlier initial rulings now made final, comprise a total of 103 initial decisions since lifting of the tv freeze.

FCC has reversed the recommendations of its examiners in only three cases, two of which were competitive proceedings.

One was the Beaumont, Tex., ch. 6 case in which the examiner chose KTRM over KFDM and KRIC. FCC's final decision picked KFDM instead. The other was the Flint, Mich., ch. 12 case where the examiner preferred WFDF Flint over WJR Detroit and Butterfield Theatres Inc. FCC's final ruling picked WJR.

Reversal of an examiner in the non-competitive case involved the application of Orangebelt Telecasters Inc. for ch. 30 at San Bernardino, Calif. The examiner proposed to grant the bid for the low budget, home-built and operated outlet but the Commission in its final ruling denied the permit and found the applicant financially not qualified. Orangebelt has petitioned for reconsideration, asking in the alternative an experimental grant.

The 21 initial decisions now before the Commission for final ruling include the following cases (date of initial ruling in parentheses):

Biloxi, Miss., ch. 13 (7-7-54), examiner preferred WVMI over WLOX; **Binghamton, N. Y.**, ch. 40 (8-25-54), WINR preferred over WENE Endicott, N. Y.; **Chattanooga, Tenn.**, ch. 3 (7-9-54), WAPO preferred over WDOD; **Corpus Christi, Tex.**, ch. 6 (6-18-54), KRIS preferred over KWBU; **Detroit** ch. 50 (8-4-54), WJLB sole applicant.

Fort Wayne, Ind., ch. 69 (10-28-53), Anthony Wayne Broadcasting favored over WANE; **Fort Worth, Tex.**, ch. 11 (8-23-54), KFJZ is sole applicant after dismissal by Fort Worth Television Co.; **Grand Rapids, Mich.**, ch. 23 (8-2-54), Peninsular Broadcasting Co. sole applicant after drop-out of WGRD; **Huntington, W. Va.**, ch. 13 (8-3-54), WHTN survival applicant after dismissals by WPLH there and WCMI Ashland, Ky.

Las Vegas, Nev., ch. 13 (8-3-54), proposed denial of Desert Television Co. (KRAM) on financial grounds; **Madison, Wis.**, ch. 3 (8-3-54), Badger Television Co. favored over WISC; **Mobile, Ala.**, ch. 5 (2-12-54), Mobile Television Corp. favored over WKRG-TV Inc.; **Petersburg, Va.**, ch. 8 (5-26-54), WSSV preferred over Petersburg Television Corp.

Portland, Ore., ch. 8 (6-22-54), North Pacific Television Inc. preferred over KEX, Portland Television Inc. and Cascade Television Co.; **Sacramento, Calif.**, ch. 3 (6-7-54), KCRA favored over KXOA; **Sacramento, Calif.**, ch. 10 (11-10-53), KFBK preferred over Sacramento Telecasters Inc.; **Savannah, Ga.**, ch. 3 (4-5-54), WSAV favored over WJIV.

Shreveport, La., ch. 3 (6-16-54), KTBS preferred over KWKH; **Shreveport, La.**, ch. 12 (6-18-54), Shreveport Television Co. favored over KRMD and Southland Television Co.; **Tampa-St. Petersburg, Fla.**, ch. 13 (12-2-53), WDAE favored over Orange Television Broadcasting Co. and Tampa Television Co.; **Wichita, Kan.**, ch. 3 (8-17-54), Wichita Television Corp. favored over KFH and KANS.

The Vicksburg Booster

CITING its large investment in uhf and competition from two local vhf stations, ch. 25 WJTV (TV) Jackson, Miss., asked FCC last week to give it authority to operate on a regular commercial basis the experimental booster outlet built by RCA at Vicksburg, Miss. Booster was reported to successfully fill in WJTV's shadowed service in Vicksburg [B•T, Aug. 2, April 26]. Booster amplifies WJTV's signal on the same channel as the mother station. WJTV said the booster would be purchased from RCA and operated all the time WJTV is on the air, controlled by a time clock. RCA's technical report accompanied the request.

Lamb Asks Delay On WICU (TV) Case

EDWARD LAMB petitioned FCC last week to defer the license renewal hearing on his WICU (TV) Erie, Pa., now set Sept. 15, and asked for a "more definite and detailed statement of the charges" in the case.

He contended the Broadcast Bureau's earlier "resume of basic allegations" is improper and insufficient [B•T, Aug. 9].

Renewal hearing for WICU was ordered on issues which include charges that Mr. Lamb falsely informed FCC he never had communist ties, which associations he continues to deny.

Earlier, Mr. Lamb protested to FCC Chairman Rosel H. Hyde and Sen. John W. Bricker (R-Ohio), chairman of the Senate Interstate & Foreign Commerce Committee, that the resume of allegations was improper and not as urged by the Senate committee nor as directed by the Commission itself to the Broadcast Bureau [B•T, Aug. 16].

In essence, Mr. Lamb charges the resume fails to cite names of FCC witnesses or to identify organizations, times and places in which the allegations associate Mr. Lamb with Communists. The pleading contends failure to provide such a bill of particulars violates normal legal rights and procedures.

The petition contended that to require WICU and Mr. Lamb "to defend themselves against unspecified charges by disproving the testimony of witnesses whose identities will be disclosed to them for the first time when they are called to the stand at the hearing, is patently unfair and violative of every canon of equity and good conscience.

"The basic issue in the instant proceeding is one of credibility—the credibility of Edward Lamb vis-a-vis that of the Commission's wit-

This message is the seventh of a series

Why jet power for tankers and transports?

The trend to jets in military aviation since World War II has been so dominant that this era in aviation is often termed the jet age.

All bombers now in production are jets, and the Strategic Air Command is rapidly replacing propeller-driven bombers with jets. Its Second Air Force has already completed the transition to Boeing B-47 six-jet medium bombers. Meantime, the Air Force has ordered the larger eight-jet Boeing B-52 into expanded production.

In designing and producing the B-52 and more than 600 B-47s, Boeing has gained much experience with big, multi-jet airplanes, including 21,000 hours of wind-tunnel research, and more than 5,000 hours of flight-test time.

Boeing has now projected this experience to the next category of aircraft – military tanker-transports and commercial airliners. It firmly believes that jet-powered performance applied to these categories offers the same advances that jet-powered bombers have demonstrated.

Advantages of the jet engine

Jet engines are more simple than piston engines. They develop far greater power for a given weight. Because they are essentially simple, they are easier to maintain.

The jet engines' simplicity reduces the number of controls and instruments required. Boeing's new jet tanker-transport has 75 instruments on its cockpit panel; a comparable propeller-driven craft has 126. It has only 45 switches instead of 204, and 24 warning lights instead of 114.

Freedom from vibration is inherent in the jet engine. This offers a strong passenger appeal and a welcome "plus" to the crews of both commercial and military aircraft.

Jet tanker benefits

Slower piston-powered tankers precede the jet craft they are to refuel and rendezvous with them at a predetermined point. Jet tankers can accompany the jet bombers or fighters, matching their altitude and speed, and refuel them in flight. Such tankers will add range and offer increased mobility to our strategic air arm.

The new jet

The new Boeing jet, now undergoing flight tests in Seattle, was designed to meet the needs of a military tanker, of a troop-cargo transport, and of a commercial airliner. By building this prototype model, Boeing has gained manufacturing and tooling experience with jet tanker-transports. This, along with flight test data, will make it possible to turn out a better production model – and many months sooner than would be possible without prototype experience.

The new jet is a swept-wing airplane that cruises in the 550-m.p.h. range and operates at altitudes between 30,000 and 40,000 feet. It represents an investment of more than $15,000,000 of company funds.

Boeing made this investment without the assurance of an order, just as, years earlier, it had invested heavily in a revolutionary new 4-engine bomber design. This design became the B-17 Flying Fortress, which was ready when needed by the nation.

Boeing's investment in a revolutionary new jet thus has a precedent in the company's history. As Boeing's president, William M. Allen, summed it up: "We felt strongly that it was high time *some* American manufacturer took the plunge, got a jet transport off of paper and into the air. We felt our own national welfare demanded it, both from the military and the commercial standpoint."

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

nesses on certain points. It involves the characters and backgrounds of the witnesses themselves. And how can this Commission truthfully say that it has accorded applicant its rightful, fair and impartial hearing when, by withholding the identities of the accusers and the details of their accusations, it has denied applicant an opportunity to prepare its defense?"

Film Newsmen Protest McCarthy Hearing Ban

A LAST DITCH foray by a group of television film and newsreel newsmen—in an effort to break down a Senate special committee's resolve that no camera shall record its activities—has been repulsed.

(*Frank Stanton, CBS president, broadcast a 15-minute editorial urging the Senate committee admit radio and tv. See page 86.*)

The newsmen, all Washington managers of firms which supply news film to television or the motion pictures, last week called on Sen. Arthur V. Watkins (R-Utah), chairman of a six-man special Senate committee which will hold hearings on a resolution to censure Sen. Joseph R. McCarthy (R-Wis.).

The newsmen's group's efforts were similar to earlier ones made to lift the ban on microphones and cameras imposed by the senators [B•T, Aug. 23, 16]. Like earlier efforts, they failed. (Also see stories pages 86 and 88.)

The newsmen included Robert Denton, Paramount News; Charles E. Shutt, Telenews-Hearst Metrotone News Inc.; George Dorsey, Warner-Pathe News; James Lyons, Universal News, and Anthony Muto, United Press-Fox Movietone News.

Calling on Sen. Watkins at his office last Monday, the camera newsmen laid before him their reasons why they felt the Senate group should relent on its camera ban.

Although Sen. Watkins turned them down politely, he said the newsmen would be permitted to take motion pictures of principals in the hearing room (Senate Caucus Room, Senate Office Building) for about five minutes before hearings start tomorrow (Tuesday).

Like MacArthur Hearings

One newsman predicted the McCarthy censure hearings would resemble the hearings on testimony by Gen. Douglas MacArthur in the spring of 1951, when television cameras were excluded. Newsmen at that time trained their cameras on the door and when a participant appeared, shot their pictures and "got our information from him a la buttonhole."

The group last week assured the Utah senator they could operate without additional lights in the committee room. Their cameras are only mirrors; they don't create, they just show, Sen. Watkins was told.

One newsman spoke bitterly of an exchange during the discussion in Sen. Watkins' office. The senator had told the newsmen that representatives of their firms would be allowed to attend the hearings, but could not bring cameras.

Sen. Watkins then was told that cameras "are tools of our trade." Whereupon, the senator answered that if cameras should be admitted as "tools," then members of the press also should be allowed to bring their own tools, i.e., printing presses, into the hearing room.

PERJURY CHARGED IN PORTLAND CASE

Loser Columbia Empire Telecasters Inc., in petition asking for FCC review, alleges principals of winner Oregon Television Inc. testified falsely.

CONTENDING it will produce evidence to show in rehearing that Oregon Television Inc. principals falsely testified in the Portland, Ore., ch. 12 case about the "resignation and disappearance" of their key witness, Walter J. Stiles Jr., Columbia Empire Telecasters Inc. petitioned FCC late Thursday to stay its final grant to Oregon and reopen the proceeding [B•T, Aug. 2].

Columbia Empire, partly owned by the *Oregon Journal*-KPOJ interests, charged it has "new and material evidence" concerning the Stiles incident and bearing on the qualifications of Oregon Television, headed by industrialist Henry A. White and Julius L. Meier Jr., whose family interest is the Meier & Frank Dept. Store. Columbia Empire said Mr. Stiles wishes to clear the record and is willing to testify.

Columbia Empire also includes as part owner Wesley I. Dumm, operator of KSFO San Francisco and former chief owner of KPIX (TV) there, purchased by Westinghouse Electric Corp. for $6 million [B•T, July 5].

Bearing affidavits of West Coast attorney Joseph Brenner and others relative to investigation of the Stiles incident as well as the substance of purported talks with Mr. Stiles, the Columbia Empire petition said that if FCC sets the case for further hearing it will adduce evidence to show that "principals of Oregon gave false and perjured testimony concerning Stiles, the circumstances surrounding his alleged resignation, his whereabouts during the hearing, the role he would play in the proposed station."

Other allegations which Columbia Empire told FCC it would seek to prove in further hearing included these charges:

(a) Despite the testimony of Messrs. Meier and White to the contrary, Stiles did not voluntarily resign from Oregon "for personal reasons." On the contrary, Stiles' resignation and disappearance were connived in by Oregon's principals in a deliberate, planned attempt to keep him off the stand, following a disagreement with him over the policies, tactics and procedures of Oregon. Specifically, it will be shown that the purported resignation was arrived at by mutual consent, following Stiles' refusal to undertake various actions on behalf of Oregon which he felt to be improper and unwarranted.

(b) The reasons attributed by Julius Meier for the resignation of Stiles, i.e., that Meier was forced to accept the resignation of Stiles upon learning of the circumstances of his leaving KPHO Phoenix, Ariz., which facts Meier had ascertained immediately prior to his testimony, were not true or correct. In fact, Meier and others connected with Oregon knew for a long time prior to October 22, 1952 (the date of Meier's testimony) the true facts surrounding Stiles' leaving KPHO and this had nothing to do with Stiles' resignation from Oregon.

(c) It is not true and correct, as represented in the record, that Stiles left Washington immediately before Meier's testimony concerning his resignation, and that his whereabouts were unknown to Meier. Actually, Stiles remained in Washington throughout the hearing, except for a relatively short period of time, less than a full day in length, and that this was known to Meier. In fact, on Oct. 24, 1952, two days after the testimony of Meier concerning the resignation. Stiles executed a document in the nature of a general release to Oregon before a Notary Public in Washington, D. C., in the presence of, and in cooperation with the principals of Oregon.

(d) Contrary to the testimony given on the record, Stiles' connection with Oregon was not severed. Instead there was a definite understanding that if Oregon was successful herein, Stiles would rejoin the staff of the proposed station.

The petition continued, "obviously if the foregoing facts are established, there would be no question but that the actions of Oregon stemmed from circumstances other than 'honest mistakes of judgment'," as cited in FCC's final decision. "On the contrary, these facts would so adversely reflect upon the character qualifications of the principals of Oregon as to totally disqualify them to be broadcast licensees. For these reasons, as well as to protect the integrity of the Commission's hearing procedure, the Commission's decision should be vacated and the case set for further hearing on issues designed to develop the true facts surrounding the 'Stiles incident'."

Because the ch. 12 case had been in hearing since October 1952 [B•T, Nov. 3, Oct. 27, 1952], Columbia Empire urged the Commission to act promptly "while the whereabouts of Mr. Stiles is known and while he is ready and willing to testify concerning the facts which are exclusively within his knowledge."

Third contestant in the ch. 12 case was Northwest Television and Broadcasting Co., also denied by the Commission. Northwest is headed by John D. Keating, 25% owner of KONA (TV) Honolulu and 50% owner of KYA San Francisco.

Claims FCC Whitewash

The Columbia Empire petition charged FCC's final ruling in the ch. 12 case also whitewashed Oregon Television with respect to conflicting testimony about its transmitter site, alleged perjury of one of its employes as to his bankruptcy and contacts by Messrs. Meier and White with the president of a local bank concerning its policy as to bank officials who invest in competitive ventures. One bank officer, Russell M. Colwell, is stockholder in Columbia Empire.

The petition requested FCC to reconsider the financial qualifications of Oregon Television. It charged that the final decision improperly assumed a bank loan still would be available to Oregon Television after the death of Huntington Malarkey, a principal whose net worth was described as nearly half the combined net worth of the other directors. The petition argued financial qualification is a statutory requirement and the finding should not be made on inference alone.

St. Louis Amusement Co. Asks FCC Reverse Examiner

ST. LOUIS Amusement Co., the tv applicant which walked out on the St. Louis ch. 11 fight a fortnight ago when the hearing examiner refused to defer the case pending court litigation over CBS' status in the case [B•T, Aug. 23], petitioned FCC last week to overrule the examiner and stay the proceeding until an appeal is heard by the U. S. Supreme Court.

If CBS (KMOX) is allowed to continue in the case, no one else has a chance to win, the firm said. Gist of its argument is that CBS should not be allowed to compete since it already has interest in five tv stations. The applicant contends FCC unproperly waived its multiple ownership rules to permit CBS to remain, on condition it would give up one of its other interests if it won out.

St. Louis Amusement appealed to the U. S. Court of Appeals for D. C. on this issue, but the court, at FCC's behest, threw the complaint out on the ground it could not consider the issue until after the proceeding before FCC.

In its request to FCC last week for a stay of the ch. 11 hearing, St. Louis Amusement acknowledged that the management and operation experience of CBS, as well as program potential, is far greater than any of the other applicants in the case, hence the proceeding is a waste of time and money since CBS "will and should" be the winner.

Other ch. 11 applicants: St. Louis Telecast Inc., 220 Television Inc. and Broadcast House. Latter is permittee of suspended ch. 36 KSTM-TV.

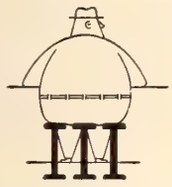
Bonus from Mt. Washington TV

$1,000 Pair of Irish Wolfhounds



Use America's only "3-state one station TV network" and save . . . in just 4 weeks of a ½ hour weekly program . . . the cost of a pair of Irish Wolfhounds worth $1,000.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 54% less than the cost of a combination of the 3 TV stations giving next best coverage.



COVERS ALL THREE

Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequalled by any other television station in the country. 229,884 TV sets. RETMA—July 2.



CARRIES MORE WEIGHT

WMTW serves a market with retail sales of over one and a half billion dollars . . . offers primary coverage of 445,000 U. S. families, many of whom have never received television before. Provides the national or regional advertiser with coverage that can't be equalled in northern New England's 3 states.



CBS-ABC

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

WTOV-TV PROTESTS RULE-MAKING DELAY

WTOV-TV Norfolk, Va., last week complained to FCC about the Commission's treatment of its petition to allocate ch. 13 to nearby Princess Anne, Va. The protest also requested a stay of the contest for ch. 10 at Norfolk.

WTOV-TV, operating on ch. 27, petitioned FCC last March to allocate a new vhf channel in the Norfolk market by assigning ch. 13 to Princess Anne, a county seat southeast of Norfolk [B•T, April 5].

The WTOV-TV complaint noted that other petitions subsequently filed with the FCC were acted upon and held that the failure of the Commission to consider its rule-making petition to assign the ch. 13 facility violates the Administrative Procedure Act and FCC's own rules.

The complaint requested that until the Commisson acts upon its ch. 13 petition, FCC should delay action in the ch. 10 contest "until the Commission reappraises its policy with respect to the problems confronting uhf stations in so-called 'mixed markets' and consistent with the apparent policy of the Commission not to change the status quo in the Norfolk-Portsmouth-Newport News market."

The WTOV-TV complaint said FCC had adopted a policy to maintain the status quo in deference to the Senate Commerce Committee investigation of the uhf situation. In support of the contention WTOV-TV submitted a letter from the Commission which read in part:

The Commission has temporarily deferred action on the petition of Commonwealth Broadcasting Corp. [WTOV-TV] and all other petitions requesting rule making for the allocation of additional vhf channels in deference to the Senate committee currently investigating the over-all uhf situation. As you know, one of the uhf problems under investigation by the committee is the impact of vhf stations on uhf stations. Until the Senate committee has reported on its investigation of the problems confronting uhf broadcasters, the Commission is of the opinion that the public interest will best be served and the Senate committee's investigation furthered by maintaining the status quo with respect to the assignment of vhf channels. Action on the petitions filed in the rule-making proceedings to which you refer in your letter was not withheld because the allocations requested concerned only uhf channels.

The Norfolk area now has two vhf channels assigned. WTAR-TV is operating on ch. 4. Ch. 10 is in contest between WAVY Portsmouth and Beachview Broadcasting Co. and awaits initial decision by FCC Examiner Charles J. Frederick. Other uhf stations there besides ch. 27 WTOV-TV are ch. 33 WACH-TV and ch. 15 WVEC-TV.

Beacom Asks Regulation Of Community Tv Systems

REGULATION of community antenna television systems in the same manner as tv stations is sought in a petition filed with FCC last week by J. Patrick Beacom's ch. 35 WJPB-TV Fairmont, W. Va., where Mr. Beacom also owns WVVW. He fears economic injury to tv stations will ensue unless FCC controls the community distribution systems.

The petition indicated concern "with the ever increasing spread of community television distribution systems across the nation, many in direct competition to television stations authorized by the Commission," and which systems were described as "now operating without regulation, control or restraint of the federal or state governments."

The petition contended "many community television distribution systems are in effect acting as communications common carriers, for the purpose of providing off-the-air pickups and relay of television broadcast signals from distant television stations to subscribers for profit.

"In some areas the community television distribution systems are now inserting commercial advertisements in network programs, picked up off the air with or without the consent of the stations. In other areas community television distribution systems are preparing to telecast live, local advertiser sponsored programs over their closed circuits, which will constitute a serious economic threat to allocated and established television stations in the areas served by these community television distributing systems."

Meanwhile, E. Stratford Smith, executive secretary and counsel for National Community Television Assn., which claims to represent the major and some 150 of the estimated 300 total firms in the community tv field, sharply contested the charge that community tv systems are inserting commercial messages in local distribution of network programs. Mr. Smith said the association has investigated every rumor of any such practice, among both members and nonmembers, and has not found the rumors true.

Mr. Smith said in three cases community systems put on local live programs such as talks or forums but do not interrupt broadcast programs for local commercials. He explained, however, that one operator is negotiating with the station which it picks up, looking toward using local commercials from firms handling products advertised on the tv station.

Porter Plans to Resign Telecommunications Post

WILLIAM A. PORTER, assistant director of the Office of Defense Mobilization in charge of telecommunications, last week said he will resign that office this fall to return to private law practice.



MR. PORTER

Mr. Porter will take up practice again with the Washington law firm of which he is a member, Bingham, Collins, Porter & Kistler. He was appointed to the telecommunications post by the President a year ago [B•T, Sept. 14, Aug. 24, 1953] at which time he agreed to serve a year.

The Washington radio-tv attorney said he had been asked to stay on in the ODM position and that he probably will continue in a consulting capacity. He said he did not know who will be named to succeed him.

In the ODM post, Mr. Porter was charged with setting policy on the allocation of radio spectrum to government use.

KSD Opposes New Daytimer

KSD St. Louis, 5 kw on 550 kc, directional night, petitioned FCC last week to reconsider the grant of a new 1 kw daytime station there on 1600 kc, awarded St. Louis Broadcasting Co. in mid-July [B•T, July 26]. KSD charged that the new daytime station is only three-quarters of a mile from the KSD four-element directional array and the close proximity of the new tower will distort KSD's directional pattern substantially. St. Louis Broadcasting is owned by Sam Johns, restaurant owner in Blytheville, Ark.

KFJZ, WINR Win Bids For Initial Decisions

INITIAL DECISIONS proposing the grant of new tv stations on ch. 11 to KFJZ Fort Worth, Tex., and ch. 40 to WINR Binghamton, N. Y., were issued by FCC examiners last week.

• The initial decision by FCC Examiner Annie Neal Huntting to grant ch. 11 to KFJZ was made possible by the withdrawal a fortnight ago of the competing application of Fort Worth Television Co. [B•T, Aug. 16]. KFJZ has agreed to reimburse Fort Worth Television $41,145 for all expenses incurred in processing its bid.

• In the Binghamton case, FCC Examiner William G. Butts proposed to issue ch. 40 there to WINR and to deny the competing bid of WENE Endicott, N. Y. The ch. 40 facility is available for use at Endicott as well as at Binghamton.

The examiner concluded that neither applicant should be preferred on the basis of integration of ownership and management, business background and experience, civic activities, past radio performance or proposed studios and staffs.

The decision concluded that preference should be given to WINR on the ground of greater diversification of control of mass media of communication.

The examiner noted that WENE principal officers, directors and stockholders have interests in corporations owning or operating three radio stations and four newspapers. Those interests are WENE; WDOS Oneonta, N. Y.; WVPO Stroudsburg, Pa.; *Endicott Daily Bulletin; Plattsburg* (N.Y.) *Press-Republican; Oneonta Star,* and *Stroudsburg Daily Record.*

Three-Mile Visibility Cited by Tower Study

STUDY of new ways of marking and lighting broadcast towers has been recommended by a special committee of the Airdromes, Air Routes & Grounds Aids (AGA) Subcommittee of the Air Coordinating Committee. The *ad hoc* group has just completed a study of the adequacy of present standards and has recommended changes [B•T, Aug. 23], adopting its report last Tuesday.

In its first phase of the long-range inquiry, the group agreed "that marking and lighting would be adequate if the structure served by such aids was visually discernible at a distance of three miles when the visibility between the observer and the structure is three miles as determined in accordance with the directive given to the *ad hoc* group and are concurred in by the members of this group."

The *ad hoc* group recommended that present standards remain until new marking-lighting techniques are available. It favored adoption of present FCC requirements for hazard beacons on towers.

WTRI (TV) Stay Denied

REQUEST of ch. 41 WROW-TV Albany, N. Y., for temporary stay of the effectiveness of FCC's grant to ch. 35 WTRI (TV) Schenectady to change its principal community to Albany was turned down by Acting Chairman Robert E. Lee last week. Stay was asked pending action on WROW-TV's petition for reconsideration of the authorization to WTRI, which also allows the ch. 35 outlet to maintain its main studio outside of Albany. WROW-TV claims economic injury.

INTERSTATE TV's "DOUGLAS FAIRBANKS PRESENTS" WINS BILLBOARD AWARD AS BEST SYNDICATED DRAMA SERIES!



THAT SPARKLING NEW SERIES THAT'S WINNING HONORS FOR ITSELF... WHILE WINNING RECORD RATINGS FOR ITS SPONSORS!

...AND INTERSTATE WINS TWO OTHER BILLBOARD AWARDS...

"The AMAZING TALES OF HANS CHRISTIAN ANDERSEN"
(2nd Place Among Syndicated Shows for Children)

"THE ETHEL BARRYMORE THEATRE"
(6th Place Among Syndicated Dramatic Series)

Interstate TELEVISION CORP.

NEW YORK: 1560 Broadway PLaza 7-3070 • CHICAGO: 1250 S. Wabash WAbash 2-7937 • HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181

CLEVELAND: 1268 Winston Rd., S. Euclid, O. EVergreen 1-0531 • ATLANTA: Room 401 Georgia Savings Bank Bldg. - LAmar 2036 • DETROIT: 2310 Cass Ave. WOodward 1-2992

DALLAS: 304 S. Harwood St. PRospect 1658 • DES MOINES: 1115 High St. Phone 3-4117 • IN CANADA: Sterling Films, Ltd. King Edward Hotel • Toronto Canada

HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N.C.

Serving 198,830 TV Families*
in an area of 2,058,000 people**

Covering Four Rich Piedmont States
with Effective Buying Income of

$2,411,466,000**

170,000 Watts Video—Highest Antenna
in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

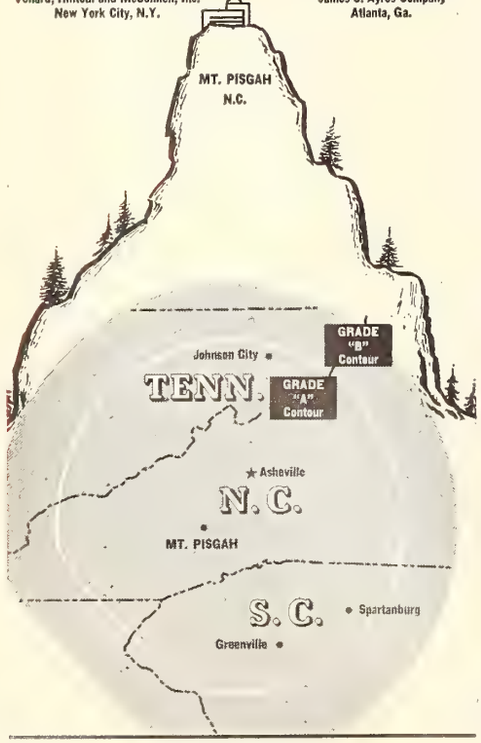
*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954

WLOS TV
CHANNEL 13 ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.



Republican Sessions Plan Election Campaign Moves

A SERIES of strategy sessions on election campaign activities will be held by the Republican National Committee in Cincinnati's Netherland Plaza Hotel beginning today (Monday) and lasting through Wednesday, committee headquarters announced in Washington last week.

Five subcommittees will conduct "workshop" executive sessions to determine overall recommendations for the fall election campaign. The GOP National Committee's campaign budget, as announced last spring, is $3.9 million, of which radio and television will be the chief expense item, a spokesman said. BBDO is agency for the national committee.

Radio-tv aspects of the campaign will be planned by two of the subcommittees this week. They are the public relations unit, headed by Meade Alcorn, national committeeman from Connecticut, with the national committee's public relations director, James Bassett, as staff advisor; and the subcommittee on use and distribution of campaign materials, headed by John Feikens, Republican state chairman in Michigan, with James Austin, assistant public relations director of the national committee, as staff advisor.

Cherne Favors Televising Congressional Hearings

AN ARTICLE in the Aug. 22 *New York Times Magazine* generally favors televising of Congressional hearings, but frowns on televising of witnesses not inured to the hardships of the political arena.

The article, by Leo Cherne, executive director of the Research Institute of America, said that because of the Army-McCarthy hearings millions of Americans now have more insight into "the structure of our constitution and the reasons for it. The televising of other and more normal functions of Congress would serve still further to enlarge understanding of our government."

But on televising of witnesses, Mr. Cherne adds: "With the advent of television, the rights of private citizens propelled into the limelight need guards not now found in our judicial or legislative codes."

On the other hand, Mr. Cherne believed the public official has no right to evade the tv camera: ". . . His right of privacy, obviously, has been limited by his own decision, to begin with. In addition, his relationship to the public is one that automatically concedes broader inspection."

Fate of Overseas Study Uncertain Following Cut

PROSPECT was uncertain last week as to what will happen to Congress' plan to study the U. S. information program overseas with the goal of developing international telecommunications to abet U. S. foreign policy.

Funds to implement the plan were cut from under it the last week of Congress when Senate-House conferees failed to agree on an amendment to the supplemental appropriations bill which would have made available half the $250,000 planned for the study and extended its date of duration for one year, to Dec. 31, 1955.

The Senate Foreign Relations Committee said last week it now is up to the White House to make funds available for the study, which was provided for in Public Law 558 (formerly S J Res 96), signed by the President July 30 [AT DEADLINE, Aug. 2]. It calls for a nine-man commission to study the U. S. information program overseas, including the Voice of America.

At the White House last week, no word was available on any possible intention by the President to finance the plan from other funds.

The bill as originally sponsored by the Senate Foreign Relations Committee would have had the nine-man group study the whole overseas telecommunications situation, including NARCOM (North Atlantic Relay Communications System), a plan for relaying tv across the Atlantic. But the Senate Commerce Committee, jealous of what it considered an invasion of its own jurisdiction in the radio-tv field by the foreign relations group, got busy, and ranking Democratic Sen. Ed C. Johnson (Colo.) put in an amendment when it passed the Senate last year, restricting its application to the VOA and the U. S. overseas information program.

The House did not pass the bill until last month [B•T, July 26], thus giving but little time for completion of the study, which still is written in the new public law as effective only through Dec. 31, 1954.

Senate Commerce Committee Chairman John W. Bricker (R-Ohio) reiterated last month that his group is the only one in the Senate entitled to look into the radio-tv question [B•T, Aug. 9].

The Ohio Republican made the statement on the Senate floor because of a House Foreign Affairs Committee report, apparently written last year before the Johnson amendment, which accompanied House approval of the bill. The House report had cited NARCOM, which the nine-man commission is not auhorized to study under PL 558.

FCC to Allocate Ch. 79 to Toledo

ALLOCATION of uhf ch. 79 to Toledo, Ohio, effective Sept. 20, has been announced by the FCC.

Proposed rule making to establish a commercial uhf station at Toledo was instituted by the FCC at the desire of Woodward Broadcasting Co., permittee of ch. 62 WCIO-TV Detroit. Woodward proposes to construct a new tv station on ch. 79. Woodward originally had wanted Toledo's educational reservation changed from ch. 30 to 79, but later modified its request to specify solely the allocation of ch. 79.

Toledo had been assigned only two vhf channels, 11 and 13, and one uhf assignment, ch. 30. WSPD-TV is operating on ch. 13 while ch. 7 is sought by seven applicants [B•T, July 12, 5].

Woodward, headed by Detroit department and drug store owner-operator, Max Osnos, bought the Detroit ch. 62 facility from the UAW-CIO Broadcasting Corp. of Michigan for $100 [B•T, June 21].

WGMS Clear for Ch. 20

BID of WGMS Washington for a new tv station there on ch. 20 was retained in hearing status last fortnight by FCC Motions Comr. E. M. Webster who concurrently approved dismissal of a competitive application by WEAM Arlington, Va. WEAM withdrew because of the unfavorable outlook for uhf in a major vhf market [B•T, Aug. 16]. The WGMS bid now is in position for an initial decision by the hearing examiner.

McCaw Reports Stock Sold, Asks 'Show Cause' Dismissal

BROADCASTER J. Elroy McCaw asked FCC last fortnight to dismiss its show cause order to require him to reduce his radio holdings to the newly established maximum of seven since his interests now comply [B•T, Nov. 30, 1953, *et seq.*].

Reviewing disposition of his stock in recent months in KPOA Honolulu, KILA Hilo, Hawaii, and KLZ-AM-TV Denver, Mr. McCaw told the Commission he now has interests in KELA Centralia, KYAK Yakima, and KALE Richmond, all Wash.; KYA San Francisco; KORC Mineral Wells, Tex., and WINS New York. He reported his wife holds a minority interest in KAPA Raymond, Wash.

KMAC, KOMO Petitions Filed in Ch. 12 Contest

CONTEST between KMAC and KONO San Antonio for a new tv station there on ch. 12 became a battle of petitions before FCC last week as counter-pleadings were filed over enlargement of the issues relative to character qualifications of certain KONO principals.

KMAC asked the Commission to enlarge the issues to permit the examiner to probe alleged contradictions in the testimony of KONO witnesses concerning a credit investigation of KMAC financial backers. The investigation reportedly led to arrest of the private detective making the credit check. He was charged with impersonating an FCC official [B•T, July 3].

KONO's reply petition noted KMAC acknowledged the examiner has authority under the present issues to inquire into the alleged discrepancies of testimony, hence there is no need for enlargement. Reaffirming earlier statements that KONO did not know of the detective's alleged method of investigation, the KONO petition said KMAC agreed with the examiner that a credit check is not improper in a competitive tv case.

The ch. 12 hearing resumes Sept. 9 before examiner James D. Cunningham.

Commission Denies WJZM Protest Against WDXN

FCC has dismissed the Sections 309 (c) and 405 protest of WJZM Clarksville, Tenn., against the Commission's granting WDXN there a modification of permit to specify a particular transmitter site.

The original WDXN bid for new daytime station on 540 kc with 250 w power was filed on a site-to-be-determined basis, but in accordance with FCC requirements specifying an assumed site. In approving a specific transmitter location for WDXN no material change from the service area originally estimated resulted, the Commission order noted.

The WJZM protest was based on the assertion that it is "a party in interest" and will suffer economic injury because of lost advertising revenue "by the entry of WDXN into the Clarksville market" and by virtue of the multiple broadcast interests of Aaron R. Robinson, controlling stockholder of WDXN.

In addition to WDXN, Mr. Robinson owns a controlling interest in WDXI Jackson, WDXL Lexington, WENK Union City, WDXE Lawrenceburg and WTPR Paris, all in Tennessee.

The FCC denied the WJZM protest because it failed to show any injury from the Commission action in granting the transmitter site, the FCC noted. WJZM did not protest the original grant and the time within which it was subject to protest has expired, the Commission said.

Celler Criticizes Rebuke To Radio-Tv on Alcoholic Ads

THE House Commerce Committee's report in lieu of action on the Bryson bill on liquor advertising aimed directly at radio and television, has come in for sharply-worded criticism by Rep. Emanuel Celler (D-N. Y.).

The New York Congressman, who said the committee "ducked and dived around the issue," called the report discriminatory against radio and tv. The bill (HR 1227) would have prohibited advertising of liquor on radio, television and in newspapers and other media.

Waxing sarcastic, Rep. Celler said:

Now if I were a member of the radio and television industry, I would find myself questioning why was such request thrown at our industry and not at newspapers and magazines? The House report had singled out broadcasters for what it said was lack of cooperation in cutting down beer and wine commercials and requested that the industry report back by Jan. 1 what it is doing to 'cope with the problem' [B•T, Aug. 23].

Rep. Celler concluded:

. . . Here we have an attempt to intimidate the wine and beer industry, threaten the radio and television industry, and belittle the intelligence of temperate men and women by suggesting that the viewing of radio and television advertising of beer and wines is the first major step toward skid row.

Magnuson Hits FCC Loyalty Oath Plan

FCC's proposal to screen operator license holders for security purposes has drawn criticism from Sen. Warren G. Magnuson (D-Wash.).

The Washington State Democrat, who on behalf of himself and nine other Democrats and an Independent in the Senate has introduced a joint resolution asking for a commission on security in government and industry, made the criticism in a statement accompanying the measure's introduction.

Sen. Magnuson said the FCC's proposal to modify its rules to tighten communication security [B•T, July 26, June 21, 14] would in some cases not only duplicate security programs already in effect, but proposes to screen "what amounts to less than 10% of the people in yet unscreened fields."

"While doing this, the FCC also proposes to extend the security program to persons and activities that in no way, shape or form can be considered sensitive activities, and to persons not even in defense industry or communications," Sen. Magnuson said.

The Magnuson resolution (S J Res 182) asks for a 12-man commission appointed by the President from outstanding leaders, plus six non-voting advisory members, three selected from each House of Congress. It would study prevailing practices in U. S. government and industry on security, efficient functioning and labor-management relations, and report recommendations by next Jan. 15. It was referred to the Senate Judiciary Committee.



THE SOUTH'S

Fastest Growing Market!

the FIGURES

POPULATION

1940	88,415
1953	197,000

RETAIL SALES

1940	$ 20,251,000
1953	$184,356,000*

and the FACTS

CHEMICAL CENTER OF THE SOUTH • WORLD'S MOST COMPLETE OIL CENTER • AMERICA'S MOST BEAUTIFUL STATE CAPITOL • HOME OF LOUISIANA STATE UNIVERSITY • FARTHEST INLAND DEEP WATER PORT

Baton Rougeans are among the highest paid workers in the country—with the highest per capita income in Louisiana. To reach this rich petrochemical market, put your message on WAFB-TV. We have, since April 1953, given Baton Rouge entertainment from all 4 networks, as well as our own first-rate local shows. To have your sales message delivered to your potential customers in this area, contact:

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

**East Baton Rouge Parish, Survey of Buying Power, 1954*

WAFB·TV

CHANNEL 28

BATON ROUGE, LA.

LEON LEVY AND ASSOCIATES CONSIDER BUYING CBS' 45% IN WTOP-AM-FM-TV

Dr. Levy would resign from the CBS board of directors and relinquish stock, if the transaction materializes. Washington sale along with possible transfers at Minneapolis and Pittsburgh would allow CBS to acquire 100% in two more tv stations.

DR. LEON LEVY, former president and co-owner of WCAU Philadelphia, is contemplating making an offer for purchase of the 45% interest in the properties held by CBS in Washington—WTOP - AM - FM - TV. Dr Levy was in Washington last Thursday and inspected the properties with President-General Manager John S. Hayes. The Washington Post Co., which owns 55%, has first refusal.



DR. LEVY

Dr. Levy, who has substantial stockholdings in CBS, reportedly is considering the Washington investment in conjunction with three associates, two of whom are in New York and one in Philadelphia. His brother, Isaac D. Levy, who was co-owner with him of WCAU and likewise has been identified with ownership of CBS virtually from its acquisition in 1928 by the Paley interests, reportedly is not associated with the group considering the WTOP minority purchase.

Philip Graham, president and publisher of the Washington newspaper controlling WTOP Inc., has stated his company plans to buy the CBS minority if terms can be agreed upon.

Dr. Levy, who would be the primary investor, has not placed an evaluation on the WTOP properties.

The present market for properties having vhf tv is at an all-time peak. CBS paid $6 million for its Chicago outlet and Westinghouse $8.5 million for WPTZ (TV) Philadelphia and in excess of $7 million (taking into account appreciated value of Westinghouse stock) for KPIX (TV) San Francisco. WTOP has a new $2 million office building and plant.

Dr. Levy is a member of the CBS board of directors and, it is indicated, would resign from the board and divest himself of his substantial personal holdings if his group acquires the CBS minority interest. Mrs. Leon Levy is the sister of William S. Paley, CBS board chairman and principal stockholder.

Under the terms of the CBS contract with the Washington Post Co., the newspaper can acquire the CBS interest at the best outside *bona fide* offer made. WTOP-TV was formerly WOIC and was purchased in 1950 for $1.4 million from General Teleradio, then a subsidiary of R. H. Macy & Co., New York.

That CBS had received outside offers for the WTOP properties and for its 47% minority holdings in WCCO-AM-TV Minneapolis was disclosed in B•T [Aug. 23]. A week earlier the report also had been published in B•T that the network would dispose of its minority interest in those two stations and possibly in KQV Pittsburgh, in which it holds 45%. Disposition of the Washington and Minneapolis properties would pave the way for CBS acquisition, either through original grant or purchase, of 100% ownership in two additional tv stations. It currently is in hearing before the FCC for ch. 11 in St. Louis and also has an application pending for ch. 5 in Boston.

Similar Contracts

Control of WCCO is held by Mid-Continent Radio-Television Inc., which owns 53% of the stock. Mid-Continent, in turn, is owned 50-50 by Northwest Publications Inc., Ridder controlled corporation, and Minnesota Tribune Co., of which William J. McNally is president. The CBS contract with Mid-Continent is similar to that with the Washington Post Co. in that Mid-Continent has first refusal. CBS has disclosed that a corporate group has evinced an interest in the Minneapolis properties.

WCCO-AM-TV, like WTOP, is regarded as among the most successful and efficiently operated companies in the broadcasting business. CBS is understood to place an even higher evaluation on the Minneapolis properties than on WTOP Inc.—in the area of $10 million. CBS formerly owned 100% of WCCO but entered a merger arrangement with the Ridder-McNally group which was approved by the FCC in August 1952. No money was involved, with CBS relinquishing its control of WCCO, 50 kw clear channel station, for the 47% interest in the combined radio-tv facilities.

KQV falls in a different category as to CBS' disposition of its minority holdings. CBS last year acquired its 45% for $235,000 and has a contractual arrangement whereby this interest can be returned to the principal stockholders in KQV Inc., at a predetermined figure.

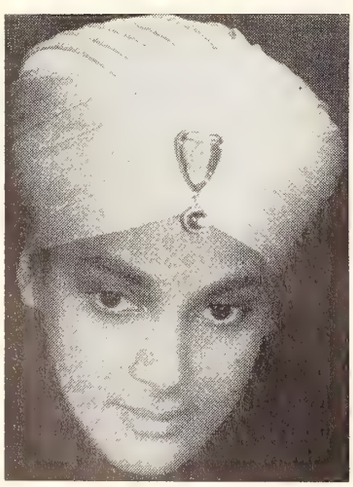
In all three instances, however, CBS does not vote its minority holdings, but permits the majority stockholders to vote 100% of the stock under voting trust agreements.

LOUIS D. SNADER

FIRST GAVE YOU
LIBERACE ON TV FILM

PRESENTS

KORLA



PANDIT

AVAILABLE IN BOTH ¼ & ½ HOUR
FILM MUSICAL SHOWS

SNADER PRODUCTIONS
9130 SUNSET — HOLLYWOOD 46

Lots of Sales

TELEVISION can be a successful real estate salesman, as WCPO-TV Cincinnati verified when it helped the Ohio Valley Realty Corp. hang up a "sold out" sign on 273 housing lots after a six-week spot advertising promotion and set a 10-year sales record for the company. A similar campaign last year, employing newspapers and direct mail and a heavier advertising budget, required 16 weeks for a "sell out" of a similar housing site tract in the same area. WCPO-TV was given credit for 9 out of 10 land sales by A. B. Carter, general manager of the home site project. The campaign consisted of 20 spots, both humorous and informative, each week.

Martin Named Gen. Mgr. For WMVT (TV), WCAX

STUART T. MARTIN, electronics consulting engineer and formerly with RCA and Sylvania Electric Products Co., has been named vice president and general manager of WMVT (TV) Montpelier and WCAX Burlington Vt., C. P. Hasbrook president of both stations, announced last week.



MR. MARTIN

Mr. Martin has worked on the Montpelier ch. 3 project for the past two years, supervising construction of its tower on Mount Mansfield and of studios in Burlington. Earlier, he had charge of the engineering and installation of WCAX's 5 kw transmitter and antenna system (620 kc).

Option Cardinal Road Games

ANHEUSER-BUSCH Inc., brewers of Budweiser and Michelob beer, have taken an option with WTVI (TV) St. Louis (Belleville Ill.) for telecasts of the 1955 St. Louis Cardinal road games, it was announced last week by John D. Scheurer Jr., WTVI executive vice president and general manager.

Ch. 54 WTVI is telecasting the entire 77 game 1954 Cardinal road schedule and, Mr. Scheurer said, these telecasts have been supported by St. Louis' 25-county area in unprecedented numbers.

Hoag-Blair Final Preparations

HOAG-BLAIR Co., new firm which is slated to commence Wednesday (Sept. 1) as national representative of tv stations outside major markets [B•T, Aug. 16], has taken office space in Chrysler Bldg., 405 Lexington Ave., New York. President Robert Hoag also announced he will be available in Chicago this week for talks with station operators attending the NBC TV and CBS Radio affiliates meetings.

WJNO-TV DEBUTS; FOLSOM OFFICIATES

WEST PALM BEACH, Fla., had its own Hollywood-type premiere Aug. 22 when ch. 5 WJNO-TV there was inaugurated with full 100 kw power by Frank M. Folsom, RCA president, in the presence of top advertising agency executives and with the participation of featured tv and recording artists.

Primary coverage from Vero Beach to the Miami area was reported by the NBC outlet, which represents an approximate $450,000 investment. On hand were Al Paul Lefton, president of the Philadelphia and New York agency;



FRANK FOLSOM (r), president of RCA, congratulates William Cook, executive vice president of WJNO-TV and his son-in-law, at inauguration ceremonies.

Frank Silvernail, radio-tv chief of BBDO; Tom Fry, vice president, Philip Kenney, chief timebuyer and Larry Donino, timebuyer for the RCA account, all of Kenyon & Eckhardt; Sydney Eiges, NBC vice president in charge of press; Thomas E. Knode, NBC director of station relations, and Sidney Robards, manager, RCA Dept. of Information.

Others at Premiere

Artists participating in the two-hour program included Eddy Arnold, Vaughn Monroe, Dorothy Sarnoff, Lou Monte and Paul Gilbert. Jimmy Durante gave a film salute, along with Florida's Senators Spessard Holland and George Smathers and Rep. Dwight L. Rogers.

WJNO-TV is owned 50% by WJNO Inc., operating the am station, headed by George H. Buck; 21% by Theodore Granik, attorney and creator of *American Forum of the Air* and other programs, who is WJNO-TV board chairman, and 18% by William H. Cook, Palm Beach attorney and executive vice president of WJNO Inc. Mrs. Cook, secretary-treasurer, is the daughter of Mr. Folsom.

General manager is Walter L. Dennis, formerly with KVOO Tulsa, and one-time chief of the news bureau of NARTB Washington. Equipment is RCA throughout, including a 12-bay antenna.

The 549 ft. tower is designed to withstand wind velocities of 185 miles per hour. Operating schedule Monday through Friday begins at 10 a.m. with test pattern, and with regular commercial programming beginning at 3:45 p.m.



WALTER L. DENNIS, general manager and director of sales of WJNO-TV, goes on camera with the premiere program. Seated (front row, l to r): Al Paul Lefton, president of the Lefton agency; Frank Silvernail, BBDO; Tom Fry, Kenyon & Eckhardt, and Thomas E. Knode, NBC station relations director.

KOVR (TV) Stockton Sets Labor Day Debut

KOVR (TV) Stockton, Calif., ch. 13 station that claims San Francisco in its primary service area, will make its debut Sept. 6 from the stage of the California State Fair at Sacramento. Programming for the first week of operation will originate from the fair grounds.

KOVR's tower and antenna are located atop Mt. Diablo and stand 4,000 ft. above the valley floor. A. E. Joscelyn, former CBS executive, is general manager, and Joseph Fisher, formerly with Free & Peters and ABC-TV, is general sales manager. Blair-Tv is national representative.

Reports from other stations:

WTVD (TV) Durham, N. C., is now on test patterns and expects to begin regular programming in September, the station has reported. The ch. 11 outlet has received clear reception reports from central North Carolina and north-central Virginia, it reports. It will be affiliated with NBC and represented by Headley-Reed Tv Inc.

WTVW (TV) Milwaukee, due on the air Oct. 31, has appointed Edward Petry & Co. as

YOU, TOO, CAN HAVE A STAN FREEMAN



STAN FREEMAN'S JAZZ QUARTET

Stan's right in the piano groove with a new TV network show. He's a Transcription star too with his jazz quartet.

YOURS in the

SESAC TRANSCRIBED LIBRARY

LOWEST in cost for a COMPLETE Program Service

SESAC INC. 475 Fifth Avenue New York 17, N. Y.

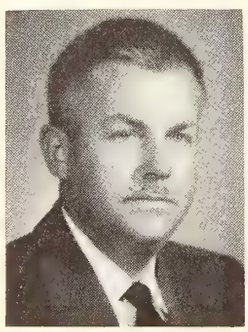
station representative, effective immediately. L. F. Gran is chairman of the board, L. F. Thurwachter is executive vice president and Tom Allen is business manager and director of the ch. 12 station.

KLTV (TV) Tyler, Tex., last week received its first deliverly of RCA equipment and plans to be on the air in October, owner Lucille Lansing has announced. The ch. 7 station will be affiliated with ABC, the station said. A new building is being remodeled to house KLTV and KGKB, its radio affiliate.

Educational KETC (TV) St. Louis, operating on ch. 9, expects to begin programming Sept. 20, the Very Rev. Paul C. Reinert, S.J., acting chairman of the St. Louis educational tv commission, has announced. The opening show will preview the station's programs.

Reeves Buys Third of KMOD, Becomes General Manager

DON C. REEVES, general manager-chief engineer of KNGS Hanford, Calif., who has purchased one-third interest in KMOD Modesto, Calif., for $21,000 subject to FCC approval [B•T, Aug. 16], assumes general managership of KMOD Wednesday, it was reported last week. He also becomes secretary-treasurer of Radio Modesto Inc., KMOD licensee.



MR. REEVES

John Griffin and Warren Giddings each retain one-third interest in KMOD and become president and vice president, respectively, of the ABC affiliate. John H. Schacht, former KMOD president and general manager, sold his 50% interest in the station to the licensee corporation for $42,000. Part of this interest was issued to Mr. Reeves.

WOV, WHOM Participating In Italian Opera Campaign

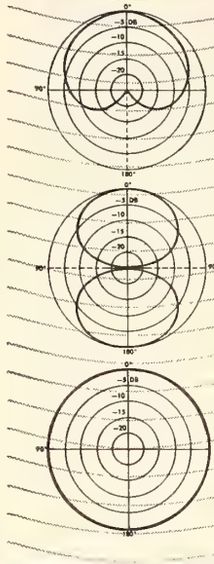
A FOUR-WAY agreement has been reached by WOV and WHOM New York, *Il Progresso Italo-Americano,* New York Italian-language daily, and the New York Center of Music and Drama with the purpose of making City Center a seat of Italian grand opera.

The plan was initiated in a series of discussions between Executive Vice President Ralph N. Weil and Programming Vice President Arnold Hartley, both of WOV, and Henry Morgenthau III of the City Center board of directors. In subsequent stages it was developed with the aid of Fortune Pope, president of WHOM and publisher of *Il Progresso;* Charles Baltin, vice president of WHOM, and Dr. Joseph Rosenstock, general director of the New York City Opera Co.

In its forthcoming operatic season, City Center will put new stress on the Italian portion of its repertoire. WOV, WHOM, and *Il Progresso* will conduct a continuous promotional campaign throughout the season, highlighted by a talent search open to all singers between the ages of 21 and 38 who have specialized in Italian operatic roles. WOV is scheduling a weekly Italian-language opera preview program dealing with the opera being performed that week.

Mr. Pope meanwhile has accepted appointment as chairman of a citizens' working committee to cooperate with the board and management of the City Center on the plan.

New ALTEC 670 MICROPHONE



CARDIOID

RIBBON

PRESSURE



available via GRAYBAR

Performance . . . versatility . . . economy — are the features on which the Altec 670 welcomes comparison. Here's what the 670 offers:

• **SMOOTHER HIGH-FIDELITY RESPONSE** . . . Freedom from peaks eliminates "voice-music" switch.

• **CONTINUOUSLY ADJUSTABLE PATTERNS** . . . Cardioid, ribbon, and pressure response patterns at marked shutter positions. Continuous intermediate adjustment permits "tuning out" sources of undesirable noise by shifting null points.

• **WIDE-RANGE DIRECTIVITY** . . . Typical microphone has 10db front-to-back response ratio at 30 and 15,000 cycles. Average midrange discrimination in "C" position, 18db or better.

• **SMALLER SIZE** . . . Less interference with TV cameras and lights — only 7½" high, 3⅜" deep, 2½" wide.

• **LIGHTER WEIGHT** . . . Weighing only 20 ounces is easily handled on light booms.

• **NEUTRAL GRAY FINISH** . . . Inconspicuous—minimizes light reflection.

• **LOW HUM PICKUP** . . . Lower hum pickup from stray magnetic fields.

• **ADJUSTABLE IMPEDANCE** . . . Easily accessible switch for 30/50 or 150/250 ohm impedance.

• **LOW PRICE** . . . The Altec 670 is *the* top-quality microphone that can't be matched in cost and/or performance. We invite your inquiry and comparison!

Full details concerning Altec Microphones are available through your nearby Graybar Broadcast Representative. See listing at right. Call Graybar *first* for assistance and suggestions concerning any of your broadcasting problems and requirements. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.



FOR TOP PERFORMANCE IN MINIATURE SIZE

Tiny, but tough — the Altec "Lipstik" is one of the finest, most versatile microphones ever made. Omnidirectional pickup—5 ounce weight and 3 inch length make it perfect for TV. Easily concealed on performers. Inconspicuous in hand, floor-or-desk stand use.

454

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER 110 PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar's nationwide network of more than 110 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 22 cities.

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L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
A. L. Byers, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
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R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
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NEW YORK
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OMAHA
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Everything Electrical for Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

Four Stations Report Start of Color Operations

FOUR tv stations have reported start of color operations, three beginning programming and the fourth color test bar transmissions.

WTMJ-TV Milwaukee originated its first network color program last week to the NBC-TV network on the *Home* program. A Wisconsin State fair on arts and crafts highlighted the telecast from the ch. 4 station.

WBTV (TV) Charlotte, N.C., last week began occasional colorcasts of local film and slide programs. The ch. 3 station also picked up its first network color program, CBS-TV's *The Big Payoff*.

KPTV (TV) Portland, Ore., operating on ch. 27, carried its first color program Aug. 11 when it aired the NBC-TV network telecast of the Army-RCA "Combat Television" demonstration from Ft. Meade, Md. KPTV will carry the NBC-TV color spectacular series, effective Sept. 12.

KRON-TV San Francisco, operating on ch. 4, sent out its first color test bar signal Aug. 12. The color test pattern will be transmitted daily for the next month, the station said.

A fifth station, WNEM-TV Bay City-Saginaw, Mich. expects to begin colorcasting on or about Sept. 26, according to an announcement by John H. Boone, general manager. The station plans to receive the NBC-TV lineup of fall color shows.

F. Sibley Moore Duties Broadened at WJR Detroit

F. SIBLEY MOORE, WJR Detroit vice president and director, will assume additional duties as operations manager, effective Sept. 1, it was announced last week by John F. Patt, president of WJR and WJRT (TV) Flint, Mich.



MR. MOORE

Mr. Moore, along with E. Donovan Faust, recently appointed operations manager of WJRT [B•T, Aug. 23], will report to Worth Kramer, vice president and general manager of both stations.

Mr. Moore, 35, was elected to the WJR board of directors in June 1951 and was named vice president in November 1952. He also served as assistant treasurer and vice president of the stations' licensee, the Goodwill Stations Inc. He has had previous programming and sales experience with WGAR Cleveland and with the WJR sales department.

Hamilton, Others Resign KPFA (FM) in Policy Dispute

WALLACE HAMILTON, public affairs director of KPFA (FM) and four other station officials resigned last week from the listener-sponsored fm radio station located in Berkeley.

This most recent flareup in a series, which have marked the station's operation since broadcasting a tape recorded discussion on marijuana, occurred shortly after Mr. Hamilton announced the broadcast of a sex discussion by teen-agers on the station.

The five men, Mr. Hamilton; William Trieste, program coordinator; Roy Keppler, promotion director; Watson Albert, production chief, and Bruce Harris, chief engineer, resigned after the executive board of the Pacifica Foundation, the body who owns the station, invited Lewis Hill, founder, to return as president.

The station's directors have been debating its policies for about two years. Recently two directors switched their votes to the Hill faction.

Sold Unseen

PANDA PRINTS Inc., New York greeting card firm, finds the response to its radio announcement for its cards, which of course are not seen by the listener, "remarkable for its warmth and spontaneity." A first-week campaign on WQXR New York, aimed at the "middle-brow and high-brow," drew phone calls and letters applauding the commercials, which consist of skillful reading of verses taken from one of the cards designed by Rosalind Welcher, and ending with a dealer mention.

WBUF-TV Goes to 229 Kw

WBUF-TV Buffalo, uhf ch. 17 station which celebrated its first anniversary a fortnight ago, increased its radiated power Saturday from 17 to 229 kw. FCC Comr. Robert E. Lee was to throw the switch at 1 p.m. Rep. John R. Pillion (R-N. Y.) took part in the ceremonies.

Sherwin Grossman, president-general manager of WBUF-TV, said the project involved an expenditure of $150,000, including a 12 kw GE transmitter and a GE antenna atop a 450-ft. tower. Uhf conversion-saturation now covers 40% of the area tv homes, he said, with the strengthened signal expected to add materially to homes served.

WBUF-TV continues to carry ABC-TV and DuMont programs.

Von Hagel to Direct WORD

PAUL von HAGEL, formerly associated with WNAV Annapolis and WITH Baltimore, Md., has been appointed general manager of WORD Spartanburg, S. C., according to an announcement by Moody McElveen, executive vice president of that NBC affiliate.

Simultaneously, Mr. McElveen announced the appointment of J. W. Kirkpatrick as commercial manager. WORD is represented nationally by Paul H. Raymer Co., New York.

GE Stations Names West

NAMING of Edwin Scott West as manager of finance of the General Electric Broadcasting Stations Dept., was announced last week by R. B. Hanna Jr., department manager.

Mr. West has been with the department since the beginning of this month after having been traveling auditor for General Electric since July 1951. He joined GE in 1947.

WAIT to Take Space

NEGOTIATIONS have been completed by WAIT Chicago for taking over ABC studio space in the Chicago Daily News Bldg. by Nov. 1, it was announced last week. The station will move its studios and executive personnel from Elmhurst, Ill., transmitter site, to the 26th floor of the building. WAIT currently maintains executive headquarters at 75 E. Wacker Drive.



ARTHUR HULL HAYES (standing, l), CBS vice president in San Francisco and general manager of KCBS there, celebrates with three of his staff members their fifth anniversary with the station. "Father" Hayes' five-year-olds are: Jim Grady (standing, r), alias Little Lord Fauntleroy, who is the voice of KCBS' *This Is San Francisco;* seated, Jane (Mary Jane) Todd, women's commentator, and Bill (Buster Brown) Weaver, who has two shows on the San Francisco station.

WOR-TV OFFERS REPEAT MOVIE PLAN

New York station's 'new concept' of tv selling features 30 top films each in 16 showings weekly and will cost participating sponsors $125,000 for 30-week series.

"A NEW CONCEPT" of television selling was claimed last week by WOR-TV New York in announcing the signing of Liggett & Myers Tobacco Co. and Piel Bros. Brewing Co. for part sponsorships of *Million Dollar Movie,* a package of 30 feature films not on tv before.

Each film will be shown for one week, 16 times a week at 7:30-9 p.m. and at 10-11:30 p.m., plus Saturday and Sunday matinees at 4:30 p.m.). Participation in the package is open to a total of eight advertisers, each of whom gets a one-minute commercial and two billboards during each showing of each picture at a total cost of $125,000 per advertiser for the 30-week period.

Other highlights of the plan as outlined in the announcement of the Liggett & Myers and Piel purchases, issued Tuesday by WOR-TV General Manager Gordon Gray and Sales Manager Charles Philips:

Commercials will be presented about 26 minutes apart, with each movie being interrupted only three times. Between two of the one-minute commercials a 50-second "trailer" of the following week's feature movie will be presented.

Advertisers are guaranteed a Pulse Inc. rating of 70—described as a rating never before achieved by a commercial tv program in the market—for each week (this will be a cumulative rating, it was explained, representing the sum of the individual ratings of the 16 different showings).

Position of the advertisers' commercials will be rotated so that the sponsors have equal advantage. Each advertiser also gets a billboard at the beginning and the end of each showing.

The "most extensive advertising and promotion campaign in the history of WOR-TV" will be employed to build viewership, the announcement said, asserting that "the amount budgeted for newspaper and on-the-air promotion probably exceeds any expenditure ever made to promote a local program."

Two of WOR-TV's principal announcers will act as hosts on the programs, John St. Leger introducing the 7:30 p.m. shows and Frank McCarthy appearing as host for the 10 p.m. presentations.

Million Dollar Movie consists of 30 first-run features acquired by WOR-TV from the Film Div. of General Teleradio Inc., licensee of the WOR stations. The films include "Magic Town," featuring James Stewart and Jane Wyman; "A Double Life," with Ronald Colman and Shelley Winters; "Body and Soul," with John Garfield and Lilli Palmer; "Arch of Triumph," with Ingrid Bergman and Charles Boyer; "Miracle of the Bells," with Frank Sinatra; "One Touch of Venus," with Ava Gardner, and "Macbeth," with Orson Welles.

The *Million Dollar Movie* series will start Sept. 21. Cunningham & Walsh, New York, is agency for Liggett & Myers, which will use the show to promote Chesterfield and L&M cigarettes, while Young & Rubicam, New York, is agency for Piel Brewing.

The company you keep in CHATTANOOGA

(79th MARKET) - - - ON WDEF-TV

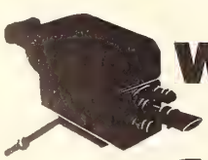
Your Play Time . . . Comedy Hour . . . TV Playhouse . . . Liberace . . . GE Theatre . . . Tony Martin Show . . . Camel News Caravan . . . Burns and Allen . . . My Friend Irma* . . . Viceroy Theatre . . . Dennis Day Show . . . Robert Montgomery Presents . . . Place the Face . . . Studio One . . . Midwestern Hayride . . . Arthur Murray Party . . . Milton Berle Show . . . I Love Lucy . . . Masquerade Party . . . Red Buttons . . . Truth or Consequences . . . You Bet Your Life . . . Red Skelton Revue . . . Arthur Godfrey and His Friends . . . Coke Time . . . I Married Joan . . . Calvacade of America . . . Strike It Rich . . . I've Got A Secret . . . I Led Three Lives . . . This Is Your Life . . .Dragnet . . . Ford Theatre . . . Mr. District Attorney . . . Favorite Story . . . Pantomime Quiz . . . Mama * . . . Life of Riley . . . Best In Mystery . . . Big Story* . . . Calvacade of Sports . . . Game of the Week . . . Jackie Gleason Show . . . Amateur Hour . . . Saturday Nite Revue . . . Your Hit Parade* . . . Private Secretary . . . On Your Account . . . Lux Theatre* . . . Disneyland* . . . Kollege of Musical Knowledge . . . Welcome Travelers . . . Guiding Light . . . Hawkins Falls . . . Chrysler Show* . . . Dollar a Second . . . Sports Revue

* Scheduled for Fall '54

Carter Parham, President — Harold (Hap) Anderson, Manager

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
VHF



WDEF-TV
CHATTANOOGA
channel 12

Contact THE BRANHAM COMPANY

KDKA Stages Presentations For N. Y. Agency Executives

THE STORY of KDKA Pittsburgh, the Pittsburgh market, and the power of the station as an advertising medium was told to more than 100 top agency executives and advertisers in a series of three presentations in New York last fortnight.

The presentation consisted of a 20-minute film, with taped narration by KDKA Sales Manager John Stilli, which was shown at three parties at the Stork Club.

The KDKA contingent included General Manager L. R. Rawlins, Sales Manager Stilli, Promotion Manager David Lewis, and Rege Cordic, disc m.c. Representatives of Westinghouse Broadcasting Co., the parent firm, also were on hand.

WABD (TV) Gross Up

MORE THAN $2 million in gross billings has been signed by DuMont's WABD (TV) New York during the past fortnight, Norman Knight, station manager, reported last week. He said these signings capped a two-month drive which added 72 new contracts and, together with current business and renewals, assured the station of gross billings exceeding $6 million for the year starting in September. WABD will have more advertisers and top agencies on its roster for the 1954-55 season than ever before in the station's history, Mr. Knight said.

STATION PEOPLE

d Gibson, associated with station representation firms in New York for the past several years, appointed national sales manager, WSTV-TV Steubenville, Ohio. He will headquarter in New York.



MR. GIBSON

Mike Thompson, formerly sales manager, WTIK Durham, N. C., to WTVD (TV), same city, in same capacity.

ally Mack appointed station manager, WBUY-M-FM Lexington, N. C.

. S. Morgan Jr., commercial manager, KGKO allas, Tex., appointed manager.

lward Wallis, formerly director of sales promotion and publicity, WIP Philadelphia, to WPTZ (TV) same city, in similar capacity, effective early in September. Mr. Wallis succeeds **John J. Kelly,** transferred to WPTZ licensee Westinghouse Broadcasting Co.'s New York office.



MR. WALLIS

John W. Tinnea, assistant station director-program director, WK St. Louis, named executive program director, KWK Inc. (KWK-AM-TV). **Russell C. aiser** promoted to program director, KWK.

rent Christman, formerly with Gillham Adv. gency, Salt Lake City, to KONA (TV) Honolulu, T. H., as program manager. **Gene Terrell,** oduction assistant, KNBH (TV) Hollywood, KONA as promotion-publicity manager.

olby Lewis, assistant program manager, TMJ-TV Milwaukee, named director of production, WGBH-FM-TV Boston, noncommercial educational stations.

ohn Yeager Jr., station manager, KGFW Kearey, Neb., named sales representative, WOW maha.

obert Brown, sales dept., KBTV (TV) Denver, romoted to local sales manager, succeeding **lort Thorp,** who goes to I. A. Deline Paper Box o., same city, in charge of sales.

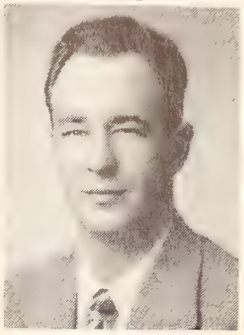
lenry C. Cronin, assistant chief engineer, WHEN-TV Syracuse, N. Y., to WTVD (TV) Durham, N. C., expected to start operations in eptember, as technical director.

ob Delaney, news and sports editor, WTAL allahassee, Fla., to WEAR-AM-TV Pensacola nd WJDM (TV) Panama City, Fla., as state ews director.

errold P. Merritt, engineering staff, WICS (TV) Springfield, Ill., promoted to assistant chief engineer.

aul S. O'Brien, advertising sales staff, WXYZ Detroit, to WLIB New York, as account executive.

Lou Riepenhoff, public service and promotion director, WEMP Milwaukee, to WTVW (TV), same city, as public relations-promotion director.



MR. RIEPENHOFF

John Quinlan, formerly continuity-promotion director, KLPR-TV Oklahoma City, appointed promotion director, KGMB - AM - TV Honolulu, T. H.

Art Seidel, formerly assistant director, Prockter Film Enterprises, N. Y., named account executive, WTTM Trenton, N. J.

George E. Walsh returns to WHAS-AM-TV Louisville, Ky., as public events reporter.

Doris Matthews, Charles F. Mallory Adv. Agency, San Jose, Calif., to traffic dept., KEEN same city.

Cliff Pike, continuity director, KRVN Lexington, Neb., and **Freeman Hover** to KCSR Chadron, Neb., staff.

Isabell Logan to accounting dept., KYW Philadephia; **Paul G. Ross Jr.** to station.

Billy Lee Holmes and **Phyllis Brown,** husband-and-wife entertainment team, WLS Chicago, to WLW and WLWT (TV) Cincinnati *Midwestern Hayride* program; **Kenny Price** and **Glenn Scott,** entertainers, to WLW.

KMTV (TV)'s Fifth

KMTV (TV) Omaha, Neb., is treating its local sports fans to a "Baseball Party" this Thursday in commemoration of the station's fifth anniversary, Owen Saddler, general manager, has reported. A 90-minute extravaganza featuring tv stars and famous sports figures will precede the baseball game between the Omaha Cardinals and the Sioux City Soos. Every seat in Omaha's Municipal Stadium has been purchased by KMTV for the day and two tickets for the affair will be sent free by the station to any sports fan upon request. Invitations to the party have been extended to members of baseball's Hall of Fame and to George Trautman, commissioner of minor league baseball.

Pete Conn, entertainer, to cast, WLWD (TV) Dayton, Ohio, program, *Bill Bailey Show.*

Lester W. Lindow, secretary and general manager, WFDF Flint, Mich., reports at Pentagon today (Mon.) for a short tour of active duty in radio and television branch, Information Div., Dept. of the Army, which he formerly headed. Mr. Lindow is a lieutenant colonel in the Army Reserve.

Robert J. Blum, sales manager, KEEN San Jose, Calif., appointed radio chairman of emergency infantile paralysis fund drive.

Francis Davis, weatherman, WFIL-TV Philadelphia, appointed to Committee on Radio and Television for American Meteorological Society.



'ROUND THE CLOCK
NEWS
with
DON O'CONNOR



More news—more local—more often than any other Milwaukee station . . . that's the product of the WEMP news staff directed by Don O'Connor. Emphasis is on local news and community events, though national and world affairs are fully covered. That's another reason why Milwaukeeans prefer WEMP, the 24 hour a day music, news and sports station.

National and local advertisers, who have the facts, are buying WEMP, where you get up to twice the Milwaukee audience per dollar of any network station.* Call Headley-Reed—get the facts!

* Based on latest available Pulse ratings and W.S.D. rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS

3 WRITERS' GROUPS MERGE INTO WGA

New Writers Guild of America formed of Radio Writers Guild, Screen Writers Guild and the Television Writers Guild.

AS THREE separate radio-tv writers' groups joined hands last week, it was reported that the new, overall union, Writers Guild of America, will soon press for new contracts with networks, packagers and producers.

The labor groups merging into a single union are Radio Writers Guild, Screen Writers Guild and the Television Writers Guild (both Authors League of America and SWG units). In concurrent meetings held last week in New York and Hollywood, members voted to approve the constitution of the WGA.

According to union spokesmen, the combination of the three writers' groups will bring all radio, tv and screen writers into a single, nationwide union boasting some 2,000 members.

With the joint direction of the three unions assured, a number of labor contracts both on the East and West Coasts can be expected to be opened possibly as early as a few days from now.

Among these:

• A radio freelance writer contract now in effect with networks, packagers and producers. It was to have expired last May 15 but was extended to Sept. 15, 1954.

• A tv freelance writer contract with packagers of live tv programs. That pact expires Sept. 21, 1954. (A number of contracts with film packagers, perhaps as many as 120, will not be up for negotiation until about the end of 1955..

• A staff writers pact with NBC on continuity and news; similar contract with ABC, now in negotiation; an agreement with CBS on news, which may be re-opened, and with CBS on the West Coast only on continuity and news.

TWA Squabble Looms

To complicate the picture, the new, merged union has been flirting with opening a full-scale jurisdictional squabble with Television Writers of America which only recently struck against the networks in New York and Hollywood.

TWA in 1953 won an NLRB-conducted election as bargaining agents for a number of writers. Reportedly, there now are moves both within TWA and "outside" to dissolve the organization; thus, WGA must decide whether it wishes to file a petition with NLRB asking for renewal action with freelance tv writers employed directly by ABC, CBS and NBC for network programs. (These are groups now represented by TWA.) At the same time, a consent election could be declared which would bypass an NLRB hearing on the matter with all parties including the employers agreeing to an immediate election to determine the bargaining agent.

WGA leaders openly are hopeful that this jurisdictional matter can be solved quickly and thus pave the way for WGA to become "a truly industry-wide writers' union."

In New York, at a joint meeting meeting of the TWG and RWG (eastern region), members voted 141 to 24 to approve the merger action, while in Hollywood, the SWG balloted 325 to 12 in favor and RWG approved it, 73 to 23.

An election of officers will be held next May, although interim officers may be elected late this October. Headquarters location of WGA still is undetermined. Next step in the merger trend is for WGA to affiliate with ALA which includes in its mebership, writers of all fiields, via a proposed Federation of American Writers.

CBS-TV, SAG Sign

CONTRACT between CBS-TV and Screen Actors Guild, marking the network's possible entry into direct filming [B•T, Aug. 9], was signed in Hollywood Aug. 15, SAG officials revealed last week. As indicated earlier, among the provisions were exemption of news commentators from Guild jurisdiction, requested by CBS, and guaranteed employment to series actors, asked by SAG.

Film Tv Writing Awards Format Approved by TWG

NEW recommendations governing annual tv film writing awards have been drawn up and approved by the Television Writers Group executive committee of Screen Writers Guild. The final awards are divided into three categories: best story; best story and teleplay by the same writer or writers; best teleplay.

Nominations will be made in four categories, comedy, drama, western-action and mystery-melodrama. A screening committee of 100 members will be selected. Best script in each category will be determined quarterly.

Final awards will be decided by a majority vote of all members active in tv, following a screening of all films which received the quarterly nomination.

Directors Sign Contract For Tv Film Production

THE first contract between Screen Directors Guild and major motion picture studios covering tv film production by their video subsidiaries has been signed by Columbia Pictures and Republic Pictures. Involved are Screen Gems Inc. and Herbert B. Leonard Productions (Columbia) and Studio City Television Productions and Hollywood Television Service (Republic).

Provisions, similar to those contained in the contract between SDG and the Alliance of Television Film Producers, call for a director's initial salary to cover first and second runs of a tv film wih a flat fee of $275 to cover third and all succeeding runs in a given city. Under terms of the contract, a producer may arrange in advance to pay a director his salary and re run fee in a single transaction.

NABET Blocks NBC Filming

DESPITE NBC attempts to speed up formation of its own filming units by negotiating a new contract with the National Assn. of Broadcast Employes & Technicians, NABET has declined to discuss the film situation until the present contract is up for renewal the end of January. NABET, whose present contracts with both NBC and ABC contain film jurisdiction, does not intend to relinquish that jurisdiction, a NABET spokesman in Hollywood revealed. IATSE has the film bargaining contract with CBS, which has been negotiating a contract with Screen Actors Guild [B•T, Aug. 9] preparatory to the network's entry into active tv film production.



Kansas is BACK ON THE GOLD STANDARD

Golden corn . . . golden wheat . . . millions of bushels of each help boost the Kansas farmer's income to the staggering total of $1,092,211,000!*

Each farm family has $8,312 to spend* . . . 58% above the national average! Mister, here's a market that's worth going after in a big way!

And the best way to turn these above-average-income prospects into *buyers* is to put your selling message on the radio station Kansas farmers listen to most—WIBW * *.

* Consumer Markets '54
* * Kansas Radio Audience '53

"See Your Copper Man" WIBW CBS RADIO

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr. WIBW—WIBW-TV and KCKN

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

Only STEEL can do so many jobs so well



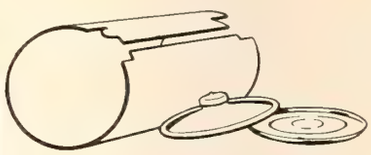
Bathtub for Apples. You've heard of a lot of interesting ways in which stainless steel is now used, and here's another: a bathtub made of stainless, where apples are carefully washed before being processed into baby foods. Stainless steel is unusually well-suited to jobs like this because of its high corrosion resistance and unique sanitary properties.



Here's the Newest Thing in vending machines . . . a mechanical marvel that will sell you a carton of fresh cold milk (or of chocolate or orange drink, for that matter) at the drop of a coin. Made of USS Steel, the machine is ideal for use in schools, factories, parks, hospitals and other similar locations.



To Baffle a Burglar or just to find a fuse when the lights go out, you want your flashlight to be ready for instant action, in any emergency. And steel helps to build such dependability into most flashlights. The flashlight itself is usually steel, and they're making "sealed-in-steel" flashlight batteries, too . . . with full steel protection top, bottom, and sides, to assure longer life and prevent corrosion of the flashlight.





How's the Wiring in Your Home? Adequate for today's power needs? Ready to supply "juice" for automatic washers and dryers, TV sets, summer air conditioning units? It's been estimated that each U. S. home uses more than twice as much power today as 10 years ago, that more than 3/4 of our homes are *under-wired* for today's needs. U. S. Steel manufactures electrical wire and cable of every kind to make your home wiring adequate and safe.

This trade-mark is your guide to quality steel

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1886

SALES SERVICE

Most stations merchandise, K&E survey finds.

MORE than three-fourths of the nation's tv stations offer some type of merchandising or promotional service to their advertisers, according to the second annual survey of tv station merchandising conducted by Kenyon & Eckhardt.

The K & E survey, conducted in June, shows 275 stations, 77% of those then on the air in the continental U. S., offer some sort of merchandising service. It also shows that if a station offers one merchandising service, the likelihood is that it offers a great variety of such services.

Air support, promoting a sponsor's program and/or products with announcements or during sustaining programs, is the service most commonly available, being offered by 99% of all stations answering the K & E questionnaires. Mailings to the trade or to consumers are made by 98% of the tv stations; 95% make trade calls, and 96% give some other advertising support.

Full results of the K & E survey, published in the 1954 TELECASTING YEARBOOK-MARKETBOOK, which is in the mails, report all merchandising services offered by each of the 275 stations together with information on whether the service is provided free, is charged for, or is furnished only to advertisers complying with some other condition stipulated by the station, such as the purchase of a minimum amount of station time.

The idea of preparing a full-scale study of station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of promotion at K & E. Arrangements were made with B•T for publication of the results, which last year as this included them in the TELECASTING YEARBOOK-MARKETBOOK. (A K & E survey of merchandising services offered by radio stations last year was published by B•T as Part II of the Nov. 30, 1953, issue. K & E's 1954 radio station merchandising survey will be published by B•T this fall.)

The questionnaire was prepared by the K & E research department, under the supervision of G. Maxwell Ule, vice president and director of research. His staff also tabulated the stations' replies and prepared the summary table appearing on this page.

Mr. Ule said that there were three major objectives of the study:

1. To acquaint buyers of tv time with the merchandising and promotional services that each station will supply currently.

2. To acquaint sellers of tv time with what other stations are providing by way of merchandising and promotion.

3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed May 20 to all tv stations then on the air or scheduled to begin operations by June 1. Follow-up letters and questionnaires went out a month later. The return based on both mailings was about 80%.

Listed by Mr. Ule as among the more significant findings are the following:

1. Of all tv stations, 77% (275 stations) reported some merchandising or promotional services. The remaining 23% either had no such services or did not return the questionnaire.

2. The number of stations reporting merchandising services (275) is twice the number reporting them in the 1953 survey (138).

3. Of these 275 stations, 95% make trade calls, including soliciting and placing displays, store checks and soliciting tie-in advertising; 98% provide trade mailings such as letters, post cards, broadsides or merchandising bulletins; 99% offer on-the-air support, including demonstrations, give-away prizes, product mentions, tune-in announcements, client participation in special programs and recorded personality interviews plugging the client's product. In addition, 87% will aid the client's representative in problems of distribution and 30% have a merchandising plan or agreement whereby certain retail outlets will give preferred space to a client's display material.

TV STATION MERCHANDISING-PROMOTION SUMMARY

	(*) Per Cent Of Responding Stations That Offer Some (275) Services	(*) Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	(*) Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	(*) Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
TRADE CALLS	95%			
Solicit and/or Place Displays	92%	39%	89%	11%
Solicit Tie-in Advertising	82	32	83	6
Store Checks	79	39	83	10
TRADE MAILINGS	98%			
Letter	95	47	85	22
Jumbo or Regular Post Card	83	46	86	23
Broadside	43	45	82	35
Merchandising Bulletin	51	35	91	15
ADVERTISING SUPPORT	96%			
Newspaper Tie-in Ads	87	49	91	13
Store Display Pieces	66	49	81	16
Lobby Windows	55	39	85	10
Billboards	17	55	90	28
Car Cards	32	57	80	17
ON-THE-AIR SUPPORT	99%			
Demonstrations	54	39	89	5
Give Away Prizes	63	36	84	5
Product Mentions	56	41	88	1
Tune-in Announcements	96	30	92	1
Client Participation in Special Program	53	27	86	12
OTHER SUPPORT				
Aid Client Representative in Product Distribution	87	24	85	1
Merchandising Plan Offering Preferred Displays	30	51	84	5

(*) The 100 per cent base includes stations that did not respond to the specified question.

HOW TO READ THIS TABLE:

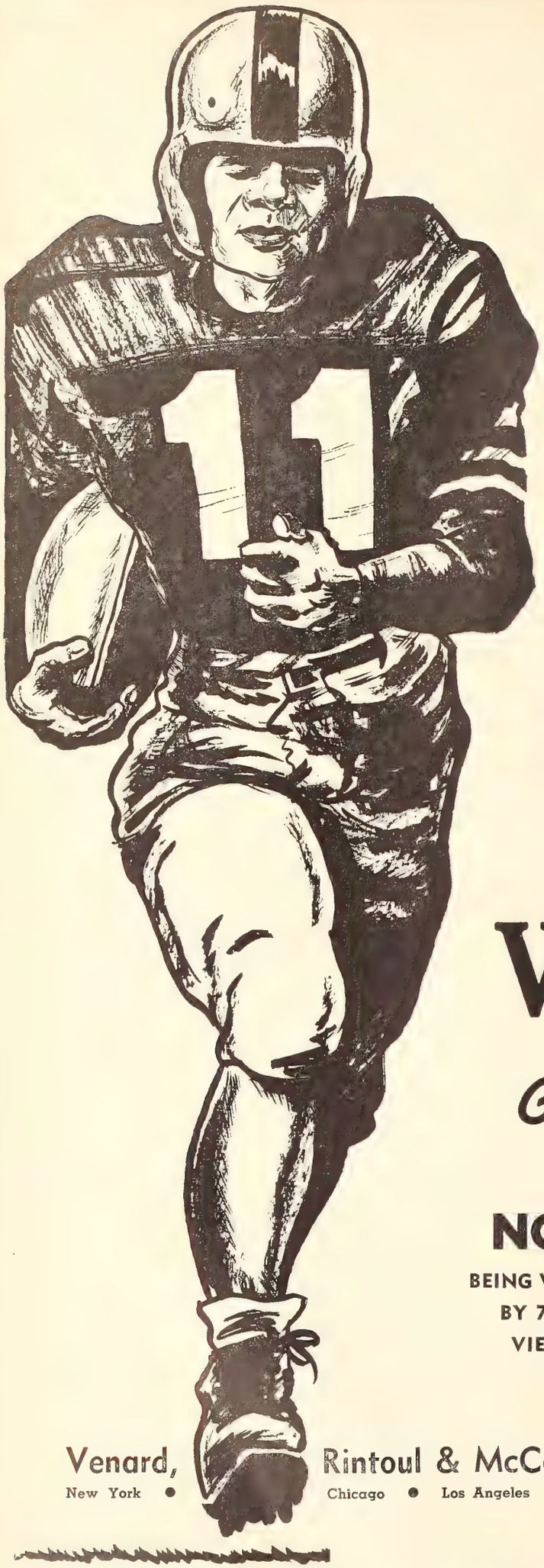
THE TABLE presents a detailed summary of the survey's findings for all tv stations reporting. Illustrating its use, Mr. Ule explains:

"In the first column, the entry, 95%, for trade calls indicates that 95% of the 275 stations reporting at least one merchandising service will make some calls on the trade. The entry of 92%, immediately after the first entry, shows that 92% of the 275 stations will solicit and/or place displays.

"In the second column, the entry, 39%, indicates that of all stations which report they solicit and/or place displays, 39% require a minimum purchase of air time.

"In the third column, the first entry, 89%, means that 89% of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word 'local' designates all non-network advertisers, national and regional spot clients as well as purely local advertisers). The remaining 11% are those who make their service available either to local advertisers only or to network advertisers only or did not specify which type of advertiser is eligible.

"In the last column, the first entry, 11%, means that 11% of the stations that report they solicit and/or place displays will charge for this service.



CARRYING THE NBC BALL IN GREEN BAY PACKER-LAND

Exclusive NBC for Green Bay-land, Fox River Valley and Upper Michigan.

115,000 Watts to Dominate This NEW Market

The ideal complement to your Chicago-Milwaukee coverage without overlapping duplication.

WMBV-TV

Channel **11**

NOW
BEING WATCHED BY 710,000 VIEWERS

Venard, Rintoul & McConnell, Inc. NATIONAL REPRESENTATIVE
New York • Chicago • Los Angeles • San Francisco • Boston

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

KIDS AND TV

New survey shows how children boost the family's hours before the tv set.

by James W. Seiler *

CHILDREN cry for it—television, that is.

And where the youngsters' demands are heard and heeded, the family is apt to spend more hours in front of the lighted screen than in homes where only adults are viewers.

The definite impact of children on television viewing habits of households is shown vividly in a national survey completed recently by the American Research Bureau Inc.

America's post-war boom in babies and the continuing high birth rate are having a profound effect in establishing the country's loyalty to television as a medium of entertainment, the ARB national sampling shows. The results of the study will prove especially significant to advertisers intent on finding the most effective medium for reaching both children and parents.

In the course of a national diary survey distributed throughout the U. S. and reflecting mid-winter viewing habits this year, ARB divided the television audience into four groups: households of one or two adults only, households with three or more adults, homes with adults and children six years of age or older, and homes with adults and children under six years of age.

When children are present in a home, there is a marked increase in television viewing by the entire family for all periods of the day, from sign-on to sign-off, the ARB sampling shows. In households where there is at least one pre-school child, morning viewing during a normal work week is more than twice as many hours as in homes where there are adults only. This might be expected, since mothers of small children ordinarily are at home during the morning hours. But the presence of children also has a corresponding effect on evening viewing, adding about three to four hours more per week before the television set as compared with families consisting of adults only.

When the total average viewing hours per week are taken into account, families in which there are pre-school children spend about 45% more time with television than do families consisting of one to two adults only. In terms of hours, ARB reports that this can be translated into 42.0 hours of viewing per week as compared with 28.9 hours.

Throughout the television day, the presence of children in a home is reflected in viewing hours. From sign-on until noon, for example, the household with one or two adults and that with three or more adults showed 2.7 and 2.9 average viewing hours per week, respectively. But once the survey considers homes with adults plus children of six or over, and households with adults plus youngsters under six, these figures jump decidedly—to 3.7 and 5.7, respectively. If one considers that the advertiser may be catching the housewife's attention during a period just before she goes out to do the day's shopping, the figures take on added importance.

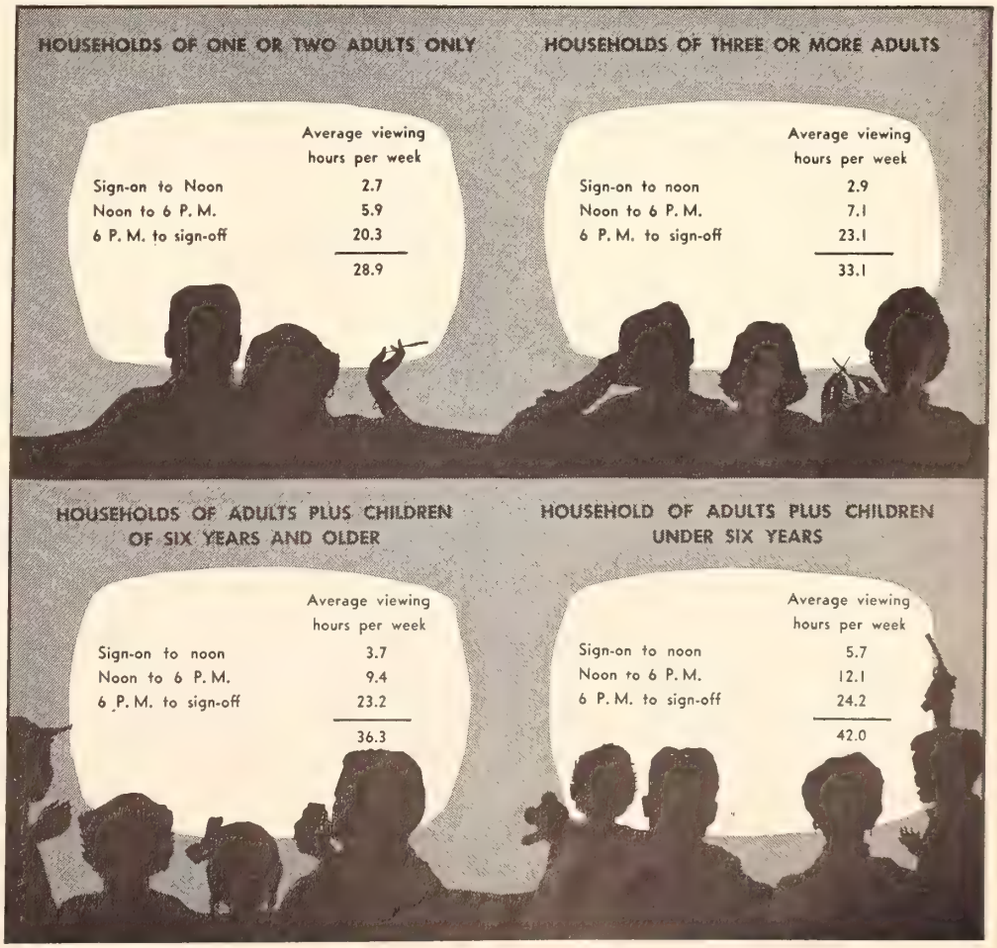
In the time segment from noon to 6 p.m., the ARB sampling again shows the pull toward greater television viewing in homes where there are children. The set which is watched by one or two adults only, and the one seen by three or more adults, gets 5.9 and 7.1 average viewing hours per week, respectively. Turning to the houses of adults plus children of six or over, and those with adults and children under six, these figures change materially to 9.4 and a surprising 12.1, respectively.

It is when the children's hours are over, from 6 p.m. to sign-off, that the presence of youngsters in the homes sampled by ARB weight the scales even more heavily in favor of increased television viewing. In this period, the general tendency of parents of younger children to seek their entertainment at home, and the probable widespread difficulty in finding responsible baby-sitters, gives tv a tremendous lift—24.2 average hours of viewing per week as compared with 20.3 for the family consisting of one or two adults. And the fact cannot be escaped that this free entertainment in one's own living room is a considerable boon to the young family's budget.

Length of television set ownership apparently plays no important role in determining the viewing habits of people in the groups surveyed. The adult-only families, for example, reported they had bought their sets an average of 30 months prior to the sampling. The families with children over six had set ownership averaging 33 months, while the households with tots under six said they had had their sets for about 31 months, on the average.

The ARB survey indicates the existence of a vast and growing television audience of parents and children, available throughout the day, which can be counted upon to be responsive to this medium. If the trend shown thus far continues in the years ahead, it seems fairly certain that along with the automobile, refrigerator, washing machine, telephone and electric light bulb, these families are going to consider the glowing picture tube of the television set an important and vital part of their daily living.

Detailed results of the tabulation are shown in the chart below.



* *Mr. Seiler is director of the American Research Bureau Inc.*

Install the PHILCO



This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner—superior for monochrome

. . . the only practical method for color!

PHILCO CORPORATION

CineScanner

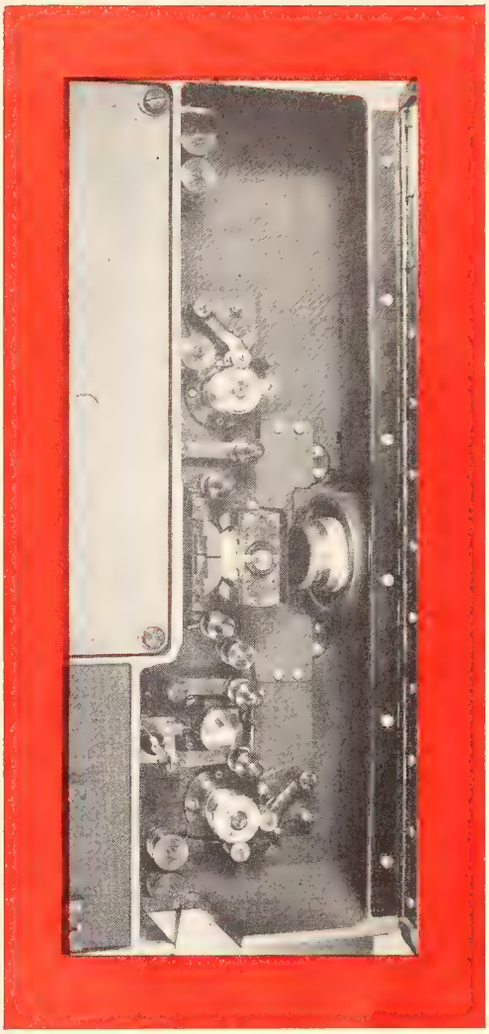
and enjoy modern film telecasting!

- **Smooth, Silent Operation — No Flutter**
- **Preview of all Program Sources**
- **Color and Monochrome, 16MM and 35MM Models**

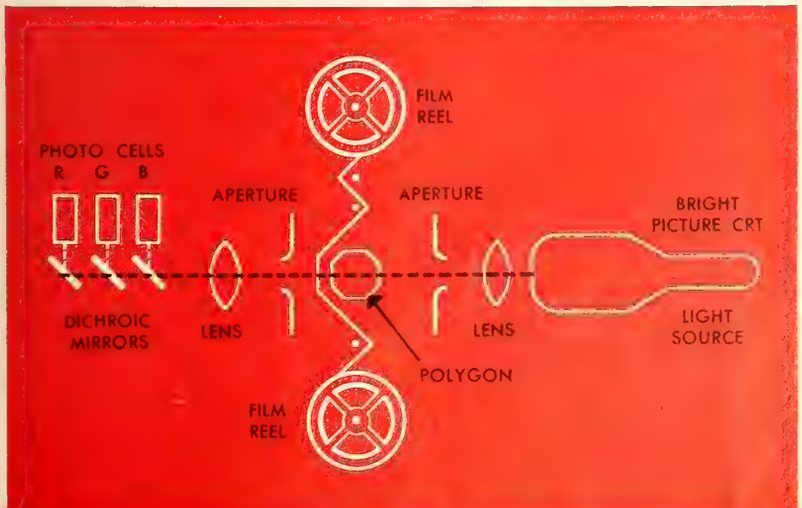
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—*in monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Glendale . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. B•T today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.

PHILCO
Famous for QUALITY
the World Over

GOVERNMENT & INDUSTRIAL DIVISION · PHILADELPHIA 44, PA.

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario



THE CURTAIN OF SILENCE

FRANK STANTON, ON THE AIR, URGES IT BE LIFTED BY CONGRESS

IN THE first editorial ever broadcast by a national network, CBS President Frank Stanton went on CBS Television and Radio last Thursday night to urge the right of the broadcast media to cover the Congressional hearings which start tomorrow (Tues.) on the resolution to censure Sen. Joseph R. McCarthy—and the right of the public to be informed through broadcast coverage.

Appearing on CBS-TV at 8-8:15 p.m. EDT and on CBS Radio at 10:15-10:30 p.m., Dr. Stanton made clear that "today's arguments against broadcasting coverage of legislative hearings just don't hold water," and called upon the public to "support our efforts to lift the curtain of silence" imposed by the committee in banning radio-tv coverage. Dr. Stanton also reported that Judge Harold R. Medina would present, at CBS's invitation, the opposing viewpoint in broadcasts at the same times on CBS-TV and CBS Radio next Thursday night (Sept. 2).

Text of the CBS editorial:

GOOD evening.

This is to be a CBS editorial.

I am Frank Stanton, president of the Columbia Broadcasting System, and I am speaking for CBS. In accord with our policy of fairness and balance in the discussion of public issues and at our invitation, Judge Harold R. Medina, who disagrees with our point of view, will appear one week from tonight at this same time over these facilities.

On next Tuesday, Aug. 31, in Washington, D. C., an historical event will take place: A special six-man committee of the Senate will open hearings on the resolution to censure Sen. McCarthy. This will be the first time in over two decades that the issue of censuring a senator will be before the Senate.

Reporters will be there. A small number of other people who happen to live in Washington or can afford to journey to our capital and can squeeze into the hearing room will be there.

But you of the radio and television audience will not be there. This is because it has been ruled that although the hearings are open, radio and television—and hence you listeners and viewers—may not enter. You will be barred from hearing and seeing part or all of these proceedings in your own homes. This means that you can learn about these proceedings by reading what somebody has written about them or by listening to what somebody says about them.

That is why I am here this evening. We at CBS, and we think all broadcasters, believe that this prohibition hurts you. We believe that the ruling is wrong and raises some very fundamental issues.

Radio and television comprise the newest kind of journalism—electronic journalism, which is a vital part of the press and thus its freedom is guaranteed by the constitution. By bringing the governmental processes back from Washington to the people themselves, wherever they may be, electronic journalism is playing an important part in permitting a citizen to exercise his basic right to be informed—to know what is going on.

Radio and television, by letting people see and hear for themselves—by having enlarged the hearing room, so to speak—have greatly quickened the people's interest in, and knowledge of, the governmental processes. In that way, radio and television are contributing to a better government because as James Madison long ago said, "A popular government without popular information or the means of acquiring it, is but a prologue to a farce or a tragedy, or perhaps both."

Yet this rule which would keep you out of these hearings turns its back on the contributions which electronic journalism can make. It shuts off your radio speakers and darkens your television screens and commands "thou shall not hear or see."

This is a drastic prohibition. We believe that those who support it have a very heavy burden in trying to establish that the evils of radio and television coverage are so great that they justify keeping you from seeing your government in action. They have failed to establish that there are such evils.

We do not think that this ban arises from bad faith. We think rather that as far as legislative hearings are concerned, the ban comes because of confusion and misunderstanding arising out of the fact that radio and television coverage are still something of a novelty. Legislators and others are not quite used to radio and television and have not yet learned to accept them for what they are.

This is no different historically from what happened to the press itself. The legislatures in the early days of American history did not open their debates to the public. In the first sessions of Congress the presence of newspaper reporters was either forbidden or allowed without official recognition.

It was not until 1794 that newspaper correspondents were admitted to the galleries of the Senate. Even as late as 1841, the Senate attempted to limit coverage of its proceedings to one official group of reporters, excluding all others.

I am sure that many of the same reasons were advanced then for keeping out newspaper reporters that are advanced now for keeping out radio and television.

I am sure that there were those who argued that the presence of newspaper reporters whose words were read by millions of people, created distractions, prevented the orderly conduct of business, and caused the legislators to think less about the business at hand than to think, literally, of "playing to the galleries."

Similarly, today's arguments against broadcasting coverage of legislative hearings just don't hold water.

The first argument is that radio and television encourage spectacles, create a circus atmosphere, cause legislators and other participants to misbehave and generally rob the hearings of a "judicial atmosphere."

Let us get the facts straight. These are not judicial court proceedings. These are proceedings of the legislators—our elected representatives—engaged in the public business of making laws directly affecting you and me. Issues as far reaching and as grave as this are most certainly our business.

After all, radio and television hear and see exactly what happens. They don't create spectacles or circuses. They don't compel people to show off or misbehave. They are the public's mirrors reflecting things exactly as they are. To blame radio and television for blemishes or excesses makes no more sense than to blame a mirror because you



How KBS Reaches 60 Million Pairs Of Ears!

Like the farmer said to the city slicker who bought his farm . . .

"you gotta love animals . . . be kind and gentle to 'em."

Hereupon he proceeded to smack the stubborn mule over the head with a two-by-four!

Seeing which the city slicker, shocked, said "but . . . you just said . . ."

"Yeah, I know . . . but in order to be kind and gentle to 'em, mister, first you gotta get their attention."

So it is with selling. You gotta be kind, gentle and persuasive with your sales message. But, brother . . . if they ain't listening . . . if you ain't got their attention, save your voice and your money, too!

Out in Hometown and Rural America KEYSTONE BROADCASTING SYSTEM *has their attention.* ONE HUNDRED AND TWENTY MILLION EARS WORTH! You can use the entire 758 stations or any part of the network. We'll gladly build you a network to suit your sales problem. No obligation of course!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓TAKE YOUR CHOICE

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓MORE FOR YOUR DOLLAR

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ONE ORDER DOES THE JOB

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone®

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

© 1954 by Broadcasting Publications Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Scholl Mfg. Co. (Participating) Nick Carter (497)	American Forum of the Air
6:15	Paul Harvey Belltone			
6:30	Co-op George Sokolsky	Mr. & Mrs. North	Mutual Benefit On the Line with Bob Considine (546)	NBC Concert Orchestra
6:45	Quincy Howe		Harry Wismer Sports (355) General Tire	
7:00	Highway Frolics	Amer. Tob. Jack Benny (st. 9/26)	Rod & Gun Club-Co-op	
7:15				
7:30		Amos 'n' Andy	Wonderful City	Conversation
7:45				
8:00		Johnny Dollar S	Heartbeat of Industry (st. 9/12)	Co-op Sunday with Dave Garroway
8:15				
8:30		Philip Morris My Little Margie (144) R	Enchanted Hour	
8:45				
9:00	Lorillard Taylor Grant	Edgar Bergen-Charlie McCarthy Show (206)	The Army Hour	
9:15	Frank Conniff			
9:30	Highway Frolics (Cont'd)		London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Co-op Men's Corner	Fibber McGee & Molly *3-Plan
10:15	Geo. Hamilton Combs	Man of the Week	Hazel Markel Co-op	Heart of the News
10:30	The Assemblies of God "Revival Time"	U N Report	Little Symphonies	Meet the Press
10:45		John Derr Sports		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News from NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Symphonette	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
8:00	General Motors Henry Taylor (159)	Toni & Carter Corliss Archer (200)	The Falcon *	Hollywood Bowl Concerts thru 9/20
8:15	American Music Hall			
8:30	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	
8:45				
9:00	Camaratta Music Show	Liggett & Myers Gunsmoke (195)	Johns Manville Bill Henry 9:05 Spotlight Story	Bell Telephone Telephone Hour (185) R
9:15			Co-op Mutual Newsreel	
9:30	Sammy Kaye	Gen. Fds.-Jello Amos 'n' Andy 9/13-9/27 MWF (200)	Co-op Reporters Roundup	Cities Service Band of America (113) N
9:45		Robt. Trout, News Chevrolet (197)		
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery (189)	Fibber McGee & Molly *3-Plan
10:15	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
10:30	Philco News		Distinguished Artists Series	Two in the Balcony
10:45	Martha Lou Harp			
11:00	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
7:30	General Mills Silver Eagle	Longines Choraliers	Bettone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show (245)	Toni Co. One Man's Family (182)
8:00	Jack Gregson	Amana People Are Funny (172) LB 9/23	Mickey Spillane Mystery *	It Happens To You S
8:15	News S			
8:30		Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	(Co-op) High Adventure	Liggett & Myers Dragnet (197)
8:45				
9:00	Co-op Town Meeting	Stop the Music	Johns Manville Bill Henry 9:05 Spotlight Story	Lux Radio Theater
9:15		Whitehall 9:15-9:30 (206)	Co-op Newsreel	
9:30	Chr. S. Publ. Co. Irwin D Canham (20)	Gen. Fds.-Jello Amos 'n' Andy 9/13-9/27 MWF (200)	Search That Never Ends	
9:45		Robt. Trout, News Chevrolet (197)	9:55-10 (404) Lorne Greene	
10:00	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
10:15	Turner Calling	Davies Orchestra	Manhattan Crossroads Co-op	Heart of the News
10:30	Edwin C. Hill		Co-op State of the Nation	Listen to Washington
10:45	Martha Lou Harp			
11:00	Chautauqua Story	News	Co-op Virgil Pinkley	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Collector's Item
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review		Co-op John T. Flynn	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Pan-American Union	The Leading Question	Studio Concerts	TBA
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann Hamm	The Barbasol Co. Barbasol Tune Time	
1:00	Churches of Christ Herald of Truth (108)	Bob Trout Chevrolet (205)	Wings of Healing Global Frontiers	Listen to the Witness
1:15		String Serenade 1:05-30	World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	RealLemon Tu & Th S M-W-F Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Allen Prescott	
9:30	Philco, M-W-F Quaker Tues. & Thurs.	Staley, Pet Milk Campana Godfrey (192) R	Easy Does It	
9:45	Sterling Drug My True Story (212)	Campana Starkist Godfrey (199) R	Co-op Cecil Brown	The Bob Smith Show S
10:00	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Minn. Mining Frigidaire-Arthur Godfrey (198) R	Co-op Kenny Baker Show 9/13	
10:15	When A Girl Marries (165) Carnation Co.	Kellogg Toni, Adolph's (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	
10:30	Mdrn. Romances M—Cats Paw Tu-F—sust.	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	Miles Labs Break the Bank
10:45	Ever Since Eve	Pillsbury (206) R Toni	S. C. Johnson News	C-P-P Strike It Rich (179)
11:00	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day	C-P-P The Phrase that Pays (183)
11:15	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
11:30	Valentino	General Foods Wendy Warren (159)	Down at Holmsey's	Pauline Frederick Reporting
11:45	Okla. Wranglers 12:15-12:25	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
12:00 N	Jack Berch Prudential 12:25-12:30	Whitehall Helen Trent (186)	12:20-12:30 Carl Warren's Guest Time	No Network Service
12:15 PM	N.S.A.	Whitehall Our Gal Sunday (179)	12:30-1 No Service	
12:30	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
12:45	Co-op Ted Malone	P&G Oxydol Ma Perkins (167)	Ray Heatherton	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15		Galen Drake		
9:30	(10-10:30) Table Products, Inc.	St. Louis Melodies	9:30-9:35 Les Higbie News	Egbert & Ummly 8:30-9:30
9:45		Co-op Garden Gate		
10:00	Ralston & Nestles Alternate wks. Space Patrol (284)	Galen Drake	No Network Service	Eddie Howard's "Just For You" Show
10:15				
10:30	Platterbrains	Calgon Galen Drake (65)	10:30-10:35 W. Fanning News	Pet Milk Mary Lee Taylor (144)
10:45		Nehi (160) Robt. Q. Lewis	10:35-11 Country Cousins Corner	
11:00	All-League Clubhouse S	TBA	Helen Hall	
11:15		Helene Curtis (160)	No Service	
11:30	101 Ranch Boys S	Van Camp (160)	11:30-35 W. Fanning News	Roadshow 9/18
11:45			11:35 U. S. Military Academy Band	
12:00 N	American Farmer S	12-12:30 Romance S	Farm Quiz	
12:15 PM				
12:30	Navy Hour S	Carnation, Stars Over Hollywood (201)	Co-op N. E. Barn Dance Jamboree	
12:45		Carter City Hospital (205)		
1:00		Tasti Diet Galen Drake (st. 9/11) (205)	Dance Orchestra	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15				
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

THURSDAY

NBC	ABC	CBS	MBS	NBC
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
Co-op Allen-Hodges Sports Daily		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
No Network Service	Budweiser Bill Stern	No Service		No Network Service
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Alex Drier Man on the Go Co-op	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
No Network Service	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
Miles Labs News of World (158)	General Mills Silver Eagle	Longines Choraliers	Murine (Alt. Wks.) Deepfreeze Appliance (521) Gabriel Heatter	Miles Labs News of World (168)
RCA Victor One Man's Family (199)	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
Treasury of Stars	Jack Gregson	Meet Millie (*)	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
Toni "_____"	News S			
R. J. Reynolds "Walk a Mile"		That's Rich	Co-op Crime Fighters	Dr. Sixgun S
	News S		Johns Manville Bill Henry 9:05 Spotlight Story	
DeSoto Plymouth Dealers, You Bet Your Life (191)	Sammy Kaye	On Stage with Cathy & Eliott Lewis	Co-op News Reel	Adventures of the Scarlet Pimpernel
	News S			W. W. Chaplin News 9:30-35
Amer. Cig. & Cig. Big Story (192)	Ephrata Park Treas. Show S	Gen. Fds.-Jello Amos 'n' Andy 9:13-9:27 MWF (200)	Author Meets the Critics	Senor Ben 9:35-10
		Robt. Trout, News Chevrolet (197)		
Fibber McGee & Molly *3-Plan	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
Heart of the News	Turner Calling		Manhattan Crossroads Co-op	Heart of the News
	Edwin C. Hill	M-F Dance Orchestra		
Keys to the Capital	Front & Center		Musical Caravan	Jane Pickens Show Co-op
No Network Service	Indoors Unlimited	News	Co-op Virgil Pinkley News	No Network Service
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS
Not in Service	Metro. Life Ins. Allan Jackson (30)
	Dwight Cook's Guest Book
Budweiser Bill Stern	No Service
Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R
Vandercook CIO	Tenn. Ernie (205)
Co-op Quincy Howe	
Gen. Mills, Lone Ranger (153)	Longines Symphonette
Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)
Jack Gregson	Mr. Keen (*)
News S	
	Bristol-Myers Godfrey Digest (205)
	Godfrey Digest
Sammy Kaye	Arthur Godfrey Digest
News S	
The World We Live In	Gen. Fds.-Jello Amos 'n' Andy 9:13-9:27 MWF (200)
	Robt. Trout, News Chevrolet (197)
Football Forecast S	Mr. Keen
Philco News	M-F Dance Orchestra
Capitol Concerts	
Frank & Jackson	News
Sports Report	Dance Orchestra

MONDAY - FRIDAY

MBS	NBC	ABC	CBS	MBS	NBC	ABC
Lutheran Hour (479)	U. of Chicago Roundtable	Closed Circuit	P&G Crisco Dr. Malone (163)	Ray Heatherton	No Network Service	Vincent Lopez Show S
			P&G Duz Guiding Light (161)			
Bandstand USA	The Catholic Hour	No Network Service	GF Swan-Cal. Mrs. Burton (146)	Luncheon with Lopez		Festival
			P&G Tide Perry Mason (173)	2:25 Johnson & Son, News		
The Barbasol Co. Barbasol Tune Time	Youth Wants To Know	Betty Crocker M-W-F Dorese Bell Tu&Th S	Toni & Bristol Myers Nora Drake (197)	Wonderful City		
Co-op Merry Mailman			P&G Ivory Fl. Brighter Day (177)			
Band Concert	Weekend 9/19 & Thereafter	The Martin Block Show 2:35-4	Miles Labs Hilltop House LB 9/24 (147) R	Ruby Mercer Co-op	P&G Welcome Travelers	
			Lever, Kellogg Housepartv * (182) R			
The Barbasol Co. Barbasol Tune Time			Pillsbury House Party (194) R*		P&G Pepper Young (166)	
			Mike & Buff		P&G Right to Happiness (163)	
CBC Symphony Orchestra		Reed Browning Show 4-4:25	No Service	No Network Service	P&G Backstage Wife (175)	Chautauqua Symphony
		Betty Crocker M-W-F		Mutual Music Show	Sterling MWF Toni Tu-Th Stella Dallas (162)	
Flight in the Blue		Treasury Bandstand	4:55-5 News	Tony Martin's Musical Quiz	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)	
				Co-op Kite Flight	Manhtn. Soap Woman in My House (188)	
The Shadow Harrison Prods. Inc.		Co-op Austin Kiplinger	No Service	MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Just Plain Bill	Horse Races
R. J. Reynolds (550) (Both Participating)		Art and Dotty Todd			C-P Lorenzo Jones (191)	
True Detective Mysteries	TBA	Gloria Parker		MWF Kellogg Co. Wild Bill Hickok TuTh B. Benson Johnson News	Front Page Farrell	Labor & Management
5:50-6:00 State Farm Mut. C. Brown	Nutrilite Show 9/19 & Thereafter	Musical Express	Miles Labs Carl Massey LB 9/24 Time (149) R		It Pays To Be Married *3-Plan	

TION' BROCHURE

'IPATION PROCLAMATION" New Orleans is announced in a sent to agency and advertising hf ch. 61 WJMR-TV New Or- that a million viewers are no ' to one tv channel there. De- F is more than just Ultra High MR-TV says that it is also the ppy Feet of children; the Un- igh Flying of modern planes wer traveling models; the Un- Fish preferred to a single catch. R-TV queries, why be limited w CBS-ABC-DuMont affiliated choice of programs? Whether is defined as high ratings or , the booklet claims, WJMR- in both departments. Cartoons it station people, a description ich includes color equipment) ng and promotion plans round ed promotion piece.

PLAN

hia is sending to advertisers amphlet describing its Feature eby a food product advertised is guaranteed a minimum of ng and check sessions in 300 check calls in chain stores to tatus of the product in the roducts are also guaranteed ecial displays in Supermarkets bar" store promotions besides l display material, shelf ex- lf talkers" distributed by Fea- rs.

)YAL

vy downpour of rain, nearly e turned out to attend a six- e Aug. 11 to help KWRT celebrate its first birthday, ts. KWRT, a 1 kw daytimer 0 kc, is owned and operated edrick.

ARKET SURVEY

nsboro, N. C., is sending to gencies a market survey titled od Look at the Sales Picture ia," billing itself as tops in Piedmont area. Claiming the Point community area to be s in North Carolina, the sta- purpose of the brochure as show that through WFMY- can reach more of the Pros- than through any other tele-

ANSWERED

viewers about television were s *Talk Tv,* a program aired TV (TV) Charlotte, N. C. ell and J. Robert Covington, f Jefferson Standard Broad- see of WBTV, appeared on ong with announcer Doug red such questions as "Why eat programs presented during and "Why are some stations 100 kw and others with 316?"

GOVERNMENT SERIES

Y film series designed to ac- e citizen with all phases of has been launched by WBKB Titled *Illinois Governments,*

Uranium Promotion

CURRENT "uranium boom," often referred to as the West's "second gold rush," is being used to promotional advantage by KSL Salt Lake City, Utah. That station has sent authentic uranium stock certificates, each representing 100 shares (one cent par value per share) in a Utah uranium operation, to over 500 agency and advertising executives. The certificates were accompanied by the following message: "KSL is the most radioactive advertising medium in the vast Mountain West market," as evidenced by recent Hooperatings.

the program comprises films produced by t U. of Illinois in cooperation with the Institu of Government and Public Affairs. The seri began Aug. 15 and covers such topics as t Illinois general assembly, the executive branc local judiciary, state courts, Chicago gover ment and various sub-governments. Telec each Sunday, 12 noon-12:15 p.m., the progra features as moderator Prof. Royden Dang field, director of the government institute.

CARTB INTERVIEWS EDITORS

TAPED interviews with editors of Canadi weekly newspapers in convention at Toro August 23-26 will be made by newsmen of t Canadian Association of Radio and Televisi Broadcasters for broadcast over local statio The CARTB is sending representatives to annual meeting of the Canadian Weekly Ne papers Assn. and planning to give the me ing full coverage for stations in the vari localities where weekly newspapers are p lished.

CBC TO AIR FORUM PROGRAM

WIDE variety of topics are to be discussed the weekly *Citizens' Forum* program over Trans-Canada network this fall and win The Canadian Broadcasting Corp. has nounced the 1954-55 program schedule c ried by 35 CBC and independent stati Thursday evenings. Included are such top as divorce, is civil defense obsolete? free terprise in Canada, have we a free and sponsible press? how important is the Comm wealth? are we satisfied with Canadian bro casting? and teacher goes to school. series starts Oct. 14 and runs to March 31.

CKVL BROCHURE

CKVL Verdun, Que., soon to go to 10 kw, distributed to advertisers and agencies a f page picture story of the station, its staff activities. The station, located in a suburb Montreal, has seven studios in its build including a 400-seat theatre, as well as CKVL-FM transmitter. Pictures show var control rooms, studios, mobile equipm offices and the staff restaurant, how the sta covers elections and public service operati

WNHC-TV 'CRASH' COVERAGE

ALERTED by a plane crash story on the n ticker Jack Young, photographer at WNHC New Haven, Conn., rounded up Frank Ho his assistant, Jim Harvey, an engineer some sound equipment, and Brace Gilson, nouncer, and took off for a 90-minute d through the rain for Preston, Conn. Here photographers split up to get different an

BROADCASTING
1:05-30 World Traveler Ted Malone Ma Perkins (167) Heat

r their shots of the still smoking ruins of a ashed plane, while Mr. Harvey set up the und equipment and Mr. Gilson tried to line witnesses for interviews. They finally got e story from a man whose house faced the ash site, took the film back to the station d got it into the 6:45 p.m. news program, d then sent clips to CBS for use in the oug Edwards newscast at 7:30 p.m.

KNX-AM-TV FILE FOLDER

KNX-AM-TV Saginaw, Mich., is sending to vertisers and agencies its latest brochure in e form of a file folder for that station. The ont and back covers advertise the tv and am tlets, respectively, and a copy of WKNX-V's rate card No. 1 is printed on the inside ont cover. The inside back cover shows a ap of WKNX's coverage area.

MR. PLUS' ON RADIO

RST page of each batch of news releases om MBS these days carries an item about e widespread distribution of radio sets, set f from the rest of the page with rules and aded, "Mr. Plus Asks:" Typical questions ked by Mr. Plus are: "Did you know that ere are now more than 30 million auto-obiles equipped with radios?" "Did you know at more than one in five homes now has ree to seven radio sets placed throughout the use?" "Did you know that more radio sets e purchased than any other electrical appli-ce made?"

JON LUNCHEON BULLETINS

ON St. John's, Newfoundland, has begun acing brief news bulletins on tables at service b luncheons because station management t more young executives could be reached ring the daytime hours. The bulletins con-n local and national news which happened thin an hour of the luncheon club meeting d ends with a reminder about a special CJON ogram that evening.

MULATED TV SCREENS

VAL-TV Eugene, Ore., reports that an easel-pe sign simulating a tv screen has been dis-buted to television dealers in the area and s not only met with widespread dealer ap-oval, but, according to the station, the signs ve been an aid in stimulating immediate set es. Inserts listing the outstanding programs r each night of the week are provided for e make-believe screens.

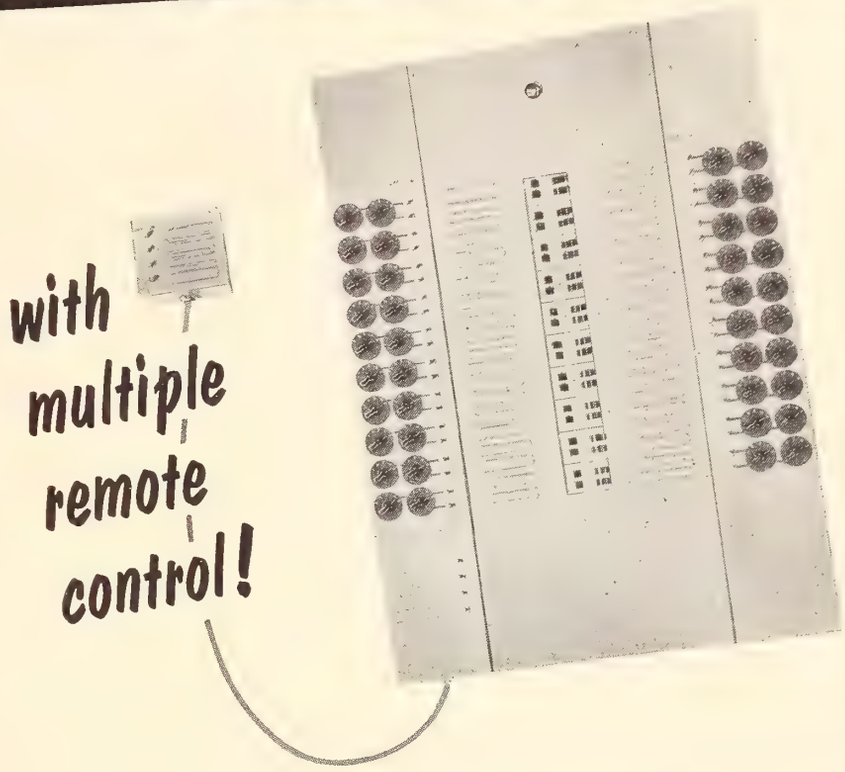
RAD FAN CLUB PROMOTION

RAD Radford, Va., has organized what is d to be the largest Eddie Fisher Fan Club the U. S. and the first started by a radio sta-n. The club recently celebrated Mr. Fisher's thday with a station-sponsored party, which ed a large city auditorium. Records and otographs, autographed by Mr. Fisher for e occasion were given away and large birth-y cakes were donated by local merchants. atures of the celebration were pantomimes their namesake's records, guessing games d a contest to select the girl who could most sily pass as Mr. Fisher's sister. The station orts great audience response to the promo-n and inquiries from other stations on how inaugurate similar clubs.

AY BOLGER SHOW PROMOTION

PART of a multi-million dollar sales cam-ign by Lehn & Fink Products Corp., N. Y. osmetics), sponsor of the new *Ray Bolger ow* (ABC-TV, Fri., 8:30-9 p.m. EDT), the mpany will launch a $100,000 "Ray Bolger tailer Display Program" on Sept. 7, ten days

NOW... save space—save costs with the rust TV studio lighting CONTROL PANEL

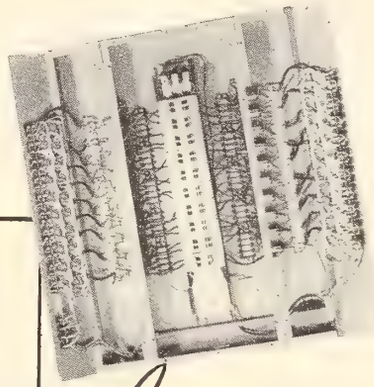


Here is the most recent development in TV lighting control — ideal for new or expanding stations.

The Rust Studio Lighting Control Panel is a compact, versatile unit, which furnishes six pre-set combinations of 40 lighting circuits from one or more control points.

Six pre-set control positions each accommodate from 1 to 40 circuits. Six master control switches on lighting panel may be paralleled with as many other remotely located control units as desired with a small thirteen-conductor cable.

Low-voltage control circuits are completely isolated from power circuits. The unit may be flush mounted in studio or control-room wall, requiring a minimum of valuable space and costly high-current wiring.



SPECIFICATIONS

Forty 20 ampere, 120 volt circuits normally supplied for 120/208 volt, four-wire distribution system. Six pre-set selections plus one local control. Remote control switching unit. Outside dimensions, main unit: 38⅛" high, 28½" wide, 4¾" deep. Shipping weight: 260 lbs.

PRICE* $890.00

*F.O.B. Manchester, N. H. complete with one remote control unit.

the rust INDUSTRIAL CO. industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

before premiere of the tv show. Some 10,000 animated counter displays on the new program are being distributed to druggists throughout the country. Additionally, a special movie made by Mr. Bolger and Edward Plaunt, president of Lehn & Fink, will be shown at a series of the company's regional sales meetings.

WICS (TV)'S FIRST REMOTE

WICS (TV) Springfield, Ill., Aug. 6 aired its first live remote telecast, the first of a series of weekly programs direct from the 1954 Illinois State Fair. The station also arranged a "See Yourself on Television" closed circuit feature for visitors to the exhibit and announced the schedule of shows to originate at Television-Radio Hall on the fairgrounds.

KEEN COVERS FAIR

SPECIAL remote studio for direct broadcasts from all parts of the Santa Clara County Fair, Sept. 13-19, will be constructed at the fair grounds by KEEN San Jose, Calif., for the seventh consecutive year. Highlight of the week's broadcasts will be *Stars of the Future* amateur hour, from a $50,000 portable stage on the fairgrounds.

CARRIES CAPITAL CONTEST

LIVE play-by-play coverage of the Babe Ruth League world series in Washington was provided by WHAR Clarksburg, W. Va. Bob Toothman of that station handled the play-by-play with Bill Gold, *Washington Post-Times Herald* columnist, doing the color.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

GERMAN TELEVISION PRODUCTION UP

Great strides are seen in West German set manufacturing as sales curve rises along with viewer interest. Fm radio stations are planned in Switzerland and Holland to lick coverage problems.

WEST GERMAN tv set manufacturers expect something like a tv boom for the rest of the year.

During the first half of 1954, a total of 36,840 tv sets were manufactured in West Germany. In the opinion of manufacturers, demand will increase within the next few months at a rate never experienced before. They expect to turn out at least 120,000 tv sets for the rest of this year.

A line of new tv set models will be put on the West German market within weeks. Set buying is expected to concentrate on 15-inch tube models selling presently at a retail price of around $150. Previous buying, however, concentrated on the 18-inch models.

German manufacturers are convinced that the demand will shift to small-tube sets as new groups of buyers who cannot afford the bigger sets move in. They point to the fact that the medium and lower income groups in the country are an almost untouched market.

The biggest promotion tv has had so far in West Germany was Eurovision sports shows, according to a survey conducted by North West German Radio. World Soccer Championship final game reached a total audience of two million in West Germany alone. With less than 80,000 sets in operation there, that means that every tv set in the country was crowded by 25 persons.

Tv set manufacturers hope to sell to this two million audience when the West German television stations put more sports programs in first place programming.

The number of tv set licenses meantime is skyrocketing to new highs. Total is now 1,000% compared with the total of 10 months ago. By August 1 there were 40,980 licensed sets. Another estimated 40,000 are operated illegally, without a license.

Following statistics indicate a growing percentage of exported sets aside of huge total gains.

German tv sets		total manufactured	exported
	1951	401	-
	1952	4,664	109
	1953	52,583	3,433
first half of	1954	36,840	7,400

More reports on long-distance tv reception are evident. A set owner in Osnabrueck, West Germany, has reported reception of a 90-minute show originating in Leningrad, Soviet Russia. A set retailer in Sweden reported a case of long-distance tv reception over more that 1,300 miles. He photographed (via his tv set) shows transmitted by an Italian television station and programs broadcast by the Leningrad, Soviet Russia, tv station. In both cases ordinary home tv models were used.

Swiss Radio has approved construction of 12 new vhf fm radio stations throughout Switzerland. The move came after complaints about bad reception conditions showed that about 150,000 Swiss radio listeners (11% of total audience) live in areas with a too low field strength.

Latest French statistics put the number of radio sets in use at a total of 8,428,638 (20% of total population).

In Holland, construction of a vhf fm radio network is being planned by the government. Completion of the network will take three years. First three stations will be built in Hulsberg, Hengelo and Hoogezand. Network is said to be added to the present radio network to get better receiving conditions throughout the country. Another plan of the Dutch government provides for construction of new shortwave transmitters for the international service.

UER, European Radio Union, the member nations of which staged the Eurovision network recently, has approved a plan for a new tv hookup from September 1954 to January 1955. According to European tv officials, many technical difficulties must be overcome to put technical quality of European international programs at a level that has been reached by the different national networks in Europe.

Main problem still is transformation of signals into the respective technical system in use in different European countries. France uses a 819-line system, Britain 405 lines and the other European countries adopted 625 lines. Line transformers presently used are still a source of trouble.

Canadian Agencies Bill $28 Million in Radio, Tv

RADIO-TV billings through Canada's 88 advertising agencies last year totaled about $28,000,000, according to a report of the Dominion Bureau of Statistics, Ottawa. Radio and tv billings were up 1.1% to a total of 18.7% of the $144,339,308 handled by the agencies.

Gross revenue to the 88 agencies from commissionable billings totaled $21,591,718 in 1953. Last year there were 2,880 persons employed by Canadian advertising agencies with a payroll of $13,630,975.

Practically all sizes of agencies increased their percentage of radio-tv billing in 1953, according to the report. Thirteen agencies doing less than $100,000 last year did 24% of their business in radio-tv accounts (15.4% in 1952); 32 agencies in the $100,000-$499,999 group did 15.7% in 1953 (16.9% in 1952); 11 in the $500,000-$999,999 category handled 17.8% in 1953 (14.3% in 1952); 16 in the $1,000.000-$2,499,999 bracket handled 16.3% last year (18.4% in 1952); nine in the $2,500,000-$4,999,999 group increased billings to 21.2% in 1953 (19.1% in 1952), and seven agencies doing $5,000,000 and over billed over 18.6% in 1953 radio-tv-accounts against 17% in 1952.

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

BBC Goes to 16mm

BRITISH BROADCASTING Corp. film producers currently are replacing 35mm equipment with 16mm equipment, Dick Sheppard, film supervisor of S. W. Caldwell Ltd., Toronto film importers, reported on his return from a three-week trip to Great Britain. The conversion is of special interest to Canadian tv station operators who use only 16mm film and to whom BBC film is being made available. BBC film people are making the move, Sheppard states, to lower production costs and standardize British equipment with that in use in North America.

CKBB SEEKS CH. 3 AT BARRIE, ONT.

APPLICATION for a tv license has been made by CKBB Barrie, Ont., and four applications for new broadcasting stations also will be heard at the September 21 meeting of the Canadian Broadcasting Corp. board of governors at the Chateau Laurier Hotel, Ottawa.

Ralph Snelgrove, owner of CKBB, has applied for ch. 3 with 14 kw video and 7 kw audio power. Company operating the tv station would be known as Ralph Snelgrove Television Ltd.

Broadcasting station license has been applied for by Bathurst Broadcasting Co. Ltd., Bathurst, N. B., for 250 w on 1400 kc. Albert A. Bruner has applied for a daytime station at Leamington, Ont., with 250 w on 710 kc.

Two applicants for a new broadcasting station at Saulte Ste. Marie, deferred from the previous meeting of the CBC board, will be heard again. They are John Lionel Cohen and Carmen Primo Greco. Both seek 250 w stations on 1400 kc.

CJOC Lethbridge is requesting increase in power from 5 kw on 1220 kc to 10 kw daytime and 5 kw nighttime on 1220 kc. CJBR Rimouski has requested power increase from 5 kw to 10 kw on 900 kc. CKPC-FM Brantford wants to change frequency from 94.7 mc to 92.1 mc.

Emergency transmitter licenses are being asked for by CKRD Red Deer, CHNC New Carlisle and CKOM Saskatoon. A large number of stations have requested permission to make share transfers.

CKLW-TV Staff Named, Includes S. C. Ritchie

S. CAMPBELL RITCHIE, for several years program director of CKLW Windsor, Ont., has been appointed director of operations for CKLW and CKLW-TV, which is planning to debut in early September, it was announced last week by J. E. (Ted) Campeau, president.

Mr. Campeau announced several other appointments. Arthur MacColl, film director at WJBK-TV Detroit for 2½ years, assumes that position with CKLW-TV. Don Sharon will be his assistant. Bruce Chick, continuity director for radio, is now tv traffic director. Don Grant, assistant chief photographer for the *Windsor Daily News* for 15 years, has been named news photographer.

Three tv directors have been appointed: Al Venning, Charles Broadhead and Bernard Holland. Frank Quinn, formerly of Chrysler Corp., has been assigned to tv production. Charles Knight will be art director and Giles McMahon will devote a large part of his time to program promotion.

John Gordon has transferred from chief announcer to program director of radio. Margaret Marshall will be in charge of CKLW traffic and continuity. Art Turnbull, staff announcer for the past 12 years, has assumed new responsibilities as director of production facilities.

Canadian Political Tv Study Planned in Fall

WHAT PART Canadian television will play in politics is to be discussed at a meeting of Canada's political parties with the Canadian Broadcasting Corp. at Ottawa this fall. With Canadian tv only two years old, political parties have not yet used the medium extensively.

At the 1953 general federal elections there were only two stations in operation. By the end of 1954 there will be close to 25 stations on the air across Canada. It is expected that a formula similar to that used on radio broadcast stations will be developed, which gives the various major political parties free time based on their standing in the Canadian House of Commons.

At election times CBC stations do not sell time to candidates, while independent stations are permitted to do so. It is not known yet if CBC will continue this rule on tv, inasmuch as tv costs are much higher than radio. Only political telecasts to date have been at the 1954 Toronto civic elections, when city-wide candidates were given an opportunity to air their platforms at one free program period.

Canadian Tv Set Sales Continue Upward Climb

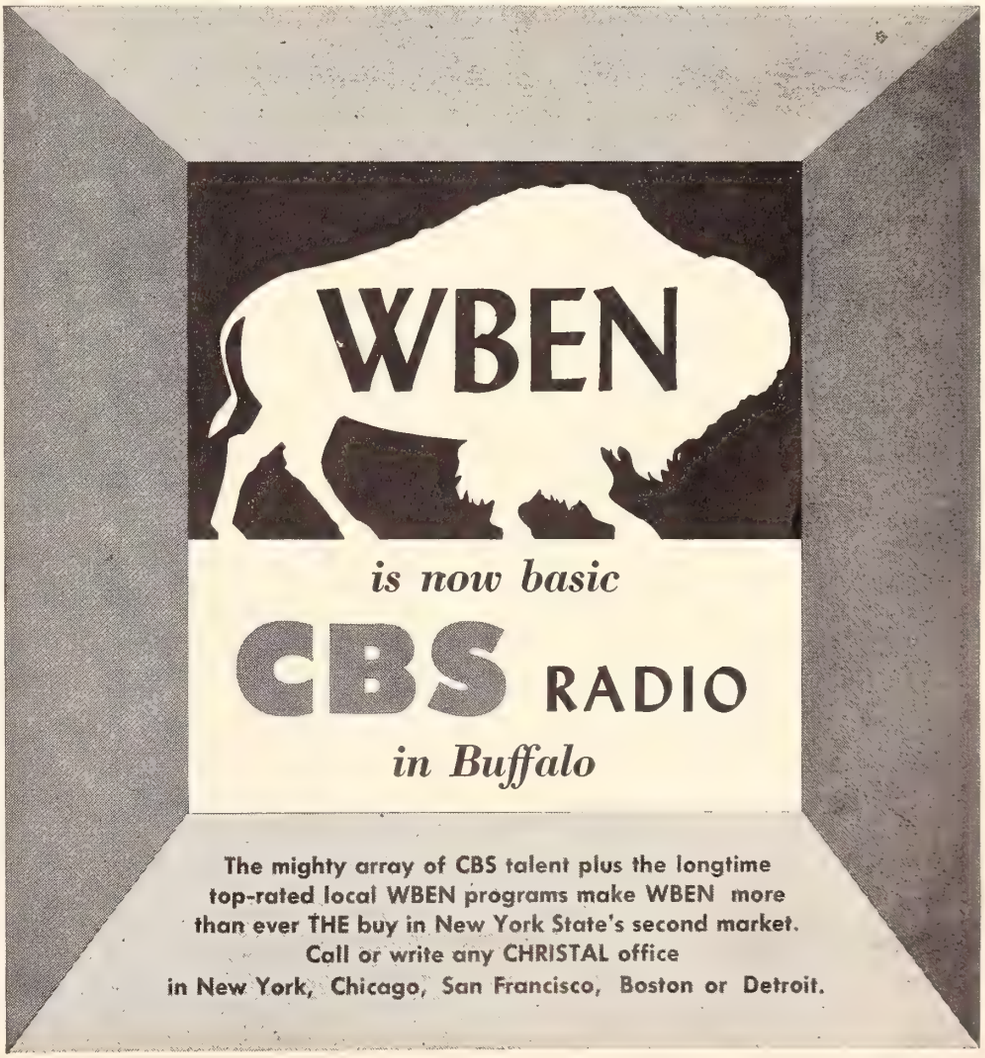
SALES of television receivers in Canada during June were 22,343 sets, bringing the total sales of the first half of the year to 181,233 sets valued at $65,084,060, according to figures of the Radio-Television Manufacturers Assn. of Canada. This compares to sales of 125,140 receivers for the first half of 1953.

Factory production of tv receivers for the first half of the year amounted to 211,480 sets compared to 167,853 in the first half of 1953. Canadian tv factories plan to build another 104,343 tv receivers in the next three months, according to the association report.

Distribution of sales for the first half of 1954 shows 84,808 sets sold in the province of Ontario, 61,977 in Quebec province, 18,600 in British Columbia, 10,109 in the three prairie provinces, and 5,739 in the four Atlantic Coast provinces.

CHCH-TV Revises Rates

CHCH-TV Hamilton, Ont. (ch. 11), has released a new rate card, effective Sept. 15, with Class A one hour starting at $400. One minute spots Class A are $90. No frequency discounts are given for periods of less than 15 minutes. In staff changes, S. J. Bibby has been appointed assistant manager, J. R. Peters commercial manager, Russ Eastcott program manager, and Tom Sutton executive production director. Ken Soble, owner of CHML Hamilton, is general manager.



Colgate Merchandising Awards to WMT, Others

WMT Cedar Rapids won the $500 first prize in Colgate-Palmolive Co.'s radio-tv station merchandising contest, the company has announced. The station contest was held in conjunction with Palmolive soap's search for the "most beautiful" American schoolgirl.

C-P cited Jim Bowermaster, promotion manager at WMT, and also awarded cash prizes to the soap firm's representatives who worked with the winning station.

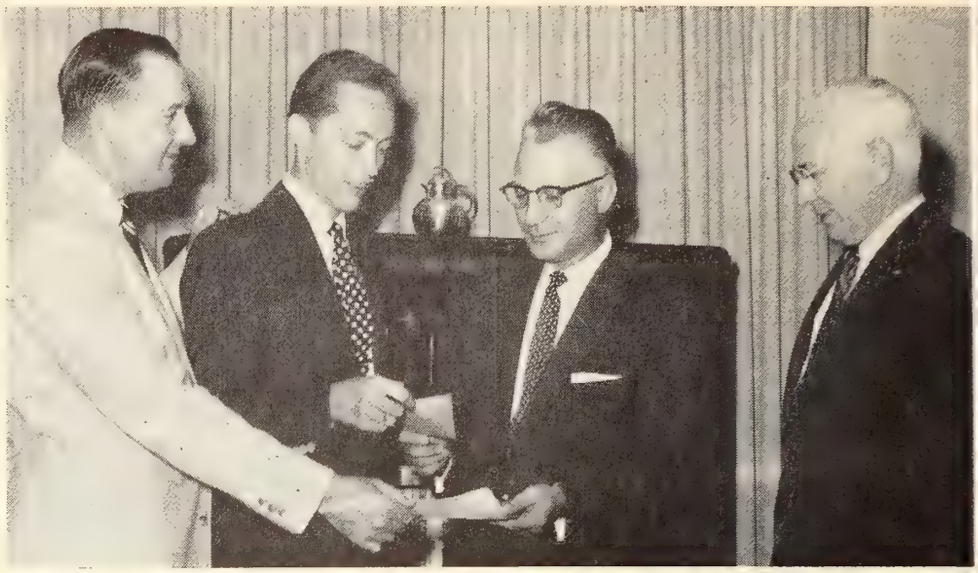
Runner-up prize of $250 went to WSAZ-AM-TV Huntington, W. Va. (Charles W. Dinkins, promotion manager).

Third prize of $150 was presented to WTVJ (TV) Miami, Fla., of which Lynn Morrow is merchandising manager.

Awards of $100 each were given to KHQA-TV and WTAD Quincy, Ill.; KGW Portland, Ore.; WNEM-TV Bay City, Mich. Other prizes of $50 each went to KOA-AM-TV Denver, KSL-TV Salt Lake City, WCCO-TV Minneapolis, KELO-AM-TV Sioux Falls and WHEN-TV Syracuse.

Honor to Brennan

LIBBY BRENNAN of WILK-TV Wilkes-Barre, Pa., is the recipient of a special resolution adopted by the Wyoming Valley Community Chest's board of directors honoring her community interest program, *Libby at Large*. Andrew Hourigan Jr., chairman of the 1953 Chest fund drive, made the presentation. Miss Brennan is woman's editor of WILK-TV.





ABOVE: Jim Bowermaster (2d from l), WMT Cedar Rapids promotion manager, receives the first prize of $500 from James V. Volmer (2d from r), C-P district supervisor. Looking on are Ray Elder (l), C-P local representative, and William B. Quarton, WMT general manager. AT RIGHT: Charles W. Dinkins (l), WSAZ-AM-TV Huntington, W. Va., promotion manager receives from John Chalek, Colgate-Palmolive Co.'s Cincinnati district manager the second prize of $250 for promoting C-P's contest to find America's most beautiful schoolgirl.

WHLI
THE LONG ISLAND STORY

DOMINATES
Long Island's Big, Rich
NASSAU COUNTY

* * *

$1,003,784,000
RETAIL SALES
(Sales Mgt.)

* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"
AM 1100 WHLI FM 98.3
HEMPSTEAD, LONG ISLAND, N. Y.

AWARDS SHORTS

James A. Noe, owner, KNOE-AM-TV Monroe, La., and WNOE New Orleans, and former governor of state, received replica of page from "Book of Golden Deeds," into which his name was entered for outstanding citizenship by Exchange Club of Monroe for ". . . devotion to public service in this area."

Dave Showalter, director of public affairs, Columbia Pacific Radio Network, Hollywood, received personal commendation from Gen. N. F. Twining, USAF chief of staff, for *Storm Warning* program, which also won best public affairs program award of Radio-Tv News Club of Southern California [B•T, June 7].

WSAZ-TV Huntington, W. Va., presented Award of Merit from Forty and Eight Society for public service activity.

Sylvester L. Weaver Jr., president, NBC, presented "Citation for Public Service" for NBC-TV's "outstanding contribution to consumer education" through network's *Home* program from Grolier Society.

Hugh B. Terry, general manager, KLZ-TV Denver, presented award for outstanding public service in the field of Americanism from Leyden - Chiles - Wickersham Post, American Legion, Denver.

James Christian Pfohl, director, *Men Who Make Music,* WBTV (TV) Charlotte, N. C., awarded honorary degree of doctor of music by Cincinnati Conservatory of Music.

WJAR-TV Providence, R. I., presented Certificate of Merit from American Legion Auxiliary Dept. of Rhode Island, "in recognition of its important contribution to the . . . community . . ."

Dr. Lee De Forest, radio-tv equipment inventor, presented Medal of Achievement Award by Los Angeles Breakfast Club for outstanding service in field of electronics.

Bill Givens, KYW Philadelphia, presented certificate of appreciation of Veterans Administration in recognition of "outstanding work with hospitalized war veterans."

Sig Sakowicz, commentator, WAIT Chicago, presented President Eisenhower Award for volunteer services with special events div., U. S. Treasury Dept., for contributions to bond program and association with special events committee since 1949.

Ziv Television Programs Inc., N. Y., for its *I Led Three Lives,* awarded certificate of appreciation by Veteran of Foreign Wars for depicting for "the American people the insidious communist plot against the free world."

Austin Schneider, newsman, KVTV (TV) Sioux City, Iowa, named "Kernel of Iowa" by Iowa Press Assn. for outstanding promotion of state

and participation in state activities.

Roy Neal, news editor, KNBH (TV) Hollywood, awarded plaque from Los Angeles Community Chest for "generous and constant efforts" in behalf of Community Chest, his fight against juvenile delinquency and "excellent reporting of the facts."

KUAM Agana, Guam, commended by Guamanian Territorial Legislature for "unbiased and unprejudiced" coverage of current legislative session.

Dean Martin and **Jerry Lewis,** NBC-AM-TV comedy team, named "Citizens of the Year" in "recognition of their outstanding service to our country in many worthy charitable and civic causes" by Guardians, California organization dedicated to support of Los Angeles Jewish Home for Aged.

— PROFESSIONAL SERVICES —

Cottone & Scheiner Moves

THE WASHINGTON radio-tv law firm of Cottone & Scheiner moves Wednesday to 1820 Jefferson Place N.W., Zone 6. New telephone: Executive 3-4477. Partners Benedict P. Cottone and Arthur Scheiner formerly were FCC general counsel and chief of Broadcast Bureau Rules & Standards Div., respectively.

PROFESSIONAL SERVICES PEOPLE

W. Thomas Deason, formerly with Civil Aeronautics Administration, has established a consulting practice in Orlando, Fla., specializing in broadcast antenna surveys and locations. A pilot, Mr. Deason for 18 years was in air traffic control and communications with CAA and served as secretary and alternate commerce member of Atlanta Air Space Subcommittee.

Walter L. Tillman, formerly with RCA, to *Tv Guide,* Philadelphia, as manager, Philadelphia edition; **Gilbert Kahn,** promotion dept., New York edition, becomes manager of New York State edition headquartered in Albany.

Morris B. Rotman, president, Harshe-Rotman Inc. (public relations firm), Chicago, named chairman, Public Relations Clinic.

Robert J. Flood, account executive, Rogers & Cowan (public relations), N. Y., father of girl, Veronica Maria, Aug. 18.

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION

Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE
CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

AT&T PLANS NETWORK COLOR SERVICE IN 95 CITIES BY THE END OF 1954

Currently service is being rendered in 66 cities. Most of principal routes are to be color-equipped by November. It's expected that the yearend goal will bring color service to at least the 187 stations that now receive network service.

NETWORK color television as well as black-and-white is now being fed to about 96 stations in 66 U. S. cities and the totals are expected to reach approximately 125 stations in some 95 cities by the end of this year, AT&T's Long Lines Dept. reported last week.

Ralph L. Helmreich, Long Lines director of operations, estimated the company would have most of its principal routes equipped for color by November.

The 66 cities to which color programs can now be transmitted contain a total of 146 network outlets. In the 95 cities where color is expected to be available by year's end, there currently are 187 stations that receive network service. Several other stations and cities are expected to start getting color service early in January.

While the AT&T figures show color can be sent to 66 cities, it has no way of estimating the number of stations able to receive these signals and put them on the the air via color-equipped transmitters. According to surveys by the major networks, about 50 stations are now equipped to carry color, with the number increasing each month.

Of the 59,000 channel miles of tv facilities now in service, approximately 31,000 have been re-engineered and re-equipped to carry color as well as black-and-white, the announcement said. The transformation requires new equipment for transmission, testing and monitoring, plus additional specially trained employes to set up and maintain the channels.

The Long Lines Department noted that the first public colorcast from coast to coast was carried last Jan. 1 when the Tourament of Roses Parade in Pasadena was fed to stations in 18 cities. This year also marks the 25th anniversary of the first public demonstration of color tv, the announcement added, pointing out that on June 27, 1929, a group of newsmen gathered in Bell Telephone Labs in New York to see a colorcast of an American flag flying in the breeze.

AT&T's list of the 66 cities that can now receive network color programs include:

Ames, Iowa; Atlanta; Austin, Tex.; Baltimore; Bangor, Me.; Birmingham, Ala.; Bloomington, Ind.; Boston; Buffalo; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Davenport, Iowa; Dayton, Ohio; Denver; Detroit; Ft. Worth; Fresno, Calif.; Grand Rapids, Mich.; Hampton, Va.; Harrisburg, Pa.; Houston; Huntington, W. Va.; Hutchinson, Kan.; Indianapolis; Jackson, Miss.; Johnstown, Pa.; Kansas City, Mo.; Lancaster, Pa.; Los Angeles; Louisville; Memphis; Milwaukee; Minneapolis; Monroe, La.; Nashville; New Orleans; New York; Norfolk, Va.; Oklahoma City; Omaha; Peoria, Ill.; Philadelphia; Portland, Ore.; Providence; Richmond, Va.; St. Louis; St. Paul; Salt Lake City; San Antonio, Tex.; San Francisco; Schenectady; Seattle; South Bend, Ind.; Syracuse; Toledo; Tulsa; Utica, N. Y.; Washington; Wilmington, Del.; Winston-Salem, N. C.; Youngstown, Ohio; Rock Island, Ill.

Other cities expected to be capable of getting network color by Dec. 31 include:

Bethlehem, Pa.; Binghamton, N. Y.; Champaign, Ill.; Columbia, S. C.; Des Moines; Erie, Pa.; Fort Wayne, Ind.; Galveston; Jacksonville, Fla.; Knoxville; Lansing, Mich.; Lynchburg, Va.; Macon, Ga.; Pine Bluff (Little Rock); Quincy, Ill.; Portland, Me.; Roanoke, Va.; Rochester, N. Y.; Saginaw; San Diego; Sioux City; Springfield, Mass.; Tacoma; Topeka; Waterloo; West Hartford, Conn., and Wheeling.

Networks Offer Time For Democratic Rebuttal

A DEMOCRATIC National Committee spokesman said last week his party has been offered half-hour periods on ABC Radio, ABC-TV, Mutual, NBC Radio and NBC-TV to state the Democratic position on the accomplishments or shortcomings of the 83d Congress.

Democrats requested the time from all networks last Tuesday following President Eisenhower's review the day before on all radio and tv networks of the Republican administration's achievements.

The Democratic spokesman said the time probably will be used this week or next to give views of the minority party and that probably three speakers will give the Democratic side on ABC, MBS and NBC. He said he hoped the NBC part would be simulcast.

CBS and DuMont turned down the Democratic National Committee's request last week, both on similar grounds, CBS stating: "CBS is not granting time, in line with its fixed policy of not doing so when the President speaks in


HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire

MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

his official capacity as President of the United States."

But the Democratic committee spokesman said Thursday negotiations have been reopened with CBS. CBS, he said, "misses the point" when it assumes the Democrats want to answer the President. The committee earlier had said it was asking for time "in view of the partisan nature" of the President's speech.

The Democratic spokesman said DuMont has indicated it will consider his party's request for time. No new negotiations have taken place since the earlier DuMont refusal, however, he said.

ABC Radio at first had offered Democrats the 9-9:30 p.m. period last Friday, but this plan was canceled, the Democratic spokesman said.



AFFILIATION agreement with ABC-TV is signed by WCNY-TV Carthage (Watertown), N. Y., new ch. 7 station scheduled to debut Sept. 27. L to r: Jim Higgins, assistant manager of WWNY Watertown, owned by the Brockway Co., WCNY-TV licensee; John B. Johnson, stations' president, and Louis Saiff Jr., general manager of the radio-tv-newspaper company. WCNY-TV is also affiliated with CBS-TV.

NBC-TV Plans Documentary To Describe Nuclear Energy

AN HOUR-LONG documentary-type show, titled *Three, Two, One—Zero,* will be presented Sept. 13 at 8 p.m. EDT by NBC-TV to tell the story of nuclear energy. The title comes from the rhythmic counting of the seconds that precedes each test blast of a nuclear device.

The program, entirely on film, will be produced with the technical assistance of the Atomic Energy Commission and other high government officials and will be prepared by the NBC-TV unit which worked on the network's *Victory at Sea* series. Henry Salomon Jr., who produced *Victory,* also will produce the atomic bomb documentary and, with Richard Hanser, will write the script. Robert Russell Bennett is the composer of an official orchestral score and Alexander Scourby will narrate.

The documentary, NBC-TV said, will use film footage available in the U. S., as well as from Russia, Japan and elsewhere and will include a selection of shots taken from 52 different nuclear plants.

WTVN-TV, ABC-TV BREAK AFFILIATION

Demand for increased payments to the network is cited by the station for negotiations stalemate. ABC-TV charged WTVN-TV with refusing to offer the network the 'free hours' the contract calls for.

STALEMATED in negotiations for a new affiliation contract, ABC-TV and WTVN-TV Columbus, Ohio, parted company upon termination of their old contract at midnight last Tuesday.

WTVN-TV already had notified ABC-TV advertisers and their agencies of the impasse and offered to continue carrying their programs on a feed from ABC, or, if ABC refused to feed, to carry them on a spot basis.

ABC-TV officials reported late last week that they were "taking care of all our advertisers" via WLWC (TV) or WBNS-TV, both in Columbus, and would not feed programs to WTVN-TV. A WTVN-TV authority meanwhile said it was set that General Mills will continue to sponsor *Lone Ranger,* half-hour film show, on WTVN-TV and that other sponsored ABC-TV shows might be held.

The parting appeared wholly amicable. Both sides made plain that no animosity was involved, but merely a failure to come to terms.

WTVN-TV's wire to advertisers and agencies cited "the network's demand for vastly increased payments by the station to the network." ABC authorities said they had offered WTVN-TV a "standard basic affiliation contract" and that WTVN-TV had turned it down. The station was represented as refusing to give the network "free hours"—the standard contract calls for 22 such free hours a month—but WTVN-TV was said to contend it knew of instances where ABC-TV affiliates did not give the network 22 free hours and that WTVN-TV did not feel it should go along if any other stations get exceptions.

Both Will Talk

Both sides indicated they would not be opposed to resuming negotiations but neither appeared willing to back down from the position it had held during the discussions.

Text of the WTVN-TV telegram to ABC-TV advertisers and agencies, signed by J. Walter McGough, general manager:

"WTVN-TV Columbus, Ohio, has endeavored to work out with ABC renewal of its basic affiliation contract to commence Aug. 25, 1954. Because of the network's demand for vastly increased payments by the station to the network, it has been impossible to arrive at a new contract.

"We believe you will want to assure the continuation of your program in Columbus after Aug. 24. WTVN-TV continues to be available to ABC network for clearance for your program. However, ABC approval will be required. If the network declines to continue service, your time period is available on a spot basis. Please direct inquiries to Ken Church (executive vice president of the station) at Katz (WTVN representative), New York, telephone Plaza 9-4460."

WTVN-TV, licensed to WTVN Inc. and associated in ownership with WKRC-AM-TV Cincinnati, is on ch. 6. WLWC (TV) is on ch. 4 and WBNS-TV is on ch. 10. Only other tv station authorized in Columbus is WOSU-TV, noncommercial educational outlet not yet on the air.

Monroe for RCA

VAUGHN MONROE, singer, bandleader and recording artist, starts a new career in September when he becomes the commercial "spokesman" for RCA on all its network radio and tv programs. RCA, through Kenyon & Eckhardt, New York, has assigned Mr. Monroe to do the commercials on the new Sid Caesar show and the Leland Hayward 90-minute color spectaculars.

CBS Appoints Koop For Both Radio and Tv

APPOINTMENT of Theodore F. Koop as director of CBS News and Public Affairs in Washington was announced last week in a further move in the consolidation of the news and public affairs departments of CBS Radio and CBS-TV into a single unit [B•T, Aug. 23, 16].



MR. KOOP

Sig Mickelson, who heads the reintegrated radio-tv news and public affairs operations as a vice president of CBS Inc., announced the appointment and said Mr. Koop would assume his expanded duties upon return from a European vacation. In the past Mr. Koop has been director of Washington news and public affairs broadcasts for CBS Radio only.

He joined the staff of CBS News in Washington in 1948. He was with Associated Press from 1928 to 1941, later was on the editorial staff of the National Geographic Society, and during the war was an assistant director of the Office of Censorship. He recently completed a term as president of the National Press Club, the first radio-tv man to hold that post.

Spanish Language Group Forms Sombrero Network

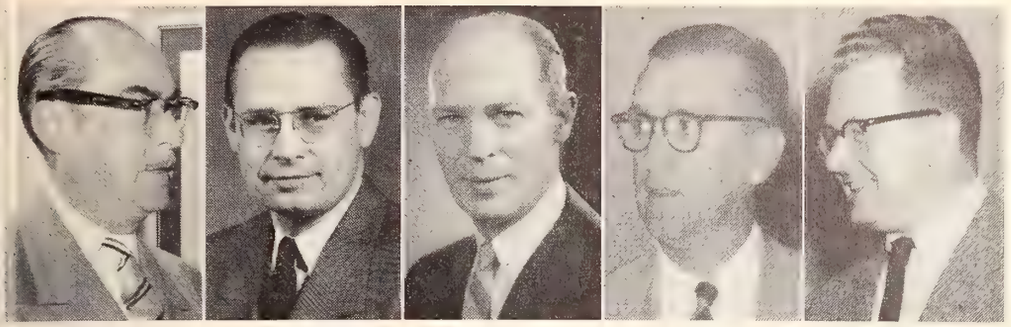
FORMATION of the Sombrero Network, composed of seven Spanish-language stations in the Southwest, was announced last week by Richard O'Connell, Sombrero national representative.

Key station of the network is KCOR San Antonio. Other stations are KWKW Pasadena, Calif.; KGBT Harlingen, KCCT Corpus Christi, KTXN Austin, all Texas; KABQ Albuquerque, and XEDF Nuevo Laredo, Mexico.

A "package-price" service to regional and national advertisers will be offered, according to Mr. O'Connell, who has offices in New York, Los Angeles and San Francisco.

Three Take 'Garry Moore'

THREE new sponsors signed for *Garry Moore Show* on CBS-TV (Mon.-Thurs., 10-10:30 a.m. EDT; Fri., 10-11:30 a.m.), continuing the show's "sold-out" status. They are: Yardley of London Inc., for the Friday 10:30-10:45 a.m. segment, starting Oct. 1; Economics Labs, for the Friday 10:15-10:30 period, effective Sept. 19; and Miles Labs for the Tuesday 10-10:15 a.m. segment, starting Sept. 28. Agencies: N. W. Ayer & Son for Yardley; Scheidler, Beck & Werner for Economics Labs, and Geoffrey Wade Adv. for Miles Labs.



MR. DAMM MR. WHEELER MR. EVANS MR. COY MR. REINSCH

NBC AFFILIATE PANEL PLANS RADIO STUDY

A five-man committee has been named to appraise the standing of network radio. Members: Wayne Coy, Walter Damm, Ralph Evans, J. Leonard Reinsch, Edwin Wheeler.

NETWORK RADIO's place in the changing national scene will be appraised by a special NBC Radio Affiliates Study Committee, according to Robert D. Swezey, WDSU New Orleans, chairman of the NBC radio affiliates executive committee.

A five-man group of affiliate representatives will direct the study, authorized June 28 at the NBC Radio affiliates meeting held in New York [B•T, July 5]. Members are Wayne Coy, KOB Albuquerque; Walter J. Damm, WTMJ Milwaukee; Ralph Evans, WHO Des Moines; J. Leonard Reinsch, WSB Atlanta, and Edwin K. Wheeler, WWJ Detroit. The committee will name its own chairman.

Mr. Swezey said the study group "will make a full and projected inquiry into the patterns and economics of radio network broadcasting and their adaptability to changing conditions." The committee has been promised the full support of the network in retaining professional assistance needed for the project.

"Efforts of this kind have been made before," Mr. Swezey said, "but I do not believe the whole climate of the radio industry and the relationship of the network and its affiliates have ever been more favorable for the accomplishment of a thoroughly objective analysis and determined action along any corrective lines indicated by the analysis. Too many study committees merely fan the breeze and shovel water. We really expect this one to accomplish something."



WSAU-TV Wausau, Wis., owned by the Wisconsin Valley Television Corp., approves an agreement to become a primary interconnected CBS-TV affiliate. The ch. 7 station expects to begin programming in early fall. L to r: Richard D. Dudley, assistant general manager; George T. Frechette, general manager, and James Harelson, program manager.

Bendick to 'Today'

ROBERT L. BENDICK, former executive vice president of Cinerama Productions and previously director of news and special events for CBS-TV, has joined NBC and will produce NBC-TV's *Today* series (Mon.-Fri., 7-9 a.m. EDT and CDT). As producer of *Today* he succeeds Mort Werner, recently promoted to executive producer of NBC-TV's new Participating Programs Dept., which embraces all of the network's magazine concept programs.

'Lewis' Adds Two Sponsors

TWO NEW sponsors of quarter-hour periods of CBS-TV's *Robert Q. Lewis Show* (Mon.-Fri., 2-3 p.m. EDT) were announced by William H. Hylan, vice president in charge of network sales. Sales were to Miles Labs (for Alka Seltzer) and Doeskins Products Inc. Miles, through Geoffrey Wade Adv., will pick up the Tuesday, 2-2:15 p.m. slot beginning Sept. 28, and Doeskin, through Grey Adv., signed for the same segment on Friday, beginning Sept. 17.

Two Canada Tvs Join CBS-TV

CKCK-TV Regina, Sask., and CBWT (TV) Winnipeg, Man., have joined CBS-TV as secondary affiliates, Herbert V. Akerberg, CBS-TV station relations vice president, announced last week. CKCK-TV, on ch. 2, is independently owned but represented by the Canadian Broadcasting Corp. CBWT, on ch. 4, is owned and operated by CBC.

HEILWEIL TO HEAD NBC MERCHANDISING

EXPANSION of NBC merchandising activities and the appointment of Murray Heilweil as new head of the merchandising department were announced last week by George H. Frey, NBC vice president in charge of television network sales.

Mr. Heilweil, who has been manager of the merchandising department, succeeds Fred N. Dodge as its head. Mr. Dodge is leaving NBC to become advertising manager of *True* magazine.

The extension of the department's activities will encompass a comprehensive service for advertisers on NBC-TV's participating programs—*Today, Home* and *Tonight.*

Mr. Frey said "this is a logical extension of the network's 'magazine concept' formula of participation programs, which is to increase the scope of television by making it more useful to more advertisers and a greater range of products." He noted that NBC's merchandising service also is still available to any NBC network advertiser, and that there will be no change in the structural setup of the department.

NBC recently created a Participating Programs Dept. embracing the three magazine concept programs. Mr. Heilweil will report to Matthew J. Culligan, sales manager of this department, which is headed by Richard A. R. Pinkham.

NETWORK PEOPLE

John P. Altemus, special assistant to sales manager, WCAU-TV Philadelphia, appointed account executive, for ABC-TV's WABC-TV New York.

Virginia Miller, society editor, *Hollywood Citizen-News,* to Don Lee Broadcasting System, that city, as log editor.

Jane Westover, formerly food editor, *Long Beach Independent-Press Telegram,* and **Don Jones,** staff correspondent, United Press Assn., L. A., to NBC, Hollywood, as publicists.

Lowell Jackson, WAKR-TV Akron, Ohio, to radio network sales staff, ABC, Chicago.

Bob Hall, formerly with Avery-Knodel Inc., Hollywood, to ABC Radio sales staff, same city.

Pat Patrick, 40, who portrayed Ercil Twing on CBS Radio *Edgar Bergen-Charlie McCarthy Show,* died Aug. 19.

THE LATEST WCKY STORY

" . . . Radio is, and will remain the basic communication medium of the United States."
Actg. FCC Chmn. Rosel H. Hyde

—and in Cincinnati and the South Radio is
WCKY

WCKY

Webster Presides At Electronic Show

START of WESCON (Western Electronic Show and Convention) was marked at Los Angeles airport by FCC Commissioner E. M. Webster, who was handed a Dick Tracy-sized miniature radio receiver as he stepped from the plane and heard city officials, miles away, send welcome messages by microwave.

Over 20,000 electronic engineers and scientists looked at exhibits of 600 manufacturers during the three day convention last week, jointly sponsored by West Coast Electronic Manufacturers Assn., and San Francisco and Los Angeles chapters of the Institute of Radio Engineers. Over 2,500 registrants heard latest developments in such fields as broadcast and tv receivers, electronic tubes, vehicular communication and electronic devices (including transistors).

Commissioner Webster presided over vehicular communication sessions. He said that with 5 million such units on air now and increasing, control poses major problem to FCC, especially with present limited frequencies.

Exhibits of interest to radio-tv industry included an all-transistor portable radio demonstrated by Raytheon Manufacturing Co., which runs over 100 hours on four flashlight batteries.

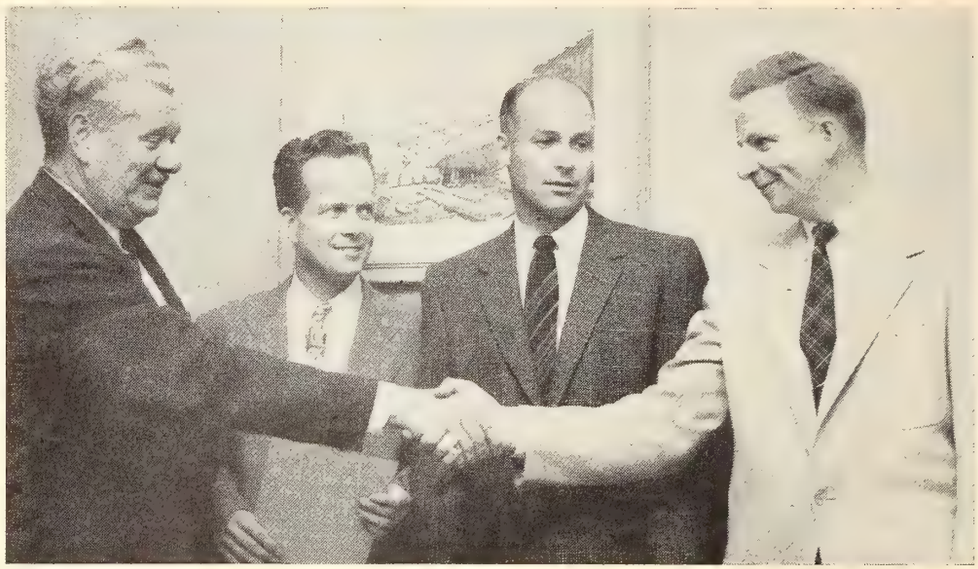
Eitel-McCullough Inc., San Bruno, Calif., showed a new radial beam power tetrode of metal-ceramic construction, which permits simplified, less expensive and more efficient am-tv transmitter construction.

Gates Radio Co., Quincy, Ill., showed a "yard" am-tv audio control console, compact unit employing printed wiring and plug-in monitor amplifier units for each speaker.

Andrew Corp., Chicago, demonstrated new seven-eighths-inch diameter flexible heliax cable, combining high flexibility with high transmission efficiency, for station use.

Lambda-Pacific Engineering Inc., Van Nuys, Calif., displayed type 6000 uhf booster, soon to be installed in Portland and Yakima areas, which increases station coverage area.

Dage Electronics Corp., Beech, Ind., showed new remote controle tv camera unit, with pan, tilt, focusing, turret and iris mechanisms completely activated by servo controls.



PAUL L. CHAMBERLAIN (l), general manager of General Electric Co.'s broadcast equipment product department, presents three shares of company common stock each to three GE engineers who invented devices on which patents have been filed. The engineers, who were awarded the stock in line with a company policy to encourage such effort, are (l to r): John W. Downie, whose invention may be used to align all types of tv transmitters, and Hugh Martin and Max Diehl, who collaborated on an invention for color tv.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Make-up Artists**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Stromberg-Carlson Co. Cuts Color Tv to $495

ANOTHER tv set manufacturer, Stromberg-Carlson Co., has announced a 50% cut in its color receiver line, following the lead of Emerson and RCA [B•T, Aug. 16, 9].

C. J. Hunt, general manager of Stromberg-Carlson's radio-tv division, said the firm's Model K-1, 15-inch color tv receiver now carries a new list price of $495. The model's former list price was $995. The drastic reduction matches that of RCA which is retailing its color set at the same price. Emerson's 15-inch receiver is being sold at $695.

Mr. Hunt said distributor and net costs are being reduced with factory rebates to distributors who in turn can rebate their dealers on existing inventory.

'205' Tube to Be Premiered

CBS-COLUMBIA, manufacturing subsidiary of CBS Inc., will hold a premiere demonstration of its new large-screen color tv receivers, incorporating the CBS-Colortron "205" tube, at the Drake Hotel in Chicago today (Monday).

CBS showed off its new 19-inch color tv tube coincident with its Aug. 22 colorcast of *Toast of the Town* (also see IN REVIEW), and the consensus of those in the invited audience that saw *Toast* on the large set was that its performance, if short of perfect, was certainly satisfactory. Flesh tones at times tended to be reddish, but in general the colors were stable throughout.

440 MC TRANSISTOR DEVELOPED BY BELL

TV SETS powered by tiny transistors instead of a large array of vacuum tubes are brought nearer to reality by the announcement of Bell Telephone Labs of a transistor which will operate at 440 million cycles, higher in frequency than any previously known transistor. The new transistor was revealed Friday by its inventor, Dr. J. M. Early, in a talk before the Western Electronics Show and convention at Los Angeles.

Use of the new transistor in tv cable repeaters, portable radios and elsewhere was foreseen by Bell scientists, who noted that this uhf device, called an "intrinsic barrier" transistor, can increase an electrical signal a thousandfold, with frequencies as high as 3,000 megacycles theoretically possible.

Majestic to Introduce German Hi-Fi Equipment

U. S. broadcasters are "missing a good bet" by not broadcasting better quality fm, Leonard Ashbach, board chairman of Majestic International Corp., Chicago, said last week in New York at his firm's showing of a new line of German-manufactured radio receivers.

The new radio line, featuring ultra-high fidelity, multi-band short wave and radio-phonograph sets is to be introduced to the U. S. market by Majestic, subsidiary of The Wilcox-Gay Corp., as a result of an agreement with Grundig Radio GMBH of Fuerth Bay in West Germany. U. S. name will be "Grundig-Majestic International."

Mr. Ashbach asserted tv's advancement in the U. S. "has stifled any major attempts to produce ultra-high fidelity, short wave and fm radio and we have found from our world-wide explorations that European manufacturers are the most advanced scientifically, to produce this superior audio equipment."

The Grunding-International line has 13 models from a 22-ounce radio at $29.95 to a hi-fi combination at $1,000.

Halpin Sees Big Demand For Color Tv Receivers

THE DEMAND for color tv sets, following their mass introduction, "should far outstrip the industry's ability to produce them" and should bring stability and profit to the entire tv set industry, Dan D. Halpin, general sales manager, tv receiver division, Allen B. DuMont Labs, said in an address prepared for presentation Saturday before the Texas Radio & Television Service Clinic and Electronic Fair at the Adolphus Hotel in Dallas.

Mr. Halpin foresaw "a strong market for black-and-white receivers during the remainder of this year," when he expected only about 20,000 color sets to be produced, "with production and sales leveling off somewhat as production on color receivers is increased."

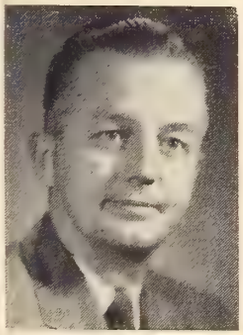
DuM. Telecruiser to Bogota

A complete DuMont Telecruiser, valued at about $100,000, has been shipped to Colombia, S. A., John Morrissey, manager of transmitter sales, international division of Allen B. DuMont Labs, announced last week. The Telecruiser is part of a $300,000 order of tv broadcasting equipment which is being sent to Bogota for Colombia's first tv station. Plans are for the Colombian government, sole sponsor of tv there, to develop a national tv network. The Bogota station went on the air last June. DuMont already has shipped other equipment there.

MANUFACTURING PEOPLE

T. Stanton Fremont, appliance manager for distributing branches, Admiral Corp., Chicago, appointed appliance sales manager for company.

Charles W. Hosterman, manager, Sylvania Electric Products Inc., radio tube div., Shawnee, Okla., appointed assistant general manager, electronics div., Woburn, Mass.



MR. HOSTERMAN

Howard C. Briggs, vice president; **Carlton Wasmansdorff,** director of engineering; **Gilbert Hafner,** director of manufacturing; and **John A. Rhoads Jr.,** chief electrical engineer; all of laboratory div., Hoffman Radio Corp., L. A., named executive vice president, vice president in charge of engineering, vice president of manufacturing and director of engineering, respectively.

Fritz A. Franke, communications product engineer, Hallicrafters Co., Chicago, and newly-elected president of Armed Forces Communications Assn., Chicago chapter, appointed chairman of special SC-25 Committee of Radio Technical Commission of Marine Services, advisory body to government agencies.

Justin R. Typher, field engineer, Micamold Radio Corp., Brooklyn, to Allen B. DuMont Labs, Clifton, N. J., as manager, government contracts div., Washington.

Arthur E. Welch appointed sales promotion manager, Sentinel Radio Corp., Evanston, Ill.

Station Authorizations, Applications
(As Compiled by B • T)
August 19 through August 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,573	533	105
CPs on air	19	26	†304
CPs not on air	121	12	169
Total on Air	2,592	559	409
Total authorized	2,713	571	578
Applications in hearing	120	3	186
New station requests	167	5	16
New station bids in hearing	64	0	174
Facilities change requests	128	17	31
Total applications pending	714	103	227
Licenses deleted in July	0	0	0
CPs deleted in July	1	0	1

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 25

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,607	2,580	142	175	4
Fm	562	537	38	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	269	117	386
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

KTHE (TV) Los Angeles, Calif.—U. of Southern Calif., Allan Hancock Foundation granted mod. of CP for noncommercial educational ch. 28 to change name to U. of Southern California. Granted Aug. 17; announced Aug. 24.

KOMU-TV Columbia, Mo.—Curators of U. of Mo. granted mod. of CP for ch. 8 to change ERP to 251 kw visual, 126 kw aural. Granted Aug. 17; announced Aug. 24.

KRCG (TV) Jefferson City, Mo.—Jefferson Tv Co. granted mod. of CP for ch. 13 to change ERP to 105 kw visual 63.1 kw aural; studio location to U. S. Hwy. 54, 2 miles S of New Bloomfield, near Jefferson City; antenna height above average terrain 660 ft. Granted Aug. 19; announced Aug. 24.

KLRJ-TV Henderson, Nev.—Southeastern Pub. Co. granted mod. of CP for ch. 2 to change studio location to U. S. Hwy. 95, 8 miles NW of Henderson. Granted Aug. 20; announced Aug. 24.

KOTV (TV) Tulsa, Okla.—KOTV Inc. granted mod. of CP for ch. 6 to change ERP to 100 kw visual, 60 kw aural. Granted Aug. 20; announced Aug. 24.

WJAC-TV Johnstown, Pa.—WJAC Inc. granted mod. of CP for ch. 6 to change studio location to top of Laural Hill, approximately 4.5 miles NW of Johnstown. Granted Aug. 20; announced Aug. 24.

KCBD-TV Lubbock, Tex.—Bryant Radio & Tv Inc. granted mod. of CP for ch. 11 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 760 ft. Granted Aug. 17; announced Aug. 24.

WKOW-TV Madison, Wis.—Monona Bcstg. Co. granted mod. of CP for ch. 27 to change ERP to 162 kw visual, 87.1 kw aural. Granted Aug. 17; announced Aug. 24.

APPLICATIONS

WALA-TV Mobile, Ala.—Pape Tv Co. amends bid for mod. of CP for ch. 10 to change transmitter location to 0.7 mile S of Hwy. 31, near Spanish Fort, Ala.; antenna height above average terrain 624 ft. Filed Aug. 18.

WMTW (TV) Poland, Me.—Mt. Washington Tv Inc. amends bid for mod. of CP for ch. 8 to specify studio location as Reccar Inn, Poland Spring, Me. Filed Aug. 18.

KSWS-TV Roswell, N. M.—John A. Barnett seeks CP to change transmitter location to 2 miles S of U. S. Hwy. 380 near Caprock, N. M.; ERP to 316 kw visual, 160 kw aural; antenna height above average terrain 1,000 ft. Filed Aug. 17.

PULSE
OF SYRACUSE
February, 1954
shows overwhelming leadership in this 5-station market for
WSYR
★
of 72 15-min. periods
6 a.m. to midnight
WSYR 1st in 54
WSYR 2nd in 18
72
WSYRACUSE
570 KC
NBC Affiliate In Central New York

WBEN-TV Buffalo, N. Y.—WBEN Inc. seeks mod. of CP for ch. 4 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 1,200 ft. Filed Aug. 16.

WBUF-TV Buffalo, N. Y.—WBUF-TV Inc. seeks mod. of CP for ch. 17 to change ERP to 149 kw visual, 74.5 kw aural; antenna height above average terrain 416 ft. Filed Aug. 20.

KBES-TV Medford, Ore.—Southern Ore. Bcstg. System seeks mod. of CP for ch. 5 to change studio location to 2000 Greater Lake Hwy., Medford. Filed Aug. 20.

WGLV (TV) Easton, Pa.—WGLV Inc. seeks mod. of CP for ch. 57 to change studio location to 2857 Nazareth Pike, approximately 1 mile from Easton city limits. Filed Aug. 24.

KGUL-TV Galveston, Tex.—Gulf Tv Co. seeks CP for ch. 11 to change transmitter location to Alvin-Friendswood Rd., 3 miles NNE of Alvin, Tex.; antenna height above average terrain 1,185 ft. Filed Aug. 20.

KGBT-TV Harlingen, Tex.—Harbenito Bcstg. Co. seeks mod. of CP for ch. 4 to change studio location to 2 miles SE of Harlingen; ERP to 93.3 kw visual, 50.1 kw aural; antenna height above average terrain 410 ft. Filed Aug. 18.

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp. seeks mod. of CP for ch. 12 to change transmitter location to 5201 N. 13th St.; ERP to 316 kw visual, 158.5 kw aural; antenna height above average terrain 993 ft. Filed Aug. 18.

CP DELETED

WFMJ-TV Youngstown, Ohio—Vindicator Printing Co. FCC deleted CP for station on uhf ch. 73 at request of permittee. Deleted Aug. 23. (WFMJ-TV is now operating on ch. 21.)

New Am Stations . . .

APPLICATIONS

Pine Bluff, Ark.—W. L. Kent & John M. McLendon d/b as Pine Bluff Bcstg. Co., 1310 kc, 1 kw daytime. Post office address Box 523, Greenville, Miss. Estimated construction cost $14,200, first year operating cost $24,000, revenue $36,000. Principals in general partnership include **W. L. Kent** (50%), and **John M. McLendon** (50%). Messrs. Kent and McLendon are associated in the ownership of WNLA Indianola and WOKJ Jackson, both in Miss. Filed Aug. 16.

Colorado Springs, Colo. — Taylor Bcstg. Co. (KBIM Roswell, N. M.), 1460 kc, 5 kw daytime. Post office address Box 525, Roswell, N. M. Estimated construction cost $34,000, first year operating cost $70,000, revenue $94,640. Principals include President-Treasurer **W. C. Taylor** (50%); Vice President **Gene Reischman** (20%); Secretary **Homer Glover** (10%); **J. Raymond Harris** (10%), and **J. Kenneth Smith** (10%). Filed Aug. 23.

Morehead, Ky.—W. S. Sample, Robert S. Bishop, Claude L. Clayton, Roy Cornette d/b as Morehead Bcstg. Co., 1310 kc, 1 kw daytime. Post office address % W. S. Sample, Morehead. Estimated construction cost $20,680, first year operating cost $40,000, revenue $50,000. Principals in equal partnership include **W. S. Sample** (25%); **Robert S. Bishop** (25%); **Claude L. Clayton** (25%), and **Roy Cornette** (25%). Filed Aug. 20.

Laurel, Miss.—Carroll F. and D. N. Jackson d/b as American Southern Bcstrs., 790 kc, 1 kw daytime. Post office address 118 W. Kingston St., Laurel. Estimated construction cost $3,900, first year operating cost $20,000, revenue $35,000. Principals include **Carrol F. Jackson** (½), pastor, and **Dr. D. N. Jackson** (½), president of Conway (Ark.) Baptist College. Resubmitted Aug. 23.

Salem, Ohio—Sanford A. Schafitz (WFAR Farrell, Pa.), 1570 kc, 250 w daytime. Post office address Box 150, Farrell. Estimated construction cost $9,000, first year operating cost $40,000, revenue $45,000. Mr. Schafitz is sole owner of WFAR. Filed Aug. 23.

Andrews, Tex.—Joseph E. Young & Archie W. Holman d/b Andrews Bcstrs., 1360 kc, 500 w daytime. Post office address % Joseph E. Young, Andrews. Estimated construction cost $13,650, first year operating cost $14,400, revenue $20,000. Principals in general partnership include **Joseph E. Young** (½), employe at KERB Kermit, Tex., and **Archie W. Holman** (½), lumber company owner. Filed Aug. 20.

APPLICATIONS AMENDED

Gulfport, Miss.—Denver T. Brannon amends bid for new am station on 970 kc 1 kw daytime to specify 1390 kc. Filed Aug. 16.

Wellsboro, Pa.—Farm & Home Bcstg. Co. amends bid for new am station on 1240 kc 250 w unlimited to specify 1570 kc daytime. Filed Aug. 16.

Existing Am Stations . . .

ACTION BY FCC

WSYD Mt. Airy, N. C.—Mount Airy Bcstrs. granted mod. of CP to change transmitter location to on right of Hwy. 163, 1 mile NE of Mt. Airy. Granted Aug. 16; announced Aug. 24.

APPLICATIONS

WCNU Crestview, Fla.—Gulf Shores Bcstg. Co. seeks CP to change from 1 kw to 5 kw on 1010 kc. Resubmitted Aug. 17.

WINN Louisville, Ky.—Kentucky Bcstg. Corp. seeks CP to change transmitter location to Lexington Rd. and Gainstead Drive, Louisville; install new transmitter and make changes in antenna system. Filed Aug. 10.

KDEF Albuquerque, N. M. — Frank Quinn amends bid to change from 1280 kc to 930 kc to specify 1030 kc 1 kw day, 500 w night. Filed Aug. 16.

WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Co. seeks mod. of CP to change studio and transmitter location from Huntington to Deer Park. Filed Aug. 20.

WLIK Newport, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. seeks CP to change from 1 kw to 5 kw on 1270 kc. Filed Aug. 17.

Existing Fm Stations . . .

ACTIONS BY FCC

KRFM (FM) Fresno, Calif.—California Inland Bcstg. Co. granted STA to operate from 4 p.m. to 11 p.m. daily for period ending Dec. 1. Granted Aug. 20; announced Aug. 24.

KPLA (FM) Los Angeles, Calif.—School of Radio Arts granted mod. of CP to change to ch. 282 (104.3 mc); antenna height above average terrain 98 ft. Granted Aug. 19; announced Aug. 24.

WBEN-FM Buffalo, N. Y.—WBEN Inc. granted mod. of CP to change ERP to 15.5 kw; antenna height above average terrain 1,320 ft. Granted Aug. 19; announced Aug. 24.

KWAX (FM) Eugene, Ore.—Oregon State Bd. of Education granted mod. of CP for noncommercial educational fm station to change to ch. 216 (91.1 mc). Granted Aug. 19; announced Aug. 24.

Ownership Changes . . .

ACTIONS BY FCC

WFMF (FM) Chicago, Ill.—WFMF Inc. granted assignment of license to Functional Music Inc. No consideration involved as both are subsidiaries of Field Enterprises Inc. Granted Aug. 17; announced Aug. 24.

WXGI Richmond, Va.—Radio Va. Inc. granted voluntary acquisition of control by Douglas H. Robertson through acquisition of 23% interest from his wife Catherine O. Robertson. Mr. Roberston now owns 51%. Granted Aug. 18; announced Aug. 24.

WCAX Burlington, Vt.—WCAX Bcstg. Corp. granted voluntary assignment of license to wholly owned subsidiary WCAX Radio Inc. No consideration involved as C. P. Hasbrook is sole owner. WCAX Bcstg. will remain permittee of WMTV (TV) Montpelier, Vt. Granted Aug. 17; announced Aug. 24.

WCAX Burlington, Vt. — WCAX Radio Inc. granted voluntary transfer of control to C. P. Hasbrook. No consideration involved as Mr. Hasbrook is sole owner. Granted Aug. 17; announced Aug. 24.

APPLICATIONS

KGIW Alomosa, Colo.—E. L. Allen seeks involuntary assignment of license to Delbert Lloyd Allen, administrator of the estate of E. L. Allen, deceased. Filed Aug. 17.

WDBF Delray Beach, Fla.—Delray Bcstg. Corp. seeks voluntary transfer of control through sale of all stock for $60,000 to WSRS Inc., operator of WSRS-AM-FM Cleveland Heights, Ohio. Principals include President-Treasurer **Samuel R. Sague** (90%); Vice President **Betty W. Sague,** and Secretary **George P. Buckford** (10%). Filed Aug. 17.

WTAN Clearwater, Fla. — Clearwater Radio Bcstrs. Inc. seeks voluntary assignment of license to WTAN Inc. for $106,000. Principals include President **William G. Wells** (55%), 80% owner WMOA Marietta, Ohio, and ⅓ owner WNCO Waterbury, Conn.; Vice President **H. D. Parker** (25%), general manager and 11% stockholder WTAN, and Secretary-Treasurer **Mary B. Wells** (20%). Filed Aug. 17.

WGMA Hollywood, Fla.—Circle Bcstg. Corp. seeks voluntary assignment of license to South Jersey Bcstg. Co. for $25,000 and assumption of certain obligations for approximately $9,000. South Jersey Bcstg. is owner of WKDN-AM-TV Camden, N. J. Principals include President-Treasurer **Ranulf Compton** (34%) Vice Presidents **Florence Compton** (20%), **William Ranulf Compton** (14%), and **Doulglas M. Compton** (14%), and Secretary **Alice True Giffen** (14%). Filed Aug. 13.

WPON Pontiac, Mich.—James Gerity Jr. seeks voluntary assignment of CP to Gerity Bcstg. Co. No consideration is involved as Mr. Gerity is sole stockholder of Gerity Bcstg. Filed Aug. 20.

KEYD-AM-TV Minneapolis, Minn.—Family Bcstg. Corp. seeks voluntary transfer of control to Minneapolis Tower Co. through sale of 30,000 shares of stock for $300,000. Principals include Chairman of Board **William M. Baker;** President **Leslie Park;** Secretary **A. S. Trux;** Treasurer **James J. Murphy,** and **Baker Properties Inc.** (75.13%). There are more than 20 other stockholders holding less that 3%. Filed Aug. 20.

KXOK St. Louis, Mo.—KXOK Inc. seeks voluntary assignment of license to KXOK Bcstg. Inc. for $300,000. Principals include **Elzey M. Roberts Jr.** (75%) and **Chester L. Thomas** (25%), general manager of KXOK. Sale was necessitated by FCC condition to grant of KWK-TV. Filed Aug. 13.

KWK-AM-TV St. Louis, Mo.—KWK Inc. seeks voluntary transfer of control to Robert T. Convey, voting trustee; Globe-Democrat Pub. Co., KXOK Inc. and KSTP Inc. Transfer is to effectuate merger agreement for the ch. 4 facility and will realign ownership as follows: Robert T. Convey and associates (28%); *Globe-Democrat* (23%); KSTP-AM-TV Minneapolis-St. Paul (23%); KXOK Inc. (23%), and St. Louis residents of Missouri Valley Tv Co. (3%). Filed Aug. 13.

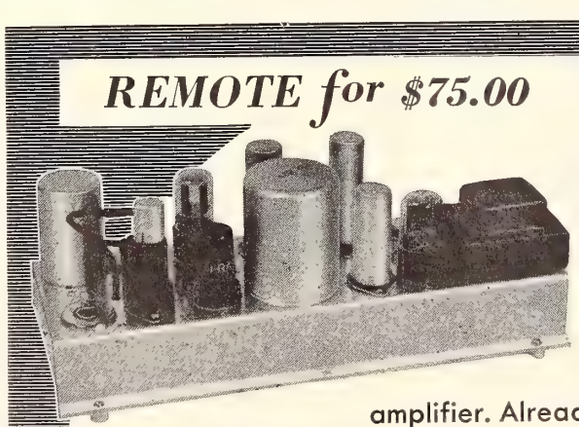
WNNC Newton, N. C.—John C. Greene Jr. & R. H. Whiteside d/b as Southern Radiocasting Co. seek voluntary assignment to Newton-Conover Bcstg. Co. for $7,500. Principals include President **Earl Reid Holder** (59%), former ⅓ owner WNNC and 20% owner WLON Lincolnton, N. C., and Secretary-Treasurer **Robert M. Dellinger** (39%), department store manager. Filed Aug. 19.

WHIZ Zanesville, Ohio—Clay Littick, et al., d/b as Southeastern Ohio Tv System seeks assignment of CP to new partnership under same name. Partnership is composed of The Zanesville Pub. Co. (63%); Southeastern Ohio Bcstg. System Inc. (20%); Ernest B. Graham (11%); and Clarence A. Graham (6%). There is no substantial change in ownership as Mr. Littick is 87.5% owner of Zanesville Pub. Co., which in turn owns 60% of of Southeastern Ohio Bcstg. Filed Aug. 19.

WCRE Cheraw, S. C.—Chesterfield Bcstrs. Inc. seeks voluntary assignment of license to Three States Bcstg. Co. for $21,500. Three States Bcstg. is operator of WHJC Matewan, W. Va. Principals include President **Fred Morningston** (16⅔%); Vice President **Donna Bjork** (16⅔%), and Secretary-Treasurer **Fred A. Staples** (16⅔%). Filed Aug. 16.

WCDT Winchester, Tenn.—Arthur D. Smith Jr. seeks voluntary assignment of license to Royce E. Richards, Ernest F. Richards Sr., Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. for $40,000 plus assumption of approximately $5,790 in liabilities. Principals include President **Royce E. Richards** (⅓), secretary-treasurer-20% owner WMMT McMinnville, Tenn.; **Ernest F. Richards Sr.** (⅓), dentist, and **Ernest F. Richards Jr.** (⅓), WMMT program director-announcer. Filed Aug. 23.

KMLW Marlin, Tex.—Hugh M. McBeath Jr. & Charles E. Reagen d/b as Falls County Public Service seek voluntary assignment of license to KMLW Inc. Partners each retain 49% interest with 1% interest sold to Messrs. Duane W. Ramsey and Jerry Hughes each. Filed Aug. 16.



REMOTE for $75.00

Entirely new—the Gates SA - 134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use.

A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.

Hearing Cases . . .

INITIAL DECISIONS

Binghamton, N. Y.—New tv, ch. 40. FCC hearing examiner William G. Butts issued initial decision looking toward grant of the application of Southern Tier Radio Service Inc. for CP for new tv station on ch. 40 in Binghamton, N. Y. and denial of the competing application of Ottaway Stations Inc., Endicott, N. Y. Action Aug. 25.

Ft. Worth, Tex.—New tv, ch. 11. FCC hearing examiner Annie Neal Huntting issued initial decision looking toward grant of the application of Texas State Network Inc., for CP for new tv station on ch. 11 in Ft. Worth, Tex. Action Aug. 23.

OTHER ACTIONS

KCSJ Pueblo, Colo.—By order the Commission extended to Sept. 24 the effective date of dismissal of applications of The Star Broadcasting Co. for mod. of license and for renewal of license of station KCSJ Pueblo, Colo., pending determination of questions raised in petitions filed by KCSJ. Action Aug. 18.

Albany, N. Y.—By order denied request by Hudson Valley Bcstg. Co., permittee of station WROW-TV, ch. 41, Albany, N. Y., for a temporary stay of the effectiveness of Commission action July 7 granting the application of Van Curler Bcstg. Corp. for mod. of CP of tv station WTRI (TV), ch. 35, Schenectady, N. Y., to change principal community to Albany, N. Y., and to maintain main studio outside Albany, pending disposition by the Commission of WROW-TV's petition to reconsider grant and designate application for hearing. Action Aug. 24.

Ft. Worth, Tex.—Ch. 11 proceeding. FCC Comr. E. M. Webster granted petition of Ft. Worth Tv Co. insofar as it requests dismissal of its tv bid for ch. 11, and the same was dismissed with prejudice and retained in hearing competitive bid of Texas State Network. Action Aug. 20.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change List No. 170, July 6, 1954

600 kc

XEXL Parcuaro, Michoacan—250 w day, 100 w night, unlimited. Class IV. 7-6-54.

660 kc

Fresnillo, Zacatecas—250 w day. Class II. 7-6-54.

700 kc

Coatepec, Veracruz—500 w day. Class II. Deleted. 7-6-54.

840 kc

XEDZ Cordoba, Veracruz—5 kw, directional night, unlimited. Class II. Previously 580 kc. 10-6-54.

950 kc

XEGM Tijuana, Baja Calif.—3.5 kw day, 2.5 kw night, directional, unlimited. Class III-A. 10-6-54.

970 kc

Los Mochis, Sinaloa—5 kw unlimited, directional night. Class III-A. Deleted. 6-6-54.

1160 kc

Coatepec, Veracruz—1 kw unlimited, directional night. Class II. 7-6-54.

1280 kc

Los Mochis, Sinaloa—250 w unlimited. Class IV. 7-6-54.

1340 kc

XECJ Apatzingan, Michoacan—250 w night, 1 kw day, unlimited. Class IV. 10-6-54.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
80 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

1360 kc

XEUE Tuxtla Gutierrez, Chiapas—100 w day, 500 w night, unlimited. Class III-B. 10-6-54.

1380 kc

XERS Gomez Palacio, Durango—250 w unlimited, directional night. Class III-A. Previously on 1400 kc. 10-6-54.

XEKT Tecato, Baja Calif.—250 w day, 150 w night, unlimited. Class I-B. 7-6-54.

1420 kc

XEEW Matamoros, Tanaulipas—250 w day. Class IV. 7-6-54.

1580 kc

XEMM Morelia, Michoacan—500 w day. Class II. Formerly XEGP. 7-6-54.

XEEE Tecato, Baja Calif.—1 kw day. Class III. Formerly XEKT. 7-6-54.

Routine Roundup . . .

August 19 Applications

ACCEPTED FOR FILING

Remote Control

KYA San Francisco, Calif., KYA Inc.—(BRC-485).

KOSI Aurora, Colo., David M. Segal d/b as Mid-American Bcstg. Co.—(BRC-489). (Contingent on grant of BMP-6613).

WMEN Tallahassee, Fla., WMEN Inc.—(BRC-490).

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—(BRC-482).

WRGA Rome, Ga., Rome Bcstg. Corp.—(BRC-486).

WINN Louisville, Ky., Kentucky Bcstg. Corp.—(BRC-478). (Contingent on grant of BP-9404).

WGUY Bangor, Me., Bangor Bcstg. Corp.—(BRC-487).

WORL Boston, Mass., Pilgrim Bcstg. Co.—(BRC-481).

KTCB Malden, Mo., Charles William Craft—(BRC-491).

WMOH Hamilton, Ohio, The Fort Hamilton Bcstg. Co.—(BRC-484).

KRTV Hillsboro, Ore., Harold C. Singleton tr/as Tualatin Valley Bcstrs.—(BRC-488).

KIXL Dallas, Tex., Variety Bcstg Co.—(BRC-480).

WWSR St. Albans, Vt., Vermont Radio Corp.—(BRC-483).

Modification of CP

WHCI (FM) School City of Hartford City, Indiana & Hartford City High School Alumnus Assn., Hartford City, Ind.—Modification of construction permit (BPED-241) which authorized new non-comm. educational station to extend completion date. (BMPED-281).

WQXL Louisville, Ky., Robert W. Rounsaville—Mod of CP (BPCT-1442) as mod., which authorized new tv station for extension of completion date to June 1955. (BMPCT-2414).

KHTV (TV) Hibbing, Minn., North Star Television Co.—Mod. of CP (BPCT-1774) which authorized new tv station for extension of completion date to 1-1-55. (BMPCT-2412).

WMIN-TV St. Paul, Minn. WMIN Bcstg. Co.—Mod. of CP (BPCT-343) as mod., which authorized new tv station for extension of completion date to 3-1-55. (BMPCT-2411).

KOIN-TV Portland, Ore., Mount Hood Radio & Television Broadcasting Corp.—Mod. of CP (BPCT-1029) as mod., which authorized new tv station for extension of completion date to 12-15-54. (BMPCT-2413).

WKAQ-TV San Juan, P. R., El Mundo Inc.—Mod. of CP (BPCT-952) as mod., which authorized new tv station for extension of completion date to 9-15-54. (BMPCT-2415).

August 20 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted motion for leave to amend its application (Docket 11100; BP-9139), to specify use of a DA for the proposed 5 kw daytime operation. (Action taken 8/18).

Communications Eqpt. and Service Co., Anchorage, Alaska—Granted petition for leave to amend its application (Docket 11053), so as to specify the correct geographical coordinates of the proposed base station in lieu of the coordinates specified in application. (Action taken 8/16).

By Hearing Examiner William G. Butts

On petition of Edward J. Fitzgerald, Riverhead, N. Y., rescheduled conference scheduled for Aug. 20 to commence Aug. 27, in re am facilities (Dockets 10379 et al.) (Action taken 8/17).

Columbia Amusement Co., Paducah Newspapers Inc., Paducah, Ky.—Continued from Aug. 19 to Sept. 7, the hearing in re applications for ch. 6 (Dockets 10875-76). (Action taken 8/18).

By Hearing Examiner James D. Cunningham

Issued an Order to Govern Hearing in re applications of Matheson Radio Co., et al. for ch. 5 in Boston, Mass. (Dockets 8739 et al); said hearing to commence on Oct. 20.

By Hearing Examiner H. Gifford Irion

WDON Wheaton, Md., Commercial Radio Eqpt. Co.—Granted petition for continuance of hearing from Aug. 27 to Sept. 3, in re am facilities (Dockets 11104 et al).

By Hearing Examiner Annie Neal Huntting

Granted motion of the Texas State Network, Inc., requesting to be relieved of filing certain information pursuant to Examiner's Memorandum Opinion and order of July 8, in re proceeding for ch. 11 in Fort Worth, Texas (Dockets 10872, 74). (Action taken 8/18).

By Commissioner E. M. Webster

KROW, Inc., Oakland, Calif.—Granted petition for dismissal, but with prejudice, of its application for ch. 2 (Doc. 8746; BPCT-235).

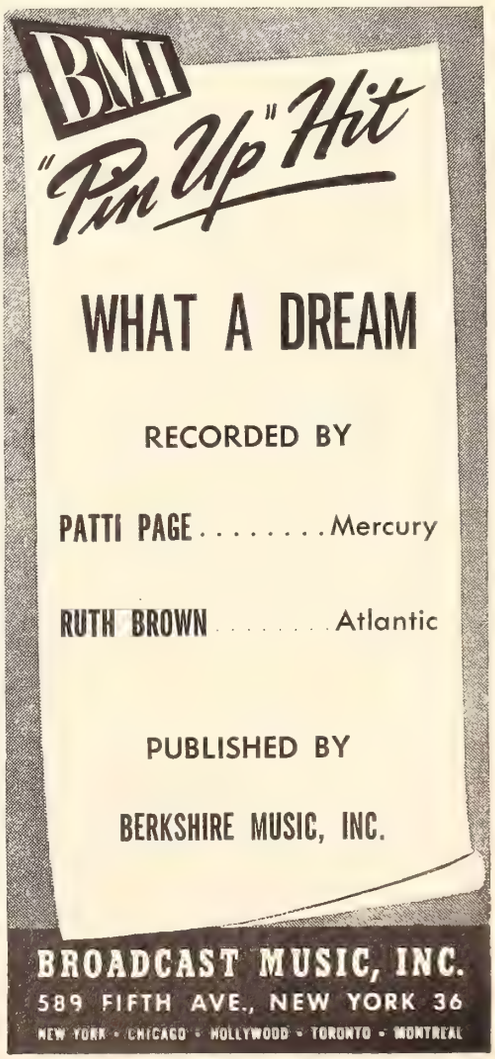
North Pacific Tv Inc., Portland, Ore.—Granted petition for an extension of time to and including Sept. 7, within which replies may be filed to exceptions to initial decision in re ch. 8 (Dockets 9138 et al.); and the time within which North Pacific may file request of intention to appear and participate in oral argument is extended to Sept. 7.

Madison, Wis., Radio Wisconsin Inc; Badger Tv Co.—Granted petition of Radio Wisconsin for an extension of time to and including Sept. 22, within which exceptions may be filed to initial decision in re ch. 3 (Dockets 8930, 10641).

Shreveport, La. International Bcstg. Corp.; KTBS Inc.—Granted petition of International for an extension of time to and including Aug. 30, within which to file a reply to exceptions filed to initial decision in re ch. 3 (Dockets 10477, 76).

By Hearing Examiner James D. Cunningham

Granted petition of Sunbeam Tv Corp., for an extension of time to Sept. 14, within which all parties to the proceeding for ch. 7 in Miami, Fla., may file replies to proposed findings.



By Hearing Examiner Herbert Sharfman

Granted petition of the Chief Broadcast Bureau, for an extension of time to Sept. 13, in which to file reply findings of fact and conclusions in re applications of Scripps-Howard Radio Inc., et al, for ch. 10 in Knoxville, Tenn. (Dockets 10512 et al.)

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—On request of counsel for applicant, continued hearing from Aug. 23 to Sept. 8, in re application for ch. 5 (Docket 10965).

By Hearing Examiner Fanney N. Litvin

Granted petition and supplemental petition filed by The Brush-Moore Newspapers Inc., Canton, Ohio, for leave to reopen the record in proceeding re Channel 29 (Dockets 10272 et al), to include certain stipulations filed simultaneously with petition and supplemental petition; the same were incorporated and made a part of the record, and the record thereupon closed.

August 20 Applications

ACCEPTED FOR FILING

Modification of CP

WNIA Cheektowaga, N. Y. Gordon P. Brown tr/as Niagara Bcstg. System—Modification of construction permit (BP-8766) as modified which authorized new standard broadcast stations for extension of completion date (BMP-6622).

WNEL San Juan, P. R., Station WNEL Corp.—Modification of construction permit (BP-8617) as modified, which authorized change frequency, increase power, install new transmitter, change transmitter location and make changes in the antenna system for extension of completion date. (BMP-6621).

Remote Control

KGNB New Braunfels, Tex., Comal Bcstg. Co.—(BRC-492).

Modification of CP

WOPT (TV) Chicago, Ill., WOPA-TV Inc.—Mod. of CP (BPCT-1820) which authorized new tv station for extension of completion date to 6-10-55. (BMPCT-2420).

WGEM-TV Quincy, Ill., Quincy Bcstg. Co.—Mod. of CP (BPCT-776) as mod., which authorized new tv station for extension of completion date to November 1954. (BMPCT-2417).

WMTW (TV) Poland, Me., Mt. Washington TV Inc.—Mod. of CP (BPCT-1530) as mod., which authorized new tv station for extension of completion date to 3-8-55. (BMPCT-2409).

WOOD-TV Grand Rapids, Mich., Grandwood Bcstg. & Co.—Mod. of CP (BPCT-917) as mod., which authorized changes in facilities of existing station for extension of completion date to 1-1-55. (BMPCT-2419).

WKDN-TV Camden, N. J., South Jersey Bcstg. Co.—Mod. of CP (BPCT-1522) which authorized new station for extension of completion date to March 1955. (BMPCT-2418).

WFMY-TV Greensboro, N. C., Greensboro News Co.—Mod. of CP (BPCT-750) as mod., which authorized changes in facilities of existing tv station for extension of completion date to December 1954. (BMPCT-2416).

KLYN-TV Amarillo, Tex., Plains Empire Bcstg. Co.—Mod. of CP (BPCT-1437), which authorized new tv station for extension of completion date to 2-10-55. (BMPCT-2394).

August 23 Applications

ACCEPTED FOR FILING

License for CP

WANA Anniston, Ala., Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co.—License to cover CP (BP-8688) as mod. which authorized new standard broadcast station (BL-5405).

KCHV Coachella, Calif., Melvin L. Carrol and Edward W. Gorges, d/b as Coachella Valley Bcstg. Co.—License to cover CP (BP-8904) as mod. which authorized new standard broadcast station (BL-5410).

WBOY Tarpon Springs, Fla., WBOY Inc.—License to cover CP (BP-9187) which authorized change transmitter location (BL-5403).

WWKO Ashland, Ky., States Bcstg. System Inc.—License to cover CP (BP-9009) which authorized new standard broadcast station (BL-5402).

KJOE Shreveport, La., Audiocasting Inc.—License to cover CP (BP-8822) as mod. which authorized new standard broadcast station (BL-5401).

KBSF Springhill, La., Springhill Bcstg. Co.—License to cover CP (BP-8160) as mod. which authorized new standard broadcast station (BL-5400 Resubmitted).

KHOB Hobbs, N. M., W. Lloyd Hawkins and Ted Lawson d/b as Lea County Bcstg. Co.—License to cover CP (BP-8998) as mod. which authorized new standard broadcast station (BL-5404).

WBUT Butler, Pa., J. Patrick Beacom—License to cover CP (BP-9375), CP to replace expired CP (BP-8586) as mod. which authorized change in frequency and change power (BL-5408).

WHEE Martinsville, Va., Mecklenburg Bcstg. Corp.—License to cover CP (BP-8966) as mod. which authorized new standard broadcast station (BL-5406).

Remote Control

KNUJ New Ulm, Minn., KNUJ Inc.—(BRC-493).

Applications Returned

Laurel, Miss., Carrol F. Jackson and D. N. Jackson d/b as American Southern Bcstrs.—CP for new standard broadcast station on 790 k, 1 kw and daytime hours of operation.

Oxford, Miss., E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss Bcstg. Co.—CP for new standard broadcast station on 1430 kc, 1 kw and daytime hours of operation.

KTCB Malden, Mo., Charles William Craft—Mod. of CP (BP-9307) which authorized new standard broadcast station to change type transmitter and specify studio location as 100 W. Main St., Malden, Mo.

License for CP

WDSU-FM New Orleans, La., WDSU Bcstg. Corp.—License to cover CP (BPH-1908) which authorized change in existing station (BLH-990).

Modification of CP

WREX-TV Rockford, Ill., Greater Rockford Television Inc.—Mod. of CP (BPCT-1050) as mod. which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2424).

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Negotiator

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Lincoln Building • New York 17, N. Y., MU. 7-4242

401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

August 24 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of August 20

Granted License

KFST Fort Stockton, Tex., Fort Stockton Bcstg. Co.—Granted license for am broadcast station; 860 kc, 250 w, D (BL-5302).

KLEE Ottumwa, Iowa, Lee E. Baker—Granted license for am broadcast station; 1480 kc, 500 w, D (BL-5391).

WINI Murphysboro, Ill., Jackson County Bcstg. Co.—Granted license for am broadcast station; 1420 kc, 500 w, D (BL-5395).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KNUJ New Ulm, Minn.; KGNB New Braunfels, Tex.; WDXN Clarksville, Tenn.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WHFM Rochester, N. Y., to 10-1-54; WITA San Juan, P. R., to 9-20-54, condition; WJBK-TV Detroit, Mich., to 3-2-55; WLWA (TV) Atlanta, Ga., to 3-10-55, condition; WSUN-TV St. Petersburg, Fla., to 3-15-55.

Actions of August 19

Granted License

WKTV (TV) Utica, N. Y., Copper City Bcstg. Corp.—Granted license covering changes in tv station (BLCT-153).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KTCB Malden, Mo.; WMEN Tallahassee, Fla.

Actions of August 17

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WGUY Bangor, Me.; WRGA Rome, Ga.; KYA San Francisco, Calif.; WMOH Hamilton, Ohio; WWSR St. Albans, Vt.; WGGA Gainesville, Ga.; WORL Boston, Mass.; KIXL Dallas, Tex.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WLOK-TV Lima, Ohio, to 3-7-55; WJBK-TV Detroit, Mich., to 3-2-55; WWTV (TV) Cadillac, Mich., to 3-8-55; KFYR-TV Bismarck, N. D., to 3-4-55; WTCN-TV Minneapolis, Minn., to 3-1-55; KMBY-TV Monterey, Calif., to 2-26-55; KZTV (TV) Reno, Nev., to 3-16-55; WKNB-TV New Britain, Conn., to 3-7-55; KOMU-TV Columbia, Mo., to 2-18-55; WJPB-TV Fairmont, W. Va., to 3-1-55; KDRO-TV Sedalia, Mo., to 3-8-55; WTOV-TV Norfolk, Va., to 3-8-55; KVDO-TV Corpus Christi, Tex., to 3-6-55; WABC-TV New York, N. Y., to 3-7-55; WATV (TV) Newark, N. J., to 3-15-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner E. M. Webster

Chief Broadcast Bureau—Granted petition for extension of time to and including Sept. 10 within which to file exceptions to initial decision re applications of Radio Associates Inc. and WLOK, for ch. 13 in Biloxi, Miss. (Dockets 10844-45).

Corpus Christi, Tex., Baptist General Convention of Texas; Gulf Coast Bcstg. Co.—Granted petition of Baptist for an extension of time to and including Aug. 30, within which to file replies to exceptions to initial decision in re ch. 6 (Dockets 10559-60).

Bethesda, Md., The Good Music Station Inc.—Granted petition for an extension of time to and including Sept. 3, within which replies may be filed to opposition of Chief Broadcast Bureau, to enlarge issues in re proceeding in Dockets 11104 et al. (Action taken 8/19).

By Hearing Examiner Annie Neal Huntting

Naples, Fla., Collier County Bcstrs. Inc.—Continued without date, pending further action by the Commission, the hearing scheduled for Aug. 23 in re am application (Docket 11044), pending action on applicant's request to cancel outstanding authorization previously granted it.

(Continued on page 109)

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cutive Offices
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ces and Laboratories
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hington, D. C. ADams 4-2414
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JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

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Upper Montclair, N. J. MO. 3-3000
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501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
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mmercial Radio Equip. Co.
verett L. Dillard, Gen. Mgr.
ERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
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A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
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Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
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Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
2 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
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A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
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Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
Registered Professional Engineer"
1 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
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AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
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Riverside, Ill.
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WILLIAM E. BENNS, JR.
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Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
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AN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
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KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
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1420 New York Ave., N. W.
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Engineer on duty all night every night
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SPOT YOUR FIRM'S NAME HERE,
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—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
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BROADCASTING • TELECASTING
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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Salesman-assistant manager. Good deal for right man. KWRT, Boonville, Missouri.

1 kw daytimer wants manager for Ozark, Alabama. Hard work, must sell, manage, announce. Good salary. Apply Bert Bank, WTBC, Tuscaloosa, Alabama.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Salesman. Central N. Y. 1,000 watt independent. Salary plus commission. Must have experience, willing to work and produce sales. Excellent opportunity for right man. Box 251E, B•T.

Starting new daytime station in west Texas. Will need good, hard-working salesman (no ball of fire wanted), also engineer-announcer and straight announcer, or announcer-salesman. Job permanent, with reasonable pay, in small town. Prefer Texan or one used to small towns in southwest. Contact Clint Formby, KPAN, Hereford, Texas.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstandinig income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

Unusual opportunity for salesman 25-40 years. Suburban Chicago am-fm. Must be aggressive, intelligent and experienced. Adequate draw based on 25% commission. WEAW, Evanston, Illinois.

Announcers

Southern 5000 watt CBS station needs aggressive personality disc jockey. Top salary guarantee to start. Unlimited opportunity for financial advancement. Furnish complete details and tapes immediately. This is an outstanding opportunity for competent man with old established station. Box 374E, B•T.

Experienced morning man who can also write commercial continuity can find a permanent position with a progressive 250 watt station in central New York. Must be proven air personality and must be able to write words that sell. Box 422E, B•T.

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Need good experienced play-by-play football announcer at once. Rush tape and references air mail, KCMC-Radio, Texarkana, Texas.

Need a good experienced announcer with ability to sell on the air in our farm-ranch area, to replace one going to school under G.I. KCNI, Broken Bow, Nebraska.

Opportunity for good morning announcer. Send resume. ABC network. KFRO, Longview, Texas.

Staff announcer who can do play-by-play sports and handle shift. Tell all. KICA, Clovis, New Mexico.

Announcer-DJ, strong on commercials. South Louisiana. Good pay, no beginners. Send tape and resume to George Thompson, KSIG, Crowley, La.

Combination announcer-engineer and announcer-salesman. Good opportunity in top southern Ohio market. Need both types immediately in all three of our stations. Save time by phoning, Manager of WBEX, Chillicothe, Ohio. Phone 3-2244.

Help Wanted—(Cont'd)

Announcer-copywriter. Send tape and picture. WGTN, Georgetown, S. C.

Number 1 station—Erie, Pa., needs two top-flight disc jockeys. Fast paced independent operation where results count. If you're good and can prove it, rush tape to Manager, WJET, Erie, Pa.

Technical

Wonderful opportunity for first class combo man. WCSI, Columbus, Indiana. Max Cockley, Chief Engineer.

Radio technician with 2nd class for two way communications and broadcast construction work. Must have car. Salary expenses. Permanent. Radio Engineering & Maintenance Corp., 208 W. 3rd Street, Lexington, Kentucky. Phone 2-4432.

Production-Programming, Others

Wanted: A Southern 50,000 watt CBS station needs young newscaster for addition to its news bureau. Must be able to rewrite for own news periods. Send background, sample of rewrite with original material, tape and picture. Box 488E, B•T.

WPAZ, Pottstown, Pennsylvania, needs a news director to gather and edit local news. Also open experienced male copywriter.

Television

Help Wanted

Managerial

Sales manager for good uhf station in good uhf market, $10,000 to $12,000. Ted Eiland, WTAP-TV, Parkersburg, West Virginia.

Salesmen

Advertising salesman for local selling on established vhf medium sized market New England tv station. Previous tv selling experience required. Salary and commissions. Address Box 382E, B•T.

Announcer

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

First class engineer for new 12 kw uhf transmitter. Send qualifications first letter, Chief Engineer, WSEE, Erie, Pa.

Production-Programming, Others

Commercial artist position available with well established radio-television station. Must have a good lettering background and be a versatile artist in all commercial lines. Please state schooling, experience, age, marital status, salary expected. Sample of art work, requested with application, will be returned. Box 388E, B•T.

Situations Wanted

Managerial

Successful sales manager, am station, college graduate, age 29, family man, desires position offering more responsibility. Interested managing or sales position with future. Radio or tv. Box 450E, B•T.

Situations Wanted—(Cont'd)

Result getting manager. Long managerial, sales and programming experience in small and medium markets. Inexperienced and fast talk is costly—protect your investment with the best at a moderate salary. Non-drinker or chaser. Mature hard working, real radio man, excellent character, who can build up lagging business. Box 456E, B•T.

Experienced, successful, employed PD with emphasis on commercial operations seeks opportunity to manage small or medium size station. Excellent record and references. Box 460E, B•T.

Experienced manager, employed, seeking change. Ten years all phases radio. Sober, family man. Can announce, sell, program. Can keep expenses down and net up. Interested in managing southern station. Will also consider commercial management. Box 478E, B•T.

Tv sales $s a problem? You need a sales manager with : 1. A leading record in sales. 2. Proven results in developing and selling ideas. 3. With 4 years sales experience with top operation. 4. College graduate . . . family man. Let's talk. Box 497E, B•T.

Salesmen

Salesman, 4 years experience. Desires permanent position, stable radio-tv station. Excellent references. Box 475E, B•T.

Account executive, 30, University degree-advertising. Five years radio sales experience, local, national accounts. Excellent agency contacts. Outstanding record as salesman. (Employed as sales manager). Desires change. New York area. Box 494E, B•T.

Announcers

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Staff announcer leaving Army. Intensive pre-Army experience with MBS affiliate—spots, DJ, especially strong on news, serious music. Board. Also acting experience. Served in editorial and radio-tv departments, Army Home Town News Center. Graduate Powers Radio-Theatre-TV School, Boston. Soon married, teetotaler. Audition, references. Prefer northeast or midwest, but will travel. Minimum, $2 hour. Box 320E, B•T.

Dynamic sportscaster. Nine years experience football, basketball, baseball in large, competitive market. Keen sports insight, industrious, creative. Box 378E, B•T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request Box 413E, B•T.

Experienced sportscaster, play-by-play, basketball, football, baseball and hockey. Reliable, veteran, married. Television experience. Box 454E, B•T.

Announcer-newsman. 4 years commercials top 50kw, 3 years Washington news. Can write, produce. Box 455E, B•T.

Seattle, Portland, Cincinnati, Miami or ? Power-packed, hard-hitting sports commentator, sports director, lifetime devoted to analysis of sports, my sports knowledge unquestioned. Age 35. Box 459E, B•T.

Former university staff announcer—fine voice—looking for commercial outlet. Box 462E, B•T.

Announcer-staff, news-talent, commercials, strong ad-lib play-by-play sports, friendly platter shows. Mature, married, settle permanently. Limited experience, accent on future. Travel. Tape. Box 463E, B•T.

Announcer. Strong news delivery. Five years experience. College graduate. Capable. Box 467E, B•T.

Exceptional play-by-play sports man available for college or pro football and basketball. Radio-tv. 20 years experience in major market. Top references, tapes, interview. Box 468E, B•T.

Staff announcer—three years experience. Versatile, alert. Main requisite, permanency. Can handle sports. Want combination if possible. Good background. Box 474E, B•T.

Situations Wanted—(Cont'd)

Five years experience. Commercial announcer am-tv. Top play-by-play all sports, DJ. Desire to relocate. Box 479E, B•T.

Experienced—announcer, radio and tv, NBC trained, college grad. Married, now employed. Box 489E, B•T.

Top quality announcer-program director. College graduate. Married. Desires position with future. Network experience. Good administrative ability. 13 years radio. Box 491E, B•T.

Sportscaster experienced, employed, handle sales, news, DJ too. Permanent. Box 492E, B•T.

Announcer—news, music, good selling voice. Tape, photo on request. Box 495E, B•T.

Versatile college graduate in radio arts with 3 years announcing experience in rural and metropolitan markets. Presently employed, married, 26. Desire change to permanent position in southern radio or tv offering opportunity to advance. Resume, tape, references. Box 498E, B•T.

Experienced, reliable announcer presently employed, seeks position with progressive organization. Tape on request. Background and ability will please you. Box 499E, B•T.

Announcer-engineer, 6 years pop, hillbilly audience. Chief, best reference. Married, vet, 34, car. Frank Berry, Box 477, Hopewell, Virginia. Phone 4337.

Sportscaster—newscaster—dee jay—staff. Strong play-by-play. Three years experience. College graduate. Veteran. Prefer staff tie-up, heavy sports station. Tape. Resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Staff, news, sports, DJ, capable, industrious, 23, single, veteran, travel, tape. Recent graduate. Frank Dana, 240 Dahill Road, Brooklyn, N. Y. ULster 4-9294.

Announcer-disc jockey personality—recent graduate, able news and sports. Good commercial sense. Veteran, single, capable. Relocate, resume-tape. Tony Day, 944 McDonald Ave., Brooklyn, N. Y. UL 3-0281.

Staff announcer, Midwestern Broadcasting School. Experience in announcing, DJ, sports, board work, writing. Single, travel. Don Devitt, 3938 Maypole, Chicago, Illinois.

Staff announcer. Strong on news. Some experience. Veteran. Willing to travel. Tape available. Edward Hickey, 321 East 43 Street, New York City, N. Y. MU. 6-5777.

Early morning DJ team, man and woman, "kidnapers of competitors audiences". Large or small stations having tough morning competition should be interested. Staff or contract with talent. Capable on other shows. Both operate board, third tickets. Desire opportunity to sell, also. Present employer best reference. Phone Ted Roberts or Jan Evans, 8 to 12 noon, Spartanburg, S. C., 3-1400, or wire 260 Hydrick Street.

Versatile announcer, strong news, DJ personality, commercials, control board operator, veteran, single, resume, tape, will travel. Bill Ross, 60 E. Pierrport Avenue, Rutherford, N. J.

Announcer—"Girl Friday". Tape, photo, resume on request. Lucille Schaller, 5016 N. Winthrop, Chicago, Illinois.

Technical

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

15 years experience, broadcast construction, maintenance, communications. Desire job with top-notch radio or vhf-tv station in southwest. Box 366E, B•T.

Chief engineer or supervisor available immediately. 12 years experience, am-fm-tv, from 250 watts to 50 kw, construction experience. Box 428E, B•T.

Straight engineer, 5 years experience, first phone, ham license, now available. Box 457E, B•T.

Engineer, first phone. Five years experience all phases. Prefer northeast—outstanding opportunities anywhere. Box 464E, B•T.

Chief engineer—capable, experienced all phases. Stable family man. Southwest. Box 469E, B•T.

First phone, 2 years radio-television school, presently employed one kw communications station, 24, single. Want television or radio station employment in Illinois or Missouri. Box 472E, B•T.

Situations Wanted—(Cont'd)

Engineer, 1st phone, experienced installation and construction, 9 years with inventor of fm, 5 years other phases electronics. Box 477E, B•T.

Chief engineer—television pioneer, experienced in providing top-notch engineering at reasonable cost. Can attract experienced personnel. Write Box 496E, B•T.

Production-Programming, Others

Experienced radio and tv newsman seeking permanent position. Have worked extensively in radio news plus wire service and newspaper correspondence. Member RTNDA, SDX, 30 years old. Box 451E, B•T.

Jill of all trades, mistress of 'em all—continuity, publicity, secretarial, traffic, air work. Experience includes N. Y. market agency. 28, college graduate. Available September 21st for employment in D. C. Box 466E, B•T.

Seeking supervisory position, program department. PD, five years experience; programming, production, continuity, etc. Excellent record, references. College. Box 470E, B•T.

Radio-tv production man: 6 years media. 1 year national agency. Also, continuity, promotion, news room experience. Details upon request. Box 502E, B•T.

Woman with 6 years radio experience as copywriter, traffic manager and program director with air work on DJ and women's shows: Also 6 months tv experience as copywriter and 2 months as talent on kitchen show, wants job in west, southwest or? Contact Rosemary M. Castor, 2116 Irving South, Minneapolis, Minnesota. Kenwood 8936.

Experienced newsman, sports writer, top-flight on features, human interest. Continuity and commercial know-how. Veteran. Wire or write Barney Engel, 2262 Hall Place, N.W., Apt. 201, Washington, D. C.

Copywriter wants permanent position. Three years radio experience. Draft exempt young man. Go anywhere. 2636 Seventeenth Avenue South, Minneapolis, Minnesota.

Television

Situations Wanted

Managerial

Radio-tv manager. Top network tv background in major western market. Fifteen years network radio management. Strong on operation, promotion and sales. Available immediately. Box 423E, B•T.

Don't let's kid ourselves. The gravy days of television are over. Yes, I have excellent national contracts but national sales cannot support all the stations. More important is my ability to devise local sales techniques which bring in the necessary profits and while directing all operations, I have done it in a vhf small market, in areas officially labeled "critical" and in strike afflicted communities. Available as general manager or commercial manager in large market. Specific details, excellent references, personal interview on request. Box 476E, B•T.

Situations Wanted—(Cont'd)

Sales maanger. 9 years radio-tv experience in nation's 6th market. Must have complete control of sales and program departments. Box 485E, B•T.

Announcers

On-camera personality, master of ceremonies, straight or light comedy. Good pitch man. Seven years radio/television, B.S. degree, Journalism. Stage experience. Single, 29, anywhere for full or part-time plus talent, or talent only. Lots of program ideas and ability to carry through. Will appreciate your reply to Box 407E, B•T.

Announcer, eight years experience, now located large southwest am-tv operation desires return to native northeast in large market. Good voice, personality and appearance. Box 473E, B•T.

Major market sportscaster. 9 years experience all sports. Best agency and station references. Must have good base plus talent fees. Box 486E, B•T.

Announcer-engineer. 7 years experience all phases radio, wishes tv opportunity. Box 493E, B•T.

Technical

Engineering director — chief engineer — experienced am-fm-tv, color tv, construction and network operations. Box 483, B•T.

Production-Programming, Others

Tv director. Experienced. Nine years college. Newspaper, administrative background. Box 418E, B•T.

New station? I'll put it on the air for you, then stay if you wish. PD, five years' experience; programming, production, copy. Put two stations on air, into black. Can do same for you. Box 461, B•T.

Tv producer-director with network experience desires change. Presently employed by one of the nation's leading net-originating stations. Radio and N. Y. ad agency background. Box 465E, B•T.

Need continuity director, client service director, or advertising manager with tv experience? Have handled all aspects; advertising campaigns, client service, copy, commercial production. Large, small market radio-tv experience. College degree. Best references. Employed but available immediately. Box 471E, B•T.

Thoroughly experience tv program manager-film buyer now employed, seeks metropolitan location for permanent position. Working knowledge copy, production, traffic. All offers considered. Box 480E, B•T.

Program-production manager — experience all phases tv production. Will relocate for right position. Box 481E, B•T.

Single woman with dramatic experience-qualifications and experience in tv directing, acting and film editing, wants jobs with future. Write for particulars. Box 500E, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Television director wishes affiliation with tv station staff, five years experience. For details write Box 503E, B•T.

Director-producer currently in high echelon radio-tv job, Department of Army. To be released from service 14 September. Also well versed in promotion, writing, announcing and personality work. Desire permanent position, preferably in new tv outlet. Experienced, ambitious, dependable, creative. Age 26. Married. Two children. BA degree, radio-tv. Lt. James W. Hale, 1712 So. Pollard Street, Arlington, Virginia.

Experienced cinematographer desires a staff position with a television station. Skilled in news coverage and all phases of film production. Six years in the television industry. 16mm equipment. Further information, contact, Harold B. Scroggy, 80 Byers Avenue, Akron 2, Ohio.

For Sale

Stations

Fulltime southeastern, single station market. $47,500. Paul H. Chapman, 84 Peachtree, Atlanta, Ga.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Equipment for sale: Six electro-voice V-2A 250 ohm microphones with amphenol connector and cords. Take all six for $135.00 or $25.00 each. Box 453E, B•T.

Studio console—RCA 76-B2 with power supply. Excellent condition. $1,250.00. FOB Minneapolis. Call or wire. Kay Bank Recording, 111 No. 11th Street, Minneapolis, Minn.

Because WFMT is moving to new quarters with new equipment . . . 3kw fm transmitter, perfect condition, 85-ft. self-supporting IDECO tower supporting 4-bay Andrew fm antenna on 40-ft. mast, now installed atop building. Approximately 250 feet, 3⅛ inch coax with assorted 90 degree and 45 degree joints and hardware, now installed. Available immediately. All for $3,500 cash from premises of WFMT, 4000 W. Washington Blvd., Chicago, Ill.

Wincharger type 101 tower 150 feet high for shunt fed antenna, w/o base insulator, complete with anchors, ready to erect. Never been used. $1000.00. L—CAA A-3 light kit for 150 foot tower. Never been used. $250.00. Christopher Fuel Corporation, P. O. Box 874, Morgantown, West Virginia.

GE fm monitor, rack mounted, two amplifiers, 72 pair jack panel $500. 250 watt GE transmitter, antenna, 80 foot tower $1000. Two turntables, RMC heads, tape player $500. H/P 201B audio oscillator $125 H/P 330B distortion analyzer $225. SX42 receiver, S36A receiver, Knight frequency standard, rack mounted $175. Monitor. Leader, Mt. Clemens, Michigan.

Wanted to Buy

Stations

Private party desires to purchase controlling or complete interest in radio station in Florida, Texas, Gulf states, Carolinas or California. We have management. Box 337E, B•T.

Want 250w—1000w established or new am station. Box 435E, B•T.

Equipment Etc.

Wanted—used 5 kw am transmitter. Must be reasonable. Box 484E, B•T.

Wanted 5 to 10 kw am broadcast transmitter, 500 to 1500 kc. Give price and specifications. Box 490E, B•T.

Two Gates CB11 turntables, three Gray arms, two Gray equalizers. Winston Ward, KIMP, Mt. Pleasant, Texas.

Wanted equipment for standard broadcasting station. Tower, console, turntables, microphones, monitors, tape recorders and etc. Contact Harry Epperson Jr., Ararat, Virginia.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

LIVE MAN NEEDED IN HAWAII

Don't wait till you're dead to go to Heaven! Come to heavenly Hawaii as Sales Manager if you can sell radio for HAWAII'S BIG STATION, with ideas, gimmicks, promotion. Air mail experience, references, salary requirements to: Fin Hollinger, KPOA, Honolulu. Send carbon copy of your letter for interview appointment to: Radio Hawaii Inc., 420 Lexington Ave., New York City, N. Y. Telephone MUrrayhill 6-4686.

SALES MANAGER

The PROJECTOGRAPH Company whose machine resembles a TV set and projects a variety of TV slides on its screen in stores, hotels, airports etc., will give a substantial commission and interest in company proposition to a man experienced in radio or TV station tieup with merchants on franchise and merchandising plans.
Box 415E, B•T

Salesman

ADVERTISING AGENCY

Wanted by medium size Midwest A.A.A.A. Advertising Agency with large Radio and Television billing (not Chicago) a Radio and Television Station Contact Man. Must have had experience as Station Rep. or Station Sales or Agency Radio Department. Should be free to travel to contact Stations and Client Representatives. Write
Box 416E, B•T.

Television

Help Wanted

Technical

TELEVISION STUDIO TECHNICIANS

Have immediate opening for two technicians for studio operation and maintenance. Duties consist of operation at all video and audio positions with emphasis on technical ability and experience. Prefer men with previous television experience, however, will consider recent graduate of recognized television technical school. Radio telephone first class license required. Presently expanding facilities for 100 KW operation. Many employe benefits. Contact Chief Engineer, WTVN, Inc., 753 Harmon Ave., Columbus, Ohio.

Situations Wanted

Managerial

experienced radio-tv-newspaper
MANAGER
available september 1st

Would like chance to manage station. Prefer radio-TV combination but can handle either radio or TV management. Background include 15 years, sales manager; 2 years TV (opened station) plus several years newspaper selling. Active in civic affairs; director state broadcasters, symphony orchestra, sales managers club, well known among networks, national agencies. If you want a hard-working, economy minded manager, an interview can be arranged promptly. Free to go anywhere (unmarried).
Box 487E, B•T

Salesmen

TOP RADIO SALESMAN

. . . . and wife who can handle board and do disc jockey. Available immediately. Prefer station in the Southeast.

Box 501E, B•T

Announcers

TOP DEEJAY WHO'S UNHAPPY

Not realizing potential. Now doing daily radio and Tv show. 12 years experience including Miami and New York City. Some network. 33, personable, friendly. Professional, humorous, sometimes hilarious ad-lib. Celebrity interviews, audience participation as speciality. Zany but intelligent informal chatter, never at a loss . . . and I sell products, sponsors happy. Top Hooper-Pulse surveys. Desire large metropolitan area, $200 per week, less with talent. Tapes, references, brochure on request. Box 452E, B•T

Production-Programming, Others

PRODUCTION MAN

It's not what you know, it's who you know. I hope that's not true! After seven years in the profession, I've learned a lot . . . Now I want to expand from "mike" to production in a New York City agency or Network. I don't know anyone . . . except myself. I'm a college graduate, twenty-nine, married (three children) with ability and perseverance. Currently employed in New York, but potential not commensurate with ambition. Box 482E, B•T.

Television

Situations Wanted

Salesman

★ SALES ★ SALES ★ SALES ★

Successful radio and television PRODUCER ★ DIRECTOR ★ WRITER ★ ANNOUNCER with 17 years diversified and productive experience, wants opportunity to create

★ ★ ★ SALES ★ ★ ★

Salary secondary to opportunity. Best references. Box 504E, B•T.

For Sale

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

FOR SALE

200 Ft. Wincharger guyed tower, galvanized steel, complete with guys, 4 side lights, base insulator, guy installers, and conduit for tower light wiring . . . presently in position. For further information write

Radio Station WMOU
Berlin, New Hampshire

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

TV EQUIPMENT FOR SALE

1—RCA TK-20 Film Camera, including the following:
1—Pedestal, including cradle
1—Camera control chassis
1—External edge light projector
1—33-B power supply
1—TP-9B multiplexer

Call or Write H. J. Lovell
Chief Engineer, WKY-TV
Oklahoma City, Oklahoma

Miscellaneous

MANAGEMENT CONSULTANTS
Is Your Station Losing Money? We Will Put it in the Black; If it is Making, We Will Make More!
All Station Problems Handled
Box 436E, B•T.

Instruction

GET YOUR FCC LICENSE NOW
Accelerated, tutored courses. Need only high school training or equivalent. 1st class Radio-Telephone Commercial License
Day or Evening
New Classes Starting September 8th & 13th
Rad-Tel Consultants
1 Beekman Street
New York 38, N. Y. WOrth 4-1180

(Continued from page 104)

Fort Worth, Tex., Texas State Network Inc.—Cancelled hearing conference heretofore scheduled for Aug. 26, and the hearing for reception of evidence is advanced and scheduled for Aug. 23 at 9:30 a.m., re proceeding for ch. 11 (Docket 10872).

By Hearing Examiner James D. Cunningham

Boston, Mass., Allen B. DuMont Labs. Inc.—Granted petition to amend its application for ch. 5, to include name of Keeton Arnett as vice president (administration) of petitioner corporation (Docket 8739 et al.). (Action of 8/20).

Issued an order governing hearing in re application of Hanford Bcstg. Co. of Calif. (KNGS), Hanford, Calif., for am facilities (Docket 10934); hearing to commence on Nov. 2. (Action of 8/19).

By Hearing Examiner Thomas H. Donahue

Lawton, Okla., Lawton Bcstg. Co.; Progressive Bcstg, Co.—On petition of Progressive, continued hearing in re am facilities, from Aug. 23 to Sept. 3 (Dockets 10720, 10993).

By Hearing Examiner Fanney N. Litvin

KIFN Phoenix, Ariz., Western Bcstg. Co.—Gave notice of a pre-hearing conference to commence Aug. 30 in re. mod. of am CP (Docket 10914).

By Hearing Examiner Claire W. Hardy

Bluefield, W. Va., Southern W. Va. Tv Inc.; Daily Telegraph Printing Co.—On petition of Southern, extended from Sept. 1 to Sept. 8, the time to exchange exhibits in re proceeding for ch. 6, and the date for taking testimony was continued from Sept. 13 to Sept. 20 (Dockets 11042-43).

August 24 Applications

ACCEPTED FOR FILING

License for CP

KINY Juneau, Alaska, Alaska Bcstg. Co.—License to cover CP (BP-9112) which authorized change frequency (BL-5419).

KLPW Union, Mo., Leslie P. Ware tr/as Franklin County Bcstg Co.—License to cover CP (BP-8241) as mod. which authorized new standard broadcast station (BL-5417).

KLTZ Glasgow, Mont., James C. Carson, Charles L. Scofield and Willard L. Holter d/b as The Glasgow Bcstg. Co.—License to cover CP (BP-9105) as mod. which authorized new standard broadcast station (BL-5413).

KEYJ Jamestown, N. D., James River Bcstg. Co.—License to cover CP (BP-9136) as mod. which authorized new standard broadcast station (BL-5412).

WKBL Covington, Tenn., Charles K. Sparks and R. William Hoffman d/b as Tipton County Bcstg. Co.—License to cover CP (BP-8935) as mod. which authorized new standard broadcast station (BL-5414).

KCNC Fort Worth, Tex., Blue Bonnet Bcstg. Corp.—License to cover CP (BP-9292) which authorized change transmitter location to 2212 East 4th St., Fort Worth (BL-5411).

Remote Control

WJHP Jacksonville, Fla., The Jacksonville Journal Co.—(BRC-496).

WRWB Kissimmee, Fla., Radio Station WEWB (BRC-497).

WCOA Pensacola, Fla., WCOA Inc.—(BRC-494).

WEOA Evansville, Ind., WFBM Inc.—(BRC-498).

WEOA Evansville, Ind., (aux.), WFBM Inc.—(BRC-499).

WHEE Martinsville, Va., Mecklenburg Bcstg. Corp.—(BRC-495).

WJHP-FM Jacksonville, Fla., The Jacksonville Journal Co.—Transmitter may be operated by remote control from 4038 Phillips Highway, Jacksonville, Fla. (BRCH-105).

Renewal of License

WHAR Clarksburg, W. Va., WHAR Inc.—(BR-1466).

WKYR Keyser, W. Va., WKYR Inc.—(BR-2834).

Application Returned

KNEL Brady, Tex., G. L. Burns—Involuntary assignment of license to Gene M. Burns, independent executor of the Estate of G. L. Burns, deceased.

Modification of CP

KHQA-TV Hannibal, Mo., Lee Bcstg. Inc.—Mod. of CP (BPCT-760) as mod. which authorized new tv station for extension of completion date to 3-24-55 (BMPCT-2425).

KRGV-TV Weslaco, Tex., KRGV Television Inc.—Mod. of CP (BPCT-1678) as mod. which authorized new tv station for extension of completion date to 2-15-55 (BMPCT-2426).

August 25 Applications

ACCEPTED FOR FILING

Modification of CP

KFIA (TV) Anchorage, Alaska, Keith Kiggins and Richard R. Rollins d/b as Kiggins and Rollins—Mod. of CP (BPCT-1710) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2428).

WJNO-TV Palm Beach, Fla., Palm Beach Television Inc.—Mod. of CP (BPCT-1130) as mod. which authorized new tv station for extension of completion date to 3-15-55 (BMPCT-2430).

WSEE (TV) Erie, Pa., Great Lakes Television Co.—Mod. of CP (BPCT-1286) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2427).

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Southern
AM-VHF TV Opportunity
$100,000.00

This combined operation is located in one of the most attractive growth markets in the south. A one-third interest with full protective provisions is available to a qualified party for $100,000.00.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

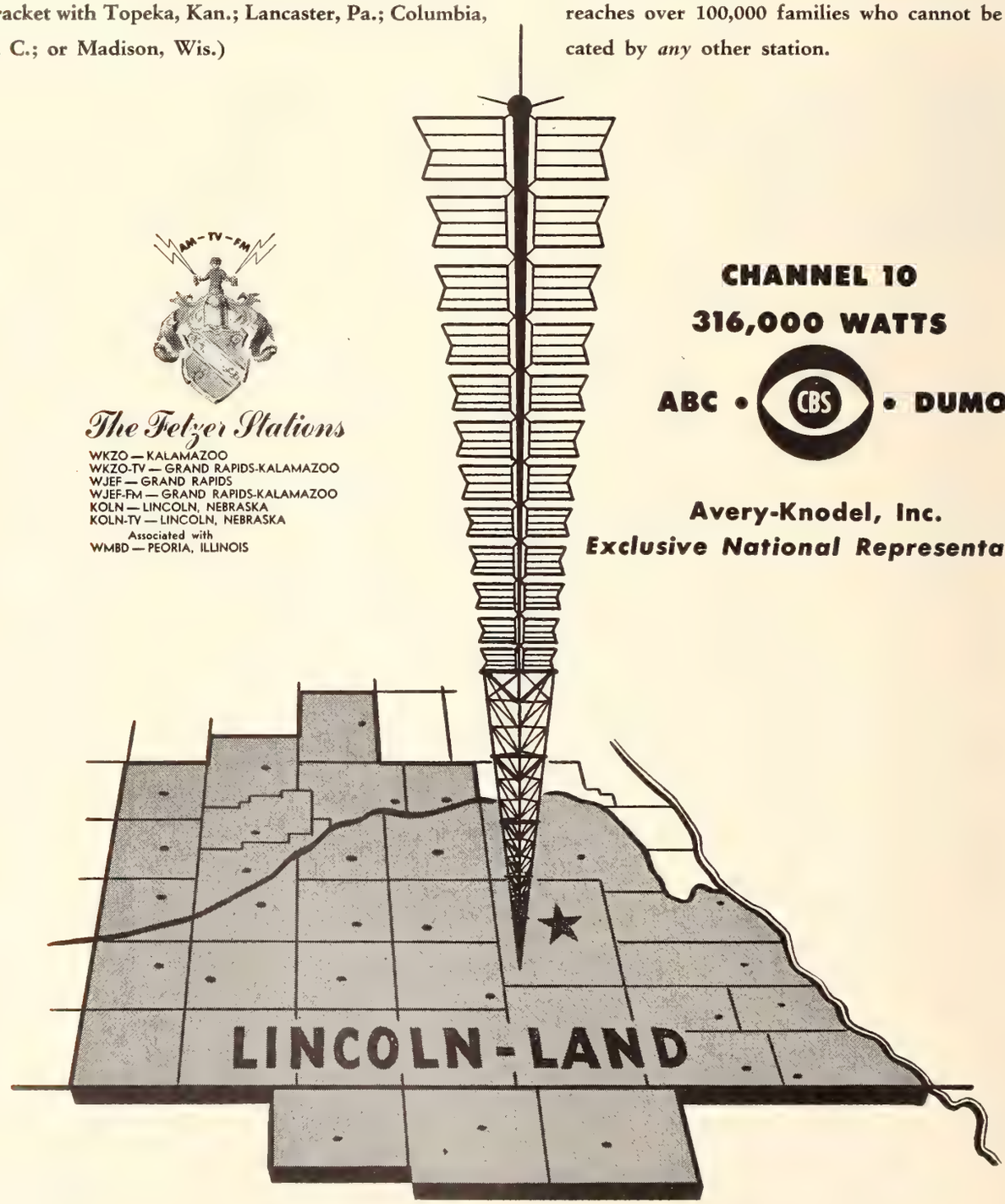
SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

KOLN-TV GIVES YOU LINCOLN-LAND-

Nebraska's Other Big Market!

The map below shows Lincoln-Land—34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Topeka, Kan.; Lancaster, Pa.; Columbia, S. C.; or Madison, Wis.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, KOLN-TV reaches over 100,000 families who cannot be duplicated by *any* other station.



AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

CHANNEL 10
316,000 WATTS

ABC • CBS • DUMONT

Avery-Knodel, Inc.
Exclusive National Representatives

TELESTATUS

August 30, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 14,107
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 29,443
►KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 72,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,861,132
►KCOP (13) Katz; 1,861,132
►KHJ-TV (9) DuM; H-R; 1,861,132
►KNBH (4) NBC; NBC Spot Sls.; 1,861,132
►KNXT (2) CBS; CBS Spot Sls.; 1,861,132
►KTLA (5) Raymer; 1,861,132
►KTTV (11) Blair; 1,861,132
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starter

The following tv station is the newest to start regular operations:

WJNO-TV West Palm Beach, Fla. (ch. 5), Aug. 22.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 982,070
►KPIX (5) CBS, DuM; Katz; 982,070
►KRON-TV (4) NBC; Free & Peters; 982,070
►KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 112,000
KOVR (13) Blair; 2/11/54-9/6/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

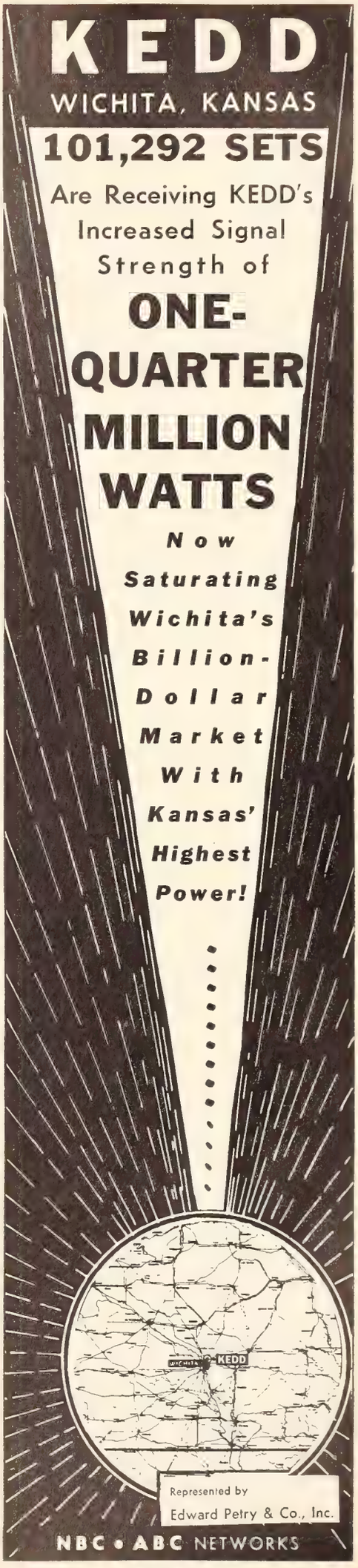
CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 147,200

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



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Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

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129,405
Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 117,776
TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

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KHQA-TV—Channel 7
to cover this market

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Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

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WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 628,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 110,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.
Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33) 12/9/53-Unknown
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,250
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-TV (8) Blair; 8/4/54-Feb. '55
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36) 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 27,100
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 662,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 120,763
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 55,150
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
► KTAG (25) CBS, ABC, DuM; Young; 19,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 151,005
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54
Portland—
► WCSH-TV (6) NBC; Weed; 116,627
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
► WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 144,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 55,810

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,400
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
WTVS (*56) 7/14/54-Late '54
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
► WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 477,000
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
► KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 477,000
► WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 177,323
► WSLI-TV (12) ABC; Weed; 90,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 117,776
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/12/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 405,706
► KMBC-TV (9) CBS; Free & Peters; 405,706
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 11,000

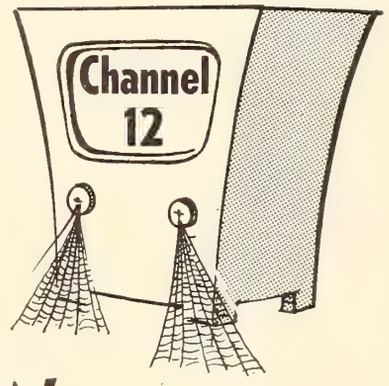
THE SPOTLIGHT'S ON
WEHT
CBS TELEVISION
IN THE
EVANSVILLE MARKET

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Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50



IN KANSAS

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CHANNEL 12 KTVH HUTCHINSON - WICHITA VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

EVEN ROMULUS WATCHES

W·H·E·N



Romulus has found a new way to tame wolves — just expose 'em to Channel 8 and they roll right over, gentle as kittens.



Four legs or two, not even a wolf can retain his baser instincts once he comes under the mellowing influence of WHEN-TV. And the folks of Romulus, N. Y., a wolf-free town upstate, are in a mood to build temples and erect statues to the glory that is WHEN-TV. It's their favorite oracle.

If your problem is the wolf at the door and your business is selling, let the oracle speak for you.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

FOR THE RECORD

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
KUON (12) See footnote (d)
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 41,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 100,000
► WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) NBC, DuM; Headley-Reed
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,800
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 345,859
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/1/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,650
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/2/54 (granted STA Aug. 10)
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 235,740
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,500
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,044,134
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) CBS; Katz; 288,132
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 130,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson
Lawton†—
► KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 274,445
KETA (*13) 12/2/53-Unknown
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 98,513
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11).
7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
► WSEE (35) CBS, DuM; Avery-Knodel; 29,173
WLEU-TV (66) 12/31/53—Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 170,700
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,000
► WGBI-TV (22) CBS; Blair; 165,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 166,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 113,919
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 57,700
► WIS-TV (10) NBC; Free & Peters; 122,488
► WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

TENNESSEE

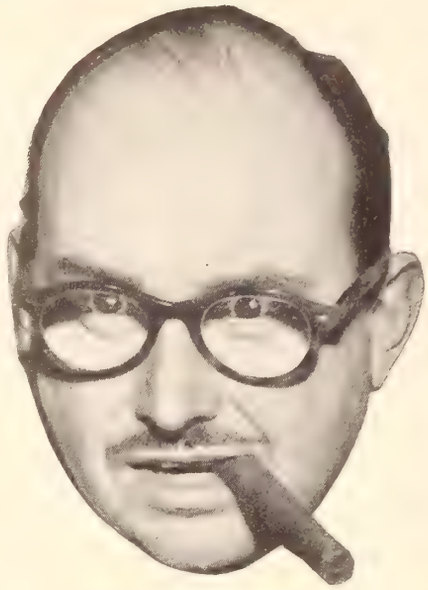
Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 83,076
► WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
► WHBQ-TV (13) CBS; Blair; 287,818
► WMCT (5) ABC, NBC, DuM; Branham; 287,818
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 192,969
► WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 52,961
► KGNC-TV (4) NBC, DuM; Katz; 52,961
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 400,704
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
► KTSM-TV (9) NBC; Hollingbery; 53,481
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Texas State Network (11) Initial Decision 8/23/54
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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I belong to a family of
BIG SPENDERS



They're the folks who make up the rich four-state money belt,* of which Sioux Falls is the hub. They're good spenders—and always have been—simply because they have the wherewithal to spend (way above the national average). They like better things . . . and they look and listen to KELO (TV and Radio) to tell them what those better things are. Want to meet these brand-buying folks over a store counter? KELO will introduce you to them—convincingly!

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KELO TV and Radio

Channel 11 – Sioux Falls, S.D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,880

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/7/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/7/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 71,697

Seattle—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 363,100
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) ABC, CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54

Tacoma—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 363,100

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,000

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; Venard; 11/18/53-9/12/54 (granted STA Aug. 12)

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 393,600
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) 6/11/54-Unknown

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Oct. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBC; All-Canada, Weed; 65,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

Quebec City†—
► CFCM-TV (4)

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 8,247

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 393; total cities with stations on air; 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,135,250.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada. (b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



Cameras and Crews for Studio or Remote Use

Need extra equipment for local promotions, telethons, special event coverage? We have complete camera chains and trained crews ready to go anywhere and handle largest or smallest jobs. Reasonable daily rates—complete equipment furnished from lights to cameraman. Examples of jobs we have done furnished on request.

CLOSED CIRCUIT WORK

We have equipment to handle all types of closed circuit jobs, from in-store promotions to coast-to-coast hook-ups. Lots of experience and reams of good ideas. We'll pay commissions to your station for leads or handle it through you.

UNIVERSAL BROADCASTING SYSTEM, INC.

8000 Grand River, Detroit 4, Mich.
2193 Commonwealth Ave., Boston 35, Mass.

UPCOMING

AUGUST

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

Aug. 31: BAB clinic, Indianapolis, Ind.

Aug. 31-Sept. 1: NBC-TV Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.

Sept. 2: Television Bureau of Advertising Inc., Blackstone Hotel, Chicago.

Sept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.

Sept. 12: Second district Advertising Federation of America, reorganization, Johnstown, Pa.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.

Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.

Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.

Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.

Sept. 28: New England film directors, Hotel Statler, Boston.

Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.

Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

SPECIAL LISTING

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

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On and Off the Agenda in Chicago

CHICAGO this week becomes the hub of top-level broadcast activity. When NBC-TV and CBS Radio independently scheduled their sessions they doubtless had in mind family gatherings that would avoid the controversial and the spectacular. But the turn in events, notably surrounding the new Bricker investigation, probably will alter planned agendas.

In addition, virtually concurrent meetings have been scheduled to formalize the organization of the new Television Bureau of Advertising Inc. as the all-industry sales promotion project, and the proposed new Quality Radio Group to sell nighttime taped programs on a cooperative basis. Both projects appear to be set to go, and there should be no hitches because they're both meritorious.

Fireworks are not expected at either of the network sessions. Certainly this is no time to stimulate any. The sessions should be strictly business, looking toward means of better selling and programming in what will become the color era. This poses new equations for both radio and tv, and new rate questions for tv.

The opportunity should not be overlooked, however, to appraise the legislative picture and the bearing it could have upon all broadcasting. The harm that could be done by a reckless, headline hunting Bricker inquiry is practically limitless. We fail to see how any good can come of it. The emphasis should be on homework during the recess with Congressional delegations, not alone on the Bricker inquisition, but also on such legislative thrusts as the Bryson Bill to ban beer and wine advertising, and the discrimination implicit in the barring of microphones and cameras from Congressional Committee hearings.

The Bricker Enigma

WHAT will be accomplished by the Bricker investigation of all things broadcasting is as much of an enigma as the purpose of the inquiry itself. If past inquiries in this field are any criteria, the answer will be exactly nothing, except for an abysmal waste of time and money by private groups as well as government.

How far the inquiry will go will depend in large measure upon what the staff produces between Sept. 1 and the time the new Congress convenes in January. With strong personalities like former FCC Comr. Robert F. Jones and his old adversary, former Assistant General Counsel Harry Plotkin, in the counsel roles, almost anything can happen. Mr. Jones is designated to "head" the investigation in the deftly worded announcement of Chairman Bricker. That places him in the role of "majority" or Republican counsel.

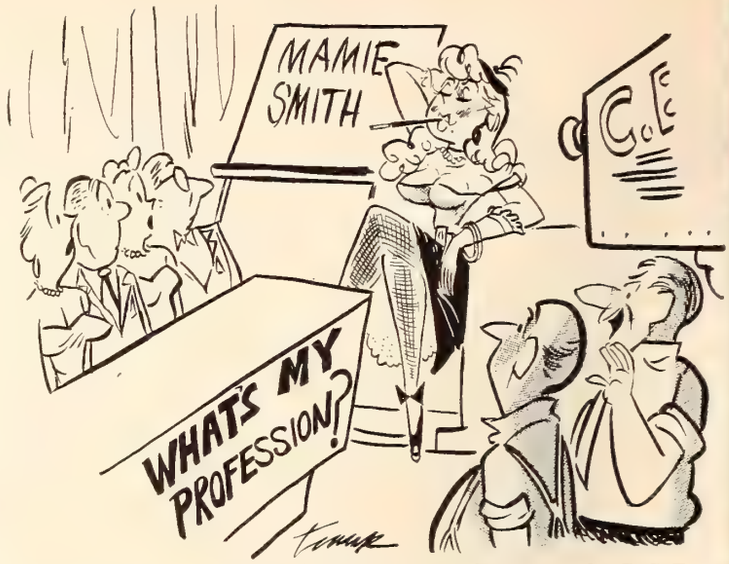
Mr. Plotkin's status, not yet formally announced because he is on vacation until after Labor Day, must then be that of "minority" or Democratic counsel. By the very nature of the assignments, Messrs. Jones and Plotkin will represent opposing viewpoints.

There are many strange overtones and contradictions in this alignment. The GOP, pledged to cooperation with private enterprise, is embarking upon an inquisition which seems to do violence to the party's intent. And the Democrats, who had been criticized because of undue interference with business during their incumbency, are thrust into a position in defense of the pursuits Mr. Bricker insists upon investigating.

If the networks are the primary target, no legislation is needed. The FCC has the authority, under the chain-monopoly rules, to move. The FCC hasn't because the Bureau of the Budget has been unwilling to authorize the funds for a study.

The chances are that Mr. Bricker, and some of his Senatorial colleagues, are not so much interested in network licensing as they are in finding some means to curb network commentators. The politician thinks in terms of elections. Radio, and latterly television, have become the most potent means of reaching the electorate. The politician's interest thus is manifest.

But this whole investigation picture could change by fall. A swing of a few Senate seats from the Republican to the Democratic side would shift control to the Democrats. Mr. Bricker would not be chairman of the Senate Commerce Committee. The gavel would go to young, communications-wise Warren Magnuson of Washington. Would Sen. Magnuson want a witch-hunt into broadcasting? We're disposed to think he would not. Senate chairmen, it should be noted, are absolute rulers of their committees' destinies.



Drawn for BROADCASTING • TELECASTING by G. C. Troop

"This is going to be good!"

We hope there will be no hitch in naming Mr. Plotkin. Since he left the FCC three years ago to enter private practice, he has been exposed to the non-regulatory side of broadcasting. He has learned that business men too are interested in providing a public service, because that constitutes good business. Mr. Plotkin's ability and integrity are not questioned. He has worked as avidly for his private clients as he did for his government "client."

From now until January, the story of the Bricker committee intent should unfold. A GOP reversal in November could end it all. But that is only a remote possibility. Meanwhile, it is to be hoped that the committee staff will not make a circus out of the preliminary study, and that there will be no attempt to upset that which exists. To do this would not only upset a basic and essential pursuit in our economy but also would do a great public disservice.

Markets on the March

EVERY business enterprise stops at intervals to take stock. America's entrepreneurs want to know where they are and where they have been. Then they are in a position to plan where they are going.

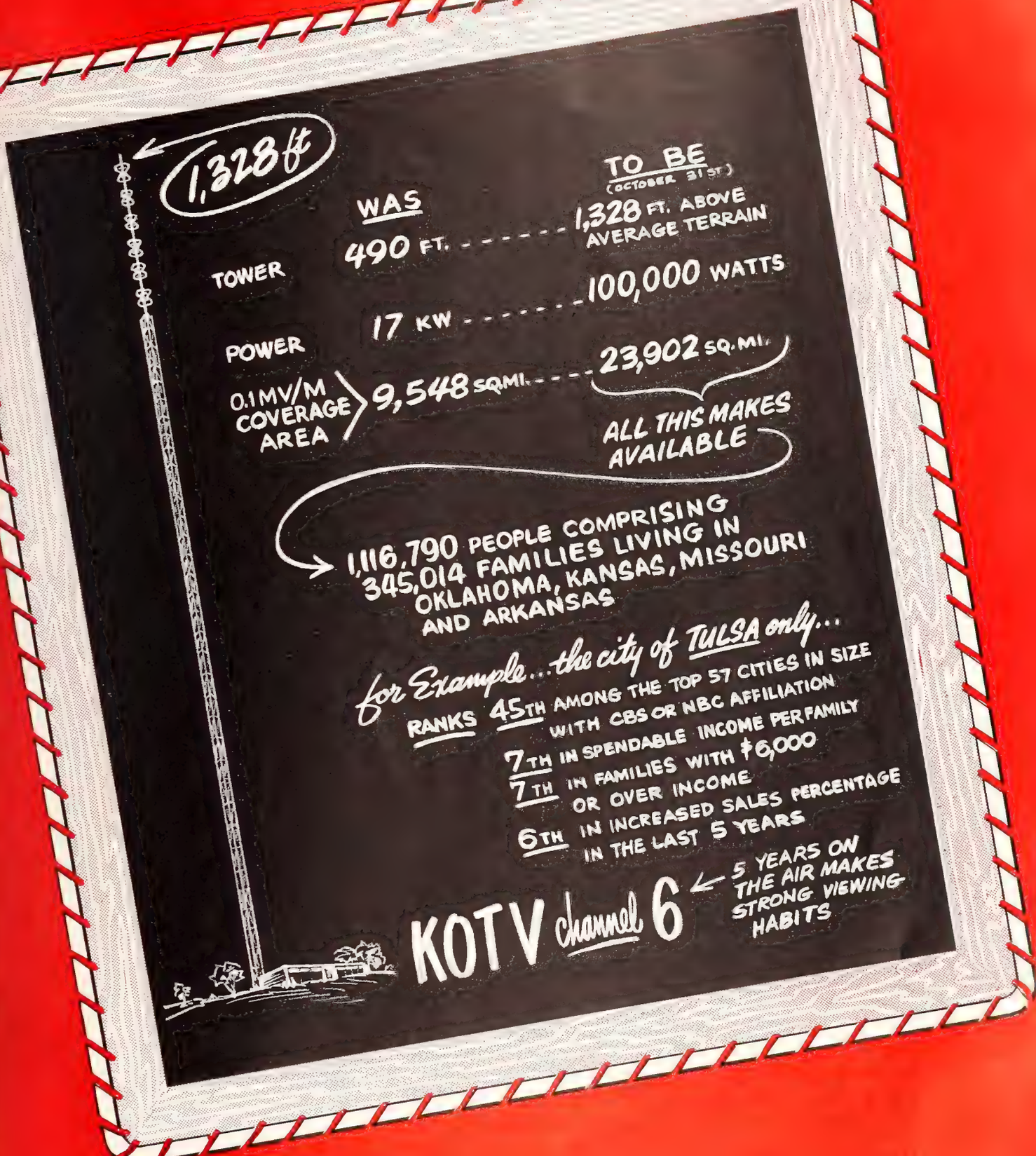
Heretofore, the government has wisely conducted a stock-taking of business and industry on roughly a five-year schedule. For a modest sum the Census Bureau has been able to take a national inventory of business, manufacturing and mining. This information has guided both government and business in planning, forming the basic material used in reaching important decisions.

After baffling Congressional neglect for which no logical reason could be ascribed, $8.4 million was appropriated by Congress just before adjournment for the quinquennial inventory of business and manufacturing. The enabling law had been on the books since the last session but the necessary funds were not appropriated until the last minute. The fund is roughly a third of the sum originally asked but the census will be conducted on a mail basis, requiring the addition of about 1,000 workers at the Census Bureau.

Latest available census data on America's commerce range from 7 to 15 years old. In an economy keyed to mass production, efficient selling through advertising and quick turnover, this antiquity of statistical resources is intolerable.

The new data will cover 1954 operations and should be completed by the end of 1955, provided business and manufacturing firms cooperate by promptly returning questionnaires. Broadcasters will have a chance to expedite the statistical processes by joining the business fraternity in cooperating with the Census Bureau.

MORE PEOPLE = MORE SALES



BASIC CBS TELEVISION NETWORK AFFILIATE

ABC

KOTV, inc. CHANNEL 6 TULSA OKLAHOMA

Represented By

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. Beeline listeners here spend over half a billion annually for food alone. *(Sales Management's 1953 Copyrighted Survey)*



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

PTEMBER 6, 1954 35c PER COPY

BROADCASTING TELECASTING

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23 RD year

NEWSWEEKLY
RADIO AND TV

New Leader for New Orleans

WTIX rockets from 11th to 1st in 10 months

7 a.m.-6 p.m. Average Share-of-Audience Hooper, July 1954, New Orleans, La.	
WTIX	18.5%
Station A, Network	15.4%
Station B, Network	13.9%
Station C, Network	9.2%
Station D, Ind.	8.6%
Station E, Ind.	7.7%
Station F, Network	7.3%
Station G, Ind.	6.9%
Station H, Ind.	4.6%
Station I, Ind.	4.5%
Station J, Ind.	3.2%

July's Hooper climaxes a cyclonic ten-month change in New Orleans radio listening. Last September found WTIX 11th in audience in this 11-station market. Suddenly, with *new* ownership, *new* programs, *new* ideas, WTIX became a radio station in a hurry. January saw WTIX pass the other six independents. By March only one network affiliate was left to pursue in the morning, two in the afternoon.

In July WTIX overtook everybody—with an average share-of-audience (7 a.m.—6 p.m.) of 18.5%. Second station, 15.4%; third, 13.9%.

Talk to Adam J. Young, Jr., national representative, or call WTIX Manager Fred Berthelson.

MID-CONTINENT BROADCASTING COMPANY

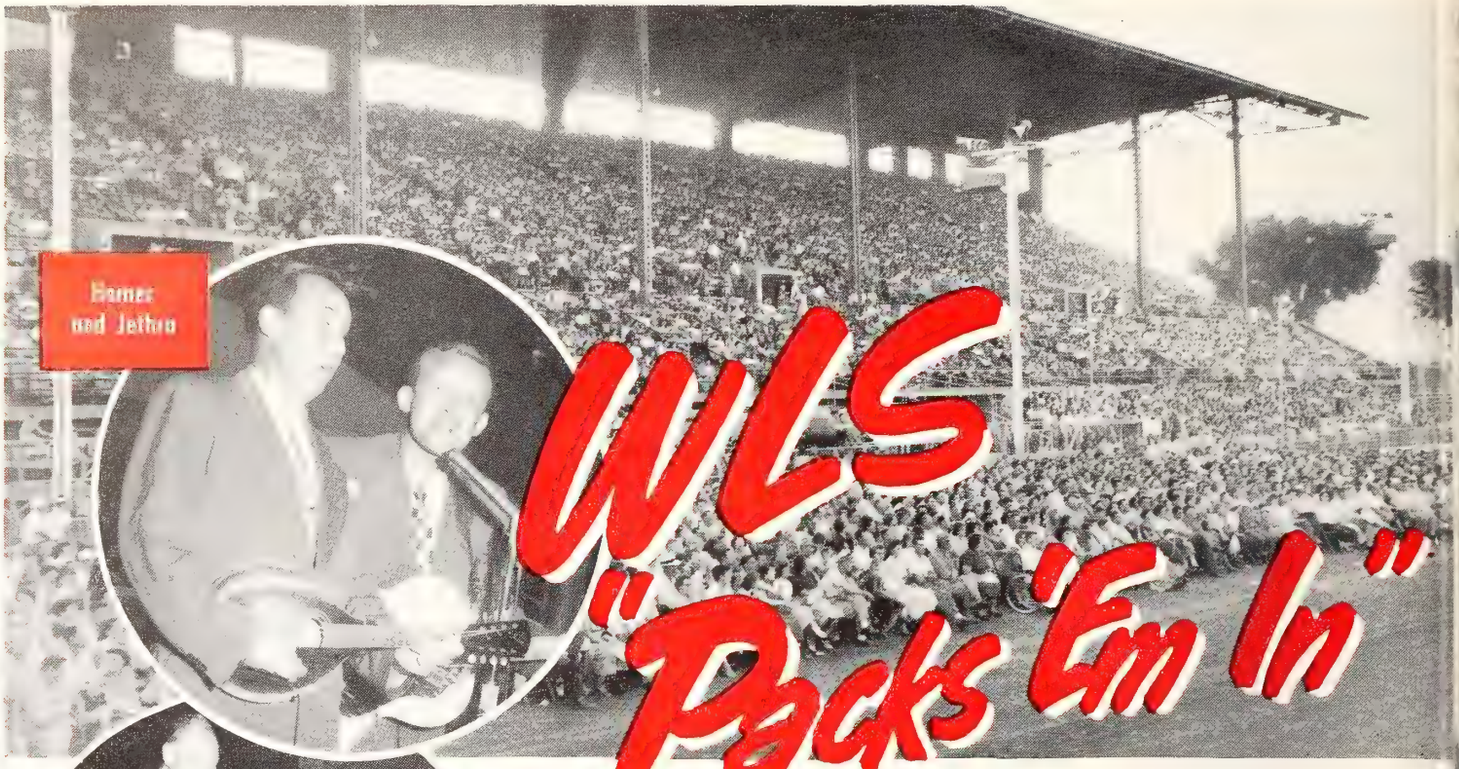
THE NEW Wtix NEW ORLEANS 16, LA.

General Manager: Todd Storz

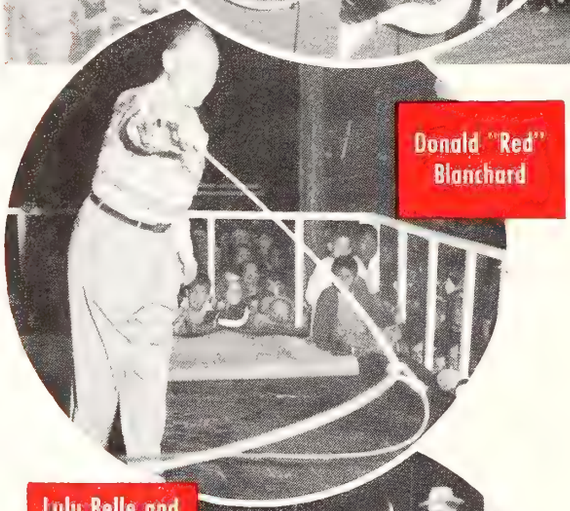
KOWH, *Omaha* Represented by H-R Inc.

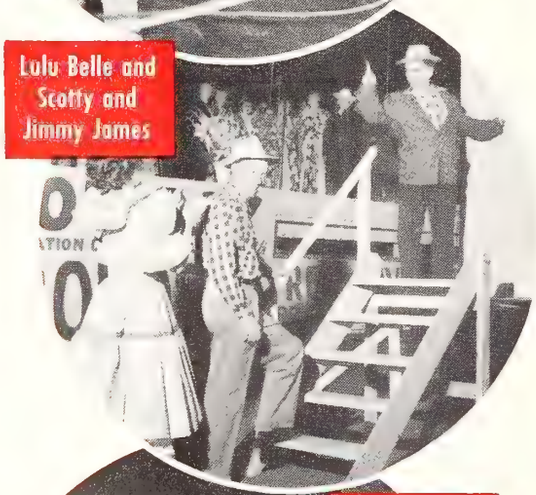
WHB, *Kansas City* Represented by John Blair & Co.

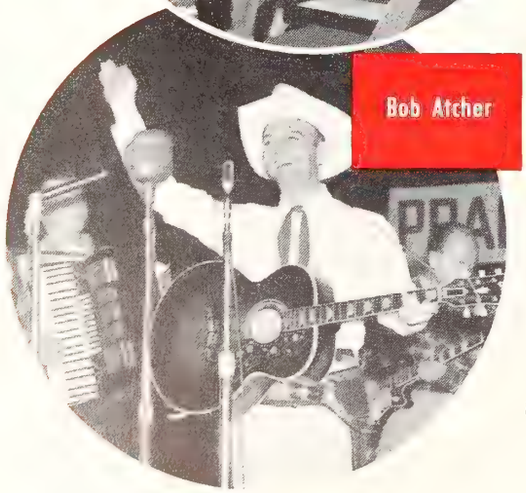
WTIX, *New Orleans* Represented by Adam J. Young, Jr.



WLS "Packs 'Em In"







...RAIN OR SHINE
...INDOORS OR OUT

When Midwest America plans its county and state fairs or community celebrations of any kind WLS is the place they look to for proved stage entertainment.

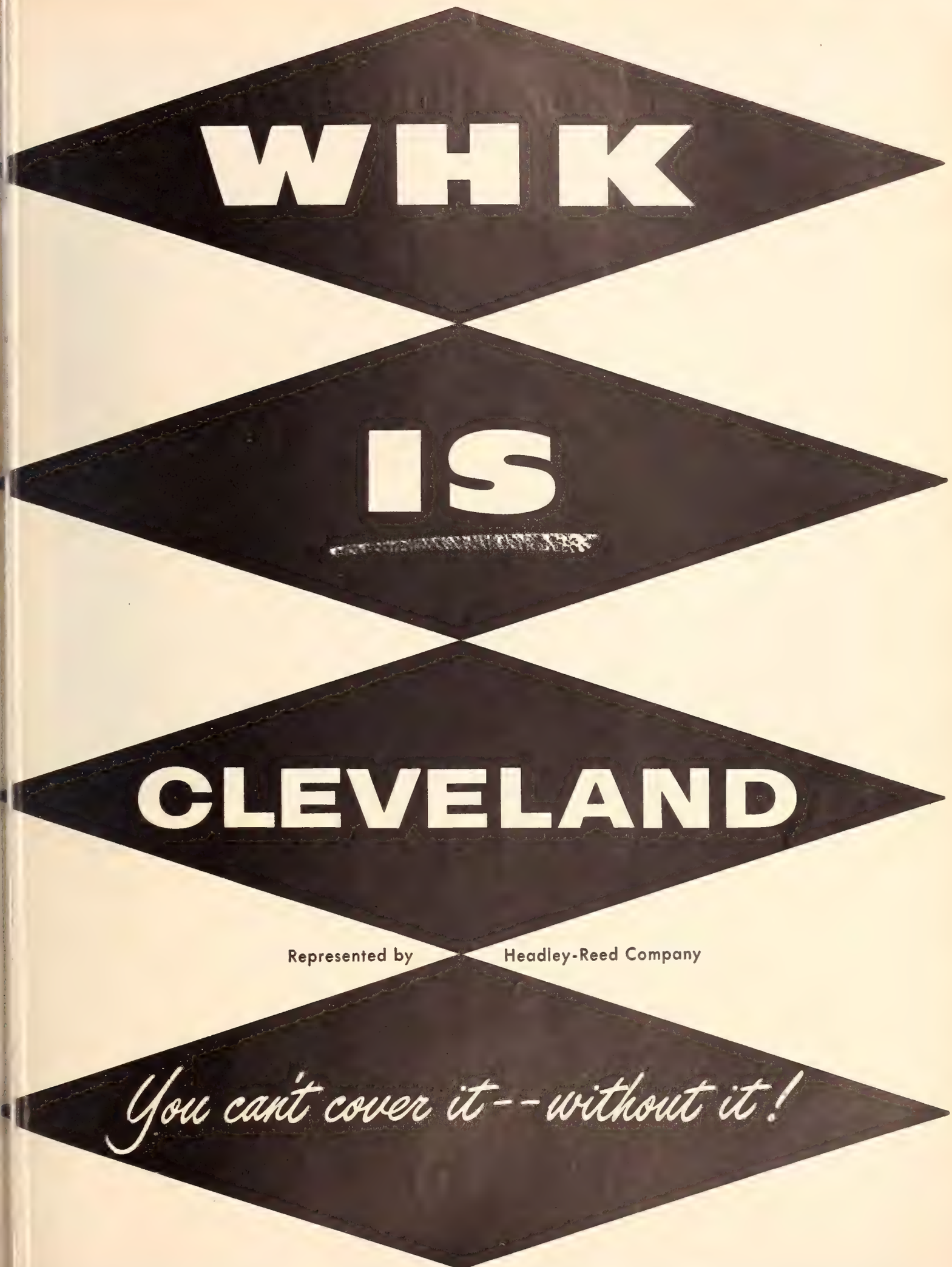
For Midwesterners have relied on WLS talent to spark their shows for more than three decades — so long that WLS is a "must" for wholesome, clean down-to-earth talent that will draw the crowds and send them away happy.

This is another form of WLS results — the demand that has resulted in WLS providing the talent for more than 200 outdoor events this summer — that brought over 400,000 people to see WLS acts during the first half of 1954 — that will cause WLS entertainers to travel a total of more than a quarter million miles this year.

This friendliness—this neighborliness—this listener loyalty to WLS prevails throughout the Midwest. On such listener loyalty depends advertising RESULTS!

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



a wonderful combination!

A *rich market* with 803,200 families who have an annual effective buying income of four and a half *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

Channel 8-Land

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

closed circuit®

RIVALRY between RCA-NBC and CBS, now that latter is almost horizontally competitive in manufacturing as well as broadcasting, has intensified rather than diminished, in eyes of those attending extraordinary sessions in Chicago last week. Fighting ad lib speech of RCA-NBC Board Chairman David Sarnoff in which he named names, seen as touching off new round in continuing battle, with CBS Inc. President Frank Stanton having demonstrated that he's not one to duck a fight.

★ ★ ★

WITH FORMAL organization of Quality Radio Group in Chicago last week (story page 34), participants are talking it up as perhaps ultimate nighttime surviving radio network. They point out that major radio networks are experiencing greatest difficulty in competing with tv during evening hours but that remote listeners and out-of-home listeners would sustain at least one nationwide operation interchanging low budget programs and QRG could be "it."

★ ★ ★

ONE new feature of Quality Radio Group Inc.: Dues plan is adoption of formula calling for payment of 20 times each station's "average" daytime hourly rate. Plan differs from that originally suggested in that latter used basis of highest "prevailing" rate. Rejection was understood to be premised on belief this would penalize certain stations in higher rate category.

★ ★ ★

INFLUENTIAL groups trying to interest Frank M. Folsom, RCA president, in returning to Montgomery-Ward to spearhead reorganization of giant mail-order house, but are getting nowhere. Mr. Folsom, who was high executive of Ward before joining RCA in 1944, is wedded to his RCA post and is stiff-arming all proposals.

PROBLEM of community antennas in tv, *i.e.*, whether existing law is adequate to deal with them or whether new legislation is needed, is developing into new issue for FCC. Comr. John C. Doerfer, by virtue of his background as chairman of Wisconsin Public Service Commission, is grappling with this novel question and shortly may expound his views.

★ ★ ★

THEY'RE keeping their eyes on two executives in RCA-NBC—Mannie Sacks, RCA staff vice president and expert in records and entertainment field who is doubling as vice president of NBC, and Tom Knode, manager of station relations of NBC who has moved up from station publicity post in Washington (before World War II in which he won top citations in combat).

★ ★ ★

CBS, planning to get rid of minority interests in WTOP-AM-FM-TV Washington and WCCO-AM-TV Minneapolis [B•T, Aug. 30], already has had $3 million nibble for its 47% of WCCO stations. On behalf of owners of WBUF-TV Buffalo, Gary L. Cohen, executive vice president and also one of principal stockholders, put $3 million, 10-year proposition to CBS-TV officials last week. Reaction understood to be noncommittal, with indications CBS would give WCCO controlling owners (Mid-Continent Radio-Television Inc.) first chance. Washington Post Co., which owns 55% of WTOP stations, hopes to buy out CBS' 45% of those properties.

★ ★ ★

IN RUNNING to succeed William A. Porter as assistant director of Office of Defense Mobilization in charge of telecommunications [B•T, Aug. 30] is Col. William Campbell, now engineering aide to FCC Comr. Robert E. Lee. An experienced communicator, Col. Campbell headed European Press Wireless operations during last war and before joining Comr. Lee was on active duty in Signal Corps in charge of major project.

★ ★ ★

BOB LILIAN, assistant advertising manager, Whitehall Pharmacal Co., will join Bryan Houston Inc. as media buyer (including radio, television, newspapers, etc.).

★ ★ ★

FCC CHAIRMAN Rosel H. Hyde returns to desk tomorrow (Tuesday) after vacation in home state of Idaho and will preside Wednesday at first nearly-full Commission meeting in several weeks. Comr. Robert E. Lee, who was acting chairman part of time Mr. Hyde was away, will be vacationing this week. It was not known if Comr. George E. Sterling would return this week in time for meeting.

★ ★ ★

JOE MERKLE, regional manager, station relations, ABC-TV, New York, resigning to become general manager of WTCN (TV) Minneapolis effective Sept. 20.

★ ★ ★

WILL Theodore C. Streibert, who last month completed one year tenure as director of U. S. Information Agency, leave soon to return to private industry? Former president of WOR-AM-TV and ex-chairman of Mutual, Mr. Streibert accepted appointment by President Eisenhower with assurance that he would leave after 12-month term but those close to him say he's talking in terms of future projects which do not indicate any determination to leave anytime soon.

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still another way WWSW comes close and stays close to the heart of Pittsburgh!



All around the clock, by night and by day, Pittsburghers know they can depend on WWSW for terse, complete news reports on the hour to keep them informed . . . for weather reports on the half-hour to help them with family planning . . . and for week-end motorists—and who isn't—exclusive reports on road and traffic conditions from district state police headquarters. Three more services appreciated by Pittsburghers and provided by



WWSW

970 Kc. 5,000 Watts
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

at deadline

Taylor, Pinkham, Bilby Appointed NBC V. P.s

APPOINTMENTS of three new vice presidents of NBC announced Friday by President Sylvester L. (Pat) Weaver Jr. following monthly board meeting. Davidson Taylor, director of public affairs, and Richard A. R. Pinkham, director of new participating programs department, were named vice presidents in charge of their respective departments, and Kenneth W. Bilby of Carl Byoir & Assoc., public relations firm, was appointed vice president for public relations, with supervision over NBC's press, advertising, promotion, and research activities.

Executive Vice President Robert W. Sarnoff, to whom Mr. Bilby will report, said alignment of press, advertising-promotion, and research departments under one head was "a natural grouping." Reporting to Mr. Bilby, 35-year-old former newspaperman whose three years with Byoir organization include 2-½ years in Camden, N. J., on firm's RCA account and past six months as representative at NBC, will be Sydney H. Eiges, vice president in charge of press and publicity; Jacob A. Evans, director of national advertising and promotion, and Hugh M. Beville Jr., director of research and planning.

Vice Presidents Taylor, 47, and Pinkham, 40, will continue to report to Thomas A. McAvity, vice president in charge of tv network programs. Mr. Taylor, in radio since 1929 and vice president and director of public affairs and vice president and director of programs for CBS before joining NBC in 1951, is in charge of public affairs programs for both NBC Radio and NBC-TV. Mr. Pinkham, credited with large share of success of NBC-TV's *Home* and *Today* programs, as head of participating programs department is in charge of NBC-TV's three magazine-concept programs sold under participation sales plan: *Home* and *Today*, and forthcoming *Tonight*, which opens Sept. 27 in 11:30 p.m. to 1 a.m. spot Mondays through Fridays.

Washington News Staff Of MBS Resigns En Masse

RESIGNATIONS of Mutual's two remaining newsmen in Washington, Wallace R. Fanning Jr. and Les Higbie, followed that of Everett Holles, MBS news chief in nation's capital, in developments last week.

Mr. Holles, who will be succeeded by Robert Hurleigh (see story page 71), remains with MBS until Sept. 20. He said he will take another job in industry but did not disclose its nature. Mr. Fanning leaves at end of his vacation (Sept. 13) and Mr. Higbie Sept. 17.

In New York, Milton Burgh, MBS director of news to whom Washington news operation is responsible, was not available for comment on resignations of Messrs. Fanning and Higbie. But MBS spokesman said network had not been apprised of "mass exodus" of its newsmen in Washington. He emphasized MBS considers its news operation in capital as important and certainly would replace newsmen that left.

Representative Firm Moves

VENARD, Rintoul & McConnell, television and radio station representatives, effective Sept. 8 will move to expanded headquarters at 579 Fifth Ave. Phone number remains Murray Hill 8-1088.

MONEY'S IN O & O's

OWNED-and-operated stations, especially tv, provide lion's share of network profit before taxes, according to data released by CBS counsel Friday as related earlier in week by CBS President Frank Stanton in off-record session at St. Louis ch. 11 hearing before Examiner Thomas H. Donahue [B•T, Aug. 30]. Total CBS net income before taxes from all operations in 1954 was almost $21.4 million.

In stipulation prepared for record to review Dr. Stanton's explanation, following data was set forth on CBS income breakdown:

Year	Gross Income of CBS Net-works*	Gross Income of CBS O&O Stations*	% of Broadcast Profit Before Taxes Attributable to Network	% of Broadcast Profit Before Taxes Attributable to O&O's
		Television		
1953	124.5	23.6	34	66
1952	87.7	12.4	0	100
		Radio		
1953	66.6	21.3	44	56
1952	64.9	21.5	31	69
1951	69.7	21.0	43	57
1950	75.5	22.7	46	54

*In millions of dollars.

Facts Forum Tax Status Questioned by Rep. Hays

REPORT denying Facts Forum claim it is nonpartisan and calling for re-examination of its tax-exempt status issued last week by Rep. Wayne L. Hays (D-Ohio), ranking minority member of the Special House Foundations Investigations Committee.

In report "Facts About Facts Forum" Rep. Hays said Facts Forum, founded by wealthy oilman H. L. Hunt and which produces or underwrites several radio-tv shows, receives free time over "many radio and television stations . . . because it claims to be nonpartisan." Far from this, Rep. Hays said, it "consistently and aggressively expounds one point of view. Other opinions are included simply to camouflage its bias."

Authorities connected with Facts Forum broadcast operations have cited appearances of politicians of diverse views to prove shows are impartial.

BITTER PILL

NBC will be working for—in a fashion—arch-rival CBS in preparation of commercial today (Mon.). NBC-TV, along with DuMont TV, will carry noontime ground-breaking ceremony for U. S.'s first full-time atomic power plant, with President Eisenhower and Gwilym A. Price, president of Westinghouse Electric Corp., as participants. In New York, according to plans reported Friday by Westinghouse spokesman, NBC will make kinescope of proceedings and deliver it to McCann-Erickson, agency for Westinghouse, for editing into about two-minute presentation for use on Westinghouse's *Studio One Summer Theatre* on CBS-TV tonight as part of public service message in place of regular commercial.

• BUSINESS BRIEFLY

SEASONAL SPLURGE • Seeck & Kade (Pertussin), N. Y., through McCann-Erickson, N. Y., beginning to buy seasonal radio-television spot campaign which will be launched Oct. 4 for 26 weeks in more than 100 markets.

'MARGIE' RENEWED • Philip Morris Ltd., N. Y., renews *Margie* Sundays, 8:30-9 p.m. on CBS Radio for next 13-week cycle. Biow Co., N. Y., is agency.

MORE OF WINCHELL • American Safety Razor Corp. renews alternate-week sponsorship of Walter Winchell simulcast on ABC Radio and ABC-TV (Sun., 9-9:15 p.m. EDT). Agency for ASR: McCann-Erickson, N. Y. Other alternate-week sponsor is Gruen Watch Co.

ANTI-FREEZE TIME • Mathieson Chemical Co. (USI permanent anti-freeze and Super-Pyro), through Geyer Inc., N. Y., placing television spot announcement campaign starting Sept. 20 in 39 cities.

SHORT LIFE • *Life* magazine through Young & Rubicam, N. Y., placing 50 spot announcements on Sept. 14, 15, 16 and 17 in limited number of radio markets.

SANKA ADDING • General Foods (Instant Sanka), N. Y., adding several markets in its radio spot announcement campaign effective Sept. 7. Young & Rubicam, N. Y., is agency.

COLGATE STAYS • Colgate-Palmolive Co., Jersey City, N. J., renews sponsorship of *Phrase that Pays* on NBC Radio, Mon.-Fri., 11:30-45 a.m., for another 13 weeks effective Sept. 27. Bryan Houston Inc., N. Y., is agency.

SPANISH SPOTS • Humphreys Medicine Co., through Kastor, Farrell, Chesley & Clifford, planning to break limited spot announcement campaign aimed at Spanish-speaking audience some time in October to promote its Humphreys Formula No. 3 (for teething children).

Names and Numbers Told

CARNATION Co.'s West Coast regional sponsorship of ABC-TV's fall schedule of NCAA football games (B•T, Aug. 30; also see story page 38) will include total of 16 stations within ABC-TV Pacific Coast Network, ABC reported Friday. They are: ABC-owned KABC-TV Los Angeles and KGO-TV San Francisco, and affiliates KEYT (TV) Santa Barbara, KBAK-TV Bakersfield, KSBW-TV Salinas, KCCC-TV Sacramento, KHSL-TV Chico, KFMB-TV San Diego, KJEO-TV Fresno, KVEC-TV San Luis Obispo, all Calif.; KOIN-TV Portland, KBES-TV Medford, KVAL-TV Eugene, all Ore.; KING-TV Seattle, KHQ-TV Spokane, KIMA-TV Yakima, all Wash.

Studio Grows in Brooklyn

NBC's huge new color tv studio in Brooklyn N. Y., converted from old Vitagraph and Vitaphone motion picture plant at $3.5 million cost, will be officially opened by New York Mayor Robert F. Wagner at ceremonies Thursday at 4:30 p.m.

machines make money

(but people spend it!)

The U. S. Bureau of the Census — methodically — has compiled a list of 453 different manufacturing activities represented in America's industrial economy.

You'll find 310 of them within metropolitan Cleveland — aggressively pursued by some 3,000 companies whose vast investment in specialized production machinery creates a yearly industrial income of *five billion dollars.*

By the happy osmosis of business, much of this manufactured money flows back into the three billion-plus annual earnings of Clevelanders . . . enough to peg their family buying power at fourth highest among all U.S. metropolitan markets.

Money is a restless commodity — and the more of it people have, the more they like to spend it. Whether they spend it for what you sell depends upon how effectively you persuade them. For this assignment, we recommend ourselves as the one Cleveland television station geared closest to the tastes and preferences of Cleveland customers.

Gears make things move. So does WXEL — as many advertisers are finding out, week after week, when they move in more goods to meet WXEL-created demand. If you'd like to take part in this profitable circulation of dollars (and who wouldn't?), the first step is easy as getting in touch with the KATZ agency.

cleveland

WXEL

channel 8



at deadline

FCC Upsets Examiner; Grants Tampa Tv Ch. 13

UPSETTING nearly year-old recommendation of hearing examiner, final decision issued by FCC Friday in Tampa-St. Petersburg ch. 13 tv contest to award permit to Tampa Television Co. and deny bids of Tampa Times Co.'s WDAE (favored by examiner) and Orange Tv Broadcasting Co.

Final ruling held Tampa Television should be favored over *Times*-WDAE on basis of diversification of media of mass communication and over Orange on basis of programming and integration of ownership and operation.

Operating there is ch. 38 WSUN-TV while WFLA-TV is under construction on ch. 8. Commission earlier chose *Tampa Tribune*-owned WFLA for ch. 8 grant over competitors WTSP and Tampa Bay Area Telecasting Corp., supporting examiner [B•T, Aug. 9].

Walter Tison, vice president-general manager and 20% owner of Tampa Television, told B•T new ch. 13 outlet hopes to be on air by first of year and expects to be CBS primary affiliate. Equipment will be RCA, he said. Mr. Tison, according to final decision, plans to sell WALT there.

Unique Sharing Proposed

SHARE-TIME station plan between commercial Tv Corp. of Michigan and noncommercial Michigan State College for ch. 10 at Parma-Onandaga set forth Friday in amendments to applicants' respective bids at FCC. Stations would split hours daily, roughly 40% for educational Michigan State outlet and 60% for commercial Tv Corp. station.

Other contestants for ch. 10: Booth Radio & Tv Stations Inc. (WIBM Jackson), Jackson Broadcasting & Tv Corp. (WKHM Jackson) and Triad Tv Corp. Michigan State now operates educational ch. 60 WKAR-TV East Lansing. Tv Corp. of Michigan includes Edward E. Wilson, son of Secretary of Defense, and John C. Pomeroy. Latter is part owner WILS-AM-TV Lansing.

Under share-time plan, school will buy transmitter site, construct building and 1,000 ft. antenna and install 316 kw ERP transmitter facilities. Separate studios are to be maintained. Tv Corp. will rent transmission facilities from school for 60% of amortization rate plus 20% of annual net income of its commercial outlet. School gets fixed hours for noncommercial station: Mon.-Fri. 9:30 a.m.-2 p.m. and 6-7:30 p.m.; Sat. 10 a.m.-2 p.m., and Sun. 12 noon-4 p.m. Dinner hour schedule to feature "University of Air" telecourses.

In another application filed late Friday, Commission approval sought for two-year lease of ch. 54 WILS-TV to Inland Broadcasting Corp., having same ownership as Tv Corp. of Michigan, with option to buy for $166,250. Rental is $500 monthly on gross under $10,000 ranging to $5,000 on gross of $16,000 and above.

WFPG-TV Proposal Fought

PROPOSAL of ch. 46 WFPG-TV Atlantic City for allocation of ch. 8 there with directional array to protect WGAL-TV Lancaster 110 miles away [B•T, Aug. 16] opposed Friday in reply by WGAL-TV. Lancaster station held directional vhf grants would adversely affect all uhf stations, upset uhf allocation plan and in time reduce operating uhf stations to "vanishing point." Allowance of proposal also would put vhf stations on continual defense and damage their present service areas, WGAL-TV argued.

WBZ-TV's Quick Recovery

WBZ-TV Boston whose tower and antenna were wrecked in hurricane (see story page 52) announced Friday it would be back at full 100 kw power in month. Station made lease arrangement to use transmitter building and tower of WEEI-FM Boston, will install tv transmitter and antenna there, assuming FCC approves. WEEI-FM will continue fm broadcasts from location.

Radio-Tv Set Production Shows Seasonal Decline

OUTPUT of both radio and tv receivers dropped in July, reflecting usual summer shutdown of plants, according to Radio-Electronics-Television Mfrs. Assn. Month's output included 306,985 tv sets; 150,002 home radios; 39,447 portable radios; 191,512 auto radios; 57,100 clock radios and total of 438,061 radios of all types. Seven-month production of tv sets totals 3,152,132 compared to 4,150,525 in same 1953 period but well above 2,517,157 in same 1952 period.

Radio output for seven months was 5,324,620 sets of all types compared to 7,941,001 in like 1953 period and 5,590,901 in 1952 period. Of July tv output, 57,838 were equipped with uhf tuning bring total uhf production this year to 694,294. Seven-month color tv total: 8,426.

Radio-tv set production during first seven months of 1954 follows:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks.)	544,142	226,350	141,904
July	306,985	150,002	39,447
TOTAL	3,152,132	1,463,273	882,486

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks.)	336,733	132,668	837,655
July	191,512	57,100	438,061
TOTAL	2,272,405	706,456	5,324,620

L. A. Educational Station, Out of Money, To Quit

KTHE (TV) Los Angeles, second U. S. educational tv and first Los Angeles area uhf station, will suspend operation by Sept. 15, University of Southern California executives announced last week. University Department of Telecommunications will continue use of station facilities for instruction and research but programs will not be telecast, executives said. Reason for suspension: lack of funds.

Montgomery Station Shift

WJJJ Montgomery, Ala. (10 kw, 1170 kc, MBS) sold Friday by Joe Judson and John Mathews, owners, to WCOV Montgomery (250 w, 1240 kc, CBS), operated by Capitol Broadcasting Co. Blackburn-Hamilton Co. was broker. Sale price was $95,000, with application to be filed at FCC this week. Present WCOV 250 w facility is to be abandoned, with Capitol retaining WJJJ call letter and operating as CBS affiliate. Oscar P. Covington is president of Capitol, with Hugh M. Smith vice president-general manager.

UPCOMING

Sept. 9-10: NARTB Dist. 1 meeting, Somerset Hotel, Boston.

Sept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.

For other Upcomings see page 109.

PEOPLE

JERRY ARTHUR, media buyer, Fuller & Smith & Ross, N. Y., appointed media manager of agency's New York office succeeding **RICHARD A. WHITE,** who has become account executive.

JAMES S. BEALLE, BBDO, N. Y., to Kenyon & Eckhardt, N. Y., as assistant director of tv-radio department. **MARSHALL STONE,** NBC-TV, has also joined department.

ELENORE CUINCHI, staff member of radio and tv department, The Advertising Council, named service manager of that department. **JEANNINE SNOW,** former assistant to **HENRY C. WEHDE JR.,** account executive, becomes service manager of graphics department.

WALTER E. SUTTER, with General Electric Co.'s microwave application and sales section since 1946, appointed manager of sales for instruments and industrial electronic products of commercial equipment department.

NARTB Meetings to Include Sales, Regulatory Problems

BUSINESS problems facing radio and tv broadcasters along with critical developments in Congressional and regulatory circles will mark NARTB district meeting series opening Thursday at Somerset Hotel, Boston. Making full swing of two-day meetings will be President Harold E. Fellows; Ralph W. Hardy, government relations vice president; John F. Meagher, radio vice president; Charles H. Tower, labor relations manager.

Herbert L. Krueger, WTAG Worcester, Mass., will preside as District 1 (New England) director. After opening ceremonies, Mr. Hardy will speak on "Staying in Business"; Mr. Tower on "Saving in Business"; Mr. Fellows on "Profit With Honor"; Mr. Meagher on "Sound Is the Word for Radio." John Smith, NARTB public affairs manager, will attend Boston meeting.

Guest radio speaker in Boston will be E. R. Vadeboncoeur, WSYR Syracuse. Guest tv speaker will be Clair R. McCollough, Steinman stations.

Mr. Vadeboncoeur will preside at second meeting of series, District 2 (N. Y., N. J.), opening Sept. 13 at Lake Placid Club, Lake Placid, N. Y., with New York-New Jersey delegates taking part. District 3 (Pa., Del., Md., W. Va.) meets Sept. 16 at William Penn Hotel, Pittsburgh.

Paul A. Porter, of Arnold, Fortas & Porter and ex-FCC chairman, will join freedom of information panel at Lake Placid. Others on panel are Jack Gould, CBS information adviser; Rudolph Halley and Mr. Hardy.

Smith New RCA V. P.

DOUGLAS Y. SMITH, with RCA since 1930 and general marketing manager of its Tube Division since October 1953, elected vice president and general manager of that division, RCA President Frank M. Folsom announced Friday. Mr. Smith has served as manager of RCA tube plants in Harrison, N. J., and Lancaster, Pa., tube merchandise manager, and manager of tube sales operations. In 1951 he received company's highest employe honor, RCA Victor Award of Merit.

WITH Asks 5 kw on 550 kc

WITH Baltimore, 250 w independent operating fulltime on 1230 kc and headed by Tom Tinsley, filed bid with FCC Friday for switch to 550 kc with 5 kw unlimited, directionals day and night.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

AVAILABLE
NETWORK
PROGRAM
PARTICIPATION
AT
CARD RATE!

★

MODERN
ROMANCES
11:30-11:45 AM
MONDAY
thru
FRIDAY

★ ★

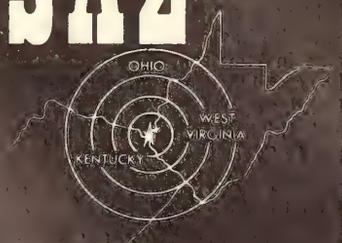
2
PARTICIPATIONS
AVAILABLE

ACT NOW!

CONTACT
THE KATZ AGENCY
OR
C. TOM GARTEN
STATION MANAGER

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy. Air mail service available at postage **cost payable in advance. (Postage cost to West Coast $41.60 per year.)**

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Sunday is Family Day on WJAR-TV



"SUNDAY SUPPLEMENT"

STARTING SEPTEMBER 19TH!

A NEW CONCEPT IN PROGRAMMING
For the first time anywhere, a 2 hour program integrating morning devotion and family entertainment.

SUNDAY MAGAZINE SUPPLEMENTS
Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

PIPSQUEAK PARADE
Talented youngsters perform. Cartoons and Westerns, too!

NEWS AND WEATHER
The latest news plus weather reports for Sunday drivers and sports enthusiasts.

RELIGION
Sunday morning devotions, inspirational messages, Bible Stories for the entire family.

GUESTS
People who make the Sunday Supplement news.

TIME PERIOD
10 a.m. to 12:00 noon starting September 19th.

COST
One minute slide, live or film participation $65.00.

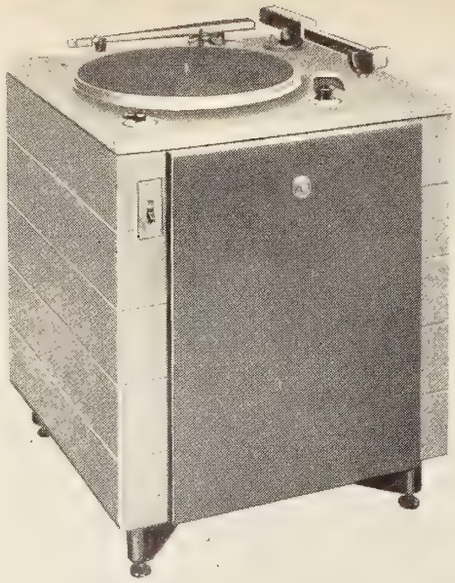
★ **Starring Betty Adams**
known to thousands of WJAR-TV viewers for over 2 years!



National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont-Supplementary



BQ-1A TURNTABLE. For fine-groove 45's and 33⅓ LP's (exclusively)—up to 12". Only 28" high, 20" wide, 16½" deep, this studio-proved unit is your answer for a moderately priced turntable. Complete, with lightweight tone arm, filter, 1.0 mil pick-up, and cabinet.



BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.



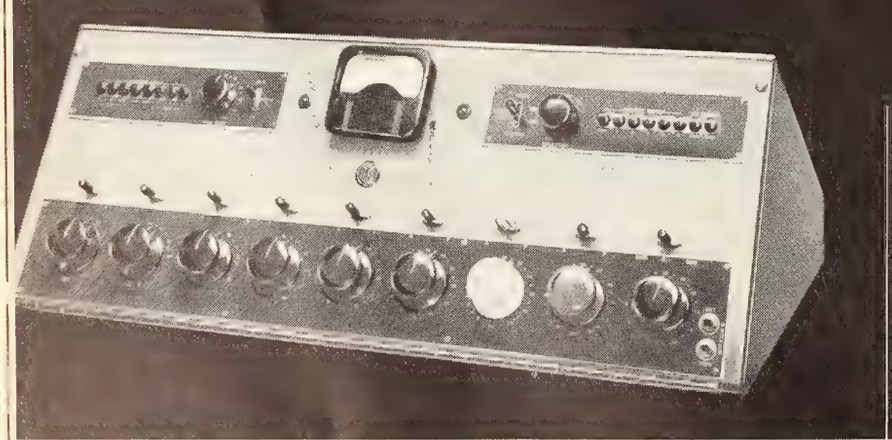
BC-4A AUDIO CONTROL. This new unit provides adequate control and switching for one studio, control booth, two turntables, network, 2 remotes, and tape recorder. Addition of a second BC-4A doubles facilities, permits dual-channel operation. Ideal audio sub-control for TV stations.

Everything in Audio

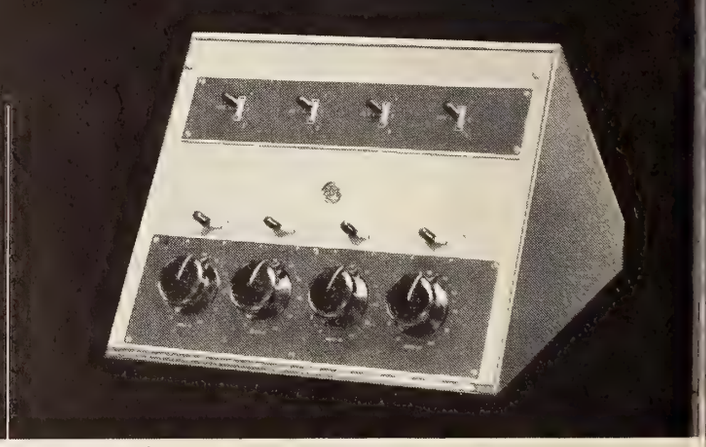
Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

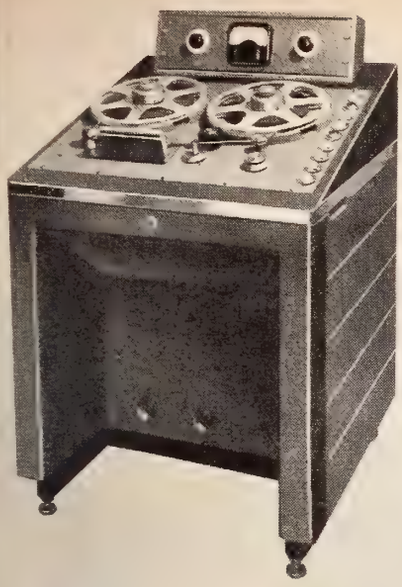
RCA audio equipment is imaginatively designed to exceed present-day station *requirements—competitively*. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.

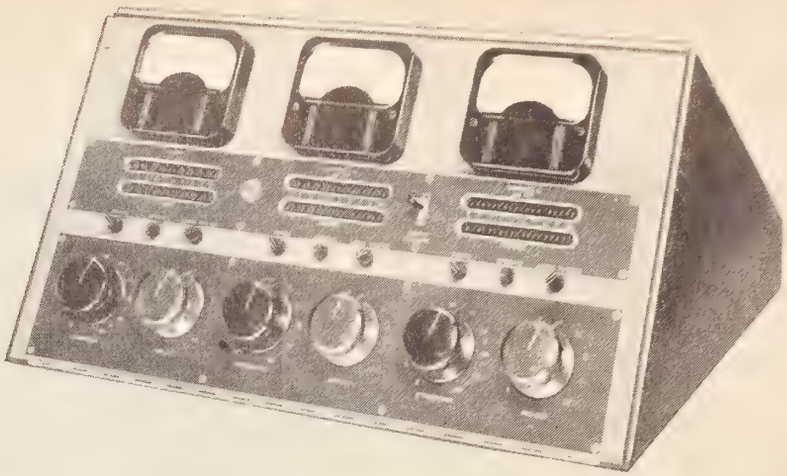


BC-2B STUDIO CONSOLETTE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.



BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 16 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.





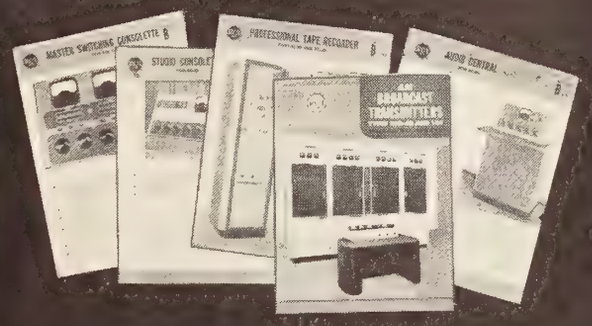
12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). ne as RT-11B and includes all the design features the rack-mounted unit—but is ideal for use near RCA Consolette or turntables in control rooms or dios where rack space is not available.

BCS-11A MASTER SWITCHING CONSOLETTE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

..for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

ITEM	NUMBER
BC-4A Audio Control	B-1112
BC-2B Studio Consolette	B-1100
BCM-1A Auxiliary Mixer Console	B-1108
BCS-11A Master Switching Consolette	B-1116
BQ-1A Turntable	B-1616
BQ-70F Deluxe, 3-speed Turntable	B-1600
RT-11B Professional Tape Recorder for Rack Mounting	B-1700
RT-12B Professional Tape Recorder (Console Type)	B-1700
BTC-1B Transmitter Control Console	2J-8256



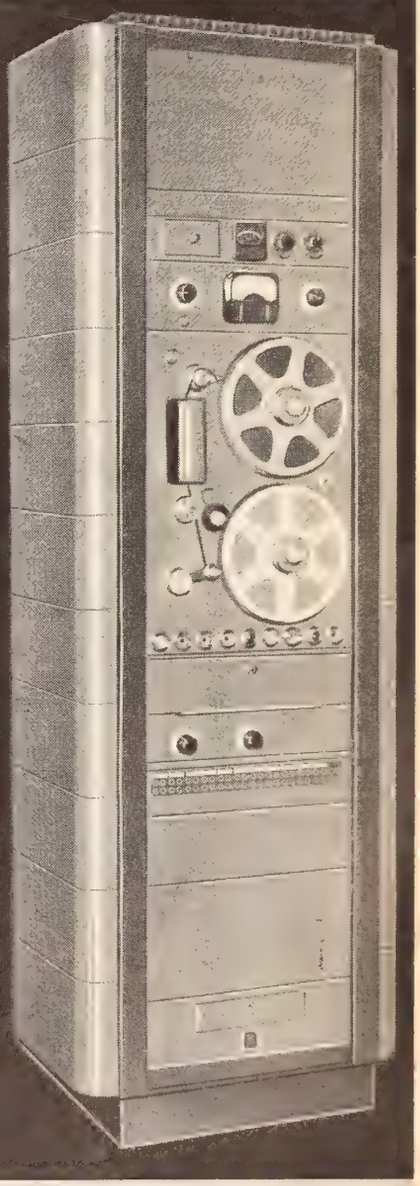
PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RCA®

RADIO CORPORATION of AMERICA

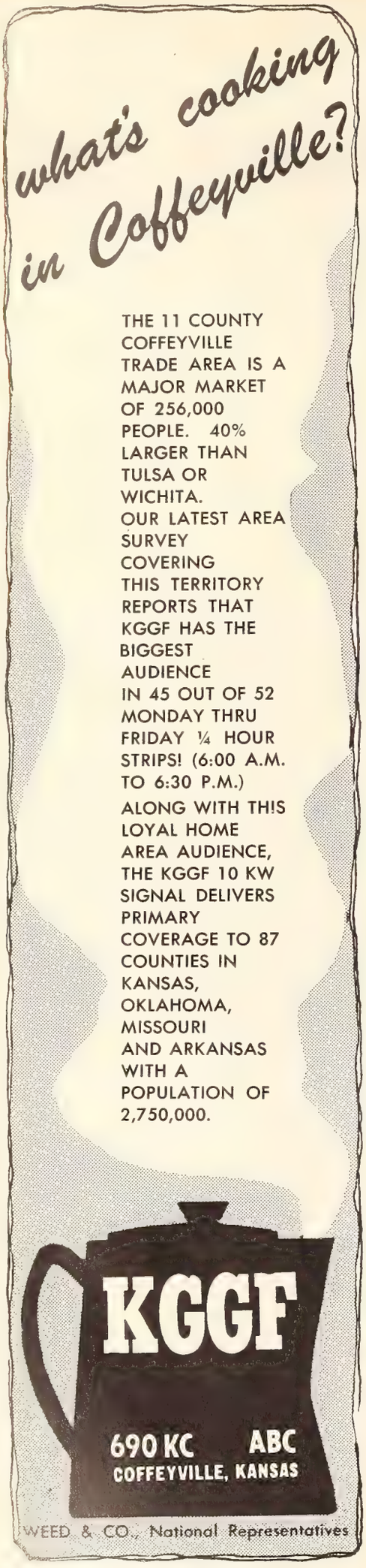
ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.





BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.



MICKEY ROONEY SHOW

Network: NBC-TV
Time: Sat., 8-8:30 p.m. EDT
Title of Aug. 28 show: Hey Mulligan!
Cast: Mickey Rooney, Regis Toomey, Claire Carlton, Carla Balenda, John Hubbard, Joey Forman.
Producer: Joseph Santley
Director: Leslie Martinson
Writers: John Fenton Murray, Benedict Freedman.
Location: Filmed in Hollywood.
Sponsors: Green Giant Co., Pillsbury Mills, alternating.
Agency: Leo Burnett, Chicago.
Estimated Production Costs: Approximately $30,000 per program.

THE YOUNG FELLOW who is cartooned on Green Giant Co. food containers walked off the label and onto the screen the night of Aug. 28. The clever commercial was a bit different and interesting.

This is more than can be said about the new half-hour *Mickey Rooney Show* (Hey Mulligan!) which made its debut at eight that night, sponsored by the subject of the novel commercial. A second commercial used on the program was minus the animated trademark but featured the star of the show, which added another unfortunate choice to the original misplay in a selection of a dull script.

Not that the "acting" was below average. The character actors, and Mr. Rooney, himself, are all familiar Hollywood faces and have appeared at one time or another in any half-dozen (or 100, depending on the actor's age) Grade B movies in past years. The story itself revolves about Mickey Mulligan, an NBC page boy in Hollywood, played by guess-who. It ranges from the situation comedy to slapstick, when it's lucky; otherwise the script teeters on utter boredom. A must for the Rooney fans. A filmed quickie for the undiscriminating "movie fan." For the rest of the millions of tv viewers, a take it or leave it type show.

LUX VIDEO THEATRE

Network: NBC-TV
Time: Thurs., 10-11 p.m. EDT
Host: James Mason
Stars: Dorothy McGuire, Gene Barry, Edward Ashley, Mary Anderson (Aug. 26 only)
Producer: Cal Kuhl
Executive Producer: Cornwell Jackson
Directors: Buzz Kulik, Richard Goode, Earl Ebi
Set Director: William Craig Smith
Writers: Sanford Barnett and Richard McDonagh
Musical Director: Rudolph Schrager
Sponsor: Lever Brothers Co. (Lux products)
Agency: J. Walter Thompson Co.
Origination: NBC-TV studios in Burbank, Calif.
Estimated Production Cost: $40,000.

IT would be hard to find a more appropriate drama for soap company sponsorship than "To Each His Own," opening program of the new hour-long *Lux Video Theatre* series, which started Aug. 26 on NBC-TV. This story of a mother's fight for her son's love had all the tear-jerking elements so beloved by soap opera addicts.

There were several notable features of the evening telecast, however, that clearly took it out of the class of the run-of-suds daytime drama. First, the long-suffering mother is an unmarried mother, glaringly violating the basic soap opera tenet of the wholesome purity of American womanhood. Next, the single 60-minute telecast covered 25 years of heartache, enough to fill 10 years of quarter-hour five-a-week installments. Finally, both direction and acting were of a calibre many cuts above that of the typical serial drama.

But the plot was not. Jody Norris, lovable young daughter of a lovable old small town druggist, meets a lovable young aviator in 1917. He goes to France and is killed; she goes to the city to have his baby; then embarks on an involved and implausible scheme so that she may have her son to bring up and no one the wiser. The scheme misfires and when her success in business (stated but never plausibly explained) gives her a financial lever to force the boy's foster parents to send him to her, the boy is unhappy and she tearfully sends him back "home."

All this is told in flashbacks from a London railway station on Christmas Eve, 1944, where Jody drives away her rich and titled admirer to wait for her son, now a soldier in World War II. Again she is rebuffed; his thoughts are all for his Wren sweetheart. Complications of cancelled leaves and distraught lovers are magically solved by the aforesaid r. and t.a. who wangles a special marriage license from the Archbishop of Canterbury, no less. After the ceremony, the son suddenly sees all and turns to Jody with the curtain line, "My dance, mother."

Dorothy Maguire and a fine supporting cast, aided by good overall producing-directing, kept this sobby story on a plane of high sentiment that never became maudlin, a notable achievement under the circumstances provided by the plot.

The drama was followed by a sort of after piece, in which James Mason, the program's host, interviewed Alfred Hitchcock about his latest film "Rear Window" and showed excerpts from this mystery thriller, a change of pace that completely destroyed the mood which had been so carefully built up in the preceding 50 minutes.

* * *

BOOKS

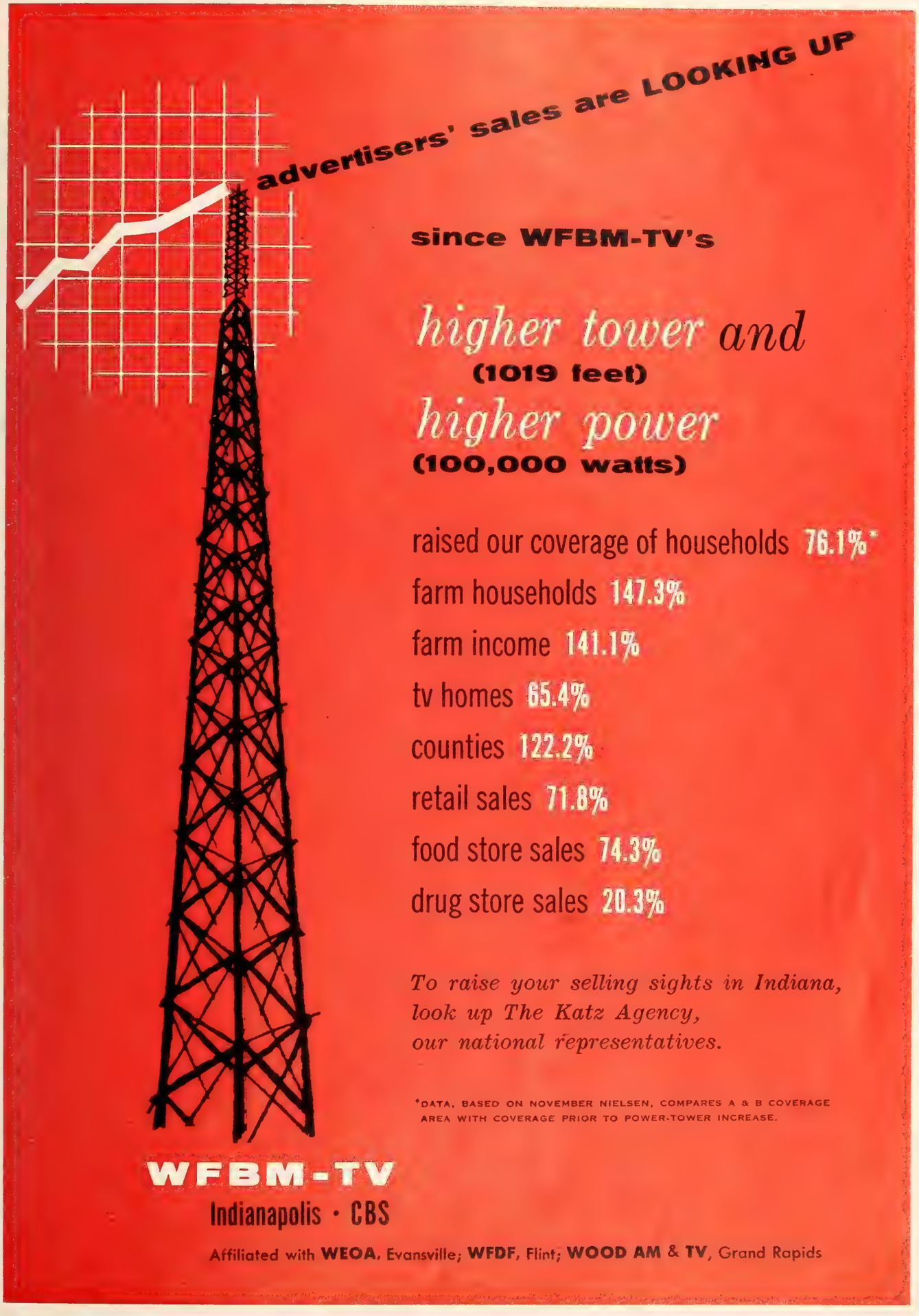
BIG ENTERPRISE IN A COMPETITIVE SYSTEM, by A. D. H. Kaplan. The Brookings Institution, Washington, D. C., 285 pp. $4.

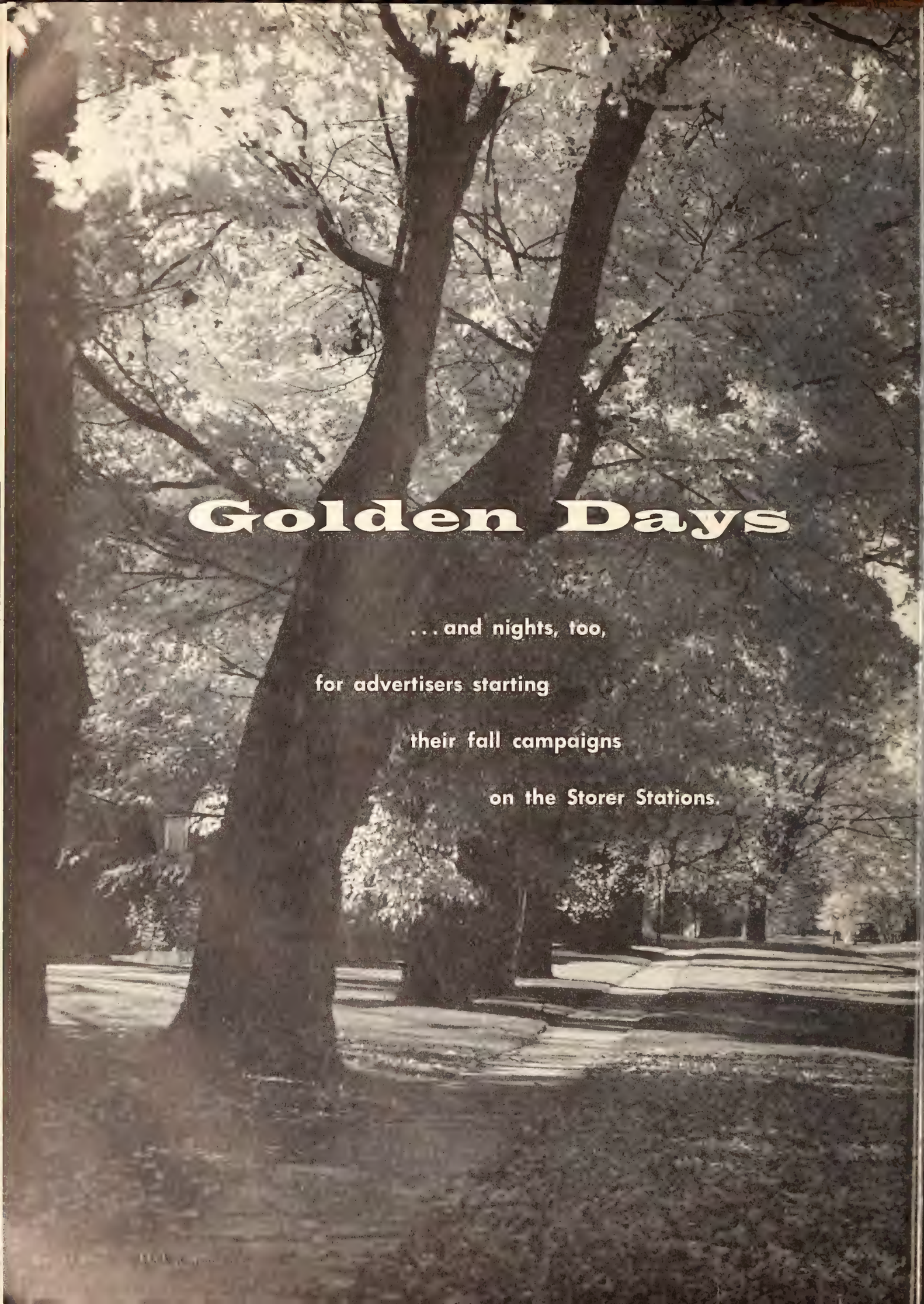
BIG BUSINESS is neither the hero nor the villain of this objective study which, with considerable success, avoids the emotional approach of the trust-busters on the one hand or the idolaters of big business on the other. The author's own conclusion:

"In our economy big business undertakes the role of coordinating individual efforts and resources into collective achievement. This is a function that must be undertaken under modern technology, whether by private enterprise or by the state. In the U. S. it has been possible to mix dispersion with centralization so that the major job can be left to private competition, under government regulation. Big business has not merely been kept effectively subject to a competitive system; on the whole it has also made an essential contribution to its scope, vitality and effectiveness."

RADIO-TV: PERILS TO PROSPERITY, by Anthony B. Meany Sr. Pageant Press, New York. 167 pp. $3.

THE TITLE of this book tells the story. Radio, the author argues, caused the depression of the 1930's by encouraging people to sit at home, day after day, night after night, not consuming, not buying, just listening. The war saved us but now the war is over and tv is compounding the crime. The book would be easier to read if the author had identified the first part as being written circa 1942; until the reader realizes that, the statistics cited as current are somewhat bewildering.


advertisers' sales are LOOKING UP
since WFBM-TV's
higher tower and
(1019 feet)
higher power
(100,000 watts)
raised our coverage of households 76.1%*
farm households 147.3%
farm income 141.1%
tv homes 65.4%
counties 122.2%
retail sales 71.8%
food store sales 74.3%
drug store sales 20.3%
To raise your selling sights in Indiana,
look up The Katz Agency,
our national representatives.
*DATA, BASED ON NOVEMBER NIELSEN, COMPARES A & B COVERAGE AREA WITH COVERAGE PRIOR TO POWER-TOWER INCREASE.
WFBM-TV
Indianapolis · CBS
Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids


Golden Days
. . . and nights, too,
for advertisers starting
their fall campaigns
on the Storer Stations.



STORER BROADCASTING COMPANY

WSPD • WSPD-TV
Toledo, Ohio

WJBK • WJBK-TV
Detroit, Mich.

WAGA • WAGA-TV
Atlanta, Ga.

KGBS • KGBS-TV
San Antonio, Texas

WBRC • WBRC-TV
Birmingham, Ala.

WWVA
Wheeling, W. Va.

WGBS
Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 •

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

MORE "FIRSTS" FOR WLAC'S ESSO REPORTER

Nashville station pioneered in election coverage 25 years ago. Still leads the field.



9:30 PM, SENATOR ESTES KEFAUVER, in his headquarters in the Maxwell House, came to WLAC's Esso Reporter first to broadcast his (2 to 1) victory message.



10:30 PM, CONGRESSMAN J. PERCY PRIEST discussed his landslide win with F. C. Sowell, WLAC's general manager, a practice the two have observed for 14 years. The popular Tennessee Congressman always makes WLAC his first port of call.



11:25 PM, GOVERNOR FRANK G. CLEMENT made the first acknowledgment of his overwhelming victory to listeners tuned to WLAC. As always, Your Esso Reporter was "ready."

When it's LEADERSHIP that's wanted, either in public relations or advertising, most people turn to . . .

WLAC

Broadcasting Service of

Life and Casualty

Insurance Company of Tenn.

Guilford Dudley, Jr., President
Home Office: Nashville, Tennessee

OPEN MIKE

Much Ado About O

EDITOR:

In the issue of Aug. 30 in the first paragraph in your lead article I note that "American advertisers will be using television time at a rate of better than $6 million a month."

This statement leads me to several conclusions:

1. "Better than" is a phrase used in BROADCASTING • TELECASTING to signify 10 times the printed figure, or

2. A number of American advertisers are getting a bargain we would like to know more about, or

3. The sentence should read "an American advertising agency (which shall be nameless) will be using television time at the rate of better than $6 million a month."

Having discounted the possibility of a typographical error, it would be very gratifying to uncover the real truth in this statement of yours. Would you please clarify this in your next issue?

Rod Erickson
Vice President
Young & Rubicam

EDITOR:

The next important piece of research the broadcasting industry should undertake is whether the editors or the typographers ball up the figures.

For instance—the Aug. 30 issue of BROADCASTING • TELECASTING says in the headline and in the first paragraph of the lead story that television time sales will be $6,000,000 a month this fall. With B•T publishing office in Washington, little bittsy figures like $6,000,000 should never be tolerated. You mean $60,000,000, don't you?

Newspaper headline writers and typographers do it, too. And even on the financial pages. Really, B•T, we ought to take better care of our millions and billions.

T. F. Flanagan,
Managing Director,
Station Representatives Assn.

[EDITOR'S NOTE: Thanks to Messrs. Erickson, Flanagan and a score of other readers who quickly spotted the typographical error that reduced B•T's printed estimate of the fall volume of advertising on tv from a reasonable $60 million to a ridiculous $6 million.]

BBC Plaque Fund

EDITOR:

As one of the grateful recipients of BBC service during the last World War, when I was director of news and special features for the Blue-ABC Network (1942-46), I most certainly want to subscribe to B•T's BBC Plaque Fund. Enclosed please find my personal check. . . .

Congratulations on B•T's carrying the ball on this most worthy objective . . . .

G. W. (Johnny) Johnstone
Dir., Radio-Tv Pub. Rel.
National Assn. of Mfrs.

Sound Economic Principles

EDITOR:

We were both pleased and flattered to be the subject of a feature article in BROADCASTING • TELECASTING's Aug. 9 issue.

However, I take issue with your implication that television mail-order is simply a vehicle "for the pitchman to unload the contents of his duffle before the cops arrive."

Television mail-order, as stated in the article, is founded on the soundest economic principles. While I agree that in tv mail-order, as in any business enterprise, there may be problem-children in our midst, most of the items offered for sale in mail-order films are legitimate buys backed by a standard manufacturer's guarantee; most of the firms operating in this field are well founded financially and are represented by recognized agencies who would disagree that mail-order is an unpleasant medicine to be swallowed because the doctor has money.

You might be interested to know that we are mightily impressed by the readership B•T commands. Our address was incorrectly given as 208 S. Wabash Ave., Chicago (actually it's 218 S. Wabash Ave.). Through this morning [Aug. 25], in addition to a flood of calls and notes from old friends in the industry with whom I have been out of touch for years, we have had 42 pieces of mail addressed to 208!

Herschell G. Lewis
Lewis & Martin Films Inc.
Chicago

Boxed

EDITOR:

In your article regarding WHOL Allentown, Pa., on page 48 of the Aug. 23, 1954, issue you used our frequency —1320—in the article. WHOL's frequency is 1230.

Will you make a correction of this, please, in a special box?

Oggie Davies, Mgr.
WKAP Inc.
Allentown, Pa.

Readers Want Radio Logs

EDITOR:

With what we believe is one of the shortest editorial notes testifying to the effectiveness of radio, we enclose the following clipping from the Hutchinson *News-Herald.*

The background of it stems from the fact than Hutchinson currently has Kansas' only vhf tv station which has been in operation for more than a year. The tv logs were maintained during the interim the radio logs were deleted . . .

Thought you might be interested that radio is still effective in a market which has prided itself upon its degree of tv saturation.

John W. Powell, Mgr.,
KWBW Hutchinson, Kan.

[EDITOR'S NOTE: The clipping, from the Aug. 21 issue of the "News-Herald," reads:

RADIO LOG TO RETURN

The Radio Log for the past three days has been omitted from "The News-Herald." This was done to sample public opinion, to see if it were still read. It was. It will be returned to the paper on Sunday.]

Facts of Life

EDITOR:

I must call your attention to an error in the Aug. 23 issue of your usually most reliable publication.

On page 7 in the last paragraph of the story relative to Weed being named to represent WABC-TV you say: "John Blair & Co. (radio) and Blair-Tv (tv) represent ABC-owned WLS."

You know very well ABC does not own WLS.

Will you please make a correction of this lapse and acquaint your staff with the facts of life?

Glenn Snyder, Mgr.
WLS Chicago

[EDITOR'S NOTE: WLS Inc., licensee of WLS Chicago, authorized to operate full time on 890 kc with 50 kw, is a voluntary merger of WLS and WENR, which formerly shared time on that frequency. Agricultural Broadcasting Co., former licensee of WLS, owns 50% of WLS Inc.; American Broadcasting-Paramount Theatres Inc., former licensee of WENR, owns the other 50%. Assignment of the former licenses to the new corporation was approved by the FCC March 10 (B•T, March 15).]

To a TV sales manager who's blowing his top





PATRICIA MORISON



GINNY SIMMS



TONY PASTOR



NAT "KING" COLE



JUNE HUTTON





FLORIAN ZABACH

If failure to land sponsors makes you flip your lid, Studio Telescriptions will take your time off sustaining.

Nothing draws sponsors like the high ratings and low costs of programs built with Studio Telescriptions. With the Studio Telescription Library you can offer your clients the nation's top musical artists on film, in lavish production settings, in a variety of lively program formats . . . all without the usual high production and talent costs.

To help you make sales fast, Studio Films provides a complete sales and merchandising service with your library. Find out today how Studio Telescriptions can attract new sponsors to your station.

STUDIO FILMS, INC.

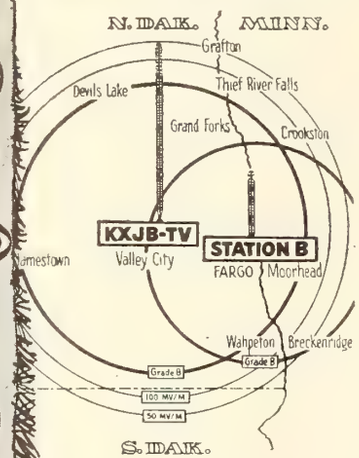
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

SF

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

it takes
TOWER
and
POWER
to cover the Dakota area

KXJB-TV
gives you *more* of both



COMPARE	KXJB-TV	Station B
Tower	1085 ft.	433 ft.
Power	100 KW	65 KW
Above sea	2495 ft.	1383 ft.
In 100 MV/M Area		
Pop.	327,500	256,900
Families	86,300	69,700
Retail Sales	$397 mi.	$292 mi.

In the 100 MV/M area KXJB-TV will give you 27% more people, 23% more families; 36% more retail sales.

Live interconnected Sept. 26th.

KXJB-TV
CBS Primary—DUMONT
Channel 4
VALLEY CITY
FARGO

NO. DAK. BDCST. CO. INC.
Box 626 Fargo, N. Dak.
Phone Fargo 4461
KSJB-600 KC, Jamestown
KCJB-910 KC, Minot
KCJB-TV-Ch. 13, Minot
REPS: WEED TELEVISION

our respects

to EDWARD MOORE ANDERSON



WHY does a newspaperman get into the broadcasting business?

North Carolina broadcaster and publisher Ed Anderson saw the "electronic" light during World War II when he became interested in the medium's rapid dissemination of news and public service. When he saw radio stations spring up all over the country after the war "like mushrooms," he decided that "if the communities served by our newspapers were to have radio stations, too, I might as well own and operate them, and operate them on a local basis just as the newspapers are operated."

How does a newspaperman, etc., etc.

Ed Anderson shows a likely sagacity on that one: "I started the hard way at the top and then worked from the bottom up, using a full staff that was experienced in radio."

Today he is president of two North Carolina station properties, with direct management over one (WBBO-AM-FM Forest City), and supervision and majority ownership of another (WPNF Brevard), while holding vice presidencies and part ownerships in two others (WIFM-AM-FM Elkin and WBRM Marion). Still a fifth is planned.

Edward Moore Anderson was born 49 years ago this month on a farm outside Reidsville, N. C., and was one of the five children of John I. and the late Maggie Moore Anderson. His family moved into town and he attended Reidsville High School and later the U. of North Carolina in the class of 1926.

Torn between journalism and law, he took the easy way out for two years as a schoolteacher, then plunged into the newspaper business. Mr. Anderson went up and up the newspaper ladder and for the past 12 years has been publisher of four weeklies and one semi-weekly. This summer he was elected president of the National Editorial Assn.

Mr. Anderson went into radio in August 1946 when he formed the Rutherford County Radio Co. and applied to the FCC for a grant at Forest City. It was approved in December and WBBO went on the air Sept. 14, 1947, with 1 kw daytime on 780 kc. WBBO-FM (1 kw, 93.3 mc) was added the following year to provide nighttime service.

By this time applications had been made for Brevard and plans were underway for one or two more. "Realizing that it costs a lot of money to establish and operate even a small station, I decided it would be best for me personally to learn the radio business and that the best way to do it would be to get some on-the-job training.

"So in addition to publishing duties, I became president and manager of WBBO and have served in those capacities since that time."

WBBO serves a county of about 50,000 population, according to Mr. Anderson. Two of the newspapers are located in the county and they work closely together in all matters, "particularly in the function of disseminating local news and rendering public service." The staffs of the newspapers and stations are entirely separate, Mr. Anderson says. Emphasis is placed by all the stations on local programming, public service and local news, he says.

Radio is a "fascinating business," Mr. Anderson feels. He thinks he could "write a book about the experiences of securing radio station grants, going through hearings, erecting buildings, buying equipment, employing staff and getting started in the radio business as a greenhorn newspaper publisher."

The Anderson newspapers, as the stations, all are in the western end of North Carolina. They are the *Transylvania Times* at Brevard, *Forest City Courier, Spindale Sun, Skyland Post* at West Jefferson and *Alleghany News* at Sparta.

Mr. Anderson is a member of Sigma Delta Chi, professional journalism fraternity; two country clubs; Elks Club; the Brevard College board of trustees; Brevard Music Foundation; North Carolina Symphony Society; U. of North Carolina Journalism Foundation, is a director of the Forest City Chamber of Commerce and has organized five merchants associations. He is a former director of the North Carolina Assn. of Broadcasters.

Interested in music from an early age, he studied piano as a lad. He also likes hunting and golfing, and shoots in the 80's. He is married to the former Stella Williams and they have one daughter, Billie, 18.

He believes it takes a lot of hard work to have a good radio station operation and thinks good morale among members of the staff is equally important. Small stations, he says, must be well operated if they are to be regarded as community institutions. In radio, he says, "we seek to make money and to have the best station possible."

The advent of television has not changed Mr. Anderson's mind about the functions of radio in small communities, as evident by the purchase of WIFM Elkin last June. In fact, he says, he may buy another one "soon" to make the operation five stations and five newspapers. About tv, he says:

"Our markets are much too small for tv stations. We are sure that with good local programming, good promotion and selling, radio in small markets can operate without worrying about tv coverage, especially in the daytime and with the use of local sports at night. We are strong on local nighttime sports coverage. It licks tv."



No long shot, this

Some of the smartest advertisers we know are sure of one thing—the best way to *move goods fast* is to pinpoint their advertising on big markets. That's why they buy *spot radio, on key stations.* They know, too, that every dollar counts when they buy time on the handful of good stations that cover just about everybody. WJR, for example, reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers



GET

ALL EQUIPMENT FROM ONE MANUFACTURER...

G.E.

OFFERS YOU UNDIVIDED RESPONSIBILITY

FOR A COMPLETE LINE OF COLOR OR BLACK & WHITE

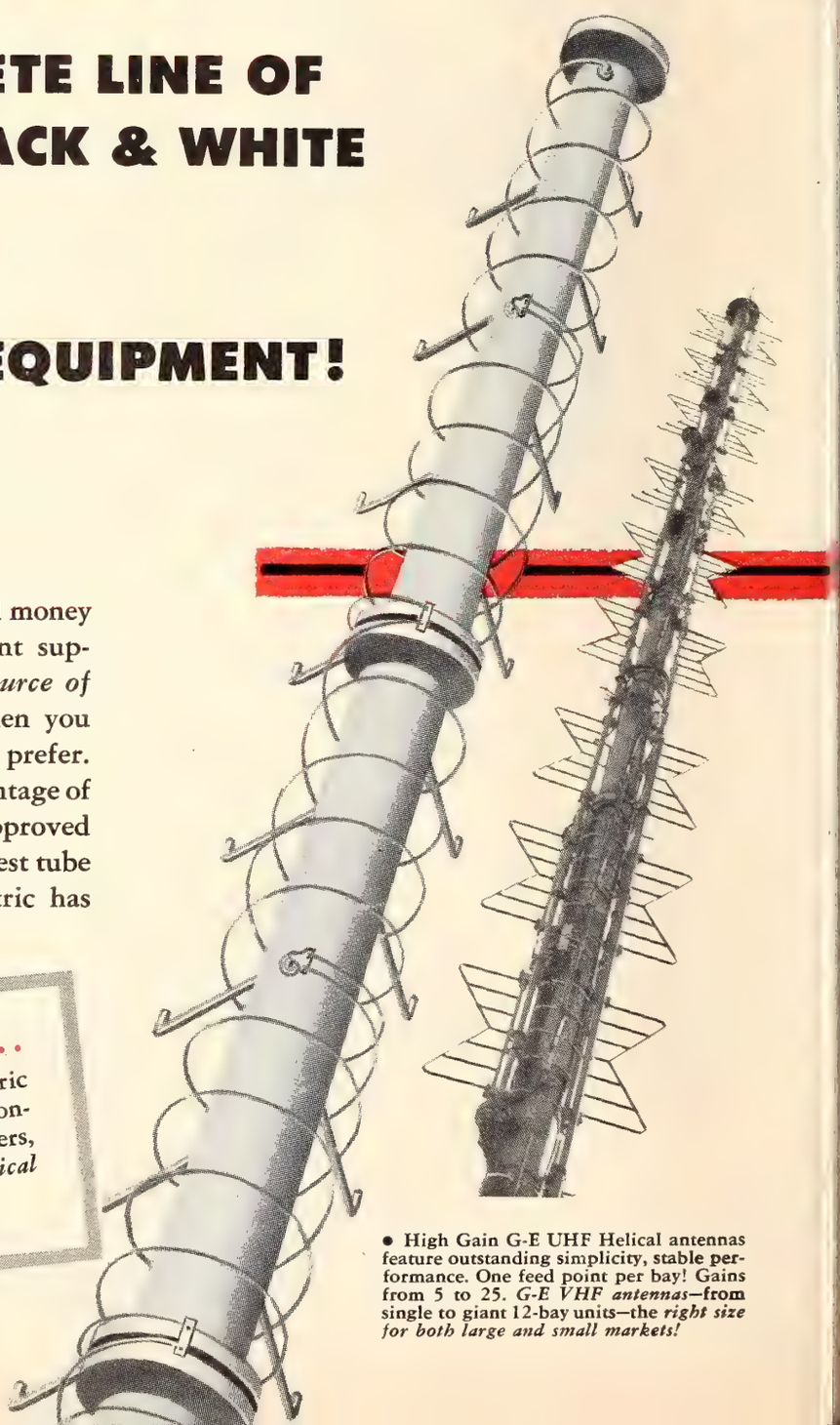
TV

EQUIPMENT!

TV BROADCASTERS—why spend extra time and money buying your equipment from many different suppliers? Let General Electric be the *single source of responsibility* for delivering equipment when you want it... for delivering the performance you prefer. G.E. can answer *all* your TV needs! Take advantage of General Electric's performance tested and approved equipment. Go down the list—from the smallest tube to 50 kw VHF transmitters—General Electric has everything you need to go on the air!

COMPLETE EQUIPMENT MEANS...

the widespread resources of General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable . . . in short, *all your electrical and electronic requirements!*



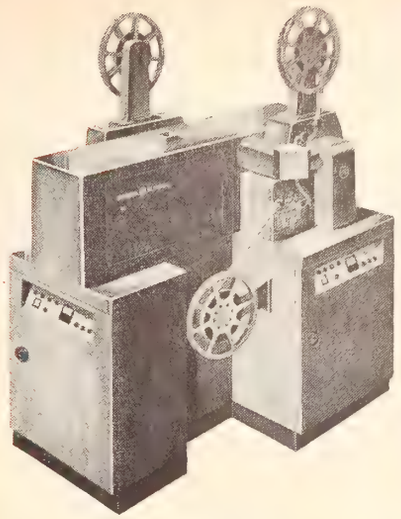
• High Gain G-E UHF Helical antennas feature outstanding simplicity, stable performance. One feed point per bay! Gains from 5 to 25. *G-E VHF antennas*—from single to giant 12-bay units—the *right size for both large and small markets!*

• G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.

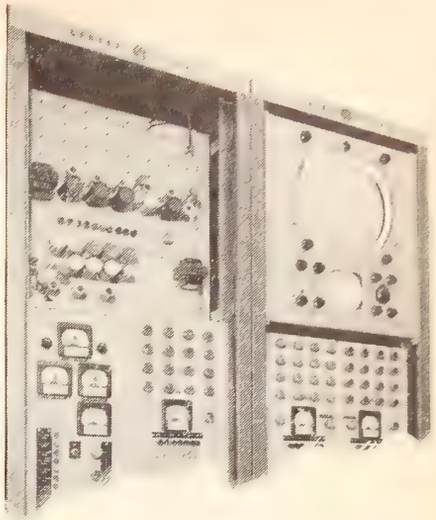
MONOCHROME

COLOR

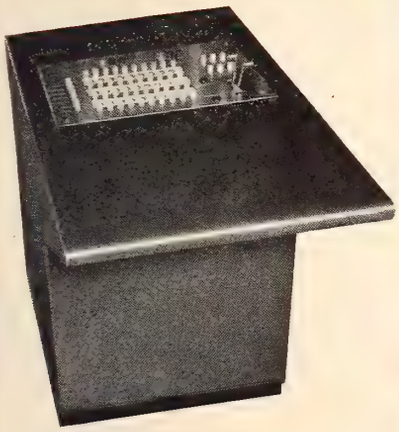




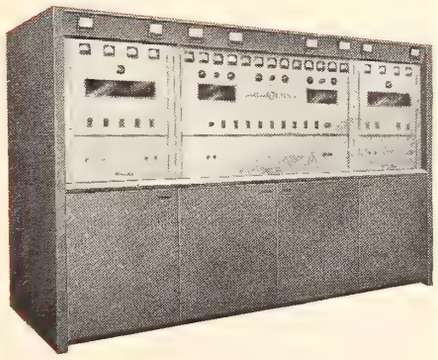
• Complete Color Film & Slide Facilities. *Ideally-integrated* units deliver versatile commercial & film programming.



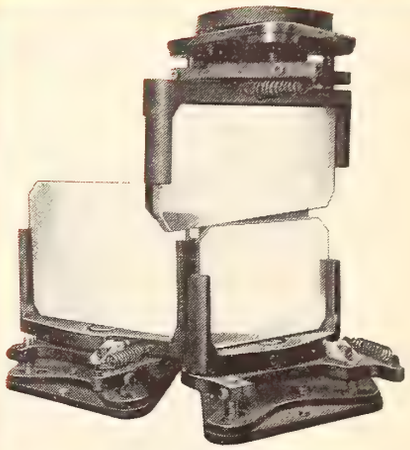
• The G-E Chromacoder for live local programs. Here is practical *economy* which *must* affect your color plans.



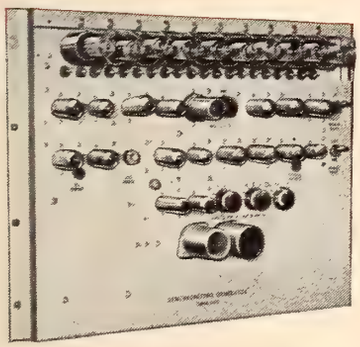
• G-E Studio Switching Combinations exactly fit your needs . . . from the smallest to the largest studio operation.



• G-E Transmitters answer all requirements . . . color or B&W. From 5 KW VHF to high power 45 KW UHF units.



• Famous G-E Mirror Changeovers. 2 or 3 mirror designs for B&W. More inputs . . . multiple adjustments. For vidicon . . . optical multiplexer types.



• G-E Sync-Generators literally set the pattern for proposed RETMA requirements . . . stamped *finest in the industry!*



• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

Remember

The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story first-hand. Have our representative make an in-person presentation of the new, economical *Pyramid Plan* for color TV. Or, write: *Section X294-6, General Electric Company, Electronics Park, Syracuse, New York.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC



a 200 mile wide

habit!

for nearly 6 years, WMCT Memphis

was the only TV station
IN THE MID-SOUTH

The habit of tuning to WMCT during that long period is one that is firmly fixed today among 285,737 Mid-South TV homes.

And WMCT on preferred low band VHF Channel 5, operates on a maximum 100,000 watts power from its "topper" tower of 1,088 feet.

today, WMCT Memphis

is the only TV station
THAT EVERY TV HOME CAN GET IN THIS AREA

This means that WMCT delivers a better signal service . . . a clearer picture over a wider area than any other Memphis TV station from 100 to 135 mile radius.

THE ONE TV STATION THAT SELLS ALL OF THE MID-SOUTH

WMCT

MEMPHIS'
First TV Station
NOW 100,000 WATTS
WMC — WMCF — WMCT

MEMPHIS • CHANNEL 5

Affiliated with NBC—Also affiliated with ABC and DUMONT

Owned and operated by
The Commercial Appeal

National Representatives
The Branham Co.



RICHARD LONG

on all accounts

DICK LONG is an avid believer in the importance of market research and media analysis for his clients.

A youthful veteran of Rockford, Ill., advertising circles, Mr. Long at 31 already has made his mark as a research specialist. He also knows his broadcast media from the research standpoint.

Mr. Long is an account executive at O'Leary Adv., one of the four top agencies in Rockford, which handles the accounts of WREX (TV) and WBEL Beloit, Wis. Now in its seventh year, the agency is still expanding, and Mr. Long has played a vital role in its growth.

Born in Bradford, Ill., near Peoria, on April 10, 1923, Richard Bertram Long moved to Rockford at the age of six, attending grammar school and St. Thomas High.

Then Mr. Long went to work—and started moving around. He took a job with the advertising department of the Rockford *Register Republic* and *Morning Star*. That same year, he joined the National Lock Co., becoming assistant advertising manager. After Pearl Harbor, Mr. Long enlisted in the U. S. Air Corps, serving at Sheppard Field in Texas and, later, March Field, California.

Returning to the business world, Mr. Long attended Northwestern U. and joined McCann-Erickson, Chicago, beginning a progression of jobs that took him through traffic, research, copy, publicity, media and time-space buying. He ultimately was assigned to client contact work.

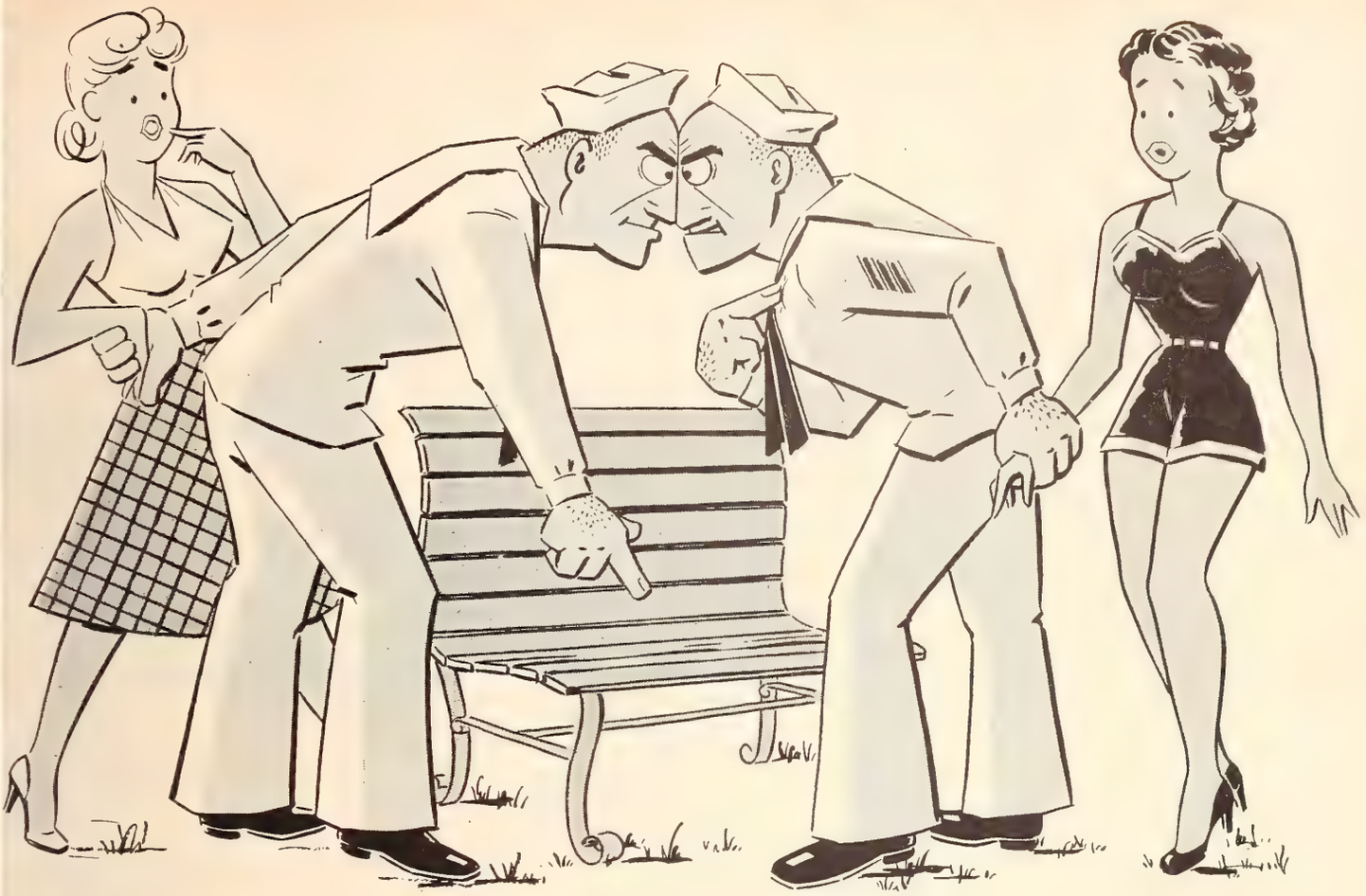
McCann-Erickson persuaded him to drop his courses at Northwestern (he was majoring in English and psychology) and embark on a Four-Year Farm Study underwritten by Standard Oil Co. of Indiana.

In 1947 he returned to Rockford and went with Cummings, Brand & McPherson, handling work on industrial accounts. A year later, he moved to Hollingsworth & Collins (now E. R. Hollingsworth & Assoc.)

From 1950 to 1952, Mr. Long was advertising and merchandising director for Blue Star Foods, where his interest in radio and tv was developed. He started at O'Leary Adv. in January 1953.

Among accounts he services in addition to WREX and WBEL are Hansen clock, Allied Home Producer, American Wilbert Vault Corp. and Illinois Water Treatment Co.

Mr. Long married the former Alice Marie Carlin May 3, 1947. They have one child, Stephen, 4. He belongs to the Elks Club, Industrial Marketeers and Rockford Sales Executives Club. Hobbies: golf and gardening.



t's No Draw...in Omaha

There's no argument in Omaha over who gets the best spot to make a sales pitch.

KMTV gives you the biggest audience! According to the latest Pulse*, KMTV has 13 of the top 15 once-a-week shows, 7 of the top 10 multi-weekly shows, and a commanding popularity lead in all time periods.

KMTV gives you the widest coverage! An impartial survey (name and statistics on request) gives KMTV a 3-to-1 leadership ratio over all other TV stations in the area as the *one* station best-received and most-watched within a 100-mile radius of "booming" Omaha—one of the five most prosperous areas in the country.

KMTV gives you the biggest bargains! Take this typical example of two locally-produced, week-day homemaker shows: KMTV's "Your TV Home" has a half-hour rating of 7.5 according to the latest Pulse* and a one-minute participation cost of $50.00. The competing homemaker show has a half-hour rating of 6.2 and a one-time, one-minute participation cost of $75.50. It is obvious that KMTV delivers more viewers at a lower cost.

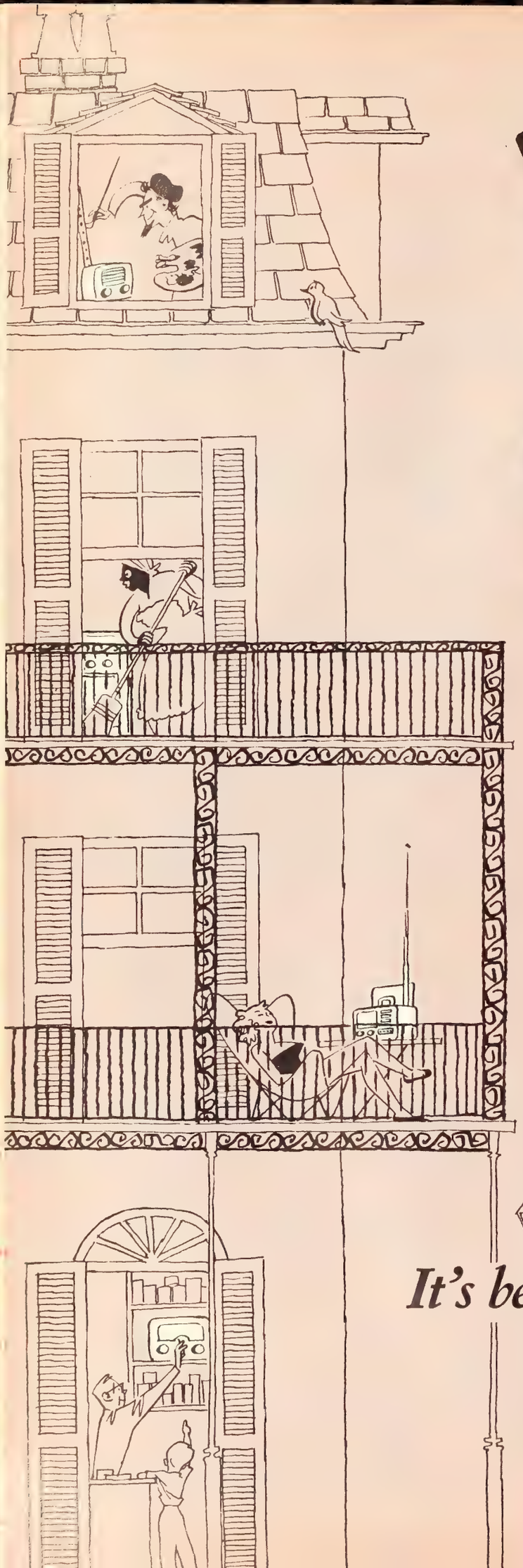
Investigate KMTV's popularity leadership—check its broad regional coverage—inquire about the times and low rates available . . . and you'll pick KMTV every time!

**Pulse—July 6-12*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.



New Orleans has

746,000 PEOPLE
—Chamber of Commerce figures

11 RADIO STATIONS
—by actual count

—but only ONE

WWL

—according to the mostest of the listeners . . .

It's been that way for 32 years!

REPRESENTED BY THE KATZ AGENCY, INC.

BROADCASTING TELECASTING

September 6, 1954 Vol. 47, No. 10

NEW CBS-RCA RIVALRY FLARES IN LIVELY CHICAGO SESSIONS

In a week of important meetings in Chicago, Television Bureau of Advertising gets off ground and Quality Radio Group is formed. But affiliate meetings of CBS Radio and NBC-TV dominate the scene with eruptions of competitive challenges.

AN INTENSIFIED struggle for power between two giants of broadcasting-manufacturing—CBS and RCA—was brought into the open last week during history-making meetings in Chicago.

In all, five events of great significance to the industry took place, including the organizational meetings of Television Bureau of Advertising and of Quality Radio Group. But dominating all was the flare-up of new rivalry between CBS and RCA.

These are the five events, in thumbnail fashion:

• NBC-TV affiliates found their routine autumn planning session turned into a historic preview of what's to come in color tv and other electronic arts (*Detailed stories begin on page 30.*) plus the prediction by Brig. Gen. David Sarnoff, RCA-NBC board chairman, that network radio may eke out only "a poor existence." *(Full story page 78.)*

• CBS Radio affiliates, too, met for a routine session and found themselves inspired by Gen. Sarnoff's dim view of network radio. Their meeting turned into a vociferous pep rally for radio and the creation of a new custom—an affiliate meeting in which the stations pick up the check. A second meeting is planned next year, possibly in Colorado Springs. *(CBS stories begin on page 28.)*

• Television Bureau of Advertising Inc. got off the ground. It is now a going corporation and a committee will propose the name of a president within a few days. It will match radio's BAB as a tv sales promotion agency. *(See story page 34.)*

• Quality Radio Group Inc. plans to name Ward Quaal, WLW Cincinnati, as president. With 24 stations committed, it will soon start a co-op tape program service fed to its members, described as top outlets in their markets. *(See story page 34.)*

• CBS-Columbia unveiled a line of 205-square-inch color tv sets and a $135 black-and-white 17-inch tv set, right under the RCA-NBC nose, and heard its distributors stand up and cheer as they looked at the live and filmed color programs. *(See page 80.)*

Most dramatic phase of the week's developments was an unscheduled "Battle of the Century" between Gen. Sarnoff and Dr. Frank Stanton, CBS president.

Gen. Sarnoff, possibly stung by the appearance of large-size CBS-Columbia color receivers in the same hotel as the NBC-TV affiliates meeting, threw away his prepared speech last Tuesday and for over an hour held the NBC affiliate group spellbound while he laughed at what he termed petty achievements of a competitor and then unfolded a preview of tv in the next few years. He said there will be no tubes at all—not even a cathode tube—in approaching tv receivers. A cigar-box control with transistors will feed a big picture to a wall-mounted screen.

Color—economical, practical and widespread color—is coming faster than you think, Gen. Sarnoff said. He added it will involve so little extra cost that broadcasters won't want to be limited to monochrome.

RCA will unveil a new 21-inch tube and simplified color sets Sept. 15, he said, raising speculation that the price of the sets may come within mass reach in 1955. He said nobody is going to pre-empt RCA's equipment leadership.

Gen. Sarnoff commented at length on such topics as the Bricker probe, affiliate-network relations, editorializing and the penalties of scientific pioneers.

Dr. Stanton, too, spoke Thursday from notes. In his address to CBS Radio affiliates he failed to use the word "television" a single time, as well as his hearers could recall. Taking the cue from Gen. Sarnoff after hearing broadcaster versions "from the scene of the crime," as he indirectly labeled the general's attack on network radio, Dr. Stanton extolled radio's proud past, emphasized its present strength and then detailed what CBS Radio is doing for its affiliates. He flew to Chicago for the second visit in four days, having spoken Monday to CBS-Columbia distributors. He had testified in Washington Wednesday after being cross-examined before an FCC examiner in the St. Louis ch. 11 case.

The Sarnoff-Stanton battle produced some of the roughest intra-industry competition in years. The general said NBC is emerging from its first year of color telecasting as CBS starts its experimental year. He said color television has shifted from an era of fancy claims to an era of performance.

Dr. Stanton confined his talk to network radio and chided those who don't believe in the medium and try to wreck it. Enthusiasm of CBS Radio affiliates didn't appear to be quelled by the awareness of an approaching 20% discount in nighttime payments to stations as the result of a leveling of night-day charges. Dr. Stanton charted network radio's postwar growth and its audience potential.

The NBC-TV meeting drew an attendance of 120 registrants. CBS Radio attendance included roughly 150 affiliates. Thursday noon Dr. Stanton spoke to over 300.

A side skirmish centered around the network editorializing views of Gen. Sarnoff and CBS. The general said networks had the right to editorialize, but he felt it was a dangerous weapon and would tend to impose the network's position on affiliates as well as consume prime time in permitting opposition replies. CBS outlined its views after completing its first venture into editorializing, setting up a set of rules designed to make editorializing effective, impartial and informative *(see story page 29)*.

Another side skirmish took place at the NBC-TV meeting when optional affiliates took up a plan to provide regional group selling of three major programs and the right to sell these programs, if unsold to a station, on a local co-op basis.

The week in Chicago was marked, and marred, by in-fighting and rabbit punching, but most NBC-TV and CBS Radio affiliates felt they had profited by their convention experiences.

SARNOFF ON RADIO'S FUTURE

IN HIS hour-and-a-half speech to NBC-TV affiliates last week, Brig. Gen. David Sarnoff spoke candidly and at length on several major subjects, but the biggest reaction was aroused by his comments on the future of network radio. Gen. Sarnoff's talk is reported in detail beginning on page 78, but here are some of his radio remarks that provoked the most discussion afterward:

"I think I need not dwell upon the fact that if you were today making your will, and you had to decide on securities that you would select for your wife and children for their sustenance and future after you are gone, that you are not likely to make that investment today in a radio network. . . ."

". . . If radio networks should cease to exist, I believe you would find that the importance of a radio network, as an instrument of national service and national defense, would compel such a service to continue in one form or another. To be able to make instantaneous contact with all of the people of the country, wherever they may be, in millions of automobiles or elsewhere—in times of national emergency or national disaster—is an instrument of national defense . . ."

"I don't say that radio networks must die. Every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues. It may yet be possible to eke out a poor existence for radio networks, but I don't know. . ."

STANTON PEP TALK CHEERS CBS RADIO AFFILIATES RALLY

Stanton's optimism for CBS Radio contrasts with Sarnoff's fears for network radio. Radio affiliates exude enthusiasm as CBS Radio executives tell how the network stacks up against competitors.

CBS Radio affiliates, provided with a ready-made battle cry by the bearish radio appraisals at the earlier NBC-TV affiliates meeting, held a pre-autumn Wednesday-Thursday rally at the Edgewater Beach Hotel, Chicago.

Sounding the theme that CBS Radio is on the way upward, and is far ahead of its nearest network competitor, network executives laid their fall program-promotion plans before affiliates (see story).

Their meeting was capped by CBS President Frank Stanton's reply to RCA-NBC Board Chairman David Sarnoff's fears for network radio's future. (See Sarnoff story page 78.) Dr. Stanton used a set of quick facts to show how CBS Radio lines up against other networks, and then uncorked his answer this way:



DR. STANTON

"The industry should do a lot more to strengthen radio's position. You must believe in it—CBS always has. If others don't believe in radio, let them make way for people who do and not undercut the vitality of this magnificent medium."

He wound up his address to the affiliates with this reassurance:

"I pledge you are in a healthy family. Take a look at the record, and at the turnout in this room. CBS Radio is in a family that's healthy and going places on all fronts."

No network or affiliate executive had anticipated such a large attendance at the meeting nor had they any indication that affiliates would exude so much enthusiasm.

Meeting attendance was about 100%. Few controversies developed aside from normal discussion on such topics as co-op policies, editorializing, football roundups and networking routine. Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, outlined the network's editorializing position to the affiliates (see story page 29).

Succeeding Kenyon Brown, KWFT Wichita Falls, Tex., as chairman of the CBS affiliates group is John F. Patt, veteran Midwest broadcaster and president of WJR Detroit. Also elected was Arnold F. Schoen Jr., WPRO Providence, R. I., who becomes secretary-treasurer succeeding Hulbert Taft, WKRC Cincinnati. Mr. Brown was given an ovation for his work during the past year, and by unanimous ballot the affiliates favored an annual session with the network following the same pattern.

The common zest of CBS Radio and the affiliate group first burst out at a Wednesday evening news conference in which President Adrian Murphy and retiring Chairman Brown told how the network and affiliates were teaming up to give network radio a new lease on life rather than bury it in the manner of its chief competitive network.

President Murphy summed it up this way: "Business is good for fall. Daytime is solid, nighttime well sold and future prospects promising, depending on how strips sell." Then he added, "The year 1955 might well reverse the trend of network radio."

Tempering enthusiasm, of course, was the frank explanation that a 20% night rate cut might soon go into effect. This cut, bringing the rate down to the day level, was approved by the affiliates last spring, Mr. Brown said.

Mr. Brown tackled the radio-network "obituary talk" head-on by saying CBS Radio affiliates take a diametrically opposite view from Gen. Sarnoff.

"We feel network radio has been through tough times but is now on the upgrade," he said. "We can do business with a salable structure. The situation is improving.

"CBS Radio has a great story—a story that's never really been properly told, including the auto radio audience. It's a story that television can't tell. Affiliates are impressed by the fall network programming. This year offers a much brighter picture. CBS Radio affiliates have discussed nothing but radio at the meeting whereas NBC-TV affiliates heard radio belittled.

"CBS is completely interested in radio and is doing a hard selling job—harder than many affiliates, and many of us have both radio and television. We find no evidence of the fear Gen. Sarnoff is said to have voiced. Our affiliate group has no subsidy from CBS. The network has gone along with many of the things we have asked and a better affiliate-network understanding has developed."

Messrs. Murphy and Brown agreed confidence and cooperation is at a peak, with 150 stations represented by over 250 delegates. This is the largest attendance in history, they reminded, adding that much of it is ownership interest. This was described as impressive because the gathering had not been billed as a feud or special meeting but merely as a discussion of fall plans and problems.



THREESOME at the CBS Radio meeting includes (l to r) Adrian Murphy, CBS Radio president; Lee Wailes, Storer Broadcasting Co., and Jim Woodruff, WRBL Columbus, Ga.

The CBS Radio-affiliate answer to Gen. Sarnoff is "Confidence in Radio," Mr. Murphy said. Mr. Brown added that an affiliate-network study group is looking into the economics of network radio.

"When I got into radio a couple of years ago I wondered if I was being sent to Siberia," Mr. Murphy said. "But radio has not died. It has more than held its own. It is a constant thrill to work with our affiliates."

Mr. Brown suggested "Perhaps Gen. Sarnoff is annoyed by the large share of CBS Radio affiliates that are now first in their markets."



MR. BROWN

Asked about the Quality Group's plan, Mr. Murphy said it appeared to combine programming and some of the top stations in many markets—including affiliates of all networks. "If it is another way to sell —fine," he said. "Then they can do a better local promotion and selling job, and this will be reflected in the position of our affiliate stations. If they can sell their stations, more power to them. Most CBS affiliates don't care for it."

Mr. Brown said strong CBS Radio programming made it easy to sell adjacencies.

Called to the phone during the news conference, Mr. Murphy returned with the announcement he had just told NARTB President Harold E. Fellows that CBS Radio is rejoining the industry trade association after several years' absence.

"We feel the broadcasters' association is doing a good job for the industry and we have decided to help carry our share," Mr. Murphy said. He said the affiliation is effective as of that day (Sept. 1). CBS Television is a member of NARTB's television unit, with Merle Jones sitting for the network on the Tv Board.

Mr. Brown, an association board member, added, "We are very happy to have CBS Radio back in the association."

The network had resigned from NARTB on the occasion of statements in an interview with the association's then top management in which color tv was described as being possibly a decade away.

George Bristol, CBS Radio director of sales promotion and advertising, said for the second time in the network's history it is going into cooperative newspaper advertising with stations on a 50-50 basis, budgeting a bigger sum than before.

Sales promotion tools for the season, he said, include a new program promotion campaign with its co-op advertising; new sales promotion film ("Tune In Tomorrow"); new ARF radio census and new Nielsen auto-listening measurement service.

Another note of confidence was sounded by John Karol, CBS Radio sales vice president, when he said the network and affiliates have "the single objective of preserving and promoting the strength of radio as advertising's greatest medium." He said all can agree on the need for a better and stronger radio medium



WOMEN, TOO, took part in the CBS Radio Affiliates meeting in Chicago (l to r): Montez Tjaden, KOMA Oklahoma City; Mickey McClung, KHSL Sacramento, Calif.; Evelyn Clark, KCBS San Francisco; Jane Dalton, WSPA Spartanburg, S. C., and Mrs. John Boler, KSJB Jamestown, N. D.



REGISTERING Wednesday for the CBS Radio sessions were (l to r) Bill Miller, WBBM Chicago; C. W. Doebler, WBBM Chicago; Stuart Watson, WKOW Madison, Wis.; Clyde Rembert, KRLD Dallas; L. S. Mitchell, WDAE Tampa, Fla.; Cecil Hoskins, WWNC, Asheville, N. C. (registering), and W. H. Summerville, WWL New Orleans.

although some may feel there is conflict between network and local-national spot.

Mr. Karol said all must work harder "to win our share of the advertising dollar." While radio is the only medium to suffer a decline in the past few years, according to Mr. Karol, he cited figures showing 1953 was better than 1952, with the network decline being offset approximately by the increase in spot radio. He noted that tv shows the greatest gains.

Looking into the future, he said the color-monochrome tv pattern will be important in the media picture, with magazines suffering. Increase in auto radios, with billboards disappearing from superhighways, will be a factor and suburban newspapers will compete with metropolitan dailies, he said.

As to radio, he said it "will become a more important medium, due to its combination of size, frequency, audience accumulation, low cost and the potency of spoken advertising. It will be the major medium for many advertisers and it will be the complement of television for the largest advertisers.

Some of the network's best advertisers are shifting from radio to tv, he said, but other top advertisers are turning to network radio. He called for strong selling and better sales ammunition, citing the new CBS promotion film as an aid. The selling season now covers the whole year, he explained, with few advertisers making long-term commitments for network radio. He made a plea for unity between network and affiliates.

Mickelson Outlines CBS Editorial Stand

CBS has adopted policy rules governing network editorializing, Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, told B•T Thursday as the network prepared to broadcast the opposition portion of its first venture in editorials. The network has no idea when the next editorial will appear, he said.

Network editorials are the result of a top policy decision, he said, based on careful research and analysis as well as careful writing. "No editorial will be undertaken until CBS has invited an outstanding opposition spokesman and stations have been notified of all the facts," he said. "These facts include: subject and description of contents; exact time of broadcast; name of speaker; plans for opposition spokesman; time to be given the opposition spokesman."

If no spokesman has been picked at the time the broadcast originates, Mr. Mickelson said, CBS will specify the time of reply and hold the time available.

"It will be management policy not to speak out except when the issue is of sufficient importance to broadcasters and public to warrant action and we have time to analyze as well as make certain we are justified in taking the action," he said.

STANTON STANDS BEHIND RADIO

CBS president defends the aural medium, cites figures to prove it healthy and growing.

CBS PRESIDENT Frank Stanton took up the network radio diet-of-"nibbles" theme of Brig. Gen. David Sarnoff, RCA-NBC board chairman, sounded earlier last week, in topping off the two-day Chicago meeting of CBS Radio affiliates (main affiliate story page 28; Sarnoff story page 78).

Dr. Stanton lined up several rows of what he termed indisputable facts to show that radio is healthy and growing, and to show CBS Radio's "top position" in the radio network field.

Several hundred affiliates, with their wives and guests, listened Thursday noon as he started off with this reference to the NBC-TV affiliates meeting and Gen. Sarnoff's radio views:

"Someone else had something to say on the same subject." With this reference to "the scene of the crime" he reaffirmed the network's belief in radio's worth to the public and to advertisers.

He proceeded to analyze three sets "of hard postwar facts"—dollars spent on radio advertising; where the advertiser puts his dollars and set ownership Advertisers spent $454 million in radio in 1946 compared to $650 million in 1953, up 43%, he said.

Set ownership has risen from 58 million in 1946 to 110 million in 1953, up 90%; 12,900,000 radio sets were sold in 1953.

"Radio is a very, very vital business," he observed.

The number of stations increased from 1,215 in June 1946 to 2,584 in 1953, up 111%.

"You can't quarrel with these facts," he said.

Comparing the 1951-53 period with the pre-television years of 1946-48, he said dollars spent in radio are up 21%, station income up 43% and the number of sets up 154%.

As to CBS-Radio's competitive position, he said its billings in 1946 were 10% behind its leading competitor; in 1953 they were 38% ahead; in 1954 (Jan.-July) they are 62% ahead.

Taking up program popularity, he said that in the regular season during the last three years CBS Radio had the equivalent of 8.7 of the top 10 nighttime programs and 9.7 of the top 10 daytime programs.

Dr. Stanton praised the imagination and courage of CBS Chairman William S. Paley, recalling his May address to the NARTB convention. He lauded CBS Radio President Adrian Murphy and other executives as he recalled how radio and tv network direction had been separated in 1951. Two years before the split, he said, CBS Radio was running 7% ahead of its nearest competitor. Two years after the split, he said, it was 31% ahead.

Calling on affiliates to support and believe in radio, he warned others who don't believe in it to step aside and not undercut the vitality of "this magnificent medium."

"Sure we have problems," he said, "but we have fewer problems than some others." He explained the radio network gets top attention

at CBS, including program promotion as well as programs, in the fight to maintain leadership. He noted that the presidents of the radio and tv divisions sit on the top board of CBS Inc.

"Our record shows ingenuity in meeting competition," he said, recalling how the phonograph record business fell off from 1927 to 1932. Everything went down except radio, he added. Today the record business is "very healthy," he said, rising from $16 million retail sales in 1937 to $250 million in 1953.

"Some record firms got the hell out of the record business because of radio," he said, "just the same as some radio firms got the hell out of the radio business because of television."

Among elements in the record industry cited by Dr. Stanton were the swing from 78 rpm shellac to 33 rpm vinylite discs; emphasis on albums instead of single records; colored packaging; addition of retail outlets, including even super-markets.

Magazines and newspapers can print fewer pages when sales fall off, Dr. Stanton said, but CBS Radio President Murphy "not only loses the revenue but has to reach in his other pocket to fill the time."

The only way to good sales is good programming, he said, advocating a break in the stereotyped approach to sales problems and adoption of new sales techniques.

GOTTLIEB UNFOLDS CBS FALL PLANS

"RADIO is the world's most flexible and fluid advertising medium, but it cannot stand still or rest on its well-earned laurels."

With these views as his keynote, Lester Gottlieb, vice president in charge of network programs for CBS Radio last Wednesday unfolded the network's fall programming plans, which were bolstered throughout the affiliates meeting at the Edgewater Beach Hotel with expressions of confidence in the future of the aural broadcast medium.

"Our program budget is higher today than ever before," Mr. Gottlieb told affiliates as he reviewed fall programming plans. He said that the pattern of across-the-board strips of stories and personalities in daytime hours "should even be more advantageous at night, when sponsors can reach the daytime audience, plus some 60 million others among the nation's working men, its 18 million working women, its students, daytime shoppers and travelers."

Noting that across-the-board early evening strips have "always been an anchor of network radio," Mr. Gottlieb recounted how CBS Radio decided to put Freeman Gosden and Charles Correll (Amos 'n' Andy) on the same basis once again. Their *Music Hall* series debuts Sept. 13 at 9:30 p.m. as one of the legs of CBS Radio's fall schedule.

Surrounding this 25-minute program will be *Perry Como* (Mon.-Wed.-Fri.) at 9 p.m. sponsored by Liggett & Myers., *Mr. & Mrs. North* (Mon.-Fri.) at 9:15., five minutes of news at 9:55 and *Mr. Keen* at 10-10:15 p.m. CBS Radio also has high hopes for the new *Tennessee Ernie* show as a strip across the board at 7-7:30 p.m. Still other personalities are Robert Q. Lewis and Peter Lind Hayes.

CBS Radio also plans other "significant" changes involving Tuesday night and Sunday afternoon. Noting NBC's solid commercial lineup for Tuesday evening, Mr. Gottlieb felt the new version of *Stop the Music* might provide favorable competition. On Sundays, after the New York Philharmonic concerts, the network plans to refurbish its summertime *On a Sunday Afternoon* aimed at automobile radio listeners, with continued stress on National Safety Council caution messages.

Mr. Gottlieb promised the network would use its good-sized program budget "to give our radio audience the best shows we can and maintain that restless energy to make it better and better." Radio's attraction for people with varied interests, he continued, "when blended into a local station's own community coverage, make the big difference between just a radio station and a transmitter, and a radio station with a point of view."

Mr. Gottlieb reminded affiliates that CBS Radio's success in bringing into its fold such established personalities as Arthur Godfrey and Art Linkletter, along with others like Jack Benny, Edgar Bergen and Bing Crosby, "gave our network an immediate leadership that has yet to be headed. And despite tv's obvious inroads these are programs that still do attract a substantial majority of the nation's radio listeners."

At a news conference later Wednesday, CBS Radio's newest efforts were described by CBS Radio President Adrian Murphy as conforming to a "wholly new concept of nighttime programming." In this regard, he observed, the picture is "much better and brighter this year."

Both Mr. Murphy and Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the CBS Radio affiliates group, concurred in the conviction that, once affiliates were apprised of the problems involved, they were "desirous" of retaining CBS Radio's "strong programming lineup and strong adjacencies." Such adjacencies, around programs like *Amos 'n' Andy*, are relatively easy to sell, it was emphasized.

Mr. Murphy stressed, too, that CBS Radio's combined programming-sales picture for fall is especially good on Sunday, Monday and Tuesday evenings.

CBS AFFILIATES VOTE CONFIDENCE

CBS RADIO Affiliates gave a vote of confidence to CBS management and the future of network radio as the last official act of the Chicago meeting last week. Text of the resolution follows:

WHEREAS, CBS Radio Affiliates have been in session at a special meeting at the Edgewater Beach Hotel, Chicago, Sept. 1 and 2; and

WHEREAS, such meeting was jointly sponsored by the board of directors of CBS Radio Affiliates and the CBS Radio Network as a new aspect of affiliate and network expression of common interest and cooperation; and,

WHEREAS, CBS Radio management has presented program and sales plans for 1954-55 which again demonstrate aggressiveness in maintaining the dominant position of CBS Radio as America's leading network; and has presented research and promotion plans which will be of value to each affiliate and to radio broadcasting in general,

Now, therefore, be it resolved

That CBS Radio Affiliates, assembled this date, express appreciation to the board of directors and to network management for arranging this convention, and

Be it further resolved that this resolution serve as a reaffirmation of confidence by its affiliates in CBS Radio management and in the continuing vitality, importance and effectiveness of network radio as a national advertising medium in the competitive framework of America's free enterprise system.

Sept. 2, 1954.

TOP FALL SEASON IS IN VIEW FOR NBC-TV BASIC AFFILIATES

Plight of optional affiliates draws multiple solutions during Chicago meeting. Color tv is coming faster than expected by many forecasters and station costs for network color will not be excessive, the delegates hear. Problems aired in two-day session.

NBC TELEVISION affiliates, especially basic stations, approach the fall season, after a two-day meeting in Chicago, convinced that:

- Network business is fine, for basic stations, as a result of a nighttime sellout for fall and good daytime prospects.
- Business will get better.
- Color is coming faster, much faster, than most forecasts had indicated, and station costs for network color will not be excessive.
- Many optional stations face formidable problems.
- Network radio's future is gloomy, if Brig. Gen. David Sarnoff's appraisal as RCA-NBC chairman is accepted (see page 78).

Much of the Tuesday-Wednesday session was spent airing affiliate problems, with network executives taking them up one by one, and in network reviews of business, promotion and program plans for the fall-winter season (story page 32).

The plight of optional stations, whose regional and local facilities are by-passed by many major tv advertisers, was considered at length. NBC and affiliates have been working for weeks on this problem and they talked over a three-way experimental plan designed to increase the volume of network programming and sales on optional affiliates.

Stations have a fortnight in which to decide if they will accept an option plan that:

(a) Gives stations not ordered for three specified programs a chance to run them and insert local co-op advertising.

(b) Sets up a sales unit to sell optional stations by selected groups.

(c) Gives network salesmen new research and market material to induce NBC clients to buy more stations.

(d) Provides a discount plan to help carry out the project.

This discount arrangement stirred some affiliate opposition as optional stations argued it is sheer rate-cutting. Some of the optionals were openly antagonistic. Others were unhappy, but wondered what to do about it. Still others said they planned to go along and thought it was a fine idea.

Large numbers of optionals agreed that the network and a small committee of affiliates had done an excellent job in bringing up this solution to their critical problem.

Some of the affiliate delegates seemed convinced that the transition to color will come at



CHICAGO NBC-TV quintet (l to r): Paul A. Loyet, WHO-TV Des Moines; George Frey, NBC; Harold Essex, WSJS-TV Winston-Salem, N. C.; Stanley H. Durwood, KEDD (TV) Wichita, and C. B. Akers, WEEK-TV Peoria, Ill.



CORRIDOR GROUP (l to r): Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; T. K. Barton, KARK-TV Little Rock, Ark.; Irving Waugh, WSM-TV Nashville; Tom Knode, NBC; Tom Barnes, WDAY-TV Fargo, N. D., and James H. Moore, WSLS-TV Roanoke, Va.

rocket speed, certainly sooner than they had figured only a few months ago.

Many of them wandered down the corridor of the Drake Hotel to take a look at the new CBS-Columbia color receivers, being shown to distributors. What they saw convinced some that manufacturers will be able to turn out sets on a production basis, and do it this winter.

Many, too, revised upward their opinion of the quality of color pictures the public will see.

The price of new color sets is high—$950-$1,100 in the CBS-Columbia line—but they figured it would come down before another six months. Some wondered if RCA would be tempted to take the lead in pricing when it shows new 21-inch sets Sept. 15. All agreed the price must come down near the $500 range before a mass market will develop. (See CBS-Columbia Sets story page 80.)

Gen. Sarnoff himself convinced affiliates the price will be in that range, perhaps quite a bit lower, in the not too distant future.

The cost of color caused considerable discussion. Here Gen. Sarnoff set the pace when he said nearly all television may be in color soon, with the increased cost so slight that stations won't be justified in broadcasting monochrome only.

The affiliates, in turn, were convinced their transmission costs won't be heavy in carrying network or film color. The basic issue, of course, was what to do about rates. An informal poll indicated strong sentiment against charging premium rates for color time. The technical costs, from a network program standpoint, aren't too heavy for the affiliates when equipment costs are spread over several years.

Stations showed interest in station color rates based on this type of formula: no premium charge for color time; if card rate for time is to be increased, this should not be ascribed to color; additional color expense should be incorporated in production-talent-studio charges.

In the gripe-airing discussions at the two-day meetings, optional stations asked such questions as these—Why such a small list of stations on some schedules? Isn't the four-week plan with "spectaculars" rough on optionals? Why can't optionals find out sooner if they are to be included? Isn't the new three-way network optional plan a rate-cutting deal?

All questions brought direct answers from network officials, with stations showing mixed reactions depending on their own problems.

The option stations readily agreed among themselves that there is too much unsold option time but many left the meeting with the belief NBC-TV will make a serious effort to do something about it.

Heading the NBC-TV executive contingent was Gen. Sarnoff. Flanking him were Sylvester L. Weaver, NBC president; Robert W. Sarnoff, executive vice president, and station relations, sales, program and other top officials.

Walter J. Damm, WTMJ-TV Milwaukee, presided at the meeting as chairman of the NBC Television Affiliates Committee. Heading the Optional Affiliates Subcommittee were Fred Mueller, WEEK-TV Peoria, Ill., chairman; David Baltimore, WBRE-TV Wilkes-Barre, Pa., and James H. Moore, WSLS-TV Roanoke, Va., secretary-treasurer.

In introducing Gen. Sarnoff at the opening luncheon, Mr. Damm praised the network for making good its promises to affiliates following a May 1953 meeting at which troubled stations had complained vigorously about their relations with the network. He conveyed confidence of the affiliates in Gen. Sarnoff, his leadership and "the future of NBC's leadership in television." He said Mr. Weaver had revitalized the organization with the aid of Robert Sarnoff.

He mentioned such programs as *Today* and *Home* and reminded that the network is sold-out for fall in the evening while the daytime problems are being solved. He said NBC color "is so far ahead that there isn't even a close second in sight." He noted that the color "spectaculars" were sold out—$14 million worth—months ago.

Tribute to Sarnoff

He closed with a ringing tribute to Gen. Sarnoff for achievements that "laid the early foundations for the whole business of broadcasting."

At the concluding NBC-TV session Wednesday afternoon the affiliates told NBC they have accepted an announcement-white space exchange with Curtis Pub. Co. on a six-month basis. A flat-rate proposal for a major schedule of General Electric Co. spots was rejected, it was indicated.

The three-way plan to aid optional stations was developed at an Aug. 13 meeting of Messrs. Mueller and Baltimore with the network. The subcommittee at that time endorsed an NBC proposal that grew out of a network working group named by Mr. Weaver last April.

Three programs are offered unordered optional affiliates under the plan, beginning in early October. They are *Home, Howdy Doody* and *Imogene Coca.* The three are to be fed participating optionals on the interconnected network without increase in NBC's line costs. Kinescopes will be offered unordered stations in the case of *Howdy Doody* and *Imogene Coca* for the standard NBC sustaining kine charge. It is specified the affiliates must be serving an area where the program is not received from another NBC-TV outlet ordered by the advertiser. Cueing arrangements are being made.

Unordered optionals will fill commercial time with NBC or local promotional material, the proposal provides. What interested the optionals most in this plan was the right to sell commercial positions locally to advertisers other than those using the program on a network basis—with product protection to the network advertiser.

The station will pay a co-op fee to NBC-TV for each announcement sold locally. Co-op spots on *Home* will be subject to recapture on 28 days notice. On *Howdy Doody* and *Imogene Coca,* stations will be protected from network recapture for 13-week cycles, with 28 days recapture notice before the end of a cycle.

The network is conducting a special drive to sell optional stations to network advertisers sponsoring the programs before the plan becomes effective.

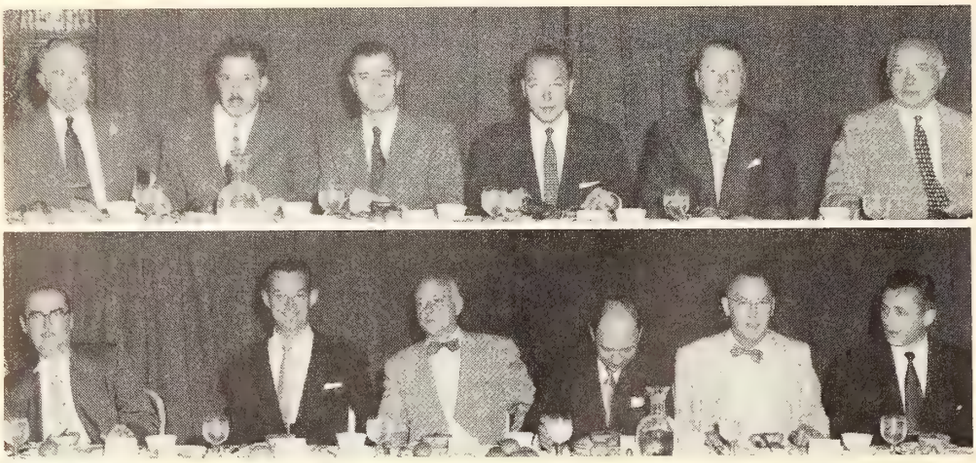
The group rate plan for sale of options, described as voluntary, "seeks progressively to expand commercial lineups by sales emphasis on those unordered stations of particular value to particular accounts." Regional groups of five to eight stations are to be offered advertisers.

The group rate averages out about 20% lower than the total of the stations' individual rates, a feature some critics of the plan did not like. Another rate angle also stirred discussion —two hours of time sold would be treated as one hour in compensating stations. In the case of orders of an individual station in a group, this station would get its normal pay.

These advantages were cited for optionals not now attracting substantial network business: cost-per-thousand for advertisers compares favorably with those of stations enjoying substantial network business; groups are small and distinctively regional, designed to attract clients interested in particular areas who find the addition of a number of small-market stations too costly in relation to circulation gained.

The station is described as having a better chance to get more network programs, which some optionals are said to desire more than the network revenue at this stage of development. An increase in network business on such stations could more than make up for the cut in compensation under business sold; the reduced group rate "would not devalue the station as an individual buy" because it is based on the "wholesale principle."

Stations participating in the group rate plan would have to give six months notice before withdrawing. The network will decide, on the basis of returns received Sept. 15, if enough stations wish to participate to justify going ahead with the project. If it goes ahead, final specifications on grouping and rates will be prepared.



HEAD-TABLE at NBC-TV's Chicago luncheon. Above (l to r): E. R. Vadeboncoeur, WSYR-TV Syracuse, N. Y.; Harold P. See, KRON-TV San Francisco; Jack Harris, KPRC-TV Houston; Robert W. Sarnoff, NBC executive vice president; Clair R. McCollough, Steinman Stations, and Brig. Gen. David Sarnoff, RCA-NBC board chairman. Below (l to r): Walter J. Damm, WTMJ-TV Milwaukee, affiliates chairman; Sylvester L. Weaver Jr., NBC president; William Fay, WHAM-TV Rochester; Fred Mueller, WEEK-TV Peoria, Ill.; James H. Moore, WSLS-TV Roanoke, Va., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

NBC-TV FALL COLOR PREVIEWED

Plans for 'comprehensive nationwide color tv network' and series of 'spectaculars' unfolded at Chicago affiliates meeting.

FAR-REACHING plans for its fall programming lineup and series of color "spectaculars," along with a promise for creation of "the most comprehensive nationwide color television network," were laid before NBC-TV affiliates in Chicago last week by NBC President Sylvester L. (Pat) Weaver Jr. and others in the network's top echelon.

NBC plans to launch 37 new shows, including daytimers, described as "the greatest number ever introduced by any network for a new season."

In a series of presentations to affiliates at the Drake Hotel Tuesday, NBC's top executives promised "continued tv leadership" in the fields of programming, sales and color television in its battle with CBS-TV for network tv dominance.

Highlights of NBC-TV activity, detailed by Mr. Weaver and NBC Executive Vice President Robert W. Sarnoff, among others, were these:

- Promise that a total of 82 NBC-TV affiliates will be equipped to transmit network color programs by year-end, with 87% of American tv families in the range of that network's color service.
- Plans for three series of 90-minute "spectaculars," coast to coast, giving NBC 49½ hours of color shows this fall.
- Plans for the "complete sellout" of NBC's fall evening schedule, with at least one color program each evening of the week.
- Review of NBC's expanded participating programs lineup (*Tonight, Home* and *Today*), with the claim the network has "attracted to television more advertisers, big and little, than any other network."
- Projected exploration of means of bringing operas, plays and other works to television on a broadcaster scale; for development of plans to offer prize and first performance presentations of new operas, symphonies and concertos in both radio and tv, and for financing initial performances of new works of art in certain fields.

Reviewing the network's plans and accomplishments, Mr. Weaver cited three basic tenets underlying its overall planning—policies involving advertising, circulation and public service programming.

He told affiliates that "our advertising policies are to build a pattern of uses in national television that will range from five-second identifications to all night explosions, from 365 day continuity to once-a-year spectaculars and all other uses in all the different patterns—so that every advertiser can find what he needs available to him through NBC."

As to circulation, the NBC president asserted that NBC policies are to "so program that every segment of our population—no matter what ethnic, acial, cultural, age level or other grouping that may be—will find attractive, interesting and entertaining programs of interest to him or her."

Mr. Weaver declared that NBC's intention is to provide this broad audience with "enlightening, and enriching, and inspiring and informing, as well as entertaining, fare required to meet the critical problems which our world faces."

NBC's planned enlargement of its public service operations will take the form of "new repertoire" and the development of new writers and artists.

Robert Sarnoff exuded the confidence of his famous father when he told affiliates there could be no doubt that color tv will be the major broadcast medium of the future. He singled out the know-how and experience NBC had gained from its "color introductory year." With that period over, he noted, NBC is prepared to put color operations to work on behalf of the network's advertisers, affiliates and audience.

Mr. Sarnoff reported that NBC will be equipped, color production-wise, to handle 60 hours of color programming each month, covering all types of shows by the start of 1955. NBC also plans to televise a two-hour color showing of "Macbeth," in addition to various "major film shows."

These facilities comprise the Colonial Theatre and Studio 3F (which has been doubled in size) in New York and, within a few weeks, a former Warner Bros. studio in Brooklyn, site for the projected "spectaculars." By Jan. 1, additionally, NBC will be able to utilize its new $3.5 million West Coast color studio in Burbank, Calif.

Sales activities and NBC's new nighttime program schedule were reviewed respectively by George E. Frey, vice president in charge of tv network sales, and Thomas A. McAvity, vice president in charge of tv programs.

NBC is concentrating right now, saleswise, on the daytime schedule, Mr. Frey reported, noting the gain of $7 million worth of time gross billings covering 14 quarter-hour segments in recent weeks. He added that NBC will average 88 stations (19 more than last year) for its evening program lineups this fall.

Mr. McAvity expressed conviction that the 1954-55 schedule "will give NBC domination in all the rating services and that this will be the biggest year in NBC history from the standpoint of overall program strength."

Citing the two Max Liebman and one Leland Hayward spectaculars, Mr. McAvity also listed NBC's other new attractions, including Sid Caesar and *The Medic* on Monday evenings; 10 programs with Martha Raye, in addition to those with Bob Hope and Milton Berle, and *It's a Great Life* on Tuesdays; *Big Town* on Wednesday; *Lux Video Theatre* on Thursday; Red Buttons and Jack Carson on Friday; Mickey Rooney, Imogene Coca, Claudette Colbert, Jimmy Durante, Donald O'Connor and George Gobel on Saturdays, and *People Are Funny* and Robert Cummings on Sunday.

Report on NBC's new Participating Programs Div. was presented by Richard A. R. Pinkham, its director.

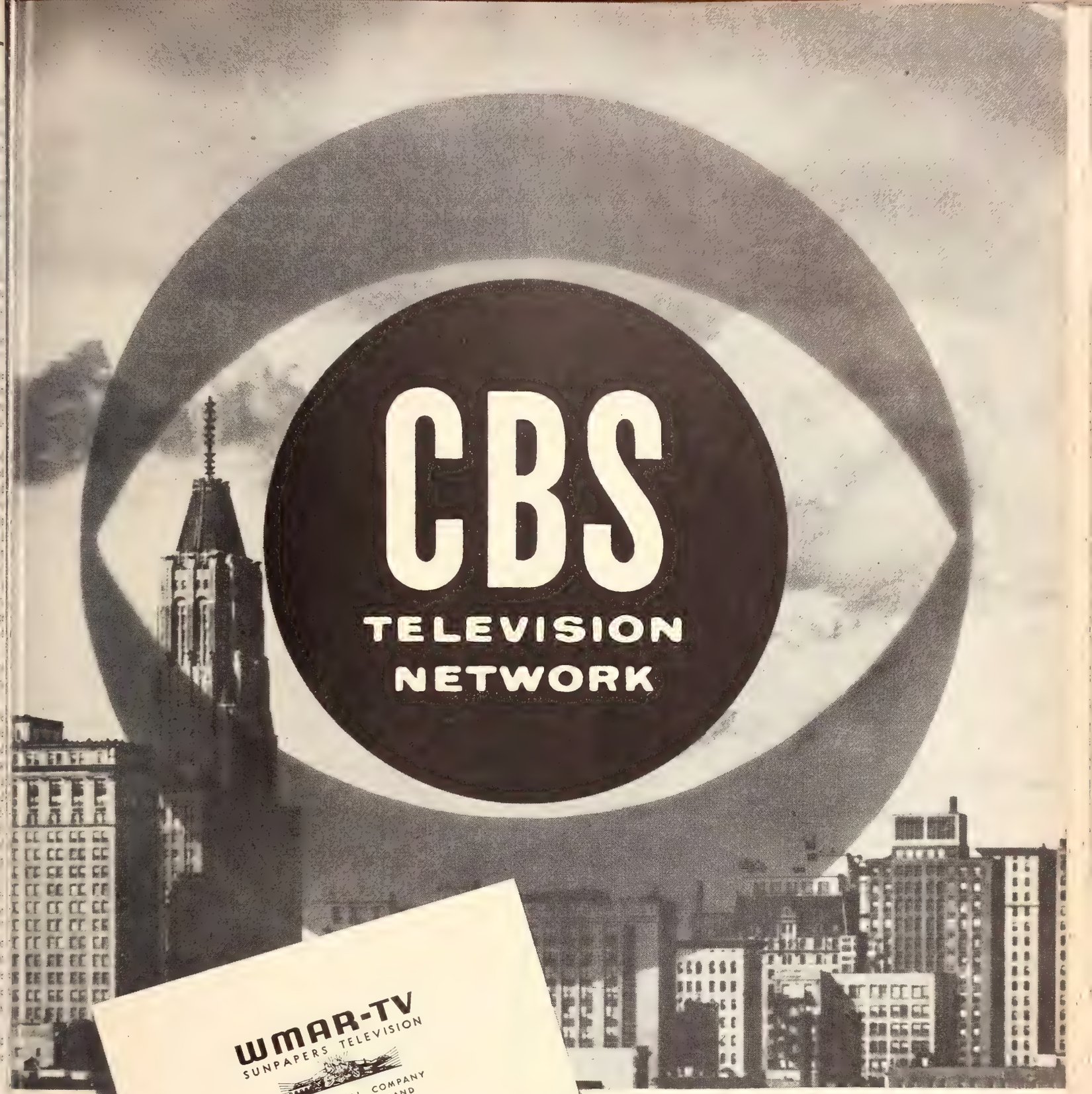
"We concentrate on smaller advertisers (those with advertising budgets a year or less) because we can dazzle them with consumer impact and marketing prestige of a big-time television show together with the personal salesmanship of a great star who can be merchandised," he told affiliates. He observed that many national advertisers also are coming into such programs as *Today, Home* and *Tonight.* Already 75 of the smaller firms have bought participations on the established *Today* and *Home* shows.

Jacob A. Evans, director of national advertising and promotion for NBC, reported plans for the "greatest audience promotion campaign" in the network's history. He said that the major stress will be laid on the color spectaculars, of course, but *Tonight* will be the subject of the biggest overall promotional explosion on the sales front, with full-page ads in New York and Chicago papers and trade press space.

Syd Eiges, NBC vice president for press and publicity, reviewed the network's plans for the fall publicity drive.

NBC Calls to RCA?

SPECULATION abounded last week that NBC shortly would seek to establish a closer public association with RCA by changing the calls of its New York and Los Angeles stations to incorporate the initials of the parent company. Although officials declined comment, it was felt—largely because of the recent emphasis in network identifications upon NBC as being "A Service of RCA"—that NBC would ask FCC to change the call letters of WNBC and WNBT (TV) New York to WRCA and WRCA-TV, and of KNBH (TV) Los Angeles to KRCA. None of the "RCA" calls is currently in use.



NEED WE SAY MORE!

CHANNEL 2 BALTIMORE

Telephone MUlberry 5-5670 ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

QUALITY RADIO GROUP SETS TAPE PROGRAM PLANS

QRG files incorporation papers in Delaware and starts with commitments from 24 stations and promise of other 'substantial additions' soon. Aggressive nighttime radio sales push set.

A COOPERATIVE tape programming project, enlisting the participation of more than a score of leading "power" stations and designed to sell aggressively nighttime radio on a national basis to national advertisers, got off the ground last week.

Quality Radio Group Inc. got underway officially Friday, with the filing of incorporation papers in Delaware, after an organizational steering committee met the day before in Chicago to clear the field of procedural matters.

The new organization, bolstered with firm commitments from 24 stations and the promise of other "substantial additions" in the next fortnight, hopes to begin operation by Oct. 1 in time to "take advantage of fall business."

Ward Quaal, Crosley Broadcasting Corp., who has been handling legal and financial activities, will head QRG Inc. as president, his election by the board of directors being conceded *fait accompli* "soon," once it convenes at a time and place yet to be determined.

The project, two years in the making and with discussions conducted in comparative secrecy, is seen by its organizers as the answer to so-called deficiencies in nighttime network radio selling and a definite boon to radio.

The organizing or steering committee, meeting at Chicago's Palmer House last Thursday, comprised John H. DeWitt Jr., WSM Nashville, acting chairman, working with Frank Fogarty, WOW Omaha, as acting vice chairman; Ralph Evans and William Wagner, WHO Des Moines, the latter secretary-treasurer, as well as Mr. Quaal. Mr. DeWitt will serve as temporary chairman of QRG until Mr. Quaal's election.

The name Quality Radio Group was selected in preference to such titles as "Quality Stations Network," "Quality Stations Assn." and "Quality Stations of America."

A maximum number of 50 stations tentatively has been set in the by-laws, but this total may be expanded at the discretion of the board of directors which will vote on any new applicants. Actually, the needs of advertisers themselves was held out as a primary governing factor in this respect.

A number of top broadcast names head the list of 12 directors elected at last Thursday's session — directors recommended by broadcasters in attendance and formalized in the approval of the incorporating group.

In addition to Messrs. Quaal, DeWitt, Evans and Fogarty, they include Charles T. Lucy, WRVA Richmond, Va.; W. H. Summerville, WWL New Orleans; Frank Schreiber, WGN Chicago; James Gaines, WOAI San Antonio; Donald W. Thornburgh, WCAU Philadelphia; Chris Witting, Westinghouse Broadcasting Co. (WBZ-WBZA Boston-Springfield; KDKA Pittsburgh; KEX Portland, Ore.); Charles H. Crutchfield, WBT Charlotte, N. C.

Stations already "definitely committed"—and represented at last week's meeting—to QRG Inc., as of last Thursday, were the following:

WOR New York; WGN Chicago; KFI Los Angeles; WBZ-WBZA Boston-Springfield; KDKA Pittsburgh; WLW Cincinnati; KCMO Kansas City; KEX Portland, Ore.; WWL New Orleans; WSB Atlanta; WOW Omaha; WRVA Richmond; WSM Nashville; WHO Des Moines; WBT Charlotte; KVOO Tulsa; KPRC Houston; WOAI San Antonio; WFAA-WBAP Dallas-Fort Worth; WCAU Philadelphia; KIRO Seattle; WPTF Raleigh, N. C.; KOB Albuquerque, N. M.

Advertisers would be required to buy the full Quality Radio Group station lineup on a "must buy" basis. The plan is for participating stations to submit their best local and/or network originated programs to the group, comprising varying types—serial, drama, opera and other formats.

Quarter-hour and greater time segments will be sold but not spot. Time costs will be set on the basis of current rate cards of the stations themselves, allowing for a maximum 25% discount on the sale of programs over a 52-week period or more. QRG hopes to take advantage of programs developed by agencies and package firms as well as stations.

On dues, stations would pay in 20 times the "average" daytime hourly rates. Dues, it was stressed, will not go for programming itself. After all expenses have been deducted for a year, 95% of the monies then on hand will be returned to the "patronage" or participating stations. The remaining 5% would be maintained for overhead expenses at the QRG Inc. New York office, where the sales force will be maintained.

It was the feeling of the organizing committee that the project "will help the entire radio business" by leaving the local market available to smaller station operators. Consensus of broadcasters attending was that "radio is a tremendous buy." As one power station operator put it: "I'll find it easy to adjust nighttime availabilities with spot advertisers and the network on a delayed."

It was stressed that advertisers may want certain select markets, to conform to their distribution patterns and that stations would be added, from time to time, with that selective feature in mind.

ALL-INDUSTRY TV SALES PUSH SET FOR FALL BUYING SEASON

Television Bureau of Advertising, formed to fight for advertiser dollars against other media, is put into action at Chicago meeting. Four-man committee may select president this week.

AN ALL-INDUSTRY sales and promotion project to capture a substantial share of television advertising dollars against the competition of other media emerged last week with a sturdy set of organizational teeth in Chicago.

Thus, within a relatively short space of time, TvB (Television Bureau of Advertising Inc.) has materialized as an all-facet operation following ratification of the merged promotion bureau proposal by NARTB and the original TvAB [B•T, Aug. 23].

Organizational groundwork was laid at an all-day meeting in Chicago's Blackstone Hotel last Thursday, with the go-ahead flashed for actual operation in time for the fall-buying season and the election of a president to head up the independent advertising bureau. The proposed $400,000 budget mentioned earlier was approved by the steering board.

Steps will be taken this week by a four-man committee to select a president. Wheels also were set in motion for procedural activities with the appointment of three other committees—on finance, by-laws and dues—and the election of Clair R. McCollough, Steinman Stations, and Richard A. Moore, KTTV (TV) Los Angeles, as co-chairmen.

Incorporation papers for the new industry project were filed last Tuesday, it was announced, in advance of the first official board meeting of TvB, which drew four NARTB board members and four TvAB directing heads —eight of the original 10-man group that drew up the original NARTB-TvAB merger plan and who were elected at the time of incorporation. Only Merle S. Jones, CBS-TV, and George B. Storer Jr., Storer Broadcasting Co., were absent from last week's session.

Chosen as a committee of four to select a president were Messrs. McCollough and Moore; Roger Clipp, WFIL-TV Philadelphia, and Campbell Arnoux, WTAR-TV Norfolk, Va. This activity is expected to be launched this week, but it's possible the new TvB head may not be named until the following week.

Along with Messrs. McCollough and Moore as co-chairmen, the new board also chose W. D. Rogers Jr., KDUB-TV Lubbock, Tex., as secretary, and L. H. Rogers, WSAZ-TV Huntington, W. Va., as treasurer.

It was stressed that while a $400,000 budget has been approved, the new president of TvB will decide what actually will be spent the first year. Dues for member stations will be the highest published non-network quarter-hour one-time rate on each member's rate card. Mr. Moore estimated that originally a total of 110 stations had indicated a willingness to join such an advertising project, with perhaps 90% firm.

Under the plan embracing all facets of industry, active membership will comprise stations and networks. An associate list will include representatives and other groups. Under such a plan, it was held possible that a network and its o&o outlets could become active members and that network spot sales departments would be acceptable under associate listings.

The new TvB has authorized the rental of



YOU MIGHT BAT .420 IN THE MAJORS—*

BUT . . . YOU NEED WKZO RADIO FOR BIG-LEAGUE RESULTS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO, Kalamazoo, is the Western Michigan radio champ—*by a wide, wide margin.*

Pulse figures, left, prove it — *morning, afternoon, evening!*

Nielsen credits WKZO with 181.2% more *daytime* radio homes than Station B—*190.6% more nighttime!*

That's the Pulse/Nielsen story on WKZO. Your Avery-Knodel man has other, equally impressive facts.

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Ty Cobb set this major-league record in 1911, playing with the Detroit Tigers.*

first today... *then* HOME.

With TODAY, starring Dave Garroway, NBC gave network television advertising a new dimension. *Flexibility* and *low cost* were its measurements. TODAY has become the biggest grosser in TV.

Then, to give advertisers the strongest possible hold on the nation's homemakers, NBC developed HOME, starring Arlene Francis. In six short months, HOME has established itself as *the* outstanding woman's service program.

And now... with **TONIGHT,** starring **Steve Allen** (debut: September 27) ... the advertiser's day is complete! Now for the first time, advertisers can reach television's late-night audiences with "live", top-calibre, *network* programming. Now, for the first time, small change can buy big-league nighttime television.

WHAT'S GOING ON... TONIGHT? From 11:30 p.m. to 1:00 a.m. in the East... 11:00 p.m. to 12 midnight in Central Time zones... **Steve Allen,** the brainy, zany, big-time salesman, master of the unfrantic antic, who's as likely to shave, take off his socks, or milk a cow, as he is to spin out a tune, presides over these great goings-on:

1) TONIGHT takes America to Broadway during its most glamorous hours. It will go backstage and out front on glittering opening nights.

2) TONIGHT brings world-famous stars, critics and nightclub entertainers to the hearthsides of the nation.

3) TONIGHT gives the *very* latest news, weather reports and sports results... and brings in special events by remote pick-up.

Like its big brother (TODAY) and siste (HOME), **TONIGHT** offers important new tele vision values to advertisers:

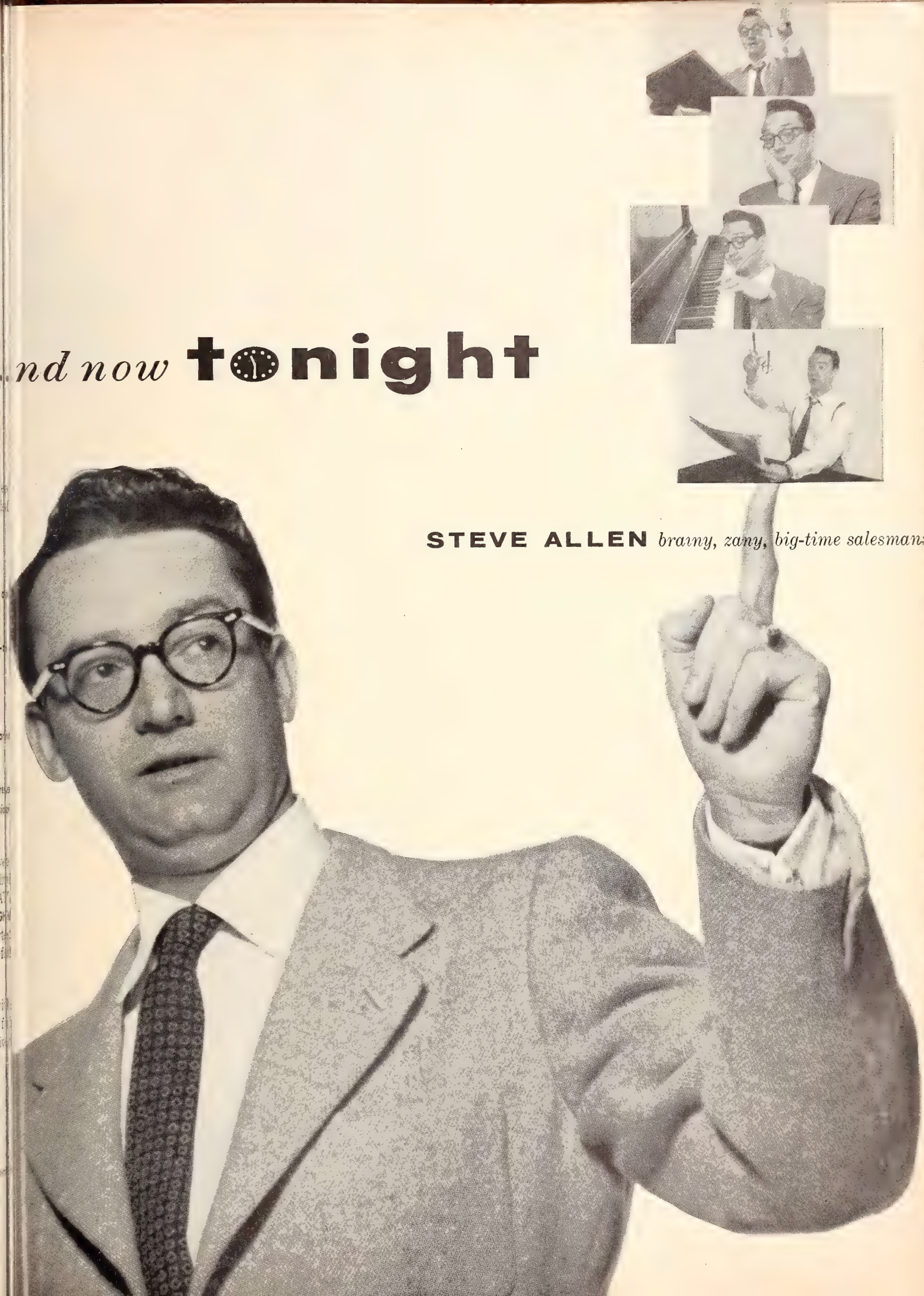
- **big-time network TV at low cost**
- **complete flexibility—you buy only *as much* o you need, *when* you need it**
- **showcasing of your product by celebrities—o no additional cost**
- **minimal production costs for commercials**
- **special services by NBC Merchandising Depar ment—unique in the TV industry**
- **TONIGHT makes the last commercial impre sion of the day... *and it's the last impressio that LASTS!***

TONIGHT's low advertising costs will be eve lower under NBC's new "T-H-T" Combinabilit Discount Plan—which gives you TODAY HOME, *and* **TONIGHT,** at great savings. **TONIGH** also offers *additional* savings under its Charte Client Plan—with exceptional advantages fo the new program's first advertisers.

TONIGHT, by itself or in combination wit TODAY and HOME, is ready to go to work fo *you!* Better check with your NBC representative

NBC **TELEVISION**

a service of Radio Corporation of Ameri


nd now tonight
STEVE ALLEN brainy, zany, big-time salesman

office space in New York "in the near future." The organization is expected to include, in addition to the president, directors of sales promotion, local sales, national spot, network and research.

Following were the committees appointed along with their members:

By-laws—Mr. Arnoux (chairman); Messrs. Moore and Jones.

Membership—L. H. Rogers (chairman); Henry W. Slavick, WMCT (TV) Memphis; Kenneth Carter, WAAM (TV) Baltimore; W. D. Rogers Jr. (This group will be enlarged.)

Finance committee—Mr. Storer (chairman); Messrs. Carter and Clipp.

Dues—Mr. Clipp (chairman); Messrs. Storer and McCollough.

Attending last week's organizational meeting were Messrs. McCollough, Arnoux, Carter, W. D. and L. H. Rogers, Moore, Clipp and Slavick.

Thad Brown, NARTB vice president and counsel, attended the meeting at the group's invitation. The new organization has appointed the law firm of Paul, Weiss, Rifkind, Wartman & Garrison as counsel, with Alexander Hehmeyer handling details.



STATION GROUP at the NBC-TV Chicago session (l to r): seated, William E. Walker, WMBV-TV Marinette, Wis.; Henry O. Johnston, WABT (TV) Birmingham, Ala.; Jake Evans, NBC; Ed Wheeler, WWJ-TV Detroit; standing, F. E. Fitzsimonds, KFYR-TV Bismarck, N. D.; Joe Bernard, WGR-TV Buffalo; P. A. Sugg, WKY-TV Oklahoma City, and Ben Larsen, KTVT (TV) Salt Lake City (formerly KDYL-TV).

ADVERTISERS & AGENCIES

Y & R FORMS UNIT FOR DAYTIME SHOWS

Agency expands tv production staff to produce three network five-times-a-week programs in belief closer control will bring better and lower-cost serials.

YOUNG & RUBICAM, New York, a strong proponent of the agency-produced daytime television serial, within the past eight months has developed its own production department to include an expanded staff of experts to produce three network five-times-a-week shows.

Y & R claims that it can do the best job at the lowest possible cost to its clients if it is in absolute control of the daytime shows. The daytime serial is becoming one of the most important of all outlets for advertising its clients' products, the agency maintains.

The television production staff, excluding all executive personnel working on the shows, has now expanded to include 15 producers and production assistants.

Three new executives have joined the department within the past three weeks. Charles Irving has just joined as producer of *Portia Faces Life*. Two weeks ago the firm employed Marguerite Bowman Hunter as daytime serial consultant and Tom Riley as the new producer of *The Golden Windows*.

Mr. Irving has been producer of *Search for Tomorrow* since 1952 and has a background of 20 years with Procter & Gamble, announcing and playing leading serial roles in Chicago and New York. He is bringing his own working unit, Hollis Productions, which includes Charles Gussman, serial writer, to the production of *Portia Faces Life*.

"Pat" Bowman Hunter has devoted a generation to daytime shows. She started with Frank and Ann Hummert and worked with them for 10 years while they were building their daytime (radio and tv) serial empire. For more than 10 years she produced and directed *Aunt Jenny* in radio. Her duties will be the monitoring of all Y & R daytime radio and television shows, reading scripts and storylines, meeting at regular intervals with the producers and writers, and in general, giving objective guidance on all daytime program problems.

Mr. Riley has pioneered in television since 1939 when he began doing experimental work. From 1934 to 1938 he worked in the NBC production department as assistant and then director of *The O'Neill's*, produced for Procter & Gamble. He was producer-director of the General Motors radio series *Cheers From the Camps*, from 1942 to 1943.

He has worked for the U. S. State Dept. under the Coordinator of Inter-American Affairs as radio director in Chile, and has done production, programming and creative writing for national advertising accounts.

Young & Rubicam entered the daytime television production field last January and is currently producing three five-days-a-week shows. They are: *The Brighter Day* (CBS-TV), sponsored by Procter & Gamble; *Portia Faces Life* (CBS-TV), sponsored by General Foods, and *The Golden Windows* (NBC-TV), which is under the sponsorship of Procter & Gamble.

HUMBLE OIL BUYS ABC-TV FOOTBALL

SECOND regional sale of all its NCAA football telecasts to Humble Oil & Refining Co. was announced last week by ABC-TV. Humble Oil will sponsor the 13-game schedule in Texas. First advertiser to sign, Carnation Co., contracted a week ago to underwrite the schedule, which starts Sept. 18, on the ABC-TV Pacific Coast Regional Network [AT DEADLINE, Aug. 30].

ABC-TV hailed its sale to Humble Oil, which was completed last Tuesday, as the second NCAA pact in two days. Before these sales on a regional basis were made, ABC-TV, unable to get a sponsor for the full slate, was considering selling the contests on a "per game" basis.

Agency for Humble Oil is McCann-Erickson, Houston.

ABC-TV said it will telecast three games on a regional basis Oct. 23, deviating that day from the regular national pattern of coverage of the 12 other games. For the regional telecast, Texas viewers will see the Pittsburgh-Northwestern game, to be played at Pittsburgh.

Meanwhile, the network produced details of what it called a "lavish" full-hour telecast, "Football '54," which is planned for Sept. 11 at 8-9 p.m. EDT as a prelude to ABC-TV's football season. Program will feature Bill Stern; Ted Husing; Frank Wallace; Albie Booth; entertainer Bob Hope; the Winged Victory Chorus; dancer Johnathan Lucas; a dance team, the Bench Warmers; Alta Burg, baton twirler, and Harry Sosnik and the ABC Orchestra.

Gillette Again Takes 'Series'

GILLETTE Safety Razor Co., Boston, again this year will sponsor the play-by-play coverage of the World Series on Mutual and on NBC-TV, plus five tv stations identified with Mutual ownership. It is the 16th consecutive year Mutual has carried the series radio coverage, which will include shortwave broadcasts to Alaska, Hawaii, Canada, Latin and South America and other points around the world. Gillette agency is Maxon Inc., New York.

Sines, Vernor Adv. Merge

MERGER of two San Francisco advertising agencies, Raymond L. Sines & Assoc. and Vernor Advertising Agency, into the partnership of Sines-Vernor Co. was announced last week. The new firm, effective Sept. 1, will be located at 291 Geary St., San Francisco. According to statements from the new partners, staffs of the former agencies will be retained.

Advertiser Action reflects udience Action on KYW

PHILADELPHIA

ational advertisers had success stories YW, Philadelphia, in 1953. The num- of national accounts on KYW this to date is 50% higher!

cal time sales on KYW climbed 35% ree years to a record high in 1953. Yet irst six months of 1954 show 37.1% local time sales than the same period t year!

cal businessmen have tight budgets. buy sharp. The way they're flocking YW should be *your* cue to buy this 0-watter . . . and cinch a big share of ½-billion-dollar market it dominates. you have to do to get availabilities, market data and stacks of Audience n facts about KYW is call your Free ters "colonel" or Bob Teter, Sales ager of KYW, Philadelphia. Do it



	Population	Radio Families
10 Counties	4,181,700	1,175,108
16 Counties	1,496,700	417,624
10 Counties	881,900	254,234
36 Counties	6,560,300	1,846,966

WESTINGHOUSE BROADCASTING COMPANY, INC.

KYW • **WPTZ**, *Philadelphia;* **WBZ-WBZA** • **WBZ-TV**, *Boston;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.

RADIO'S NEW SOUND

AN INSIDE STORY OF HOW STATION KSFO CHANGED COURSE AND CAPTURED SAN FRANCISCO-OAKLAND MARKET OF THREE MILLION

ABOUT THE AUTHOR

Paul Speegle is one of radio and television's strongest proponents and severest critics. Currently radio and television director of San Francisco State College and radio and TV columnist for the San Francisco News, he is a former program manager of KNBC. As attorney, author, dramatist, humorist, critic, teacher, executive and performer, Paul Speegle views the radio scene with an authoritative eye.

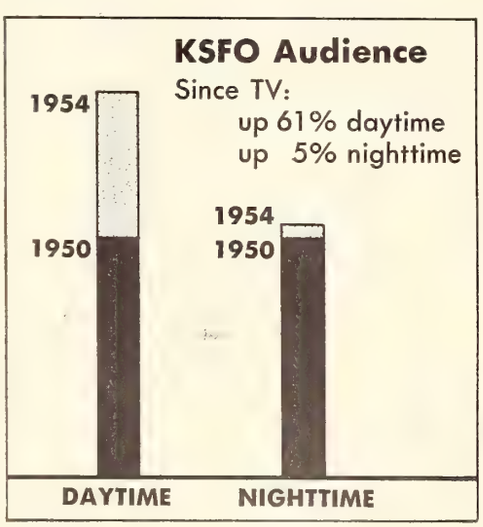
by PAUL SPEEGLE

Perhaps no station in America better demonstrates radio's "new sound" in programming and advertising than KSFO, San Francisco. The big independent by the Golden Gate has proved that, with progressive techniques and imagination, radio today can be a more influential medium than ever before.

In the last two years, despite the San Francisco market reaching TV maturity, KSFO has piled up the largest audiences in its independent history and has more than kept pace in national, regional and local advertising. KSFO has an average 61% more daytime listening now than before the first TV viewing in San Francisco, and 5% more nighttime listening.

Aside from its excellent In-Home Ratings the latest measurement surveys show that KSFO has also accumulated the largest Out-Of-Home Audience in Northern California.

Behind these percentage increases lay months of research, analysis and planning by KSFO management. Headed by General Manager Alan Torbet, these studies indicated the necessity for a complete program overhaul which was started in October, 1952.



KSFO has registered sizeable audience gains since TV came to its market. The upward swing continues with these gains in the past 12 months compared to last year: mornings up 36.6%; afternoons up 33.3%; evenings up 14%; Saturday A.M. up 43%; Saturday P.M. up 25%; Sunday A.M. up 71%; Sunday P.M. up 38%.



Radio listening habits in San Francisco-Oakland and the northern California market changed markedly in the last few years. With huge population growth, more automobile commuting, increased outdoor living, larger families, multiple set ownership and television maturity, the market posed new programming and selling challenges to KSFO. The big independent station adapted its shows to fit the new fluidity of listening and captured the biggest audiences and most business in its history.

Keynote of the revamping to meet changing times was the increased "fluidity" of radio listening—the trend away from living room listening and into increased radio usage in kitchens, bedrooms, workshops, dining areas, automobiles, patios and portables in many outdoor areas.

KSFO went into all corners of its market to learn how and where it could be of the greatest service to northern California and become a more dominant factor in supplying entertainment and information to its 3 million residents. The new programming was then tailored to these specifications.

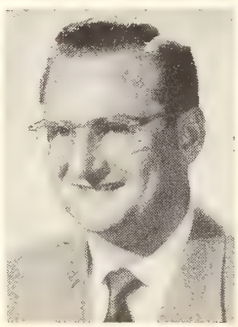
Northern Californians were getting adequate drama, comedy, variety, mystery and panels on TV and AM network outlets. KSFO's research indicated that what they really wanted was an improved block music service. They were sick of dull, unimaginative record programs with no sparkle or personality. Some stations were playing loud raucous music. Others offered monotony. Most were using run-of-the-mill staff announcers with long commercials of the shouting variety.

The listeners indicated their overwhelming preference for friendly "personalities" as opposed to straight staff announcers. They didn't want too much talk and they certainly wanted no one yelling at them.

They showed a keen interest in news, but they wanted it in short takes, preferably condensing the important news into 3-minute and 5-minute editions straight up on the hour, "Where we know we can count on it."

With over half of all California radio listeners preferring music and news over other program types, KSFO knew that the station which could command the lion's share of that audience would top all other independent stations, lead the network outlets in many periods and actually create new listeners.

With the largest music library in the west, the station had a complete choice of the types of music it needed. After inten-



ALAN TORBET
General Manager



GARY GARLUND
Sales Manager



ROBERT HANSEN
Program Director



PHYLLIS DILLER
Promotion Manager

sive study of musical tastes at different hours of the day, a music policy was set up by Program Director Bob Hansen to provide the widest possible appeal.

But to be a "music" station, KSFO management faced the sorry task of cancelling thousands of dollars worth of "talk" programs, in 15-minute and 30-minute units, which were already on the schedule and sold to leading sponsors. Notices were given to all of these talk shows and they were transferred to other independent and network stations. This opened the KSFO schedule to the new "Music, Personalities and News All-day" format.

Knowing the difference between playing a stack of records and a "show," KSFO then set out to get the best voices, the most interesting, experienced and music-wise personalities available. Some of these performers came as free-lance artists; some joined the KSFO staff.

Lead-off man was Don Sherwood, with musical comedy background and 10 years' experience on the networks as staff announcer. In Sherwood's previous announcing work, his natural flair for humor had been somewhat systematically stifled. He had actually been fired for excessive gaiety.

Paradoxically, after KSFO developed Sherwood as a comedian on the morning show, offers poured in from all sides, Hollywood, Chicago, Honolulu, even from the network which fired him for being funny.

All KSFO performers have unusually deep backgrounds in music, drama and journalism.

Bob Hansen, KSFO program director, has an outstanding musical background. He toured Europe with an orchestra, is an arranger and musician and even taught music and drama. His radio experience is equally impressive. It includes news editing and reporting, financial reporting, interviews, sportscasting and of all things—disc jockeying.

Herb Kennedy, with 20 years in radio, also had an excellent musical background. He started as an orchestra vocalist. His pleasant voice and easy Sunday-morning manner have built the highest Sunday morning rating of any local station, including the networks.

Bob Colvig, another 20 year man with network experience as chief announcer and a journalism degree from the University of Oregon, is well known for his authoritative news delivery and clean, concise reporting.

Bill Heyward, still another 20 year man with a wide radio background of acting on many network dramatic shows, is a prime example of the smooth, articulate yet friendly approach which typifies KSFO.

Wally King, with 12 years of radio and stage experience, is known throughout the Bay Area as an MC and entertainer. His following of dial-devotees is most impressive.

Glen Hurlburt, talented pianist and composer, has a show which is a rare combination of live piano and song interspersed with recorded music and Glen's own offbeat brand of humor.

KSFO's music librarian, Nadine Simms, is vitally interested in music on the job and as a hobby. She attends all the big national Hi-Fi conventions in the interest of keeping up with the latest developments in recording, both technically and musically. She is currently engaged in the study of piano.

Person by person, KSFO is staffed by people who are devoted to the ideals of better radio shows, listenable programming and the maintenance of high professional standards.

With a lineup of top personalities, a format including the most desired music, frequent time and temperature checks, well-edited, concise newscasts on the hour spotlighting local news, special high-speed sports flashes, and flash bulletins of top news stories as they broke, KSFO had the merchandise northern Californians wanted. It was wrapped up in a friendly, intimate style with no shouting, haranguing, pitching or long commercials. It was designed to fit the new fluid pattern of radio in a TV era.



Northern Californians are reminded of radio's "new sound" by 24-sheet posters which have a merchandising tie-in for sponsors.



In addition to newspaper space, magazines, billboards, direct mail and air promotion, KSFO uses traveling displays on buses and streetcars to promote its shows.



Dozens of super-markets feature KSFO and its food and drug sponsors by displaying these products at point-of-sale. The station's merchandising service includes many other aids to product sales.

Next step was to tell the public about the innovations. Newspapers, exterior traveling display cards on buses, 24-sheet outdoor billboards and extensive on-the-air promotion highlighted the campaign. Direct mail was employed to let every restaurant, bar, tavern, barber shop, beauty salon and shoe shine parlor know that KSFO was now the station to tune in any time of the day or night for music, news and sports flashes.

With its favorable 560 frequency, KSFO is the first station on the dial and the easiest to find. With 5,000 watts, salt-water ground system and non-directional antenna combined with the efficient 560 frequency, KSFO had no worries about signal. The effective coverage is superior to most 50,000 watt stations.

As audiences grew, additional advertisers were attracted to the new KSFO, a trend which has accounted for as much as 315% increase in national billings, comparing this year to last.

In keeping with programming improvements, the KSFO sales department, under Commercial Manager Gary Garlund was expanded and equipped with new sales tools, widespread research and merchandising service which provides advertisers with bulk displays of their goods in leading retail outlets. Newspaper space, direct mail, tie-ins on KSFO billboards, trade magazine insertions, in-store interviewing and other services make KSFO's merchandising outstanding in its field.

Although northern Californians enjoy their "production" shows on television, it's hard to find anyone today who doesn't listen to KSFO. They hear the music they want, the news in short easy form, their favorite personalities, sports flashes, the weather, correct time, temperature and local color. They awaken to KSFO on their bedside radios. They shave, eat breakfast, wash dishes, do the ironing, drive to work, relax at lunchtime, sun on the patio accompanied by their KSFO music and friends. At the beach, around the pool, in the workshop, at the grocery store, around the yard, on the student's desk, in the barber chair, on the shine stand and at the corner tavern, KSFO is with them.

In northern California KSFO has proved that radio is a vital part of nearly everyone's life. TV is great, but it doesn't provide the newscasts, the block music shows, the sports flashes, the intimacy, the friendly local personalities that people find on KSFO. And KSFO goes with them to every room of the house, in their car and around the outdoors.

KSFO advertisers are quick to point out the important volume of business that KSFO supplies through its honest, sincere, person-to-person commercial approach.

As a national magazine article recently pointed out, television is okay . . . but they still love radio. In northern California they love KSFO.



DON SHERWOOD



WALLY KING



GLEN HURLBURT



BOB COLVIG



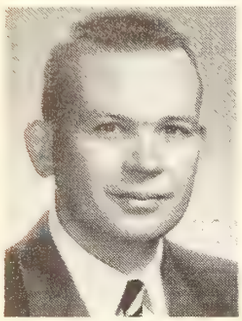
BILL HEYWARD



HERB KENNEDY

Miller, MacKay Agencies, Seattle, to Merge Jan. 1

TWO SEATTLE advertising agencies, Miller & Co. and Wallace MacKay Co., will merge, effective Jan. 1, according to a joint announcement by James R. Miller and three partners in the MacKay agency—Wallace J. MacKay, Gerald A. Hoeck and Marlowe Hartung.



MR. HOECK

The new firm will be known as Miller, MacKay, Hoeck & Hartung. Mr. Miller will be president; Mr. MacKay, executive vice president; Mr. Hoeck, vice president and radio-tv director, and Mr. Hartung, vice president and art director. The two agencies, serving clients in the consumer, institutional and industrial fields, will continue to function separately until the merger date. Present clients of the agencies have endorsed the organization, according to the announcement.

SPOT NEW BUSINESS

Glen Raven Knitting Mills (hosiery), N. Y., to use national radio spot campaign tying in with 20th Century Fox Film Corp.'s CinemaScope, starting in October. Agency: Modern Merchandising Bureau, N. Y.

National Biscuit Co., N. Y. placing tv campaign in about dozen markets, starting today (Monday) until end of year. Agency: McCann-Erickson, same city.

Paper-Mate Inc. (Paper-Mate pens), Culver City, Calif., starts back-to-school radio promotion campaign in 10 major western markets for two weeks starting today (Monday), using German-dialect 20-second spot announcements. Agency: Foote, Cone & Belding, L. A.

White Rock Bottlers Co., L. A., films two tv spot announcements with Jerry Lawrence, Hollywood disc m.c.-personality, for use in current Southern California advertising campaign in all media. Additionally, firm buys half-hour segment of new KFI Los Angeles *Jerry Lawrence Show.*

Esso Standard Oil Co. (for petroleum products), N. Y., purchases one-quarter of 69 championship sports events to be telecast from Madison Square Garden by WPIX (TV) New York starting Oct. 20.

Hoffman Beverage Co. (Tap-A-Cola), N. Y., expanding tv spot coverage in several markets using daytime minutes and chain breaks starting Aug. 30 for four weeks. Agency: Warwick & Legler, same city.

Sunshine Biscuit Co. (Quispy crackers), Long Island City, N. Y., to launch tv spot announcement campaign in 38 markets in early October, also using radio in three markets. Agency: Cunningham & Walsh Inc., N. Y.

John H. Dulany & Son Inc. (frozen foods), Fruitland, Md., preparing radio spot campaign using women's participations show, Mon.-Fri., effective Sept. 13 for 26 weeks. Agency: Erwin, Wasey & Co., N. Y.

Northern Electric Co. Ltd. (Sylvania tv receivers), Montreal, started radio-tv announcement campaign on large number of Canadian stations. Agency: Foster Adv. Ltd., Toronto.

NETWORK NEW BUSINESS

Nestle Co., White Plains, N. Y., set as co-sponsor, *CBS Radio Newsroom—Sunday Desk,* 23 CPRN stations (Sun., 5:30-6 p.m. PDT), for eight weeks starting Sept. 19. Agency: Bryan Houston Inc., N. Y.

Post-Cereals div., General Foods, N. Y., to co-sponsor *Mama* with General Food's **Maxwell House Coffee** when CBS-TV series returns to air. Agency for both: Benton & Bowles, same city.

Longines-Wittnauer Watch Co., N. Y., sponsoring *Larry LeSuer and the News* (CBS Radio, Sat., 10-10:05 a.m.; 10:55-11 a.m.; 12-12:05 p.m.; and Sun., 12-12:05 p.m.; 4-4:05 p.m.; 5-5:05 p.m., all EDT), starting Sept. 5. Agency: Victor A. Bennett Co., same city.

Vitamin Corp. of America, Newark, N. J., to sponsor 22 weekend newscasts package, ABC, starting Sept. 11 to Oct. 31, excepting Oct. 2 weekend. Agency: BBDO, N. Y.

National Biscuit Co., N. Y., signs for sponsorship, *Rin Tin Tin,* (ABC-TV, Fri., 7:30-8 p.m.), starting Oct. 15. Agency: Kenyon & Eckhardt, same city.

Pabst Brewing Co., Chicago, to sponsor Rocky Marciano-Ezzard Charles heavyweight championship fight (CBS Radio, Sept. 15, 10:30 p.m. EDT). Agency: Warwick & Legler, N .Y.

Toni Co., Chicago, sponsoring *Frank Sinatra Show* (NBC Radio, Wed. & Fri., 8:15-8:30 p.m. EDT), starting Sept. 1. Agency: Tatham-Laird, same city.

Carter Products Inc. (Arrid deodorant and Carter's Little Liver Pills), N. Y., and **Toni Co.** (Prom home permanent and White Rain shampoo), Chicago, to sponsor *Meet Corliss Archer* (CBS Radio, Mon., 8-8:30 p.m.), starting Aug. 30. Agencies: Ted Bates & Co., N. Y. (Carter) and Leo Burnett Co., Chicago (Toni).

Murine Co. (eye lotion), Chicago, purchases series of participations, *Fibber McGee and Molly* (NBC Radio, Sun.-Thurs., 10-10:15 p.m. EDT), starting Sept. 19 on staggered schedule through November. Agency: BBDO, Chicago.

AGENCY APPOINTMENTS

Mory-Lamb Corp. (Anasol food supplement), Fort Collins, Colo., appoints Brook Hill Snow Adv. Agency, Greeley, Colo.

Montgomery Ward & Co., Denver, appoints Axelsen Adv. Agency, same city.

Great Trails Broadcasting Corp. (WING Dayton and WIZE Springfield, Ohio), appoints Bridges-Sharp & Assoc., Dayton.

Ambrosia Cosmetics Inc. (facial cleanser), N. Y., appoints Friend, Krieger & Rader Inc., same city.

National Van Lines Inc., Los Angeles and Chicago, appoints Geoffrey Wade Adv., L. A., with Snowden Hunt Jr. as account executive.

Parks-Barnes Inc. (Black Magic horticultural products), Hermosa Beach, Calif., appoints Henry Rich Agency, L. A., effective Sept. 1, with Mr. Rich as account executive.

Cemar Clay Products Co. (serving and kitchen ware), Glendale, Calif., appoints Philip J. Meany Co., L. A., with John Shaull as account executive.

Dale Butler's Pasture Mixtures Inc. (pasture seeds), L. A., appoints Dudley L. Logan Adv. same city, with Mr. Logan as account executive.

Alexander Sport Shirt Co., L. A., appoints Harvey Waldman & Assoc., same city, with Mr. Waldman as account executive.

Oregon Milk Producers Committee appoints Harvey & Porter Adv., Portland, Ore.

Abco Metal Products Inc. (housewares mfr.), Hawthorne, Calif., appoints Guerin, Johnstone, Jeffries Inc., L. A., with Paul Guerin as account executive.

Utah Tourist & Publicity Council appoints Axelson, Bennett & Clark, Salt Lake City.

Berlant Assoc. (tape recorders and accessories), L. A., appoints Carson-Roberts Inc., same city.

Brock & Co. (frozen French fried potatoes), Phila., appoints Petrik & Stephenson, same city.

A&A PEOPLE

Arthur J. Bellaire, LeRoy H. Dreher and **Burton E. Vaughan** elected vice presidents, BBDO, N. Y., in charge of radio and tv copy, New York office, account executive in New York and account executive in San Francisco, respectively.

John C. Strouse, account executive, Cunningham & Walsh Inc., N. Y., elected vice president.

Herbert S. Lenz, formerly with Montgomery Ward & Co., Chicago, to Ralph H. Jones Co., Cincinnati, as account executive.

Wallace T. Drew, advertising manager, Bristol-Myers Co., N. Y., to Grey Adv., same city, as account executive.

Stanley Merritt, formerly vice president, Albert Frank-Guenther Law, N. Y., and **Earl W. Schultz,** formerly with B. F. Goodrich Co., Akron, Ohio, to Cunningham & Walsh, N. Y., as account executive and assistant account executive, respectively.

Ted Rector, account executive, Dan B. Miner Co., L. A., to Ruthrauff & Ryan Inc., same city, in same capacity.

Maurice C. Punch Jr., creative staff, Westheimer-Block Adv., St. Louis, to Warner & Todd Inc., same city, in account service capacity and member of planboard.

Robert Ellis, owner, Altadena, Calif., advertising agency, and **Franklin T. Hovore,** advertising and merchandising dept., Joseph E. Schlitz Brewing Co., L. A., form Ellis-Hovore Adv. Agency, South Pasadena, Calif., with offices at 800 Fair Oaks Bldg.; telephone: Sycamore 9-6700.

L. W. Brown, former Los Angeles and Seattle newspaperman, and **Ted Tiss,** production dept., CBS-TV Hollywood, to Grant Adv. Inc., Hollywood, as head of Grant News Bureau and general assistant, respectively; **George Sampson,** publicist, promoted to account executive.

Marjory Gilbrech, *Sunset Magazine,* L. A., to Charles Bowes Adv., same city, as business manager, effective Oct. 1.

James Harkey, film producer, McCann-Erickson, N. Y., to Geyer Adv., same city, as film supervisor.

Bill Prescott, vice president, Ball & Davidson, Denver, and **Eugene F. Pilz,** account executive, R. J. Potts-Calkins & Holden, Kansas City, form **Prescott & Pilz Inc.,** Denver, with offices at 1765 Sherman St.

Bernard London, producer, returns to tv dept., Kudner Agency Inc., N. Y.



Choose your weapon!

When you set your sales sights on the housewives in Chicago's more than two million television homes, you're aiming at a big target. Better make sure your advertising packs the power to hit it profitably. Better choose battle-tested WNBQ sharp shooters like these . . .

BOB AND KAY 12:30-1:00 P.M. MONDAY THROUGH FRIDAY

News and guest interviews by Chicago's favorite team of emcees. Guests are chosen because they have interesting stories to tell. Music by Art Van Damme Quintet. Bob and Kay's informal and ingratiating commercials are a powerful sales vehicle for every product a woman might buy.

HOME COOKING 1:00-1:30 P.M. MONDAY THROUGH FRIDAY

From doughnuts to jambalayas, master chef Eddie Doucette is an old hand at intriguing Chicago homemakers with recipes and cooking demonstrations. A natural for showcasing food and kitchen products. Doucette sells as he demonstrates.

MELODY MAGAZINE 1:30-2:00 P.M. MONDAY THROUGH FRIDAY

Wed Howard, top Chicago disc jockey, combines popular music, eye-catching visual effects and interesting chit-chat for the ladies — and *sells* 'em. His talent for selling is an important fact of advertising life in Chicago.

PONDER this strong block of daytime programs, with formats and personalities of proven popularity.
PLANT your participations in the fertile 90-minute span of the three programs.
PROFIT from WNBQ's power (Chicago's *only* maximum-power TV station; Chicago's highest TV antenna.)

WNBQ Channel **5** NBC IN CHICAGO *represented by NBC Spot Sales*

GENERAL TELERADIO SEEKS NEW FILMS

Sales of feature film group offered three months ago encourages GT to seek similar properties.

AFTER an encouraging sales tally of its feature film group offered stations three months ago, General Teleradio is announcing today (Monday) that it seeks additional and similar feature film properties.

The optimistic view of sales is reflected in a statement by Thomas F. O'Neil, MBS and General Teleradio president. He said sales for June through August, the period following GT's initial offer of the films, "conclusively demonstrate that television stations need high-grade program material and will pay the price to get it."

Mr. O'Neil said sales already have passed the figure of the original investment when GT last March negotiated an agreement with the Bank of America making General Teleradio the licensing agent in the U. S. and Canada for a group of 30 top-flight feature films.

Although no figures were given, it was learned that sales for the 90 days may range in the $1.4-1.5 million bracket. GT paid an estimated $1.25 million for the Bank of America film properties [B•T, March 15].

Mr. O'Neil said GT films will be shown now in one of every five U. S. tv markets, and—"as a result of this successful venture, General Teleradio is in the market for any available comparable pictures." According to GT officials, the stress is on "high quality, top grade" films around which stations could build their programming.

Mr. O'Neil scoffed at "skeptics who felt the price was too high to attract those who knew anything about the film business," saying they "have changed opinions, proving that television is still a field for experiment."

He referred also to Peter M. Robeck's (sales manager, GT's film division) report that stations are placing the features in Class A periods and "not merely using them in sign-off spots." Mr. Robeck asserted the films' sales vindicate GT's original contention that the features would be used by stations as integral parts of their programming and thus land in Class A time position.

Touching on the advertiser point of view, Dwight Martin, the film division's general manager, said sponsors are finding the films "a good investment." He said markets sold are nationwide and include the top ones in the country.

GT's other properties and production plans include a 39-episode, 15-minute documentary series, *Great Dramas,* now sold in 56 markets; a 13-episode (with another 13 to be produced), quarter-hour children's fairy tale series untitled, and others, including a 30-minute *Gangbusters* film series still to be unwrapped.



GEM Furniture Mart contracts with WFIE (TV) Evansville, Ind., to carry the General Teleradio package of 30 Studio "A" productions. L to r: Ted M. Nelson, general manager of the ch. 62 station; Jesse H. Green, Gem co-owner, and Lowell Eastham, station sales representative.

VITAPIX SCHEDULES 26 FOOTBALL FILMS

Film firm to distribute two series produced by Ray Gordon Productions to coincide with start of football season. Thirteen films comprise each series, one on professional games, the other on college.

TWENTY-SIX quarter-hour football films, 13 dealing with the professional game and 13 devoted to the college brand, will be offered in two series to tv audiences this fall. The films, produced by Ray Gordon Productions Inc. and distributed nationwide by the Vitapix Corp., New York, will be released to coincide with the regular football season.

Both series will present a complete story and will feature stars of past and present. Marty Glickman, well-known sports announcer, will provide narration for the film sequences which are said to have never been seen on television.

Pro Grid Classics will present memorable National Football League games with such former and present day stars as Sid Luckman, Sammy Baugh, Otto Graham, Steve Van Buren and Elroy "Crazylegs" Hirsch.

College Grid Classics will feature such well-known players as Illinois' Red Grange, Michigan's Tom Harmon, Yale's Albie Booth and Princeton's Dick Kazmaier.

Guild Stars Offer Custom Commercials

GUILD FILMS Co. reported last week that the featured personalities on its tv film shows are available for participation in individual, custom-made commercials. The stars are Liberace and his brother, George, Betty White, Joe Kirkwood, Cathy Downs, Florian ZaBach, Frankie Laine and Connie Haines.

Designed to give sponsors of Guild Films programs the benefit of associating the star of the program with the product of the sponsor, the plan offers two types of commercials: (1) a full-endorsement commercial, timed from 30 seconds to one minute, with the star exhibiting the product and discussing it in the permanent setting of the show; or (2) an eight- to ten-second commercial in which the star mentions the product and leads into the conventional commercial. If the sponsor wishes, officials said, special settings, props, lettering and overlay of titles, stop motion animation, and other effects will be employed as needed. The number of sponsors of Guild Films programs was estimated at around 500.

Art Gross, client relations director of Guild Films, has been put in charge of the new service. He said a number of commercials already have been produced for clients by Liberace, George Liberace and Betty White.

Meanwhile, Guild Films President Reub Kaufman announced the signing of contracts under which the *Liberace* show will be carried on every Canadian tv station in operation this year or next—in all, a total of 22 English-language stations and three French-language outlets. Robin Hood Flour and the John Inglis Stores will sponsor the series on the English stations and Robin Hood Flour alone will underwrite the program on the French stations. Liberace will do integrated commercials for Robin Hood cakemix.

Contracts for the flour company were negotiated by Norman Brown, advertising director of Robin Hood, and Bill Byles of Young & Rubicam, Toronto. For Inglis, negotiations were handled by E. E. M. Bassingwaighte, advertising director, and Peter Charles, of Spitzer & Mills, Toronto. Guild Films was represented by Spence Caldwell of Toronto.

Guild Films also reported that all five of its tv series—*Life with Elizabeth, Joe Palooka, Liberace, Florian ZaBach,* and *Frankie Laine* shows—have been signed by James Henry, president of KTVE (TV) Longview, Tex., with showings there to start during the first two weeks of September.

Hollywood Tv to Release Old Autry, Rogers Films

HOLLYWOOD Tv Service, Republic Pictures tv subsidiary, is "going right ahead" with plans to release old Gene Autry and Roy Rogers theatrical films to television, Earl Collins, company president, reported last week.

Attorneys for both actors last week filed requests with the U. S. Supreme Court, asking a review of the Ninth Circuit Court of Appeals' decision of last June allowing such showings.

While considering numerous offers received since the decision, Hollywood Tv Service probably will not make any definite commitment until after the Supreme Court convenes in October and a possible ruling is made on the cowboy actors' requests, Mr. Collins said.

'Favorite Story' Adds 54

RENEWALS of Ziv Tv's *Favorite Story* film series have reached 94% and, with 54 new markets added during the second run, the program currently is carried in more than 140 markets, M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, announced last week. He said the series was renewed in every one of its original markets. Additionally, he reported, *Cisco Kid,* now in its fifth year, has a renewal rate of 96%, and 75% of the advertisers who signed up for it four years ago are still sponsoring it.

GE Mexico Renews 'Story'

SECOND year renewal of the Ziv Tv *Favorite Story* series by General Electric of Mexico on XH-TV Mexico City was marked Aug. 27 by a reception and cocktail party in Mexico's capital city. More than 250 prominent advertisers and advertising agency personnel in Mexico attended. Hosts were Edward J. Stern, president, Ziv Tv International; Monte Kleban, vice

KMPC delivers TWO WAYS

in Southern California



1. program appeal

Seven "program personalities" daily present the tops in Music, News and Sports ... keeping the air waves lively with audience appeal. They create daily listener records for a long list of KMPC sponsors.

2. program promotion

Regular off-station advertising goes on without let-up ... building bigger listener audiences through

a. NEWSPAPER, MAGAZINE AND THEATRE PROGRAM ADVERTISING

b. MARKET, STORE AND WINDOW DISPLAYS

c. MOTION PICTURE THEATRE TRAILERS

d. MOTOR COACH OUTSIDE DISPLAY ADVERTISING AND INSIDE GIVEAWAYS

You could buy 38 stations in Southern California and still not get the great KMPC coverage.

KMPC

710 kc LOS ANGELES

50,000 watts days ... 10,000 watts nights
KMPC is a 24-hour station

GENE AUTRY, *President*
R. O. REYNOLDS, *Vice Pres. & General Mgr.*

Represented Nationally by **A. M. RADIO SALES**
Chicago • New York • Los Angeles

golden

Guild's Flying Salesmen

BOB DeVINNY and Bill Pomeroy, two Guild Films tv sales executives, are using airplanes to cover their territories. Mr. DeVinny, who covers the Great Lakes territory and operates out of Chicago, has a two-seater Ercoupe monoplane while Mr. Pomeroy, who covers the Midwest territory out of Detroit, has a four-seater Beechcraft Bonanza. Both men carry, in addition to the usual standard air equipment, projectors, screens and audition prints of such Guild Films products as the *Frankie Laine Show, Life With Elizabeth, Joe Palooka* and *Liberace.*

president of Ziv Tv International of Mexico and South America; William Taylor, president, and Garcia Zenil, advertising manager, General Electric of Mexico, and James B. Stanton, vice president, Young & Rubicam's Mexico City branch. Highlight of the event was the showing of a color tv film, "Empty Holster," a recent *Favorite Story* show.

Power Promotes Miller

PROMOTION of John A. Miller to eastern general manager and appointments of Dan Wilson and Jack Trindl as producers were announced Tuesday by Jules Power Productions, New York and Chicago tv package firm. Mr. Miller will supervise all sales and production in the New York area. He has been with the company since April and previously was with Henri, Hurst & McDonald and CBS Sales in Chicago. Mr. Wilson, formerly with Schwimmer & Scott, will operate in New York and Mr. Trindl, formerly with WNBQ (TV) and WGN-TV Chicago, will work in the Chicago office.

FILM DISTRIBUTION

Standard Television, Beverly Hills, has acquired distribution rights to quarter-hour *Washington Spotlight* film series, commentated by **Marquis Childs.** Filming has been resumed by **Washington Spotlight Inc.,** Washington, with **Milton Hammer** as producer. New group of 39 films is planned, 12 of which are completed, and distribution is set to start the first part of September.

Artists Distributors Inc., Hollywood, acquired national tv distribution rights to *Veloz and Yolanda Show,* series of 39 quarter-hour films, to be available shortly.

FILM PRODUCTION

Robert Maxwell Assoc., Hollywood, has resumed shooting on *Lassie,* which starts Sept. 12 on NBC-TV for **Campbell Soup.** Half-hour series stars **Lassie, Tommy Rettig, Jan Clayton** and **George Cleveland. Rodney Amateau** has been signed to share directing chores with **Sidney Salko. Arthur Hilton** is directing the commercials which also feature series' stars. **Rudy Abel** is associate producer.

Jan Productions, Hollywood, is shooting "California," hour-long tv film for **Bank of America's** 50th anniversary. Film traces dramatic history of state and banking firm's part in its development. Total cost is reported to be approximately $200,000. Scheduled for telecasting Oct. 17, time is now being cleared to saturate California markets. **Nelson Riddle** is to score the musical drama and **David Lichine** to stage the musical portions. **Jack Denove** is producer and **Robert Stevenson,** director. Agency and packager is **BBDO.**

Group, headed by **John McMahill, Harold Chiles** and **Hal Kornell,** is readying production on *Harold Angel,* new half-hour tv film series to star **Peter Raynolds,** 12-year-old actor featured in "The Robe," "The Egyptian" and "Desiree" motion pictures. Mr. McMahill, Hollywood artists' agent, will produce.

Lindsley Parsons Productions Inc., Hollywood, assigned to produce *The Whistler* tv series for **CBS-TV Film Sales,** N. Y.

RANDOM SHOTS

Screen Gems Inc., Hollywood, has signed Academy Award winner **Donna Reed,** currently under contract to **MGM,** to make her tv film debut in "Portrait of Lydia" for NBC-TV *Ford Theatre.* Now shooting is "The Legal Beagles" series starring **Laraine Day** and **Richard Denning,** with **James Neilson** as director.

W. J. German Inc., national agents and distributors, Eastman Films, moves West Coast offices to 6677 Santa Monica Blvd., Hollywood. Telephone remains: Hollywood 4-6131.

Guild Films Inc., N. Y., tv film producers and distributors, opens firm's seventh branch office. Address: 424 Book Bldg., Detroit. **W. A. Pomeroy,** Guild sales representative for Midwest territory and also part owner, WILS-AM-TV Lansing, named supervisor.

Cavalier Productions, Hollywood, which is producing CBS-TV *Father Knows Best* in association with **Screen Gems,** has changed name to **Rodney-Young Productions,** according to **Eugene B. Rodney** and **Robert Young.** Series will be sponsored this fall by **P. Lorillard Co.** (Kent cigarettes).

Arejay Sales Co., Burbank, Calif., publishes *Hollywood Film Production Manual.* Volume contains information on labor contracts, wages, insurance, location, film and laboratory costs and budget charts and figures, in a ring binder. Author **Raoul Pagel** offers supplementary charts and features, plus yearly changes. Firm offices are located at 1036 N. Avon St.

FILM PEOPLE

Jerry Lee, account executive, KABC-TV Los Angeles, to Official Films, Beverly Hills, as West Coast sales manager.

Noel Corbett, formerly with Bob Hope Productions, Hollywood, to N. W. Ayer & Son, same city, handling publicity-promotion, CBS-TV's *That's My Boy,* succeeding **John Hurley,** who moves to Manning Public Relations Firm, N. Y.

Jean Louis, costume designer, Columbia Pictures and Screen Gems Inc., Hollywood, and Marcelle Martin were married Aug. 14.

Stephen Geray, tv film and motion picture actor, father of girl, Nina Roanne, Aug. 19.

Gil Williams, production manager, Van Praag Productions, N. Y., father of girl, Ann Harriet.

Rodney Amateau, Hollywood tv film director, father of girl, Aug. 21.

Fellows Tells Legion Of Fetters on Radio-Tv

NARTB president apprises Washington convention of the restrictions threatening free press.

A CREEPING BONDAGE is overtaking radio-tv, "the most powerful truth-telling media in the world today," the American Legion Convention in Washington was told Thursday by NARTB President Harold E. Fellows.

The decision of the Watkins Committee, Senate restrictions and pending legislation are evidences of this stifling of freedom, he said, adding that at least one state has a law prohibiting radio-tv pickups in courtrooms.

Thus the principle of a free press is threatened in America today, he said, charging that "these freedoms are being limited by those who hold the greatest public trust: the elected members of our legislative bodies." Newsmen, he continued, may cover Congressional hearings with the old-fashioned pencil "but not with other more modern instrumentalities, cameras and microphones."

Mr. Fellows reminded that the Communications Act of 1934 charged radio-tv licensees to perform in the public interest yet "by rule of the senior body of the Congress, the legislators limit the ability of the licensees to meet that requirement."

He answered the charge that tv disturbs decorum of proceedings by explaining that the tv camera operates without sound or special lighting and pooling arrangements can be set up to serve all networks and stations. He told of the coverage of a criminal trial by WKY-TV Oklahoma City by a tv film camera, with the judge lauding the conduct of tv personnel and lack of interference with the trial.

"Is it progress that the scientist should open the door to greater knowledge and the lawmaker close it?" Mr. Fellows asked. "Controlled by government, broadcasting can be employed insidiously to whip a nation's people into a fervor of hate—and spawn such a catastrophe of lies that truth has no face.

"Unfettered, this medium takes its rightful place with a free press as the people's lie-detector—a circumstance much to be desired in these days of silent witnesses and iron curtains."

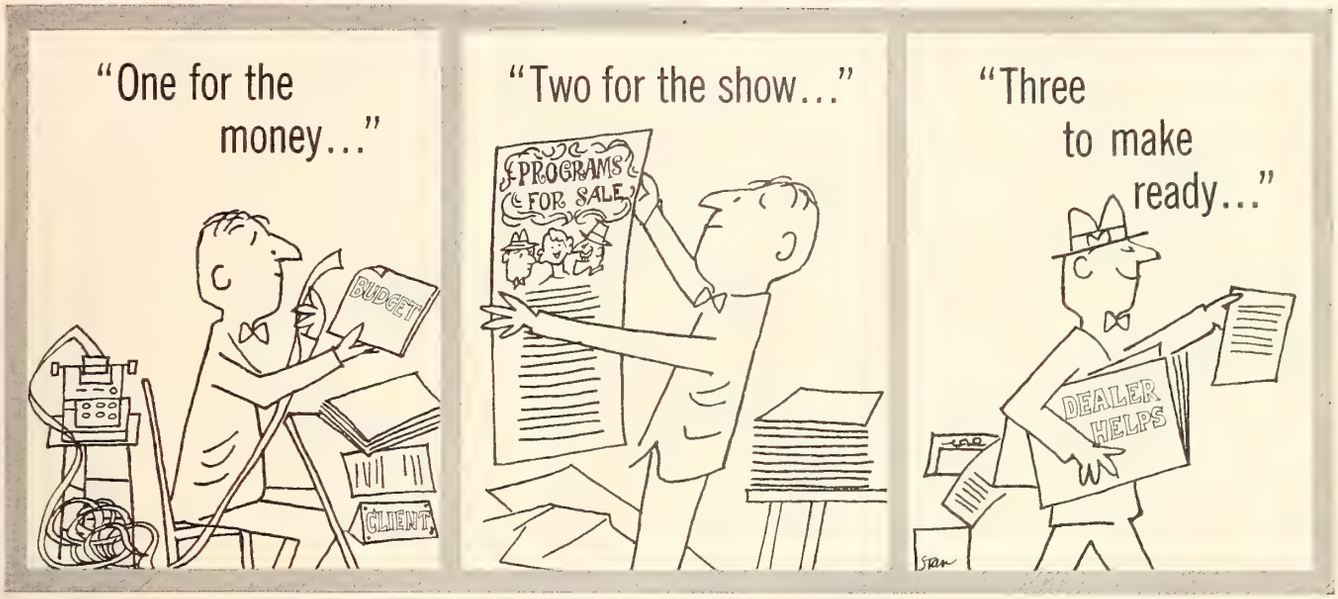
John Smith, NARTB manager of public affairs, addressed the Legion Auxiliary State Radio & Tv group on "Broadcasting's Role in Building Young Citizens." He described educational work of commercial stations and explained how Legion groups can work cooperatively with stations in reaching young people.

Voice of Democracy Contest in Planning

THE NATION's senior high schools are being enrolled in the eighth annual Voice of Democracy radio-essay contest, according to James D. Secrest, national chairman of the VOD Committee. Announcements are being made by the Office of Education, U. S. Dept. of Health, Education & Welfare.

Mr. Secrest, who is executive vice president of Radio-Electronics-Tv Mfrs. Assn., succeeds Robert K. Richards, recently resigned NARTB administrative vice president, as chairman of the annual contest, one of the nation's major public service promotions. VOD sponsoring organizations are NARTB, RETMA and the U. S. Junior Chamber of Commerce.

NARTB will send six five-minute model



"And Channel Four to Grow!"

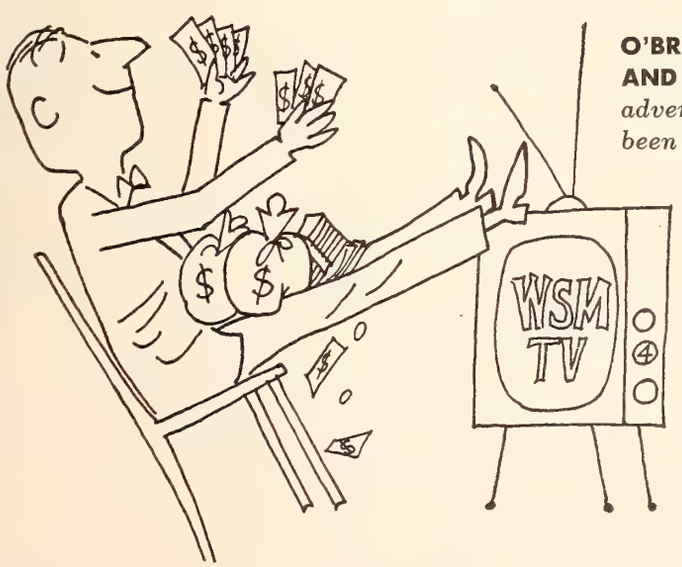
This drama in four acts has had a continuous run ever since WSM-TV took to the airwaves as the pioneer station in this market almost four years ago—

DR. PEPPER BOTTLING CO.: *"After just six months on WSM-TV, sales of the six-bottle carton are double."*

FIDELITY FEDERAL SAVINGS AND LOAN ASSN.: *"In the 1½ years we've used WSM-TV our total assets have grown from $13 million to over $20 million."*

SO-TEN (MEAT TENDERIZER): *"Just three one-minute spots on WSM-TV supplied enough sales leads to last for weeks to come . . . our salesmen can't keep up!"*

M AND M CANDIES: *"Six months after buying a half-hour WSM-TV show our business is up 250% in this area, with jobber orders up as much as 600% in some cases."*



O'BRYAN BROTHERS, INC. (DUCKHEAD OVERALLS AND WORK CLOTHES): *"Without doubt the best advertising dollar we've spent in the past 23 years has been on WSM-TV."*

You, too, can get into the act by contacting WSM-TV's Irving Waugh or any Petry Man.

WSM-TV *Channel 4*

Clearly Nashville's # 1 TV Station



What can you do with $955?

No doubt about it, $955 is a tidy sum of dough. Enough to buy an extra ticket to Paris, say. Or to take a month's vacation after you arrive.

Or make a healthy down payment on a Chinchilla coat!



ON WOAY, $955 will buy 13 half hours!

WOAY, Oak Hill, is West Virginia's second most powerful station!

Its 10,000-watt signal covers 21 counties —

delivers a total Nielsen audience of 102,200 radio homes —

delivers an average daily Nielsen audience of 51,320 radio homes!

Write direct for availabilities.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

transcriptions about democracy to the nation's broadcasters prior to Oct. 5. These discs will be voiced by eminent Americans and are to be broadcast during National Radio & Tv Week, Nov. 7-13.

The VOD schedule calls for preparation of broadcast scripts by student entries during the week of Nov. 15-20. Broadcast stations will provide aid to students.

First in-school and community eliminations will be held Nov. 22-30, with community winners to be announced by Dec. 1. Community committees will handle cutting of transcriptions, packing and mailing for state and territorial judging, which will be completed by Dec. 28. Their winning essays will be mailed to national headquarters, 1771 N St., Washington 6, D. C., with national judging starting Jan. 4. The four winners will be announced Feb. 7. Awards will be presented Feb. 23, with the winners guests in Washington. They will participate in the annual patriotic celebration in Colonial Williamsburg, Va.

A contest along similar lines is now being conducted in Japan. Oscar Elder, NARTB assistant to the government relations vice president and former director of the VOD contest operation, has been awarded the Prince Takamatsu trophy in connection with the U. S. contest. The presentation was made by Hiromasa H. Suzuki, president of the Japanese National Student Assn. Both contests are described in a book, "The Teen Agers Dream," published by the association in both Japanese and English.

Montana Radio Group Elects Clark President

V. V. (BUD) CLARK, general manager of KOOK-AM-TV Billings, Mont., has been elected president of the Montana Radio Stations Inc., broadcasters' group, succeeding Ian A. Elliot, general manager, KATL Miles City, it was announced last week.

The broadcasters held their fall meeting last Monday and Tuesday near Flathead Lake and were addressed, informally, by FCC Chairman Rosel H. Hyde, who then was vacationing in the West.

Two resolutions were adopted by the group: (1) Urging a fact-finding survey, through NARTB, to study usage of music licensed by SESAC Inc. and payment for that use. The Montana broadcasters contend that the license fee charged by SESAC is out of proportion to the percentage of SESAC-controlled music used by the stations.

(2) Requesting the American Telephone & Telegraph Co. to study the standards of lines used for transmission of radio programs.

NARTB was represented by John F. Meagher, vice president in charge of radio, who made a public offer to SESAC to participate in a survey. W. F. (Jim) Meyers, SESAC manager of station relations, spoke for the firm in a floor discussion.

Joseph P. Wilkins, president, KFBB-AM-TV Great Falls, was re-elected vice president, and Charlotte Brader, general manager, KOJM Havre, was elected secretary-treasurer.

IBA Protests 45 Rpm Switch

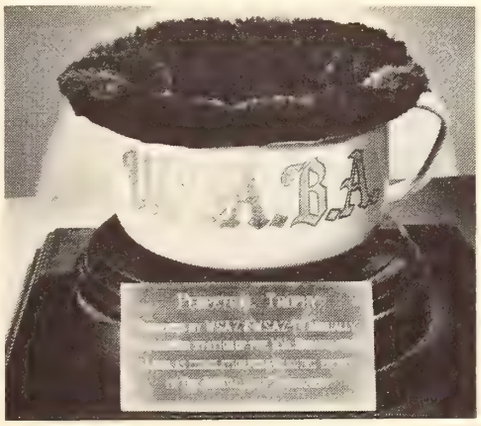
A RESOLUTION has been adopted by the board of directors of the Indiana Broadcasters Assn. protesting the action of the "recording manufacturers changing to 45 rpm without prior consultation with the broadcasting industry." The resolution was adopted at a meeting in Indianapolis a fortnight ago and claims the manufacturers' action "constitutes a breach of faith and subjects IBA member stations to unnecessary expense."

Broadcasters Challenge W. Va. Insurance Ruling

WEST VIRGINIA Broadcasters Assn. will ask the state attorney general to rule on constitutionality of a law passed by the last legislature which forbids broadcast or telecast of advertising for any insurance company not licensed by the state.

The association contends the law is unconstitutional. President L. H. Rogers, WSAZ-AM-TV Huntington, requested Alice Shein, WBTH Williamson, to investigate steps necessary to test the insurance law. New members added to the association's legislative committee at its Aug. 27-28 meeting held at White Sulphur Springs' Greenbrier Hotel were Robert W. Ferguson, WTRF-TV Wheeling; Walter Patterson, WHAR Clarksburg; Aud N. Archer, WCOM Parkersburg; Pat J. Flanagan, WHIS Bluefield, and Robert R. Thomas, WOAY Oak Hill.

The association is greatly expanding its legislative activity and plans to retain counsel to watch legislative developments affecting radio-tv stations in the state. Member stations were urged to contact all Congressmen and Senators to give views on pending federal legislation, including the Bryson and Langer bills.



GENUINE MINK lines this chamber, presented at the Aug. 27-28 West Virginia Broadcasters Assn. Clinic to Tom Hall, salesman with WMOD Moundsville, W. Va., for lowest net score in the annual golf tournament which is held in conjunction with the Clinic. The trophy, to be held for a year, was presented by WSAZ-AM-TV Huntington, W. Va.

Nearly 100 delegates, double any past record, attended the meeting. FCC Comr. John C. Doerfer discussed regulatory problems, explaining the dangers that federal regulatory agencies encroach on local jurisdiction. He explained that FCC is enforcing the Communications Act as written.

Clinton M. Hester, general counsel of U. S. Brewers Foundation, spoke on common problems of brewers and media.

DBA to Organize W. Va. Unit

DAYTIME Broadcasters Assn. announced last week the appointment of a committee to organize a daytime group in West Virginia, 33rd state to be represented in the association.

The committee was appointed at a meeting of daytime operators Aug. 27 at White Sulphur Springs, W. Va. Jack Younts, WEEB Southern Pines, N. C., treasurer of the DBA, presided. Committee members are S. C. Bevins, WKYR Keyser; John S. Phillips, WHTN Huntington, and Walter Patterson, WHAR Clarksburg, all W. Va.

Warned Away

COMMITTEE of Conference of California Judges, a voluntary group of state and municipal judges in courts of record, advised members not to appear on commercially sponsored tv programs, even if programs are of a public benefit nature and that they accept no compensation for such appearances.

CBS Radio, Stations Boost NARTB Membership

NARTB membership jumped perceptibly last week as CBS Radio Network and its o&o stations joined the industry association.

NARTB President Harold E. Fellows also announced that KOB Albuquerque has joined the association to bring total membership of Time Inc. radio and tv properties to 100%.

Adrian Murphy, CBS Radio president, announced the network and its owned and operated stations have joined NARTB effective last Wednesday. CBS-TV and its owned tv stations already are NARTB members.

The CBS Radio owned stations and their managers are: KCBS-AM-FM San Francisco, Arthur Hull Hayes; KMOX St. Louis, Eugene Wilkey; KNX-AM-FM Los Angeles, William D. Shaw; WBBM-AM-FM Chicago, E. H. Shomo; WCBS-AM-FM New York, Carl Ward; WEEI-AM-FM Boston, Harvey Struthers. CBS-TV stations: KNXT (TV) Los Angeles, WBBM-TV Chicago and WCBS-TV New York.

Other Time Inc. properties are: KOB-TV Albuquerque; KLX-AM-TV Denver, and KDYL and KTVT (TV) Salt Lake City.

TRADE ASSN. PEOPLE

Jerry Danford, account executive, WABC-TV New York, to Broadcast Advertising Bureau, same city.

M. J. Rockford, president, MCA Artists Ltd., Beverly Hills, Calif., elected president, Radio-Television-Recording-Advertising Charities Inc., Hollywood.

Fred Barlow, City Lines Transit Adv. Co., Salt Lake City, named president, Salt Lake Adv. Club, succeeding **S. John Schile,** who moves to Portland; **John Carver,** Newspaper Agency Corp., named vice president.

Walt Disney and **Hal Adelquist,** tv division director, Walt Disney Productions, join Academy of Television Arts & Sciences, Hollywood. Other new members are writer **Gwen Bagni,** cinematographer **Russell Harlan,** actors **Leon Ames, Jim Backus, Ray Bolger, Jeanne Cagney, Jack Carson, Bob Crosby, Steve Dunne, Michael O'Shea, Gil Stratton Jr., Mr. and Mrs. Ronald Colman (Benita Hume).**

Ben Miller, public relations dept., Assn. of American Railroads, completed two-week active duty tour, Radio-Tv Branch, Dept. of Army.

F. Robert Bauer, owner-manager, KDB Santa Barbara, Calif., and **Hal Brown,** owner-manager, KBIS Bakersfield, Calif., members, Southern California Broadcasters Assn., elected to represent districts one and two, respectively, on SCBA board of directors. **Gene Lee,** general manager, KFXM San Bernardino, Calif., elected district three board director.

E. P. H. James, Wyatt Named Nielsen V.P.'s

E. P. H. JAMES, planning coordinator at KVOA-TV Tucson, Ariz., and former NBC and MBS executive, has joined A. C. Nielsen Co. as vice president and assistant to the president, the market research firm has announced. In his new capacity, he will work on development of "new improved research techniques."

Also announced was the election of William R. Wyatt as vice president of the market research firm. He will be responsible for all eastern territory station sales for the Nielsen Station Index in his new capacity, continuing to work out of the New York office at 500 Fifth Ave.



MR. WYATT



MR. JAMES

Mr. James formerly was vice president of Mutual and for many years was in charge of advertising and sales promotion for NBC, as well as identified with advertising agencies. He is credited with establishing NBC's first research department and headed NBC sales planning for tv during its experimental years. He joined MBS after World War II, heading sales operations, and later became vice president for promotion, publicity and research.

A founder-member of the American Marketing Society, Mr. James belonged to the original Joint Committee on Radio Research, which pioneered on audience and coverage measurements. He also was a director of BMB and the American Television Society.

Mr. Wyatt has been with the Nielsen firm since last April when he joined as account executive on the Nielsen Station Index service. Previously he had served as director of member service for BAB and had been with station representative firms.

'Dragnet' Again, Says ARB; Three Replacements Make Poll

TOP-RATED tv program for the second straight month was NBC-TV's *Dragnet,* according to information released by the American Research Bureau. Ed Sullivan's *Toast of the Town* ranked second on the ARB list and was credited with reaching the largest number of individual viewers with an average of 3.3 viewers at each set. Three CBS Monday evening summer replacements were among August's top 10, according to ARB. These were *Public Defender, Masquerade Party* and *Summer Theatre.* The ARB figures, based on Aug. 1-7 viewing and by ratings and total viewers reached, follow:

	Program	Rating
1.	Dragnet (NBC)	44.2
2.	Toast of the Town (CBS)	39.2
3.	Public Defender (CBS)	34.2
4.	What's My Line? (CBS)	32.7
5.	Talent Scouts (CBS)	32.4
6.	Best of Groucho (NBC)	31.5
7.	I've Got a Secret (CBS)	30.0
8.	Masquerade Party (CBS)	28.9
9.	Summer Theatre (CBS)	28.8
10.	This Is Your Life (NBC)	28.4

	Program	Viewers
1.	Toast of the Town (CBS)	37,080,000
2.	Dragnet (NBC)	36,470,000
3.	Public Defender (CBS)	25,680,000
4.	Best of Groucho (NBC)	24,990,000
5.	Masquerade Party (CBS)	22,990,000
6.	I've Got a Secret (CBS)	22,740,000
7.	Talent Scouts (CBS)	22,480,000
8.	Red Skelton Revue (CBS)	22,230,000
9.	Private Secretary (NBC)	22,120,000
10.	What's My Line? (CBS)	22,030,000

'Dragnet', Then 'Defender' Top Nielsen's Tv Ratings

CBS-TV's *Public Defender* moved into second place in the National Nielsen Ratings, with NBC-TV's *Dragnet,* a constant favorite, occupying first place, according to a Nielsen survey for the two weeks ending Aug. 7.

Complete listings of the top 10 programs:

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Dragnet (NBC)	12,086
2.	Public Defender (CBS)	9,075
3.	Pabst Blue Ribbon Bouts (CBS)	8,755
4.	Best of Groucho (NBC)	8,737
5.	Ford Theatre (NBC)	8,664
6.	Toast of the Town (CBS)	7,993
7.	Robt. Montgomery (Johnson) (NBC)	7,626
8.	I've Got a Secret (CBS)	7,533
9.	This Is Your Life (NBC)	7,452
10.	Kraft Tv Theatre (NBC)	7,444

Per Cent of Tv Homes Reached

Program Station Basis

Rank	Program	Homes (%)
1.	Dragnet (NBC)	40.9
2.	Public Defender (CBS)	31.1
3.	Ford Theatre (NBC)	31.1
4.	Pabst Blue Ribbon Bouts (CBS)	29.8
5.	Best of Groucho (NBC)	29.8
6.	Toast of the Town (CBS)	27.9
7.	Kraft Tv Theatre (NBC)	27.5
8.	What's My Line (Remington) (CBS)	27.0
9.	I've Got a Secret (CBS)	26.8
10.	This Is Your Life (NBC)	26.7

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Advertisers Increase Spot Buying on Radio

GENERAL increase in the number of radio stations being used by major national spot advertisers was reported last week by Executives Radio-Tv Service, Larchmont, N. Y.

Citing data contained in its monthly "Spot Radio Report," the firm said a check of 50 leading national advertisers in 14 different product categories showed they are currently buying time on a total of 2,013 radio stations as compared with 1,883 stations used during the same month in 1953.

NETWORK BILLINGS SHOW 19% GAIN

Gross time sales for first seven months of '54 reach $257 million for radio-tv networks.

GROSS TIME SALES on the national radio and television networks during the first seven months of 1954 reached a total of $257,051,500 for a gain of almost 19% over those for the comparable period of 1953.

These figures were computed from data compiled by Publishers Information Bureau, which showed that while gross time sales on the four nationwide radio networks declined almost 11.5% in the 1954 January-July period, television network gross time sales climbed approximately 42.7% over the same span.

Tv network figures aggregated $172,957,857 as against $121,190,222 for the first seven months of 1953, while radio network totals were $84,093,643 for January-July this year as compared to $95,001,140 for the same period a year ago.

For July 1954 alone, network radio's gross time sales totaled $9,567,329, representing a drop of approximately 22% from the July 1953 total of $12,226,249. ABC was the only radio network to show a gain (about 3.3%) over July 1953. Network television's July 1954 figure of $22,944,803 represented an increase of 41%—almost the same rate of growth for the entire seven-month period—over July 1953's $16,217,790.

The PIB figures show seven-month television totals for 1954, network by network, as follows: CBS-TV $77,777,963; NBC-TV $70,443,559; ABC-TV, $17,517,945, and DuMont, $7,218,390.

For radio, the 1954 January-July totals are listed as follows: CBS Radio $33,604,356; NBC $20,697,370; ABC $17,269,420; Mutual $12,522,497.

The PIB tables:

NETWORK RADIO

	JULY 1954	JULY 1953	JAN.-JULY 1954	JAN.-JULY 1953
ABC	$2,098,823	$ 2,030,989	$17,269,420	$17,386,830
CBS	3,889,547	4,870,463	33,604,356	36,162,972
MBS	1,451,767	1,830,467	12,522,497	13,224,219
NBC	2,127,192	3,494,330	20,697,370	28,227,119
TOTAL	$9,567,329	$12,226,249	$84,093,643	$95,001,140

NETWORK TELEVISION

	JULY 1954	JULY 1953	JAN.-JULY 1954	JAN.-JULY 1953
ABC-TV	$ 2,310,281	$ 1,299,471	$ 17,517,945	$ 11,175,743
CBS-TV	11,861,534	7,422,337	77,777,963	51,659,088
DTN	623,455	592,890	7,218,390	6,083,211
NBC-TV	8,149,533	6,903,092	70,443,559	52,272,180
TOTAL	$22,944,803	$16,217,790	$172,957,857	$121,190,222

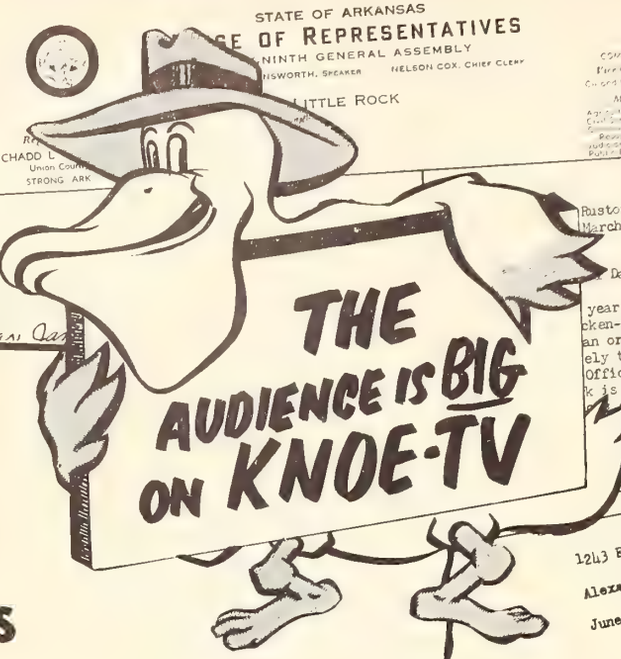
NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152*	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677*	1,555,196*	2,618,614	10,761,481
July	2,098,823	3,889,547	1,451,767	2,127,192	9,567,329
TOTAL	$17,269,420	$33,604,356	$12,522,497	$20,697,370	$84,093,643

NETWORK TELEVISION TOTALS TO DATE

	ABC-TV	CBS-TV	DTN	NBC-TV	TOTAL
Jan.	$ 2,780,574	$10,713,329	$1,445,608	$10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879*	11,448,180	778,920	9,990,729*	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
TOTAL	$17,517,945	$77,777,963	$7,218,390	$70,443,559	$172,957,857

*Revised as of Aug. 27, 1954. Source: Publishers Information Bureau.



owners of

145,700 SETS

IN THREE STATES

Look at . . . and Love

KNOE-TV

From Natchez to Camden, from Shreveport to Vicksburg, Alexandria to El Dorado or Woodville to Magnolia—anyway you look at it, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi consider KNOE-TV their home station. That's borne out everyday by the bags of mail that pour into our popular participating shows—a steady stream of mail is saying "Dear Beth" (PANTRY PARTY), "Dear Jane and Dallas" (SHOPPER'S GUIDE), "Dear Pete" (P. M. PANORAMA) or "Dear Roger" (HOME SHOW).

Our coverage area includes 1,664,500 people with spendable industrial, agricultural income of $1,591,352,000.

As more and more industry moves South, there's spectacular growth in this rich 3-state market and it is a consistent sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Let our sales staff or H-R Television, Inc., tell you more about it.

A James A. Noe Station

KNOE-TV CHANNEL 8 MONROE, LA.

CBS • NBC ABC DuMONT

Paul H. Goldman, Vice President & General Manager
H-R Television, Inc., National Representatives

'CAROL' STORMS THROUGH NEW ENGLAND TOPPLING ONE TV, TEN RADIO TOWERS

Many New England stations suspend regular programming to carry hurricane warnings and disaster information.

NEW ENGLAND'S disastrous "Hurricane Carol," which last week wrought up to a half-billion dollars in destruction, killing 50 persons and injuring about a thousand, also was disastrous for a number of radio-tv facilities in the area, first reports indicated last week.

Casualties to the high winds were the 649-foot tower of WBZ-TV Boston, which toppled and also destroyed some of the Westinghouse Broadcasting Co. outlet's second floor offices; a 375-foot directional tower operated by WTAG-AM-FM Worcester; the tower of WVOM Brookline (Boston), and two towers of WPJB-AM-FM Providence. WNAC Boston lost the tops of two of its three radio towers to the hurricane and the two towers of WEAN Providence were downed.

The fm tower of WPRO Providence was flattened, putting the WPRO-FM facility off the air, and a power failure put WPRO-AM off the air for two hours Tuesday afternoon. Except for that interruption, WPRO-AM operated at full power. The tower of WICE Providence was knocked down and its transmitter and sight washed away from its location at Bold Point in East Providence. WICE will be off the air at least 60 days.

Electric power failures were presumed to have put many stations off the air.

Broadcasters rose to the emergency both before and after the storm struck Tuesday.

WTAG's directional tower was two-thirds knocked down but broadcasting was not affected. The station used one of its three gas-powered generators at its transmitter at Holden.

Warning Bulletins

WTAG had been airing hurricane warning bulletins since the previous evening, maintaining contact with the Weather Bureau in Boston, the Worcester airport and civil defense headquarters. Station personnel manned telephones, answering queries from listeners mindful of last year's tornado disaster there.

A WTAG mobile unit went to Holden and taped an interview with station news commentator Jim Little and Cliff Davis, weatherman, of the Worcester *Evening Gazette*. Special bulletins warned listeners to beware of fallen wires and other hazards.

Lyda Flanders, on her weekday *Modern Kitchen,* rallied her listeners to act quickly to preserve fruits torn from trees by the wind, airing emergency canning recipes.

WBZ General Manager Paul Mills was credited with some quick thinking which possibly saved many lives. Acting on a "hunch," he ordered all employes out of the sales, traffic and promotion offices to the first floor a few seconds before the tower fell at 12:10 p.m.

Damage to WBZ-AM-FM-TV facilities was estimated at a half-million dollars when the tower snapped at the 200-foot mark and tons of steel fell across the nearby two-story building which houses the stations. Cost of a new tower was estimated at a quarter-million dollars. Insurance fully covered all damage.

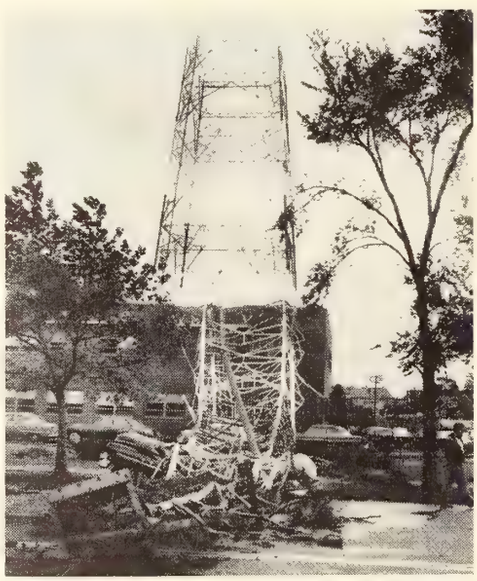
WBZ-TV was off the air from 12:10 p.m. to 9:10 p.m., resuming telecasting with the use of a 216-foot standby tower, installed in 1951 for emergencies. WBZ was off the air for less than three minutes because of a power failure.

One employe, Joyce Johnson, 20, received minor injuries when debris fell around her.

W. C. Swartley, WBZ-TV general manager, in Chicago at an NBC affiliates meeting, returned to Boston by air, and W. H. Hauser, chief engineer, drove back from a vacation on Cape Cod.

A 100-man emergency clean-up crew removed the debris of the tower within an hour to clear a roadway. Films of the destroyed tower were made by WBZ-TV and fed to NBC-TV by WNAC-TV Boston, CBS affiliate. WBZ radio supplied news to WJAR-TV Providence, cut off from news wire service to Boston by power failures. WJAR-TV, operating on emergency power, could transmit only network programs. The station resumed regular programming Friday with the arrival of a Caterpillar mobile electric set which enabled the station to return to full power.

When the tops of two of WNAC's three radio towers were downed at 10:40 a.m. Tuesday, the station continued on the air under emergency power from a diesel-operated generator.



THIS is what remained of the 649-foot tower of WBZ-TV Boston after it was toppled over by last Tuesday's New England hurricane. *Boston Post* photo shows how the tower fell across the building housing WBZ-AM-FM-TV studios and offices, causing total damages of a half-million dollars, with replacement for the tower estimated at a quarter-million dollars.

The Yankee Network key station continued on the air all day with messages from state police, Gov. Christian Herter's office, civil defense agencies, municipalities and others. Storm warnings were broadcast about every 10 minutes, the station said.

The WNAC radio towers are in Burlington, Mass. A 40-foot segment was blown from one, a 50-foot portion was bent over from the second and the third was left intact.

WNAC-TV was put off the air at 11:02 a.m. because of a power failure, but returned to operation sometime later.

It was the second time WEAN Providence, another Yankee outlet, had lost its two radio towers. The first time was during the hurricane of 1938.

WWLP (TV) Springfield instituted an emergency program under direction of William L. Putnam, treasurer and stockholder. The tv station claims it was the only one in that area on the air without interruption, with John Quill, weatherman for the ch. 61 outlet, on the air almost continuously.

The telephone company sent a truck to WWLP's mountain transmitter location to keep a studio quiz show—depending upon telephone calls—from being interrupted. When network service was interrupted, the station maintained service by its own microwave link.

WPJB Providence was thrown off the air when its two transmitter towers were blown down.

WMTW (TV) Poland, Me., with transmitter located on the top of Mt. Washington, N. H., reported winds up to 150 miles per hour, but no damage to its transmitter. When the hurricane hit, WMTW was installing a microwave disc and the end of the transmitter building was open, but the disc was anchored down.

WVDA Boston stayed on the air throughout the hurricane, breaking into programs from 10 a.m. to 6 p.m. to air information on the disaster, according to Lambert Beeuwkes, general manager. The station had four crews of news reporters roving the area from Gloucester, Mass., to Newport, R. I., with tape recorders and beeper phones.

WVDA newsmen interviewed other newsmen at WBZ-TV regarding the destruction of the latter's tower. Rod MacLeish, WVDA news chief, fed ABC an all-New England roundup on the hurricane, Mr. Beeuwkes said.

WKBS Mineola, L. I., N. Y., reported it gave continuous barometer readings from Montauk Point to New York City during the hurricane and was able to predict for listeners the exact center of the storm as it approached and hit Long Island.

Telephones Out

WEIM Fitchburg, Mass., was cut off the air and for a while both power and telephone services were interrupted as falling trees pulled down poles and wires in three places along the feed to its transmitter on Alpine Road.

Power was restored first and WEIM operated as usual from its studios by using its mobile unit to replace the downed telephone wires. Telephone wires were back to normal two hours after power was restored, with Chief Engineer Ted Kalin and engineers Jim Gould and Cliff Ey helping restore the station to the air.

WCOP Boston remained on the air without interruption, abandoning all regular programs in favor of transmitting reports on progress of the hurricane, flashes from stricken communities and warnings.

Roland C. Hale, chief engineer and assistant station manager, ordered an auxiliary gasoline-driven generator out to take over power problems. Bill Marlowe aired reports furnished by the *Boston Post* editorial staff. He was relieved by Ellie Dierdorff, Jim Brokaw and Carl Stuart.

Boston Post Promotion Manager Mark Finley coordinated radio news coverage.

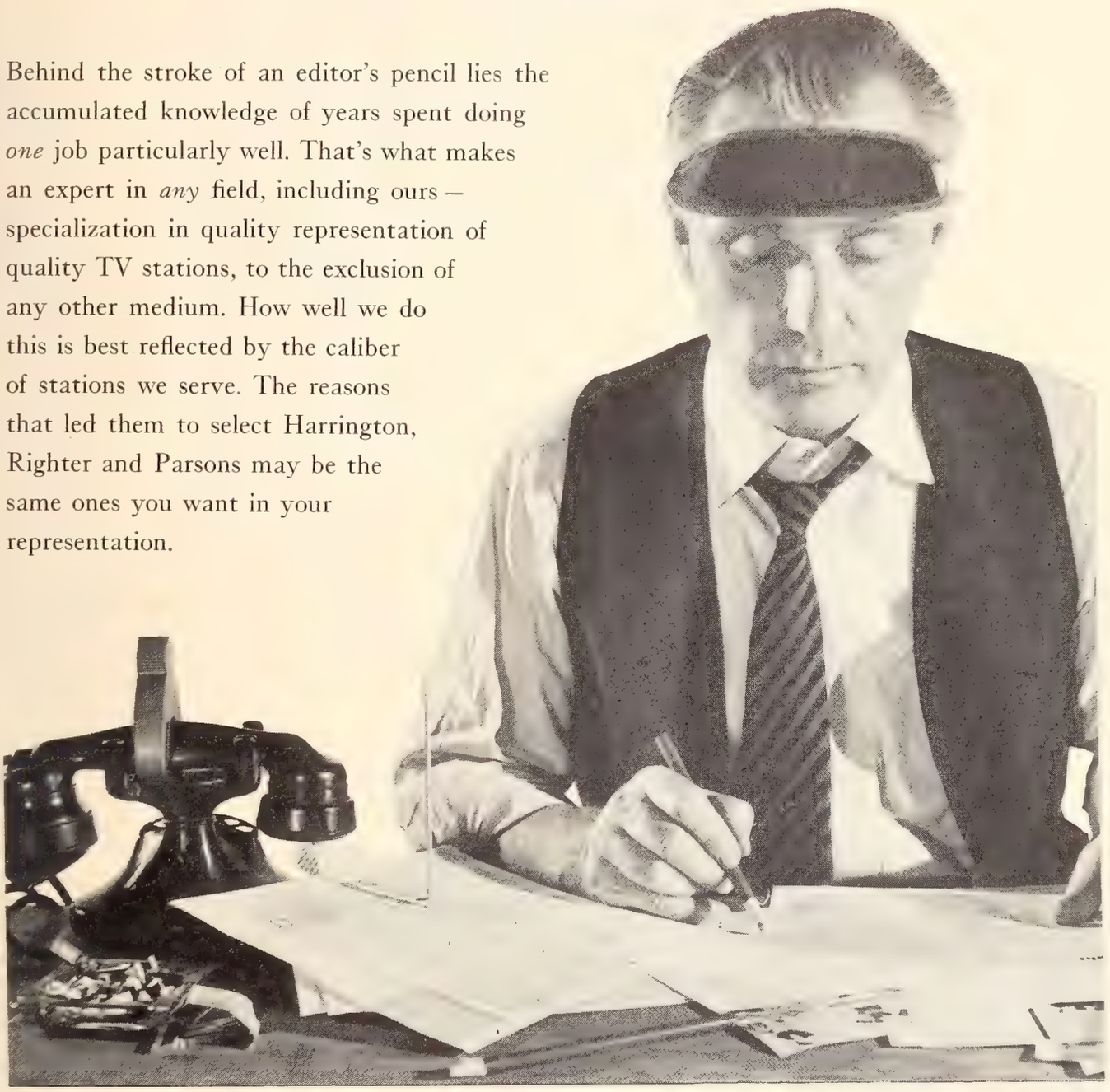
New York stations as a whole stepped up their presentations of special programs and bulletins on progress of the hurricane, traffic reports, accounts of damage, etc. WNBC was off the air for 29 seconds while auxiliary equipment was put into use when power failed.

On Long Island, in the hurricane's path, some stations were less fortunate. WPAC and WALK Patchogue were reported off the air throughout Tuesday due to the power failure.

WHLI Hempstead, L. I., using its emergency generator from sign-on Tuesday morning, missed no airtime, called in off-duty personnel, and provided listeners with bulletins every five minutes, plus on-the-scene reports and interviews in flooded areas. WHLI estimated at least 100 special spot announcements were bought by utilities companies, stores announcing postponements of scheduled sales, and the like.

Everyone has something he does best...

Behind the stroke of an editor's pencil lies the accumulated knowledge of years spent doing *one* job particularly well. That's what makes an expert in *any* field, including ours — specialization in quality representation of quality TV stations, to the exclusion of any other medium. How well we do this is best reflected by the caliber of stations we serve. The reasons that led them to select Harrington, Righter and Parsons may be the same ones you want in your representation.



Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

WTVD(TV), KOVR(TV) BEGIN OPERATIONS

START of regular programming has been reported by two new tv stations, increasing to 395 the number of operating video outlets.

WTVD (TV) Durham, N. C., the first local tv there, began commercial operations last Thursday as a primary affiliate of NBC and ABC networks, Harmon L. Duncan, president, has announced. The ch. 11 station, on test patterns since Aug. 16, went on the air Thursday at 6:45 p.m. with a 15-minute opening ceremony and then switched to network shows. A formal dedication will be held in a few weeks, the station said. Headley-Reed Tv Inc. is national representative.

KOVR (TV) Stockton, Calif., serving northern California including San Francisco, will hold its inaugural program today (Monday) from the State Fair in Sacramento, A. E. Joscelyn, general manager, has reported. The ch. 13 outlet is owned by Television Diablo Inc. and began test patterns Aug. 29. Blair Tv is national representative.

Reports from other stations:

KSWM-TV Joplin, Mo., began test patterns Aug. 26 and will start regular programming Sept. 19, Austin A. Harrison, president, has announced. The station will be affiliated with CBS and represented by Venard, Rintoul & McConnell.

KUTV (TV) Salt Lake City expects to begin test patterns tomorrow (Tuesday) and test programming, local and network, Sept. 11 through Sept. 25, Frank C. Carman, president and general manager, has reported. The night of Sept. 25 is set for the opening with a two-hour program. Start of regular programming for the ch. 2 outlet will begin Sept. 26. The station is affiliated with ABC and represented by George P. Hollingbery Co.

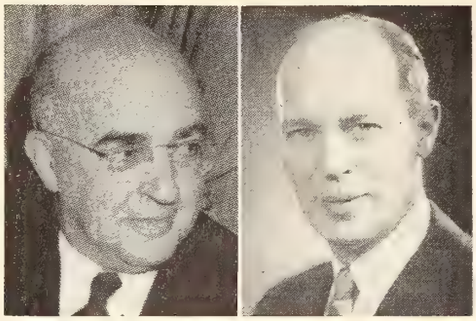
WMTW (TV) Poland, Me., began test patterns last Tuesday and plans to start commercial programming Sept. 25 affiliated with ABC and CBS, John H. Norton Jr., vice president and general manager of the ch. 8 outlet, has announced.

WINT (TV) Waterloo (Ft. Wayne), Ind., will begin programming Sept. 26 as a CBS affiliate, R. Morris Pierce, president, has reported. The ch. 15 station is owned by Tri-State Television.

CKLW-TV Windsor, Ont., also serving Detroit, has started test patterns and plans to begin programming Sept. 16, J. E. (Ted) Campeau, president, has reported. Opening ceremony will feature appearances by American and Canadian officials and entertainment personalities.



REPRESENTATION contract between WTVW (TV) Milwaukee and Edward Petry & Co., New York, is negotiated by (l to r): seated, Mr. Petry; L. F. Thurwachter, WTVW executive vice president; standing, Tom Allen, business manager and a director, and L. F. Gran, chairman of the board, both WTVW. The ch. 12 station is due on the air Oct. 31.



RALPH EVANS (l) is executive vice president of Central Broadcasting Co., licensee of WHO Des Moines, Iowa. Ralph Evans (r) is director of the Color Technology Div., Eastman Kodak Co. B•T's Aug. 30 story of the NBC Radio Affiliates committee to study the future of radio networks incorrectly pictured Mr. Evans (r) when it should have pictured Mr. Evans (l).

NBC SPOT SALES SETS AUGUST HIGH

RECORD $4.25 million in radio and television billings was signed by NBC Spot Sales during August for a 30% gain over the total for the same month last year, Spot Sales Director Thomas B. McFadden announced last week.

"These figures represent net dollars for confirmed orders, making this the best August in terms of sales in the history of NBC Spot Sales," Mr. McFadden said.

A breakdown of the August totals showed radio billings up approximately 50% over August 1953 while tv billings gained 28%, he reported.

Mr. McFadden found the increase in radio sales "particularly noteworthy, because it reflects a growing cultivation of radio as an advertising medium by those who recognize that radio is still the most economical and best buy for advertisers."

He continued:

"The television increase reflects the growing practice of clients not to relinquish their time periods during the summer months in order to safeguard their time franchises. At the same time, part of the increase is due to the fact that other advertisers are buying time earlier each year in order to obtain the best remaining availabilities."

NBC Spot Sales represents 16 radio and tv stations, including NBC o&o's, plus the Crosley group of radio-tv outlets in markets outside New York and Chicago.

WJIM-AM-TV Appoints Petry

APPOINTMENT of Edward Petry & Co., New York, as WJIM-AM-TV Lansing, Mich., national representative for both radio and tv operations, effective Oct. 1, has been announced by Willard E. Walbridge, executive vice president and general manager of the stations.

Advertisement

Run-away success public service radio campaigns are few and far between, and their results are hard to measure. But in Houston, KTRH points to one such campaign that produced immediate, tangible results.

For several years, the Agricultural Experiment stations of the Texas A&M College System had been working on a new cantaloupe for Gulf Coast growing. Their new Rio Gold melon was tested by the college and, at the end of 1953, pronounced ready for wide-distribution testing. The only problem: finding people all over Texas willing to grow it.

George Roesner, KTRH farm director, offered A&M the station's public service time for announcements. Early this year, KTRH ran a schedule offering listeners the cantaloupe seeds, along with a packet of an unusual variety of cockscomb seeds. Both packets would be sent without charge. The campaign began in January and ran for five weeks, through mid-February, 1954.

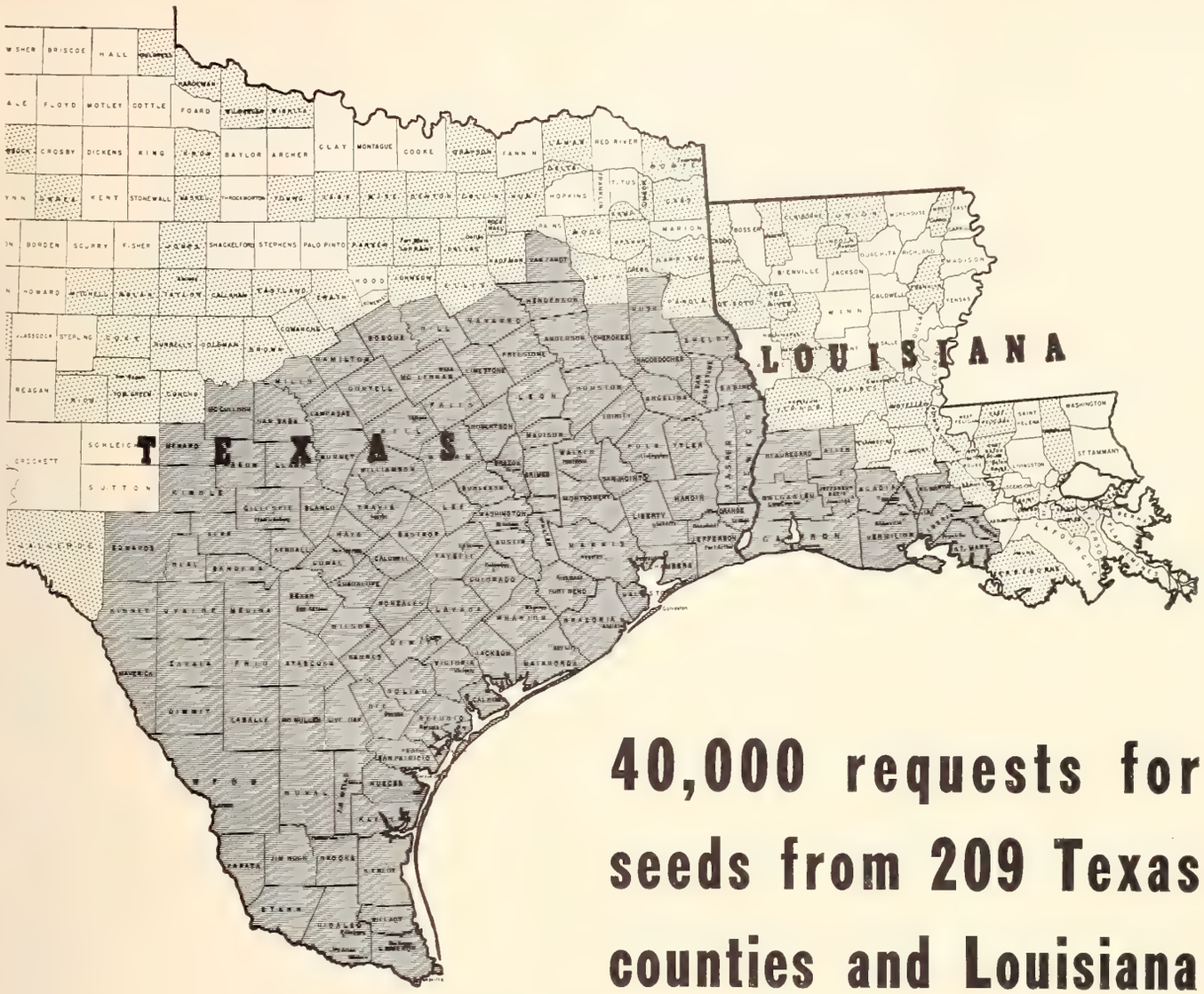
Announcements were made on Farm Director Roesner's broadcasts and during early-morning hours directed to the farm and home audience. Anyone could ask for the seeds, but it had to be in writing.

The announcements stated that the Rio Gold cantaloupes had been developed for the Coast area, but no restrictions were imposed as to listeners' places of residence.

During the five weeks, more than 40,000 cards and letters came to KTRH from 209 counties and parishes in Texas and Louisiana. Of special interest to KTRH was this fact: the station's half-millivolt contour includes only 80 counties and parishes. According to the contour map, coverage extends for 600 miles along the Gulf Coast and reaches inland 80 to 175 miles, embracing 3.7 million people.

But requests for seeds came from a far greater area than that. The counties did cover about 600 miles of coastline, but extended 100 to 280 miles inland, and embraced 5 million people.

The college, of course, is delighted. And KTRH has a new mail map, and confirmation of area coverage.



40,000 requests for seeds from 209 Texas counties and Louisiana parishes in five weeks!

"OPERATION SEEDS"—a public service promotion campaign which resulted in the distribution to listeners of forty thousand packets each of cantaloupe and cockscomb seeds—brought mail in classifiable quantities from 125 Texas counties and Louisiana parishes shown in darker shading on the mail map, and from 84 "heard from" counties. **OVER FIVE MILLION PEOPLE** live in this area in **1,423,000** RADIO HOMES. They earned a CONSUMER SPENDABLE INCOME of **$6,402,205,000** in 1953, and spent **$4,965,559,000** of it in RETAIL PURCHASES. KTRH can reach this fabulous market with your advertising message just as it did in "OPERATION SEEDS."

- Dark Area—NARTB Classification
- Light Area—"Heard from" counties
- Statistics—CONSUMER MARKETS—1954

National Representative—
John Blair & Co.

Southwestern Representative—
Clarke Brown Co.

KTRH

740 kc **50 kw** **CBS**

HOUSTON

Population now One Million

Radio Railroaded by the Sante Fe

RADIO's been working on the railroad—but without deserved recognition—G. B. McDermott, president of KBUR Burlington, Iowa, declared in a letter to Sante Fe Railroad President F. G. Gurley.

The criticism came about after Mr. Gurley had inserted a "paid for" advertisment in the Burlington *Hawkeye Gazette* praising individuals, groups and companies for services rendered in connection with the crackup of the Sante Fe "Chief" in Lomax, Iowa, but made no mention of the part radio had played in reporting the disaster.

Mr. McDermott spoke up for KBUR as well as neighboring stations (KSGI Madison, WGIL Galesburg and WKAI Macomb) when he protested the complete disregard of radio's contribution during the emergency—in spite of the fact that radio told the story ". . . almost as it happened . . ." while the *Hawkeye Gazette* did not have an issue on the streets "until 24 hours after the accident."

Here are some of KBUR's credits on the Lomax scene:

- A brief flash to the radio audience as soon as the report was received.
- A radioed request for doctors and ambulances.
- Regularly-scheduled broadcasts and station break news briefs, as often as every five minutes.
- A station crew dispatched to the disaster scene to interview passengers and report happenings.
- Use of a mobile shuttle car to report news flashes when telephone lines were tied up.
- Entire KBUR crew worked; flashed vital police messages to citizens.
- Identified injured by checking hospitals and relayed the information to the Burlington area, Associated Press Wire Service and the ABC newsroom in New York.
- Answered "hundreds" of telephone inquiries.
- Had the complete story in most homes within four or five hours after the wreck. Carried bulletins into the following morning.
- All this, before any of the local newspapers had even gone to press.

In his letter, Mr. McDermott pointed out that radio brings news and information fast and "doesn't expect to be paid for rendering public service in time of emergency, nor do we wish to receive 'paid' thank you advertisements. . . ."

"And it is also quite peculiar to note that the newspaper in which you chose to place your 'paid-for' thank you note," wrote Mr. McDermott, "rendered you, the railroad, your passengers and your victims, no service whatsoever. . . ."

ALLEN CRIME PROGRAM CONCEALS MR. 'X' NAME

Steve Allen admits bowing to pressure not to use the name of a garment manufacturer with a police record.

COMEDIAN Steve Allen undertook a "serious" anti-crime documentary Tuesday night on NBC's WNBT (TV) New York, which the station claimed drew favorable response but which also created something of a "whodunit" with Mr. Allen the chief character.

During the special program, which was sustaining and on the New York station only, Mr. Allen mentioned that he had bowed to "pressure" not to use the name of a garment manufacturer with a police record. The person was referred to on the program only as a "Mr. X." New York newspapers identified Mr. X as Benjamin Levine, garment maker, whose whole record, according to Jack O'Brian, New York *Journal-American* columnist, "extends through 'Murder Inc.' back to 1910."

At a news conference later, Mr. Allen explained that the decision not to mention Mr. X's name on the program was his own because he feared that the station, although he believed it would have backed him, may have been obliged to postpone or cancel the program. The show, called "The Tenth Commandment," was slated to run from 11:20 to midnight, but ran over some 35 minutes. The anti-crime, anti-racketeering progam was scheduled in the place of Mr. Allen's usual weekly variety show on at that time.

The alleged "pressure" was in the form of telephone calls to Mr. Allen and to station officials. Mr. Allen, whose avocation is studying crime, was said by WNBT to have collected for some six years the material used in the program's script. The station said NBC attorneys had approved the script before the broadcast.

The station, in an official statement Wednesday, also said a meeting was held at WNBT the afternoon before the broadcast at which time Mr. Allen told station executives of "numerous telephone calls exerting pressure on him to delete Mr. X's name." Mr. Allen said he had "reluctantly promised not to reveal the name." On the program, Mr. Allen said he had "regretted" having made the promise. WNBT said it "should like to state categorically that this station has not been and will not be successfully 'pressured' by any person or group."

Since 25 copies of the advance script had been distributed four or five days before the show to people appearing on it, it was assumed that the information was relayed by somebody to the callers exerting the "pressure," according to Mr. Allen and station spokesmen.

Early Wednesday evening, Mr. Allen was questioned for two hours at District Attorney Frank S. Hogan's office about the incident in an effort to determine whether the alleged pressure was of a criminal nature, adding up to threats or coercion. Mr. Allen, questioned upon leaving, said he had no comment.

Going Up

THE HEIGHT which man may reach has been demonstrated by KWTV (TV) Oklahoma City which, with the placing of the antenna atop its tower last Wednesday, brought the height of "the world's tallest man-made structure" to 1,572 ft. Edgar T. Bell, executive vice president of the station, reports that it expects to be operating at full 50 kw power Oct. 1.

Rosenak Buys 10% Share In WCAN-TV for $50,000

THEODORE ROSENAK, advertising director at Blatz Brewing Co., Milwaukee, has purchased a 10% interest in ch. 25 WCAN-TV there, it was announced last week by Lou Poller, president of Midwest Broadcasting Co., station operator. Price was $50,000. Sale of the minority holding is not subject to FCC approval.



MR. ROSENAK

Concurrently, Mr. Poller announced that Mr. Rosenak has been elected to the board of directors of Midwestern Broadcasting. Prior to joining Blatz in 1951, Mr. Rosenak was with the Joseph Schlitz Brewing Co. as director of advertising and merchandising. While with Schlitz he handled introduction of the *Halls of Ivy* radio series and the *Pulitzer Prize Playhouse* in tv.

Bartell Starts Stock Plan, Gives Shares to 22 Employes

STOCK PLAN covering employes at three stations—WOKY-AM-TV Milwaukee, WMTV (TV) Madison and WAPL Appleton, all Wisconsin—has been announced by Bartell Broadcasters Inc. and Bartell Television Corp.

Shares of stock were distributed to 22 employes of the three stations Aug. 29 at a breakfast meeting in Milwaukee's Schroeder Hotel. Lee Bartell, secretary-treasurer of Bartell Broadcasters Inc. (WOKY-AM-TV and WAPL), said it was "just the beginning of a plan" which ultimately will cover about 75 employes. Gerald Bartell, president of Bartell Broadcasters Inc. and Bartell Television Corp. (WMTV), issued this statement:

"Every employe wants to feel he is in a large measure working for himself and his fellow workers. As we spread the ownership of our companies, to those who make them what they are, we know that a greater effort and greater success will result."

Between two and 20 shares will be distributed to each employe on the basis of "loyalty, service and other qualities" rather than under any contractual requirements, according to Lee Bartell. Selections will rest with the board of directors of each firm.

Naylor Heads WBRC-TV Sales

OLIVER NAYLOR, local sales manager for Storer-owned WBRC-AM-TV Birmingham, Ala., has been promoted to general sales manager of WBRC-TV, J. Robert Kerns, vice president-managing director of licensee Birmingham Broadcasting Co., has announced. Mr. Naylor, popularly known as "Red" Naylor, joined WBRC-AM-TV in 1950 as time salesman. He was named local sales manager of the stations in July 1953.



MR. NAYLOR

Station Uses AP News To Build *More* Revenue From *Present* Sponsors



WPLH, at Huntington, W. Va., was carrying a heavy load of "spots" but had room for additional sponsorships of its popular five-minute AP news programs.

General Manager F. J. Evans analyzed his list of sponsors. One of the heavy "spot" users was Lawrence Drug, which had been a sponsor with the station since WPLH went on the air in 1946. The "spots" had done a good job for the firm. Wouldn't one of the five-minute news programs do a better one? A WPLH account executive talked it over with the druggist, and he agreed.

Within a month Evans had shifted two more satisfied "spot" buyers to five-minute AP news. One was B&B Food Market, featuring its own brand of coffee. The other was Pilgrim Laundry. And in each case, the sponsor's satisfaction increased.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



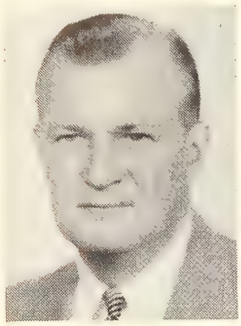


In a multi-station community, Evans says, ***"Make the most of what you already have. In our case, it paid off for the station and for our sponsors."***

Those who know famous brands . . . know the most famous brand in news is AP

Walbridge to Manage Houston Ch. 13 Outlet

APPOINTMENT of Willard E. Walbridge as general manager of KTLK (TV) Houston was announced last week by John T. Jones, president of Houston Consolidated Tv Co., ch. 13 permittee, and of the Houston *Chronicle*, part owner of the new tv outlet now under construction.



MR. WALBRIDGE

Formerly executive vice president and general manager of WJIM - AM - TV Lansing, Mich., Mr. Walbridge assumes his new duties with KTLK on Sept. 15. Prior to his post with WJIM, he was station manager at WWJ-TV Detroit.

Mr. Jones reported that steel for the KTLK tower arrived last week and the tower is now under construction. No target date has been announced for initial operation.

WCOV-TV Goes to 200 kw

EFFECTIVE Sept. 10, WCOV-TV Montgomery, Ala., ups power to 200 kw, with technicians now making last minute adjustments on the new RCA 12½ kw transmitter. Additionally, according to Hugh M. Smith, general manager, WCOV-TV is constructing a completely new Radio-Tv Center which will house both am and tv units and is expected to be ready for occupancy by Nov. 1. WCOV-TV is a primary CBS affiliate and also is affiliated with ABC, NBC and DuMont.

Super Salesmanship

MANY of New York's agencymen can't get away from it all—even on Saturday. WNBC New York reports it has hired an airplane to cruise around Long Island Sound on Saturdays, towing such messages as: "Ad Men! Time is Going Fast on WNBC—Buy Now!" The plane flies along the shores of Long Island, Westchester County and lower Connecticut. According to Max Buck, promotion director of WNBC-AM-TV, the heavy concentration of advertising personnel in those areas on weekends makes the "cost per thousand of airplane advertising mighty low."

Jones Promoted at WTOP-TV

THOMAS BOWIE JONES, creative producer-director for WTOP-TV Washington, has been promoted to program director succeeding H. Thomas Tausig who has resigned to go into other television activities. Mr. Tausig will remain with the station as a program department consultant until Sept. 11.



MR. JONES

Mr. Jones majored in speech and drama at the U. of Maryland. He was one of the first students chosen by WTOP-TV in June 1951 to launch a special student training program in cooperation with that university.



MAKING PREPARATIONS for a 52-week campaign by V. La Rosa & Sons Inc., Italian food manufacturer, over WABD (TV) New York, DuMont o&o station, are (l to r): Horace Hagedorn, vice president, Kiesewetter, Baker, Hagedorn & Smith Inc., La Rosa agency; Norman Knight, WABD general manager; Vincent S. La Rosa, firm's vice president in charge of advertising; Peter La Rosa, firm's president, and Joseph Giordano, assistant to the president. The campaign, starting Sept. 28, includes sponsorship of the weekly half-hour *Waterfront* film series, spots and participations.

WNBT (TV) Hits New High In Monthly Net Billings

THE HIGHEST monthly net billings total in the station's history—$2.5 million—was recorded by NBC-owned WNBT (TV) New York in August, helping to insure 1954's being WNBT's best year yet, General Manager Hamilton Shea announced last week.

He reported that the station's sales figures for the first two months of the third quarter of 1954 "surpass that same period of 1953 by well over 60%, already establishing 1954 as the banner year in the station's history."

The August surge was attributed to heavy purchases by advertisers in such product categories as food, department store, automotive, beverage, and tobacco. New orders included Piel's beer, Chevrolet Motors, Ballantine beer, Wrigley chewing gum, Brown & Williamson tobacco, Guild wine, Standard Brands and Nestle Co.

"These increases reflect broad advances," said WNBT Sales Manager Jay Heitin. "For instance, sale of time to beverage products was 50% ahead of August 1953, with drugs 153% ahead, and with the entertainment industry buying 236% more than last year. Longer term contracts and fewer summer hiatus privileges were exercised, all of which has contributed substantially to the growth and stability of the 1954 record."

WBTV (TV) Color 'First'

"FIRST station in the South to originate and transmit a colorcast" is the claim of WBTV (TV) Charlotte, N. C., after the Aug. 22 presentation of several color slides and an Aug. 24 locally originated 20 minute color film show.

CBS-TV's *The Big Payoff* was telecast by the station on Aug. 25.

WBTV licensed to The Jefferson Standard Broadcasting Co., reports it has been on the air with the color bar test pattern since last May 14 and now runs a color test pattern each weekday morning.

Turnbull New WJPG President

ELECTION of Andrew B. Turnbull as president and publisher of the Green Bay (Wis.) Newspaper Co. *(Press-Gazette)*, operators of WJPG there, was announced last week at a meeting of the board of directors. Mr. Turnbull succeeds Victor Minahan, who died recently. John M. Walter, WJPG manager, was elected secretary.

WDIX Boosts Power to 5 kw

POWER BOOST from 250 w to 5 kw has been announced by WDIX Orangeburg, S. C. Concurrently, the station changed its frequency from 1450 kc to 1150 kc. WDIX went on the air in December 1946 as WRNO and changed its call letters to WDIX in July 1950. It claims 172,500 homes with a population of 641,000 in its coverage area.

KSDA Debuts in Redding

KSDA Redding, Calif., inaugurated regular programming Aug. 26, serving the Shasta Dam Area, Bob McVay, assistant manager, has announced. Rowland H. (Mike) Dow is president and manager. KSDA operates on 1400 kc with 250 w power and is independent, featuring music, news, sports and special events.

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N. C.

HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

MT. PISGAH, N.C.

Serving 198,830 TV Families* in an area of 2,058,000 people**

Covering Four Rich Piedmont States

with

Effective Buying Income of

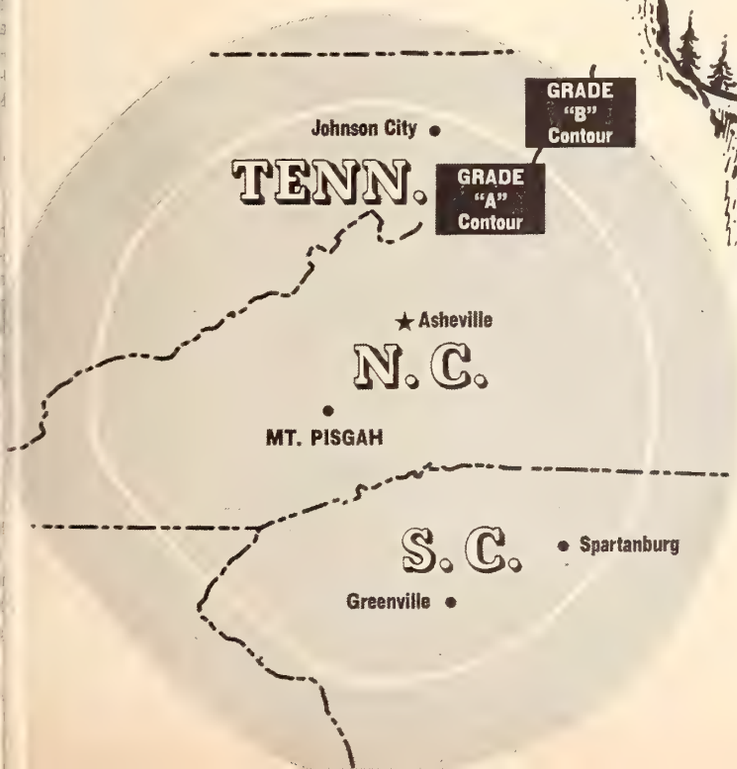
$2,411,466,000**

170,000 Watts Video—Highest Antenna in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954

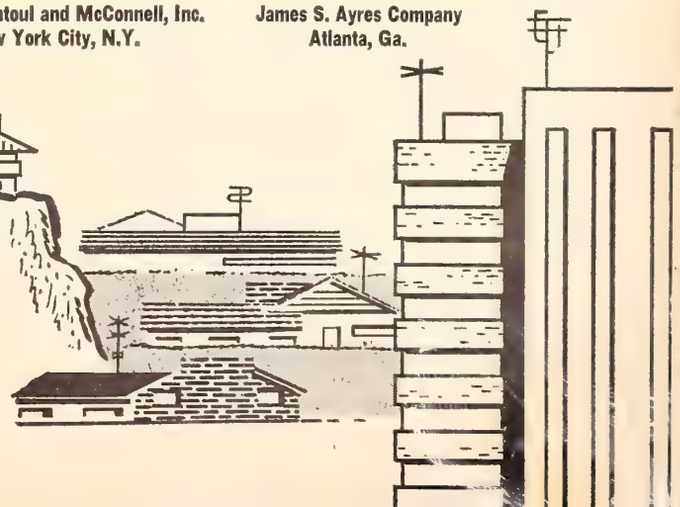


WLOS-TV

CHANNEL 13 • ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.



Storer Announces Dividends

STORER Broadcasting Co.'s board of directors has announced dividends of 37½ cents a share on common stock and 6¼ cents a share on Class B common, each payable Sept. 14 to stockholders of record on Sept. 1, and $1.75 a share on preferred stock, payable Oct. 1 to stockholders of record on Sept. 15.

Hoag-Blair Takes Offices

HOAG-BLAIR Co., new firm which began operations last Wednesday as national representative of tv stations outside major markets [B•T, Aug. 16], has taken office space in the Chrysler Bldg., 4055 Lexington Ave., New York.

STATION PEOPLE

Ralph E. McKinnie, formerly tv sales manager, Paul H. Raymer Co., N. Y., appointed national sales manager, KFMB-AM-TV San Diego, Calif.; **William H. Ryan,** assistant promotion director, KABC-TV Los Angeles, to stations as promotion manager.

Jay W. Wright, chief radio engineer, CBS-TV engineering dept., to Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), as vice president; **Orson M. Rogers,** with Salt Lake City department store, to corporation as treasurer.



MR. ROGERS



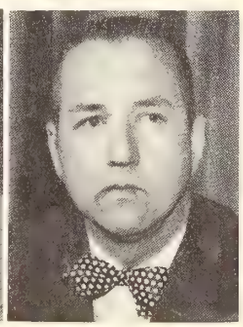
MR. WRIGHT

Bob Bowles, formerly manager, WFTL Fort Lauderdale, Fla., returns to station in same capacity.

Charles E. Lohnes, operations and commercial manager, KHQ Spokane, Wash., appointed operations manager, KHQ-AM-TV; **J. Birney Blair,** sales staff, KHQ, appointed commercial manager, KHQ.



MR. LOHNES



MR. BLAIR

Jim Coyle, owner-manager, J. E. Coyle Adv. Co., L. A., to KBUC Corona, Calif., as manager.

Ralph Buckley Jr., account executive, KIMN Denver, to KLZ same city, in similar capacity.

Paul Grannis Jr., owner, Coast Adv. Agency, L. A., to KCOP (TV) Hollywood as account executive.

Melvin B. Wright, KGMB-AM-TV Honolulu, appointed national spot sales account executive, KGMB-TV; **John D. Allison,** local radio sales manager, KGMB, promoted to radio sales manager.



MR. WRIGHT



MR. ALLISON

Mary Jane Anderson, formerly in continuity dept., WHO-TV Des Moines, to KIOA same city, as account executive.

Franklin Mitchell, program director, WJR Detroit, transfers to WJRT (TV) Flint, Mich., new station now under construction, in same capacity; **Ron Gamble,** assistant program director, WJR, succeeds Mr. Mitchell; **Clarence W. Jones,** research and development supervisor, WJR, to WJRT as chief engineer; **Andrew Friedenthal,** studio and control operations manager, WJR, promoted to chief engineer, same station.

Robert M. Cawley, producer-director, WCHS-TV Charleston, W. Va., to WUSN-TV Charleston, S. C., as program director and production manager.

Arthur S. Katz, consulting attorney, copywright and tv departments, Columbia Pictures Inc., Hollywood, to KTLA (TV) same city, as legal dept. head.

Luke Wilson, sales dept., WDKB Chattanooga, Tenn., appointed commercial manager.



MR. WILSON

William Rambo, formerly west coast sales manager, Vitapix Corp., N. Y., to KOVR (TV) Stockton, Calif., scheduled to start operations today (Monday), as assistant general sales manager; **Bert Chance,** former account executive, KXOB Stockton, Calif., and KXOA Sacramento, appointed account executive for Sacramento area.

Les Richards, production manager, WLAM-TV Lewiston, Me., to WMTW (TV) Poland, Me., in same capacity; **Brian A. Higgins,** film dept., WNAC-TV Boston, to station as film dept. manager.

Edwin Scott West, broadcasting stations dept., General Electric Co., (WGY, WGFM (FM), WRGB (TV) Schenectady, N. Y.), promoted to manager of finance department.

Arthur Hamilton, controller, WNBC and WNBT (TV) New York, appointed to newly-created post, manager of production and business affairs.

Vern Bromberg, sales staff, KCHA Charles City, Iowa, promoted to commercial manager; **Les Peterson** appointed sales representative.

C. Rod Gibson, account executive, Headley-Reed, N. Y., to WSTV-TV Steubenville, Ohio, as sales service representative.

Thomas Chace, account executive, KEYT (TV) Santa Barbara, Calif., promoted to sales service coordinator; **Ray Dietrick,** announcer, promoted to production supervisor.

Sidney Woodfox, announcer, WMFS Chattanooga, Tenn., promoted to chief announcer. Other new assignments: **Evelyn Cato,** women's director; **Mary Pickette,** copy chief; **Jean Harlow,** traffic director; **A. A. Burke Jr.** and **Arnold Walker,** account executives; **Clarence Steger,** sports director, and **William DuPree,** announcer.

Jerry Ryan, disc m.c., KFKA Greeley, Colo., promoted to chief announcer.

Robin Bright, chief announcer, WIRE Indianapolis, to announcing staff, WISH-TV same city.

Les Barry, KFEL-TV Denver, to KIMN same city, as newscaster.



MR. MARTIN

Paul Martin, assistant program director, WIP Philadelphia, promoted to promotion and publicity director.

Charlie Friar, formerly with WAYS-TV Charlotte, N. C., to WIST same city, as promotion and merchandising director; **Dan F. Rice,** formerly with WAYS-TV, to station as sales representative.

Jack Williams to WTVD (TV) Durham, N. C., as chief photographer.

REPRESENTATIVE APPOINTMENTS

WTRI (TV) Albany, N. Y., appoints Kettell-Carter, Boston, as New England representative.

KTEN (TV) Ada, Okla., appoints Hal Falter & Co., Dallas, as regional representative.

WMBV-TV Marinette, Wis., appoints Venard Rintoul & McConnell Inc., N. Y.

KXOA Sacramento and **KXOC** Chico, Calif., appoint Adam J. Young Jr. Inc., N. Y., as representative in New York, Chicago, St. Louis and Los Angeles markets.

WTVI (TV) St. Louis appoints Radio Tv Representatives Inc., N. Y.

DZAQ-TV Manila, only tv station in Philippines, appoints Pan American Broadcasting Co., N. Y., as U. S. representative, effective immediately.

KEYD-TV Minneapolis appoints H-R Television Inc., N. Y.

WMIL Milwaukee, Wis., appoints Everett-McKinney Inc., N. Y., as exclusive national representative.

WGUY-AM-FM Bangor, Me., appoints Everett-McKinney Inc., N. Y., as national representative.



Photograph by Union Pacific Railroad



Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

BIG MIKE

THE RAILROAD MAN

Omaha, crossroads of the nation and hub of the KFAB-BIG MIKE area, is the fourth ranking railroad center in the nation. Ten major railroads have a combined operating mileage in excess of 73,000 miles. These ten railroads operate some 96 freight trains in and out of Omaha daily.

General Headquarters of the Union Pacific Railroad are in Omaha as are the General Offices of the Chicago & Northwestern and Chicago Burlington & Quincy Railroads. The railroads have helped much in building the Nebraska market into one of the nation's greatest. Big Mike is proud that he is able to talk to the people throughout this area daily . . . to entertain . . . to keep them informed. Yes, and in turn to tell them about the products of many successful advertisers. Sure, you can find out more about the Nebraska Market . . . and KFAB-BIG MIKE from Free & Peters . . . or General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA BASIC CBS

FCC, NARTB TO WORK ON ALCOHOL PROBE

Beer-wine advertising data asked by House Commerce Committee in lieu of reporting out Bryson bill.

FCC and NARTB apparently will consider ways to cooperate in answering a mandate by the House Commerce Committee asking data on radio-tv time taken up by beer and wine advertisers and the amount of revenues involved.

This was indicated last Thursday when the Commission approved a proposal that members of the FCC staff confer with NARTB to study ways to obtain the information sought by the House group.

The House Commerce Committee just before Congress adjourned asked for radio-tv beer and wine advertising and program data in a report issued in lieu of reporting out the Bryson bill (HR 1227) on liquor advertising [B•T, Aug. 23].

The House group, headed by Rep. Charles A. Wolverton (R-N. J.), also asked similar information from the beer and wine industries, but it was not indicated immediately how the latter would collect such information.

Meanwhile, before the FCC action last week, NARTB was preparing confidential questionnaires to send to the nation's broadcasters in carrying out the House Commerce Committee request.

The House group's report rebuked broadcasters and the beer and wine industries for an excess of beer and wine commercials and asked the radio-tv industry to report back Jan. 1 on what it is doing to curb liquor advertising.

Questionnaire in Mails

Robert K. Richards, NARTB administrative vice president, said earlier that the questionnaire was expected to be completed and the forms put in the mails this week.

Working out the contents of the questionnaires at NARTB were Mr. Richards; Ralph Hardy, government relations vice president; Richard Allerton, research department manager, and Vincent T. Wasilewski, chief attorney.

The House Commerce Committee held hearings last spring [B•T, May 31, 24] on the Bryson bill, which would have prohibited advertising of alcoholic beverages on radio and tv and in newspapers and most other media. The House group's report, however, singled out broadcasters for criticism, saying, "The efforts of the broadcasting industry and particularly the television industry at self-regulation in this highly sensitive field of advertising and programming, have not been as successful as the committee might justifiably have expected."

The proposed conference between the FCC and NARTB is intended to eliminate duplication in questioning broadcasters. The proposal for the conference was made to the FCC membership by Comr. Robert E. Lee.

Comr. Lee last week told B•T there "is no reason why we can't coordinate this matter with NARTB and cut out unnecessary work. After all, we're here to help the industry and not to hurt it."

It is expected that Curtis Plummer, chief of the FCC Broadcast Bureau, will designate the Commission staff members who will meet with NARTB. The Commission left to the staff the details of working out a date and place for the conferences, it was learned.

Progress Sat This One Out

ONE OF THE oldest tricks in pictorial journalism was being employed by NBC-TV last week to offset advantages given to printed media by a special Senate committee's proscription of radio-tv at its hearings.

Following an ingenious idea reminiscent of the 19th Century sketch-to-woodcut days, the network hired well-known cartoonist Leo Hershfield to sketch principals in action at the hearings. The drawings are being used daily to illustrate coverage of the hearings on John Cameron Swayze's *Camel Caravan* news show (daily, 7:45-8 p.m. EDT).

On the opening day of the hearings, cartoonist Hershfield caught Sen. Ed C. Johnson (D-Colo.), well known to broadcasters, on his drawing board. A member of the six-man special Senate committee investigating a Senate resolution to censure Sen. Joseph R. McCarthy (R-Wis.), Sen. Johnson was accused of being prejudiced beforehand against the Wisconsin Republican.

Sen. Johnson is ranking Democrat on the Senate Commerce Committee and is its former chairman.



DRAWING by cartoonist Leo Hershfield shows Sen. Ed C. Johnson (D-Colo.) (r) reading letter during hearings by special Senate committee. Others of committee (l to r): Guy G. de Furia, associate counsel; Sen. Arthur V. Watkins (R-Utah), chairman, and E. Wallace Chadwick, counsel. This sketch and others were shown on NBC-TV's *Camel Caravan* news show.

McCARTHY COVERAGE ON 'MAKE DO' BASIS

Cameras and microphones stationed outside censure hearing catch participants as they come and go.

CONFRONTED with a ban on live radio and television coverage of a special Senate committee's hearings last week, broadcasters were using what means were left to them to bring the story to the nation's listeners and viewers. (Also see box story above).

Trained on the door of the Senate Office Bldg.'s Caucus Room, where six senators are holding hearings on a Senate motion to censure Sen. Joseph R. McCarthy (R-Wis.), was a battery of sound film cameras on the ready for interviews of principals who step outside the door.

They were manned by cameramen from Telenews-Hearst Metrotone News, United Press-Fox Movietone News, CBS-TV Newsfilm and NBC-TV News Film. All furnish film to television.

ABC Radio was making three live news pickups daily from a table outside the door, with commentator John Edwards putting together the quarter-hour summaries, "including a lot of the testimony," using reports relayed to him from inside the hearing room. ABC also was taping interviews for network pool coverage.

Before the sessions opened Tuesday morning NBC-TV made three live pickups from the Caucus Room, with a color commentary by Earl Godwin.

NBC-TV had scheduled a live interview with Sen. Arthur V. Watkins (R-Utah), chairman of the special committee, for 8:45 a.m. Tuesday, but the six-man committee, meeting the night before, vetoed the interview.

After the first day's hearing, NBC-TV interviewed Sen. McCarthy and Sen. Ed. C. Johnson (D-Colo.), following a clash between Sens. Watkins and McCarthy about the latter's claim that Sen. Johnson should be disqualified from the committee because of what the Wisconsin senator said was prejudice against him by the Coloradan.

A *Washington Post* news story, referring to the McCarthy-Watkins rhubarb, commented:

"It immediately proved at least one thing, if it needed proof: That even without television and the photographers who were barred during the actual hearing, the temperament of the participants would be the chief guide to the atmosphere in the hearings."

Broadcasters, on the other hand, have maintained the electronic media only reflect what is happening, but do not create such scenes.



"T'AINT ONLY WHAT YOU GOT— IT'S HOW YOU USE IT!"

Little Egypt could doubtless boast some special features that most of us hayseeds at WDAY-TV ain't got—but *boy*, how we *use* what we *do* got!

First, we got the *only TV tower* in the fabulous Red River Valley—the only TV *station* in Fargo!

INTERCONNECTED FOR LIVE NETWORK PROGRAMS ON OCTOBER 1, 1954

Location Of TV Stations Nearest To Fargo, N. D.

Minneapolis-St. Paul . .	More than 200 miles
Bismarck, N. D.	More than 185 miles
Valley City, N. D.	More than 50 miles

Second, we got the *best* programs from NBC, CBS and ABC, and leading film producers—plus 57 sparkling local programs!

Third, we got engineering and programming know-how that's worth approximately a million watts, as far as audience preference is concerned!

And lots more! Ask Free & Peters!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC



FREE & PETERS, INC.,
Exclusive National Representatives

OREGON TV DENIES PERJURY CHARGE

Post-grant fight for ch. 12 goes into second round as Oregon Tv disputes charges made by Columbia Empire Telecasters.

THE POST-GRANT fight for ch. 12 at Portland, Ore., went into the second round last week before the FCC as Oregon Television Inc. denied the charge of Columbia Empire Telecasters Inc. that principals of Oregon Television testified falsely about the "resignation and disappearance" of Walter J. Stiles Jr. during the hearing [B•T, Aug. 30]. Mr. Stiles was to have been a key witness for Oregon Television.

Winner of the final decision in the two-year ch. 12 contest, Oregon Television requested that the petition of Columbia Empire for further hearing "be forthwith and summarily dismissed."

The reply of Oregon Television contained affidavits by Mr. Stiles and his engineering associate, Paul Bennewitz. These, it claimed, denied that the pair earlier had told counsel for unsuccessful Columbia Empire they were willing to testify in further proceeding.

"Since the very persons alleged to be in a position to furnish new evidence have stated they are not in such a position, there is no sufficient ground to support rehearing," the Oregon Television reply contended.

Furthermore, the reply held, as has been Oregon Television's position from the outset of the proceeding, "the so-called 'Stiles incident' has no probative weight on any of the issues before the Commission in this cause. Walter J. Stiles was not an officer, director or stockholder of Oregon Television Inc., he was an employe. The employer-employe relationship was terminated and that fact was brought to the Commission's attention early in the hearing. The hearing was completed and the Commission quite properly found that Oregon Television Inc. was legally, technically, financially and otherwise qualified and that it should prevail over its competitor applicants."

Columbia Empire "has alleged no facts which gainsay the soundness of this decision," the Oregon Television reply continued, "but would have the Commission reopen this matter purely on the basis of inferences and conclusions of third persons which are not only without foundation in fact but which are immaterial to the issue of the public interest as between Oregon Television Inc. and Columbia Empire."

Oregon Television is headed by industrialist Henry A. White and Julius L. Meier Jr. of Meier & Frank Dept. Store. Columbia Empire is part owned by the *Oregon Journal*-KPOJ interests. Also part owner is Wesley I. Dumm, operator of KSFO San Francisco who recently sold KPIX (TV) San Francisco to Westinghouse Electric Corp. for $6 million. Third contestant for ch. 12 was Northwest Television and Broadcasting Co., headed by John D. Keating, part owner of KONA (TV) Honolulu and KYA San Francisco.

The affidavit of Mr. Stiles, dated Aug. 28 and attached to the Oregon Television reply, said that on Aug. 27 he received a call while at work in Tucson (KOPO-TV) from West Coast attorney Joseph Brenner, who wished to show him two documents in the ch. 12 controversy. Mr. Stiles said he met Mr. Brenner at a local hotel later that day and was presented the affidavits of Mr. Brenner and Dick Bell, assistant to Mr. Dumm. Mr. Stiles' affidavit continued:

After reading these documents in his presence I immediately departed from the hotel without any discussion of their contents whatsoever.

I would like to state categorically that I have never read any part of the hearing transcript and did repeatedly so inform Mr. Brenner and Mr. Bell. Furthermore, I never authorized Mr. Brenner or Mr. Bell at any time to make any statements on any subject whatsoever, nor did I knowingly provide them with any information upon which they could have based the statements made in the aforementioned affidavits, and I do hereby assert that the aforementioned affidavits and/or any other documents by the aforementioned gentlemen were made without my consent.

Further, I would like to state that Oregon Television, Columbia Empire, or any other group or individual have not exerted pressure on me or made any offers of any monetary remuneration or any other consideration of any kind or nature for the preparation or filing of this statement.

Mr. Bennewitz' affidavit said:

That having read the affidavits of Joseph Brenner, Richard C. D. Bell, Alfred E. Towne [KPIX chief engineer] and Walter J. Stiles, I would like to state that I do not now have nor have I at any time had any facts in connection with the Oregon Television-Columbia Empire controversy. Any opinions I may have expressed to anyone were identified as such and were based on verbal discussions and observations rather than facts.

Taxing Repartee

ADLIBBING of restaurant disc m.c.'s may tax more than the patience of customers according to an announcement by the Southern California Restaurant Assn. which last week warned membership that comments by disc m.c.'s that go beyond the necessary introduction of a record make patrons subject to the 20% amusement tax.

LAMB SELLS WHOO TO MOWRY LOWE

Former WEAN manager to pay $295,000 for Orlando outlet. Broadcaster-publisher Edward Lamb is to dismiss his tv bid.

EDWARD LAMB has sold WHOO-AM-FM Orlando, Fla., for $295,000 to Mowry Lowe, former general manager of WEAN Providence, R. I., it was disclosed last week when the application was filed for FCC approval. Mr. Lamb is to dismiss his application for tv ch. 9 at Orlando, now in hearing with competitive bids of WORZ there and Mid-Florida Tv Corp.

Mr. Lamb sold the Florida properties in order to devote his attentions to other business interests, FCC was told. His properties include ch. 12 WICU (TV) and WIKK Erie, Pa., where he also publishes the *Erie Dispatch;* WTOD-AM-FM Toledo, and a permit for ch. 23 WMAC-TV Massillon, Ohio.

The license renewal application of WICU is in hearing status before an FCC examiner with issues involving charges by the Commission that Mr. Lamb falsely told FCC in earlier statements that he never had communist ties. Mr. Lamb continues to deny such associations and has petitioned FCC to postpone the WICU case, now set for Sept. 15, and to provide a more detailed bill of particulars on the charges [B•T, Aug. 30].

WHOO is an ABC affiliate on 990 kc with 10 kw day and 5 kw night directional. WHOO-FM is a Class B outlet.

Mr. Lowe joined WEAN in 1931 and was general manager from 1950 until April of this year, the application stated. WEAN a fortnight ago was sold by General Teleradio Inc. to the Providence Journal Co. for about $280,000.

Proposing to sell his home in Providence and move to Orlando, Mr. Lowe was an organizer and 2.8% stockholder in Hope Broadcasting Co., one of several original contestants for ch. 12 at Providence, subsequently granted to WPRO following a merger proposal. The ch. 12 grant was protested by ch. 16 WNET (TV) there and the case now is before FCC.

Proposed as manager of the prospective Hope Broadcasting ch. 12 station, Mr. Lowe stated in the WHOO sale application that the Providence merger was worked out without his knowledge or consent. He explained he was to get 0.7% interest in the merger venture with no management prospect, so he protested.

When told he would have to resign from WEAN if he wished to acquire the 0.7% interest in the ch. 12 grantee, Mr. Lowe refused, the application continued. He was "released" from his WEAN post in April by John B. Poor, president of Hope Broadcasting, "in his (Poor's) capacity as general counsel for General Teleradio Inc.," the application asserted, pointing out the controversy "has not been resolved."

No change in the WHOO staff is contemplated, the application said. Mr. Lowe expects to take over general supervision in cooperation with the present personnel. Carl F. Hallberg is general and commercial manager; Walter Mitchell is program director, and Donald E. Compton is chief engineer.

The bid said WHOO grossed $225,000 in 1952 and $250,000 in 1953. The balance sheet for the station as of June 30 showed current assets of $48,931.37, total assets of $151,613.30 and current liabilities of $71,430.03.

Bans & Banners

WAXING WROTH at what he claimed was a distorted newspaper headline, Sen. Joseph R. McCarthy (R.-Wis.), center of a special Senate committee hearing on a Senate motion to censure him, last week declared it wouldn't have happened if microphones and cameras had been present in the hearing room. *(See other hearing coverage stories page 62.)* Sen. McCarthy made the statement in a filmed television interview outside the hearing room Thursday before start of the third day of the hearing. The headline in question was an eight-column banner in the Washington *Evening Star*: "McCarthy Loses Move to Bar Johnson." Sen. McCarthy had charged that Sen. Ed C. Johnson (D-Colo.), a committee member, was prejudiced against him. In the tv interview he denied he was attempting to have Sen. Johnson disqualified from the hearing. He added: "I think this indicates the possible lack of wisdom in discriminating against television and radio in a hearing room."

Two Fm Stations Authorized

TWO NEW Class B fm stations at St. Louis and Atlanta were authorized by the FCC late last week.

At St. Louis, permit for a new station on ch. 273 (102.5 mc) with ERP of 9.5 kw went to Commercial Broadcasting Co., headed by Harry Eidelman. Mr. Eidelman is in the electronics field.

At Atlanta, new facilities on ch. 225 (92.9 mc) with ERP of 3 kw were granted to Glenkaren Assoc. Inc. Glenkaren is owned by Locke E. Glenn, associated with firms selling sound equipment.

MORE DC-7 SERVICE THAN ANY OTHER AIRLINE



MORE NONSTOP DC-7 SERVICE than any other Airline

—premium service at no extra cost

First to introduce the DC-7, American Airlines now has almost 9 million miles of experience with these famous new Flagships. In addition, American offers more of this luxury service than any other Airline! *For example:*

THE DC-7 STATESMAN, fastest and only nonstop service between Washington, D. C. and Los Angeles!

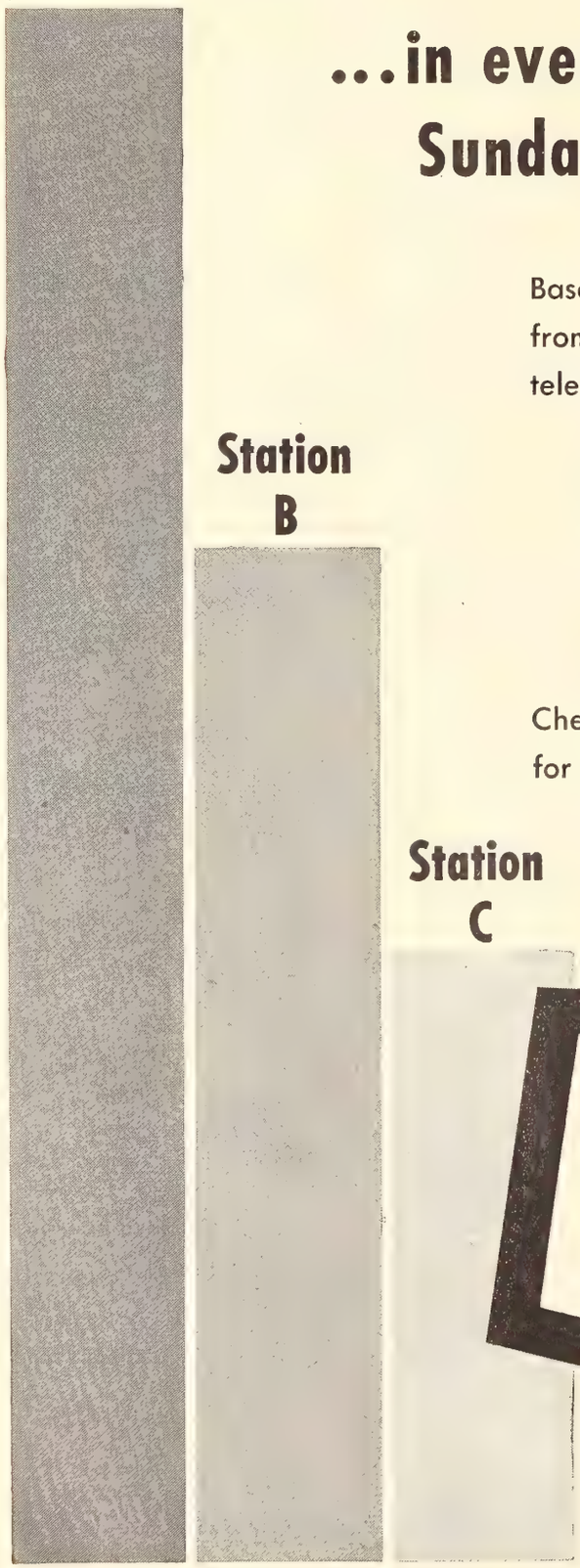
THE DC-7 MERCURYS, most frequent nonstop service between New York and Los Angeles!

THE DC-7 GOLDEN GATE and the DC-7 SOUTHERNER, the first DC-7 service between New York and San Francisco—4 convenient departures daily!

America's Leading Airline **AMERICAN AIRLINES** INC.

KCMO-TV is Number 1

Kansas City



...in evening quarter-hour firsts Sunday through Saturday!*

Based on the total quarter-hour segments from 6:00 P.M. to sign-off in Kansas City's telecasting week, here's the score:

KCMO-TV is NUMBER 1, with 66 quarter-hour firsts
Station B earns only 47 quarter-hour firsts
Station C gets only 44 quarter-hour firsts
. . . and there are 9 ties.

Check KCMO-TV or your nearest Katz Agency for the details.

*Analysis July 1954 Kansas City Telepulse, Metropolitan Area.

KCMO-TV
Channel 5
ABC-TV and DUMont Networks

125 E. 31st St., Kansas City
Affiliated with Better Homes and Gardens and Successful Farming

JONES WON'T TALK ON NETWORK PROBE

Although preliminary moves for investigation have been discussed, overall plans await full staff.

ROBERT F. JONES, who took over Wednesday as chief counsel to head an investigation of radio and tv networks by the Senate Commerce Committee, last week declined to discuss short- or long-range plans for the probe.

The former FCC commissioner, who had been expected for some time to head the investigation, was confirmed Aug. 19 for the position by Sen. John W. Bricker (R-Ohio) [B•T, Aug. 23].

Mr. Jones said he and Nicholas Zapple, the committee's communications counsel who will coordinate the investigation, have been discussing preliminary moves for the probe, and indicated the overall plans will not be made until the whole staff is assembled.

Harry Plotkin, former FCC assistant general counsel, is expected to be named minority counsel. Mr. Plotkin is expected to return from vacation tomorrow (Tuesday).

Sen. Bricker is in Columbus, Ohio, and has not indicated when he will return to the Nation's Capital, his office said last week.

Mr. Jones, a former congressman from Ohio's Fourth District (1939-47) and FCC commissioner from 1947-52, said he will take a leave of absence from the Washington law firm of which he is a member, Scharfeld, Jones & Baron, until the investigation is over. Mr. Jones is described as a longtime foe of the networks.

Mr. Plotkin is associated with the Washington law firm of Arnold, Fortas & Porter. He was FCC assistant general counsel from 1940-51.

The relationship between Messrs. Jones and Plotkin during their service together at the FCC has been reported as less than cordial.

Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Commerce Committee, is said to have offered the minority counsel post to Mr. Plotkin to "offset" Mr. Jones. Sen. Johnson last week was sitting at hearings by a special Senate committee investigating a Senate motion to censure Sen. Joseph R. McCarthy (R-Wis.) (see story page 62).

The probe by the full Senate Commerce Committee is expected to cover the networks, their possible regulation by the FCC, their commentators and the whole tv allocations picture.

Loyola Denies Jesuits Would Control Ch. 4

NEITHER the Roman Catholic Archdiocese of New Orleans nor the Society of Jesus has any control over Loyola U. and its WWL New Orleans station as far as the construction and operation of the school's proposed ch. 4 tv station there is concerned, the Very Rev. W. Patrick Donnelly S. J., Loyola president, asserted last week in a statement filed with FCC.

His affidavit was in response to an order by Hearing Examiner Elizabeth C. Smith granting in part a petition by ch. 4 competitor WNOE seeking to require WWL to produce data on the world-wide scope of the religious order and its educational and commercial interests. [B•T, July 26, 12]. The ch. 4 hearing also includes a third applicant, WTPS New Orleans.

Rev. Donnelly stated there are no other radio-tv stations or other media of mass communication under common control with Loyola U. although the various colleges of the university, such as liberal arts, law dentistry or music "may in a sense be considered as media of mass communication. Also from time to time the university publishes various catalogs, yearbooks, a student newspaper and similar items which may be considered media of mass communication."

Rev. Donnelly explained that administration of the Jesuit Order, founded in 1540, is by provinces and within these individual corporations are created for the purpose of operating churches, schools and colleges. Loyola U., he said, is under the administration of a board of seven directors, all of whom, by charter, must be members of the Society of Jesus.

Of the seven directors, he said, three are chosen by the president of Loyola and the other four—the president, vice president, secretary and treasurer—are directors ex-officio. The vice president, secretary and treasurer are appointed by the Provincial of the New Orleans Province from names submitted by the president of the university while the president is appointed by the Superior General on the recommendation of the New Orleans Provincial, the statement explained.

"If it could be said that the Society of Jesus exercises any control over the construction and operation of the proposed television station, this could be said only hypothetically in reference to the power of appointment above described," Rev. Donnelly said. He continued: "I am not aware of any such exercise of power or attempted use thereof. Loyola U. has operated WWL continuously since March 30, 1922. I do not know of any instance nor have I been informed of any instance where the so-called power of appointment has been used to influence the conduct and operation of WWL."



FCC COMR. Robert E. Lee flips the switch to begin higher power service for ch. 17 WBUF-TV Buffalo Aug. 28 while Rep. John R. Pillion (R-N. Y.) and Sherwin Grossman (standing, r), station president, look on. WBUF-TV's new ERP is 229 kw. Comr. Lee, on the inaugural show, said uhf is "definitely here to stay."

WTRI (TV) Change Delayed

EFFECTIVE date of FCC's grant to ch. 35 WTRI (TV) Schenectady to change its principal community to Albany and to maintain its main studio outside Albany was postponed by the Commission last week in an order which designated for hearing on Sept. 20 the protest of ch. 41 WROW-TV Albany. FCC declined reconsideration of the grant to WTRI, made in early July. Fortnight ago, Acting Chairman Robert E. Lee refused WROW-TV's request for a temporary stay [B•T, Aug. 30].

GOP TO USE FILMS, TAPES IN CAMPAIGN

Local and state candidates to add their comments to film clips and tape excerpts from talks by President Eisenhower and Vice President Nixon.

REPUBLICANS plan to use 15-minute films and tapes containing clips and excerpts from talks by President Dwight Eisenhower and Vice President Richard Nixon on radio and television stations during the fall election campaigns, it was indicated last week after a three-day "workshop" meeting of the GOP National Committee in Cincinnati.

A committee spokesman said each quarter-hour film and tape would contain about nine minutes of talks by the President or Mr. Nixon, allowing local and state candidates to add their own comments to each quarter-hour production.

The film clips and tape excerpts will be supplied by the GOP National Committee, but details of working-in filmed and taped talks by local and state Republican aspirants for office remained to be completed, the spokesman said.

He said also that the national committee plans to use extensive spots made up the same way in both radio and tv.

He said the national committee also expects to buy 30-minute periods of time on full networks for live speeches by top Republican figures. The number of such periods will depend on the funds available and the "situation," he said.

Republican officials have asked the President to make a nationwide radio-tv address Oct. 7 to headline a special precinct-level drive.

He said some states are planning statewide radio and tv regional networks for candidates. Among these are Ohio Republicans, who plan to have Vice President Nixon in that state in mid-September to make talks on behalf of GOP candidates.

The Republican National Committee workshop sessions were held Monday through Wednesday at Cincinnati's Netherland Plaza Hotel, with five subcommittees conducting separate sessions.

Examiner Favors WREC for Ch. 3

INITIAL decision proposing to grant ch. 3 in Memphis to WREC there and denial of the competing application of WMPS was issued last week by FCC Hearing Examiner Claire W. Hardy.

The examiner concluded that each applicant was fully qualified to receive the grant. He said that in all the major areas of comparison, except that of integration of ownership and management and of past programming, the differences between them were not significant.

In support of his preference for WREC in the area of past programming, the examiner said that the noncommercial spot announcements of WREC were greatly in excess of WMPS; that WMPS carried percentage-wise more hours of commercial programming, and that WMPS carried about three times as many commercial spot announcements as did WREC.

The decision further said that WMPS "has allowed the broadcasting of several recorded songs which were vulgar and suggestive" and has allowed the broadcast of "bait and switch" advertising. The examiner placed the fault upon WMPS for not exercising greater supervisory care to eliminate these from its programs.

Huntington, Grand Rapids Tv Decisions Made Final

FCC last week made effective immediately two initial decisions proposing to grant new tv stations at Huntington, W. Va., and Grand Rapids, Mich. Both grants were enabled by the withdrawal of competitive applications.

• At Huntington, the ch. 13 facility was granted to WHTN there. The grant was made possible by the withdrawal last March of the competing application of WCMI and the dismissal in July of the bid of WPLH, both in Huntington. WHTN has agreed to reimburse WPLH $25,000 and WCMI $12,500 for expenses incurred [B•T, Aug. 9].

• At Grand Rapids, grant for a new tv station on ch. 23 went to Peninsula Broadcasting Co. The grant was enabled by the dismissal with prejudice of the competing application of WGRD Grand Rapids. WGRD dismissed its bid in view of the testimony before the recent Senate Communications subcommittee on uhf television [B•T, Aug. 9, July 5].

FCC Approves Transfers Of WSIX, WTBO Properties

TRANSFERS of radio-tv properties receiving FCC approval last week included WSIX-AM-TV Nashville, Tenn., and WTBO-AM-TV Cumberland, Md.

• Two-thirds interest in WSIX-AM-TV was sold to two local Nashville businessmen for $800,000. The consideration is to be in the form of $500,000 cash and $300,000 in debentures.

New owners, with one-third interest each, are W. H. Chriswell, real estate broker, and Robert Stanford, lumber and business supplies merchant. Louis R. Draughon, present owner and general manager, retains one-third interest and continues as general manager of the stations [B•T, Aug. 16, July 12].

• At Cumberland, WTBO-AM-TV was sold by the Chernoff-Baer families to Tennessee Valley Broadcasting Corp. for $110,000. Ch. 17 WTBO-TV is not on the air.

Tennessee Valley is headed by Arthur W. Green, former eastern sales division manager for Republic Pictures. Associated with him are Edward G. Murray, WPTZ (TV) Philadelphia film buyer, Morris H. Bergreen, New York attorney, and William J. German, president of W. J. German Inc., distributor of motion picture films [B•T, Aug. 9, July 12].

Messrs. Howard L. Chernoff and Frank A. Baer and families are associated in the ownership of ch. 15 WTAP (TV) Parkersburg, W. Va. Mr. Chernoff is former general manager of KFMB-TV San Diego.

For other transfers approved last week, including WLAC-TV Old Hickory, Tenn., KTXL-AM-TV San Angelo, Tex., and WHOT South Bend, Ind., see FOR THE RECORD.

KGUL-TV Move Approved

KGUL-TV Galveston, operating on ch. 11 and a CBS affiliate, was granted modification of permit by FCC last week to change its transmitter site to a point 27 miles from that city and 24 miles from Houston, with effective radiated power 316 kw and antenna height above average terrain 1,185 ft. Original grant to KGUL-TV specified site near Galveston with ERP 59 kw and antenna 550 ft.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

This is our 31st year of SOUND SELLING to Roanoke and Western Virginia

- **26 County Coverage with a WEEKLY audience of 118,560 families, — a DAILY audience of 92,070 families.**
- **All week long, day or night, WDBJ's share of tuned-in Roanoke audience averages 51 to 59%. Average tune-in: 7 a.m. to 8 p.m.—24.9%; 8 p.m. to 11 p.m.—19.4%**
- **About 25% of Virginia's Retail Sales are made in the WDBJ area.**
- **An affiliate of the CBS Radio Network for almost 25 years.**

May we recommend your product to our friends?

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*



FCC Authorizes Three New Standard Daytimers

THREE new standard daytime stations a Tampa, Fla., Pittsfield, Ill., and Prichard, Ala., were authorized late last week by the FCC Change in facilities were granted to three existing am stations.

• At Tampa, a new am station on 1150 kc with power of 1 kw was granted to H. C Young Jr. Mr. Young is president-general manager and principal stockholder of WSOK-AM-FM Nashville, Tenn.

• At Pittsfield, new station facilities to operate on 1580 kc with 250 w was granted tc Pike Broadcasting Co. Pike Broadcasting is headed by Roger L. Moyer, one-half owner of WTIM Taylorville, Ill.

• At Prichard, the recipient of the new facilities on 1270 kc with power of 1 kw was granted to Prichard Broadcasting Co. Prichard Broadcasting is headed by G. V. Dismukes, mayor of Prichard. Vice president and majority stockholder is Herbert Johnson, sales manager of WKAB-AM-TV Mobile, Ala.

Meanwhile, WCOJ Coatesville, Pa., was granted a permit to change its facilities on 1420 kc from 1 kw, daytime only, to unlimited operation with power of 5 kw, directional night.

WMTM Moultrie, Ga., was granted authority to increase its power from 1 kw to 5 kw operating daytime only on 1300 kc.

WCED DuBois, Pa., was granted a permit to change its facilities from unlimited operation on 1230 kc with 250 w power to unlimited operation on 1420 kc 5 kw day, 500 w night, directional day and night.

Schoeppel Favors Action On Pay-as-You-See Tv

SEN. ANDREW F. SCHOEPPEL (R-Kan.), a member of the Senate Commerce Committee and of its Potter communications subcommittee which held hearings last spring on uhf problems, has entered a statement in the *Congressional Record* asking that the FCC look into subscription television "with a view to action."

The Kansas Republican said pay-as-you-see tv is the only suggestion he has heard "that seems broad enough and bold enough to have some major possibilities" in relieving what he described as an "economic drought" in television.

Sen. Schoeppel said he first heard of the possibilities of subscription tv in a talk by Dr. Millard C. Faught to the National Small Businessmen's Assn. in Washington. He said the talk "made so much sense to me that on April 7 . . . I requested its insertion in the *Congressional Record*." He said FCC Chairman Rosel Hyde has assured the Senate Commerce Committee that the FCC has enough authority to explore subscription tv and authorize its use if such is found in the public interest.

WKOW-TV Asks That Ch. 3 Be Made Non-Commercial

WKOW-TV Madison, Wis., CBS affiliate operating on ch. 27, petitioned FCC last week to initiate a rule-making proceeding to change the educational reservation there from ch. 21 to ch. 3 so as to keep all commercial outlets on the same competitive par in uhf in that market.

WMTV (TV) Madison operates on ch. 36 as ABC, DuMont and NBC affiliate. Educational WHA-TV there is on ch. 21. Ch. 3 is in contest between Badger Tv Co. and WISC, with Badger favored in an examiner's initial decision [B•T, Aug. 9].

ABC RADIO SETS FALL PROMOTION

ABC Radio unveiled its fall advertising and promotion plans last week, describing them as the "most comprehensive and complete" ever furnished by a network.

"Conceived, designed and executed as though we were a local station," according to Gene Accas, radio sales promotion director, the campaign ammunition was developed with affiliates' assistance and is contained in specially-built file drawers already sent to all 361 of the ABC Radio outlets.

The cabinets contain complete promotion kits for all ABC commercial shows that the stations carry and for several currently unsponsored programs which ABC regards as having a high commercial potentiality. In all there are 28 such kits on individual programs or program blocks (about half are nighttime programs, Mr. Accas estimated). The average station was said to carry about 24 or 25 of the 28 programs or program blocks.

In addition to the cabinetful of kits sent to stations, ABC plans within about three weeks to start putting 10- or 30-second program promotion announcements, using the voices of the stars of the programs, on closed circuit for affiliates to record for local broadcast.

The kits, Mr. Accas said, contain about 20% more material than those sent out last year. Innovations this year include substitution of 10- and 30-second promotion announcements—a large selection for each program—for the 40- and 60-second announcements which were used in 1953 but whose length was found undesirable by stations, ABC reported.

Another innovation is "Editorial Reader Ads." For these, affiliates take copy prepared by ABC and have their local newspapers set it in their own particular typeface, so that the ad looks like a local news story. ABC-owned stations have used this device for some time.

Other material provided affiliates include 100- and 70-line ad mats, mats for jumbo postcards to help sponsors merchandise their programs and products, pictures, publicity releases, etc.

Meanwhile, details of ABC-TV's fall advertising and promotion campaign, described by spokesmen as "the biggest" in the network's history, will be made public this week.

ABC-TV Signs 5 Affiliates; Total Increased to 209

SIGNING of five new ABC-TV affiliates, bringing the total now to 209, was announced last Wednesday by Alfred R. Beckman, national director of the network's station relations departments. They are:

WGR-TV Buffalo (ch. 2), owned by WGR Corp. with Joseph Bernard as general manager, affiliation effective Aug. 25; WTVW (TV) Milwaukee (ch. 12), owned by Milwaukee Area Telecasting Corp. with Loron F. Thurwachter as executive vice president and general manager, to affiliate with start of commercial operations Oct. 27; WMVT (TV) Burlington, Vt. (ch. 3), owned by WCAX Broadcasting Corp. with Stuart T. Martin as general manager, to affiliate tomorrow (Tuesday); KTVX (TV) Muskogee, Okla. (ch. 8), owned by Tulsa Broadcasting Co. with L. A. Blust Jr. as general manager, to affiliate Sept. 18; WCNY-TV Carthage, N. Y. (ch. 7), owned by Brockway Co. with Louis Saiff Jr. as general manager, to affiliate Oct. 1.

WOKY-TV Milwaukee (ch. 19) said in a

Obviously OUTSTANDING . . .



In Peoria . . .

BANKERS BUY WMBD

Peoria bankers invest *their* money wisely . . . that's why WMBD gets top priority in Peoria financial institution advertising. Currently, these leading Peoria banks sponsor 17 quarter-hour programs weekly on WMBD.

JEFFERSON TRUST & SAVINGS BANK
The 8 AM News
Monday Through Saturday

THE COMMERCIAL NATIONAL BANK
"Inside My Bank"
Monday Through Friday

THE CENTRAL NATIONAL BANK & TRUST CO.
"The Musical Clock"
Monday Through Saturday

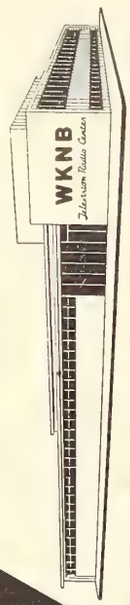
WMBD sells ALL banking services. Take a tip from Peoria's leading bankers—they know that . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

Advertisers GET RESULTS on WKNB-TV
Hartford-New Britain Market 3rd richest in U.S.
You cannot dominate this big Hartford-New Britain Market unless you use WKNB-TV
Scores of proven success FACTS.
FIRST Television station in Hartford County.
FIRST in national and local program popularity.
FIRST in acceptance by local advertisers.
Over 190,000 HOMES delivered
Certified July figures


The New WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company

statement last week it would relinquish its ABC-TV affiliation effective Oct. 1. It will continue to carry DuMont Tv Network programs.

With the addition of WMVT, the announcement said, ABC-TV has affiliates in 47 states (all but Delaware, which the network said is "completely covered" by ABC-TV affiliates in adjacent states), the District of Columbia, Canada, Puerto Rico, Alaska, and Hawaii.

RADIO-TV HANDICAP CITED BY MEDINA

LIVE coverage of government hearings and similar proceedings by television, radio and "the like" raises "a psychological and very real barrier which, for all practical purposes, makes it impossible to get at the truth."

This contention was advanced by U. S. Court of Appeals Judge Harold R. Medina last Thursday night in CBS radio and television broadcasts. CBS had volunteered the time to him to answer CBS President Frank Stanton's Aug. 26 broadcast editorial arguing radio-tv's right to equality with other news media in providing on-the-spot coverage of hearings [B•T, Aug. 30].

"Brushing aside" other arguments, Judge Medina said his point is this: "Whenever there is a proceeding the object of which is to ascertain the truth, from conflicting testimony of witnesses and other proofs, whether it be in a courtroom or at a legislative hearing, or anywhere else, the questioning of the witnesses before television apparatus, radio and the like furnishes such an impediment and handicap that the ascertainment of the true facts becomes well nigh impossible."

Judge Medina emphasized the difficulty of determining the truth under any circumstances, then observed:

"But when the judge, the witnesses and the lawyers, or their counterparts, perform their functions in legislative hearings, for example, before the microphones and batteries of floodlights, knowing that perhaps ten millions of people or more are listening and watching their every move, the temptation to put on an act becomes almost irresistible. And that is what they do. You have all seen it again and again in the recent proceedings which must still be fresh in the minds of everyone. Amidst all this confusion, with witnesses and interrogators making speeches, interrupting one another, tossing in asides, with or without looks of astonishment, surprise, dismay or what not, how is one to find that submerged but precious kernel of truth?

"Years ago the radio began to find its way into some of the courtrooms. But that has now pretty generally been stopped. I well remember listening over the radio to the broadcast of the board of steamboat inspectors who were investigating the Morro Castle disaster. Hundreds of witnesses were interrogated. One of them, in the midst of his testimony, seized the microphone and said, "How am I doing, Mom?" But all that was stopped. Are we to go through the whole weary business of fighting it again, now that the public has had a taste of what fun it is to watch proceedings over television?"

Judge Medina conceded that "of course people like to see and hear these proceedings over radio and television," that it's "lots of fun" and "instructive, too, in a way." But he denied that the fact that courts are open to the public conveys to the public the right to see the proceedings on tv or hear them on radio.

"The reason our courts are open to the public is not to provide recreation or instruction in the ways of government, but to pr vent the possibility of Star Chamber proce ings, where everything is secret and corrupti or flagrant judicial abuses might flourish unse and be impossible of detection and exposure he argued.

"It is just and right that the people shou see the wheels of justice in motion and th the press should have free access to every co from the lowest to the highest. But t comings and goings of the members of the pr are orderly and easily controlled. They pres no such psychological barrier to the ascertai ment of truth as do the radio and television."

Judge Medina felt that "advances in rad and television techniques will sooner or lat eliminate objections based upon the presen of the lights and cameras," for example. C complaints that participants in hearings wou "seize the opportunity for personal publici and the airing of their pet views," he said th "none of these complaints can fairly be level at television and radio. If there is injustice, must be blamed on those conducting the tri or the hearing."

AT&T TO ADD 17 CITIES FOR NETWORK TV LINK

Network service will go into three new states, with 28 stations getting their first intercity connections in September.

SEVENTEEN additional cities are slated to g network television service this month, AT&T Long Lines Dept. announced last week, pointin out that the group includes cities in three stat that have not had such service before.

In all, 28 tv stations will be linked with th AT&T intercity facilities during September, a cording to present plans. Currently, some 3 stations in 198 cities are interconnected f network tv service.

AT&T said approximately 1,400 miles new microwave facilities were required to p the following cities on network routes: Alb querque; Alexandria, La.; Asheville, N. C Cape Girardeau, Mo.; Duluth; Durham, N. C Enid, Okla.; Fargo, N. D.; Hartford, Conn.; L Crosse, Wis.; Las Vegas, Nev.; Mancheste N. H.; Marinette, Wis.; Mobile; Pensacol Pittsburg, Kan., and Poland, Me. The schedule September interconnections also would provi additional network outlets in Charleston, S. C Charleston, W. Va.; Harrisburg, Pa.; Lak Charles, La.; Salt Lake City, and Sioux Cit

States which are slated to get network servi this month for the first time are North Dakot New Hampshire and New Mexico.

Stations and cities scheduled to be interco nected with AT&T's nationwide tv interci facilities during September were listed as:

STATION	CITY
KOB-TV and KGGM-TV	Albuquerque, N. M.
KALB-TV	Alexandria, La.
WLOS-TV	Asheville, N. C.
KFVS-TV	Cape Girardeau, Mo
WUSN-TV	Charleston, S. C.
WKNA-TV	Charleston, W. Va.
WDSM-TV and KDAL-TV	Duluth, Minn.
WTVD	Durham, N. C.
KGEO-TV	Enid, Okla.
WDAY-TV	Fargo, N. D.
WCMB-TV	Harrisburg, Pa.
WGTH-TV	Hartford, Conn.
WKBT	La Crosse, Wis.
KPLC-TV	Lake Charles, La.
KLAS-TV	Las Vegas, Nev.
WMUR-TV	Manchester, N. H.
WMBV-TV	Marinette, Wis.
WALA-TV	Mobile, Ala.
WPFA-TV and WEAR-TV	Pensacola, Fla.
KOAM-TV	Pittsburg, Kan.
WMTW	Poland, Me.
KUTV	Salt Lake City, Uta
KFMB-TV	San Diego, Calif.
KTIV	Sioux City, Iowa
KXJB-TV	Valley City, N. D. (Fargo Studio)

Hurleigh Succeeds Holles In Mutual D. C. News Post

ROBERT F. HURLEIGH, MBS news commentator, succeeds Everett Holles who has assigned as top MBS newsman in Washington, D. C., the network is announcing today (Monday).



MR. HURLEIGH

Mr. Hurleigh, who broadcasts a daily news commentary from Washington, has been associated with Mutual for the past 10 years. He assumes his new duties Sept. 20.

Mutual said Mr. Holles, who joined the network's Washington news staff in August 1950, has been in charge of the operation since March 1953. He will announce his future plans "shortly."

CBS' Pre-Elections Programs

SERIES of eight pre-elections programs, designed to present the political "feel" of the nation as determined in a coast to coast study by CBS News, will be broadcast by CBS Radio in consecutive Sundays (12:05-12:30 p.m. EDT) from Sept. 12 through Oct. 31, the Sunday before the Nov. 2 balloting.

ABC's Maurie Murray Dies

FUNERAL SERVICES were held Wednesday for Maurie Murray (Maurice Fisher), 48, producer at ABC's WBKB (TV) Chicago, who died of a heart attack Aug. 30. Mr. Murray had been with ABC, Chicago since 1946 when he joined as a radio producer. Last July he became program and production manager of WENR before that station merged with WLS. He is survived by his wife, Rose, and two sons, Robert and Shell.

NETWORK PEOPLE

Arthur Godfrey, CBS-TV star whose pilot's license has been suspended, awarded diamond-studded silver punch bowl from National Aviation Trades Assn. at Virginia Beach, Va., Aug. for contributions to aviation.

Gordon MacRae, star, former NBC Radio *Railroad Hour,* signed by Ted Bates & Co., Hollywood, as singing host, NBC-TV *Colgate Comedy Hour.*

James Burke, assistant news manager, CBS-TV, appointed assignment editor, radio and tv news; **Robert Skedgell,** special events director, CBS radio news, and **David Zellmer,** producer, CBS-TV's *The American Week,* appointed executive producers, radio news and tv news, respectively.

William McFaddan to DuMont Tv as studio operations supervisor.

William S. Hedges, vice president, NBC, appointed chairman, radio committee, Travelers Aid Society, N. Y.

Dick Joy, news director, KFAC Los Angeles, appointed program announcer, CBS-TV's *December Bride.*



OMAHA'S PIONEER STATION



- WOW-TV was one of the first eighty stations in the nation (first in Nebraska) to apply for an FCC license.
- WOW-TV was the first station in Nebraska to begin regular telecasting (August 29, 1949).
- WOW-TV was the sixth station in the nation (first in the Midwest) to operate on maximum power (February 24, 1953).
- WOW-TV was the first television station in the Midwest to have a color telecast (December 20, 1953).

WOW-TV's pioneering spirit has created a growing Midwest television audience.

This means your advertising dollars do more today on WOW-TV and will do more tomorrow, too.

WOW TV

OMAHA CHANNEL 6

NBC-TV • DUMONT AFF. — 100,000 WATTS — BLAIR TV REP.

A MEREDITH STATION

Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

The Nation's Newest Network!

THE THOROUGHBRED BROADCASTING SYSTEM, INC.,

will begin operations on a 6-times-per-week basis, broadcasting the

"RACE OF THE DAY"

from major race tracks,

Mondays through Saturdays
(instead of tri-weekly
as originally planned)

If you would like to carry this low-cost, money-making feature
with
CLEM McCARTHY
and
PHIL SUTTERFIELD

phone, wire or write:

THOROUGHBRED BROADCASTING SYSTEM

315 Coleman Building,
Louisville 2, Kentucky

PHONE:
JACKSON 7431

First Broadcast September 28

Folsom Sees Benefit In Switch to 45 Rpms

RCA president says the newer discs will be as valuable to stations as they have been to the general public.

THE SHIFT from 78- to 45-rpm recordings, which stirred up a tempest a few weeks ago when record manufacturers made clear they intend to supply only 45s to broadcast stations, "will prove of the same material benefit to the radio stations as it already has to the public and to the industry as a whole," RCA President Frank Folsom said last week.

Asserting that eventually the sale of all 78-rpm records will be so small they will be discontinued, Mr. Folsom cautioned that "radio broadcasters desirous of providing audiences with the best in popular music in the period ahead will, therefore, find themselves at a loss to maintain high listening standards, unless they join the change-over to 45-rpm recordings."

After tracing a trend which he said "became markedly visible two years ago," Mr. Folsom said that "this year, the sale of '78' popular records is dropping at such a rate, and '45s' are increasing so fast in public esteem that we now foresee the end of records of the old speed." He continued:

"Many radio stations aware of this trend have taken steps to stay abreast of the times by changing over to 45-rpm. Many others are in the process of doing so. A number of recording companies including RCA Victor have announced that from now on only '45s' will be shipped as disc jockey records.

"It is recognized that the furnishing of records to stations is of tremendous mutual benefit to the stations and the recording companies. Looking forward to the time when 78-rpm records are no longer available, it is clearly evident that we will both lose if stations are unprepared to play the new microgroove records.

"The most popular record merchandise for all companies in dealers' stores throughout the country at the present time is the 45-rpm 'extended play' albums. In many cases, these selections are not available in any other speed. The only way we can get them to radio stations is on the 45-rpm speed.

"We sincerely believe that the problem of providing radio stations with good programming material will get more and more acute in the future for stations that are not geared to play what record customers are buying, what dealers are stocking, and what the industry is recording . . ."

Muzak Sues Restaurant For 'Pirating' Music

LAWSUIT accusing a suburban New York restaurant of pirating Muzak-copyrighted music that is transmitted by a New York fm station was filed by the Muzak Corp. last week.

In a complaint filed Wednesday in the U. S. District Court for the Southern District of New York, the background music firm charged that Wilskers Inc., a restaurant in the new multi-million-dollar Westchester Cross County shopping center, "gave public performance for profit" of compositions copyrighted by Muzak.

A spokesman for Muzak said the issue is whether anyone has a right to install a sound system containing an electronic device to eliminate commercials and other vocal material—similar to the receiving units which Muzak customers have—for the purpose of picking up and playing the same programs and copyrighted selections for which Muzak licenses its client

The New York station carrying Muzak pro grams is WGHE (FM). Commercials, voca material, etc., are eliminated for Muzak cu tomers by a special device installed in thei receivers.

Harry Houghton, Muzak president, said in statement issued coincident with filing the sui which asks that Wilskers be enjoined fro making unlicensed public use of Muzak musi and be required to pay damages:

"I have been greatly alarmed at the increa ing number of incidents involving the unlicense use of music and programming from our Muza library. The result of this has left us with n other alternative than to bring action again Wilskers Inc.

"In bringing this action we are not onl directly seeking damages and an injunctio against this particular defendant, but throug this legal process seek to put others on notic that action similar to Wilskers is unauthorize and a violation of our rights and that we wi not hestitate to go to the courts for such redre and protection that we shall from time to tim deem expedient to protect our interests."

Before It's News

INS-TELENEWS claimed a beat on the rest of the film news service field last Tuesday with an exclusive, filmed-in-advance interview with Sen. Karl Mundt (R-S. D.) summarizing and analyzing the long-awaited report on the Army-McCarthy hearings. INS spokesmen said the interview had been distributed to INS-Telenews subscribers in time for them to telecast it when the report was made public at 6:21 p.m. EDT Tuesday.

RCA Thesaurus Adds 'Attention Getters' Aids

RCA Thesaurus announced last week the add tion of a new group of transcribed sales aid "Echo Attention Getters," to its "sell effect catalogue section which includes various sal aids such as commercial sound effects, con mercial time and weather, and gift occasio jingles, audition discs, program signatures ar transcribed holiday shows.

At the same time, the transcription libra service announced plans for its annual colle football show series, *Pigskin Parade,* that fe tures predictions, big game highlights, sid light stories and other features. First broa cast of the 15-minute show series will cov Sept. 18 games.

The "Echo Attention Getters" consist single words, such as "new," "refreshing," "bargain" etc. to obtain audience attention repeating the words in diminishing volum The effect, according to RCA Thesaurus, is present a big production sound to local cor mercials.

13 Join Keystone

THIRTEEN stations have joined Keysto Broadcasting System as affiliates, bringing total to 764, the network announced Tuesda New affiliates, according to Blanche Stein, st tion relations director, are:

WZOB Fort Payne, Ala.; WETU Wetumpk Ala.; KYOS Merced, Calif.; WILO Frankfo Ind.; WPGW Portland, Ind.; WARE Ware, Mas KRES St. Joseph, Mo.; WKXL Concord, N. H WENC Whiteville, N. C.; WCVI Connellsvil Pa.; WDXL Lexington, Tenn.; WVVW Fairmo W. Va.; WETZ New Martinsville, W. Va.

LEGION AUXILIARY HONORS SIX SHOWS

Golden Mike awards are presented for three radio and three tv programs at Washington ceremonies.

SIX PROGRAMS, three radio and three tv, were honored last Wednesday at the fifth annual Golden Mike awards presentation of the American Legion Auxiliary at the Mayflower Hotel, Washington, D. C.

The programs were selected by a nationwide poll of auxiliary members in three categories: Americanism, child welfare and the welfare of the family as a whole. Mrs. Harold S. Burdett, national president of the auxiliary, presented the awards.

Awards for the best "patriotic, dramatic" programs of 1954 went to: tv, *Cavalcade of America,* ABC-TV, and radio, *I Was a Communist for the FBI,* produced by the Frederic W. Ziv Co. The *I Was a Communist* award is the first Golden Mike presented to a non-network show. *Cavalcade* received its fifth consecutive award and a special Mike plaque, commemorating the event, was presented to Edward Pechin, division manager of the DuPont Co. advertising department, sponsor of the series, and Patrick O'Neal, *Cavalcade* actor. Robert Flood, Ziv publicity, accepted the award for Ziv.

Awards for the best children's programs were presented to: tv, *Ding Dong School,* NBC-TV, and radio, the *Lone Ranger,* ABC. Judith Waller, of NBC, Chicago, received the award on behalf of Dr. Frances Horwich, producer of *Ding Dong.* Raymond J. Meurer, vice president of the Lone Ranger Inc., and Bonita Granville Wrather, wife of Jack Wrather, president of the firm, received the award for the program. Actor Brace Breemer, Lone Ranger star, put in a surprise appearance.

The "best all-round family" programs to receive Golden Mikes were: tv, *I Love Lucy,* CBS-TV, and radio, *One Man's Family,* NBC. The *Lucy* Mike was accepted by "Johnny" of Philip Morris Co., sponsor of the show, on behalf of Lucille Ball and Desi Arnaz. William S. Hedges, NBC vice president for integrated services, received the Mike for *One Man's Family* on behalf of writer Carlton E. Morse.

A special award for past service to the American Legion was presented to Doris Corwith, NBC supervisor of religious broadcasts and talks, who is a past president of the Auxiliary and past chairman of the radio committee. She also is past president of the American Women in Radio & Television.

AWARD SHORTS

WJAS Pittsburgh presented award from U. S. Marine Corps. for "cooperation and generous assistance extended in 1954 to the local U. S. Marine Corps."

John Rust, producer, *Justice,* NBC-TV, presented citation from standing committee on legal aid, American Bar Assn., for " . . . untiring efforts and years of devoted service to legal aid . . . "

Joe Grady and **Ed Hurst,** co-m.c.'s, WPEN Philadelphia *950 Club,* presented certificate of award for public service work during 1954 National Convention of VFW, that city.

TWA FOLDS AFTER LOSING STRIKE

TELEVISION Writers of America no longer exists, western regional President Ben Starr informed the membership by letter last week. The letter followed a count of votes on the issue last Tuesday.

Referring to a recent unsuccessful strike against the networks, Mr. Starr said TWA had proved itself "a principled union" by refusing to sign a bad contract just to perpetuate itself. He praised TWA for its "forthright stand against blacklisting . . . this very important blight in our industry."

Meanwhile, individual TWA members are reported joining Writers Guild of America West (see story below).

Writers Approve WGAW By Ballot of 325-12

CONSTITUTION of Writers Guild of America West Inc., formed of former Screen Writers Guild, SWG-Tv Writers Group, and Radio Writers Guild, was approved 325-12 at a Beverly Hills SWG meeting last month. A concurrent RWG meeting approved 73-23 [B•T, Aug. 16].

The SWG meeting also voted a constitutional amendment, to be included in the Nov. 17 election of permanent officers, which bars present Communists and sympathizers from WGAW membership.

A joint WGAW meeting followed separate SWG and RWG voting. F. Hugh Herbert,

national advertising representatives

BRANHAM



NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE
ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES



a big frog
in a big pond

A combination you can't beat... the booming voice of an established VHF station with maximum power, 1049 foot tower and CBS, ABC and Dumont programs in a pond that not only includes America's 25th metropolitan market but the entire eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Buy the granddaddy of them all – then watch your sales curve climb.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

REPRESENTED BY EDWARD PETRY & CO., INC.

SWG president, was named temporary president. Other temporary officers include Gomer Cool, vice president, RWG western region, as vice president; Morgan Cox, chairman, SWG-TWG, secretary-treasurer; and as directors Jerome Lawrence, national RWG president; David Dortort, SWG tv vice president; Frank Nugent, SWG vice president; Richard Breen former SWG president, and Warren Duff, chairman, SWG reorganization committee. Frances Ingles, SWG executive secretary, continues temporarily in a similar WGAW position.

Mr. Lawrence said the vote answered charges made by five RWG members before the meeting that the new group leadership would be "loaded" in favor of SWG membership.

Other business included a report by Mr. Cox on tv negotiations with major studios, disaffiliation with Author's League of America effective Aug. 28, and appointment of a committee to plan affiliation with an overall writers group to be called Federation of American Writers.

Previously, Screen Story Analysts Guild, previously affiliated with SWG, voted to change to IATSE. Business agent Kay Lenard said while Analysts and SWG have much in common, "since Analysts are wage-and-hour employes, their interests can best be served in a craft union, such as IATSE."

Examiner Recommends NLRB Ruling Against KFSD-TV

A CEASE and desist order has been recommended by a National Labor Relations Board trial examiner in San Francisco refraining Airfan Radio Corp., licensee of KFSD-TV San Diego, from engaging in certain unfair labor practices.

The trial examiner after findings recommended that KFSD-TV cease and desist from:

(a) Restricting its employes by rule or otherwise from engaging in union activities on company property during non-working time;

(b) Unlawfully assisting the National Assn. of Broadcast Employes Technicians (NABET) by permitting only that labor organization to meet with its employes on company property.

(c) Making pre-election speeches to employes on company time and property so long as it maintains a rule prohibiting union access to company property on non-working time.

(d) In any like or related manner interfering with, restraining, and coercing employes in the exercise of the right to self-organization, to form labor organizations, to join or assist International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), or any other labor organization, to bargain collectively through representatives of their own choosing, to engage in concerted activities for the purpose of collective bargaining or other mutual aid or protection, or to refrain from any or all of such activities, except to the extent that such right may be affected by an agreement requiring membership in a labor organization as a condition of employment, as authorized in Section 8 (a) (3) of the Act.

KTTV (TV) Union Vote Asked

THE National Assn. of Broadcast Employes & Technicians has filed a collective bargaining election petition with the National Labor Relations Board for between 25 and 30 program department members at KTTV (TV) Hollywood. The group currently is represented by IATSE, whose contract expires Oct. 31. NABET represents KTTV engineers and lighting technicians.

WANT THE WOMAN'S EAR IN ROCHESTER ? ? ? ?



MR. HOOPER GIVES YOU THE ANSWER:-

Hooperatings—July 1954

DAYTIME SHARE OF AUDIENCE:-

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MONDAY THRU FRIDAY 8 A.M.—12 NOON	41.7	19.4	18.5	17.6	1.9	0.9
MONDAY THRU FRIDAY 12 NOON—6 P.M.	36.9	19.9	24.4	8.0	5.7	2.8

And it goes without saying that WHEC is practically unchallenged in presentation of the top daytime shows. Latest Pulse survey confirms above Hooperatings,—in fact, WHEC has lead consistently the Rochester radio field ever since the first Hooperatings were made in Rochester way back in 1943 . . .

Right now we can offer you some fine adjacencies,—also some good participations. If you *want* the woman's ear in Rochester vou *want* WHEC!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING

They live on the Pacific Coast...

they listen to DON LEE RADIO*



*Don Lee IS Pacific Coast Radio

For high score in coverage, choose six letters . . . D-O-N L-E-E, the 45-station network that sells 45 important Pacific Coast markets *from within*. It's the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.

MONEY MAKER

This 250 watter does $200,000 a year in a town of 8,000 people. The story tells how.

"WE DRIVE like hell on Main Street, not Madison Avenue. We are satisfied with a reasonable profit and a comfortable operation, geared for the long haul. You see, we think radio is here to stay."

That graphic statement epitomizes the working philosophy of Ben Sanders, president and general manager of KICD Spencer, Iowa, a minuscule 250 w station set in a town with fewer than 8,000 inhabitants.

It's a philosophy that pays off, too. In 1945, when Mr. Sanders took over operations of the then three-year old KICD, the station's gross revenue was $5,600. Last year, KICD time sales totaled $199,913 before agency commissions, and this with a base rate of $50 an hour on a one-time basis. After meeting a payroll of well over $100,000 for the year and paying federal income taxes of about $12,000, the profit described as "reasonable" by Mr. Sanders came to $22,303, better than 10% of the station's gross.

Mr. Sanders' allusion to Madison Avenue ("I don't think you'll find a Main Street in New York City") is uttered without a trace of envy. The bulk—better than 90%—of KICD's business is local, with roughly 5% coming from regional advertisers, 4% from national spot accounts and 1% from network (MBS) business.

Mr. Sanders explains: "We take what we get in the national and regional fields but we don't spend time or money going after the ivory towers. When they try us we produce. In most cases they stay."

Summing up his theory of station operation in a credo he has frequently expounded at industry meetings, Mr. Sanders states:

"Invest in radio as a medium and it will yield ample returns. But, first, invest. Too many stations put the cart before the horse.

"Staff is the most important ingredient. First, we secured thoroughly experienced men. The best way to get them is to pay them the coin of the realm. Pay 'em enough that they can't afford even to listen any place else. [Total KICD salaries run $100,971 per year, including commissions to the two salesmen.] Next, get good material and build it around these men, good local boys and girls.

"The FCC says you shall serve the public interest, convenience and necessity. Our policy is to do it all the way. Give the public what they want, when they want it, in a friendly easy-going manner. Live and broadcast the lives they live—local news, local music, local sports, local names. Play network as merely an added prop, not a foundation.

"Our audience is our most valued possession, even more so than our sponsors. Sponsors leave us if we don't have the audience. If we have the audience, they can't afford to leave us.

"Charge a fair rate. Make it stick. Lose the business before cutting your rate.

"We are interested only in advertising services and merchandise that are good enough for our audience. And our audience knows that. We don't try to sell them Christmas tree ornaments. Nor do we brag about our mail count. We don't even keep track of it. The only thing an advertiser is interested in is results."

When it comes to programming, Mr. Sanders' first principle is, "Spend money. Spend it wisely, but spend money," he declares. "Buy good men, buy good music, and get out of the studio. Go to the audience. Tape interviews with farmers, remotes from sports, remotes from special events, on-the-spot pickups from news happenings, sponsored or not, get 'em. Stay away from 'productions' a la long hair. Just give 'em what they want. Insert the advertising in an easy manner, effectively, without 'bothering.'

"Get the right newsman, then give him a free hand. He's one of your most important men. Let him have 'sources,' even if they cost money . . ."

Mr. Sanders places no more importance on "success stories" of KICD's advertisers than he does on the station's mail count. Noteworthy, despite this attitude, are the experiences of several KICD clients. One, Spencer Sewing Machine Co., offered a $50 allowance for old machines traded in on a certain new model and, using its regular daily show plus a few spots, sold 27 machines worth $5,088 in ten days. This same company used 28 announcements on KICD for a contest to locate the oldest sewing machine in the area and, even with this limited appeal, pulled 1,636 replies from 118 towns in three states—Iowa, Minnesota and Nebraska.

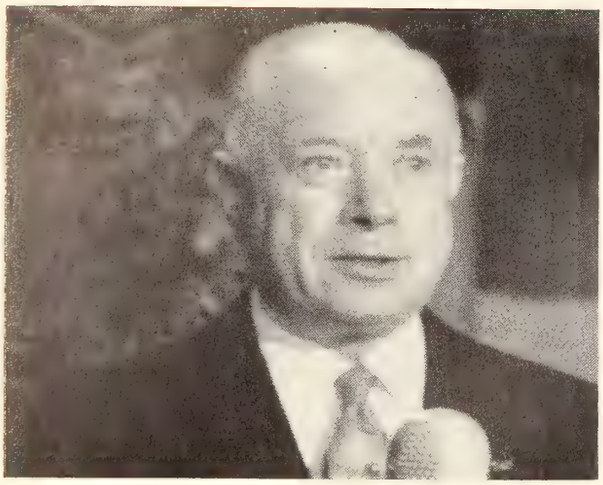
Chozen's department stores in Spirit Lake (25 miles from Spencer) and Jackson, Minn. (35 miles away), involved KICD in an effectiveness test when, after using newspaper ads in Jackson and some spots on a nearby radio station with results, Mr. Sanders described as "indifferent," the Spirit Lake store took a package of ten announcements on KICD. Result: the biggest sale-opening in the history of the Spirit Lake store and an upsurge of sales in Jackson.

Another Spirit Lake retailer, Herschell Hill, disposing of his store because of ill health, used $132 worth of spots on KICD to advertise his closing out sale. After moving over $18,000 worth of merchandising he had to cancel some spots because he was sold out.

Mr. Sanders probably has it right when he looks at his station's list of more than 225 regular local advertisers and comments: "Most of them have attained success or they wouldn't continue to use KICD."



ASIDE from being a money-maker, KICD also seems to be happy working grounds for employes, most of whom have been with station for number of years. L to r (back row): Ken Black, commercial manager; Filmore Stoermer, farm director; Corliss Von Housen, engineer; (middle row): Ben Sanders, president and general manager; Tom Shumate, production director; Hank Cate, sales representative; Mason Dixon, program director; Ginger Phillips, copywriter; Loyal Farrel, announcer; Mary Lundt, copywriter; Steve Allen, announcer; (front row): Phyllis Hintz, secretary; Mel Hagberg, traffic manager; Jack Wedel, announcer; Hans Neilson, custodian; Eldon Kanago, chief engineer; Deone Reeser, secretary-treasurer; Bernice Christensen, bookkeeper, Bob Tuttle, engineer. Those not present for the picture include: Harvey Sanford, news director; Bill Higgins, announcer and Vinton Arnold, special Great Lakes correspondent.



A MAJOR SPEECH ON MAJOR ISSUES

SARNOFF SPEAKS HIS MIND ON COLOR, RADIO, THE FUTURE

WHAT will be the respective positions of radio and television networks?

What is color television's future? Black-and-white?

Should networks editorialize?

What should networks do in the Bricker investigation?

Do affiliates owe networks an obligation in such an investigation?

How is the science of electronics shaping the world? What will the future offer?

What about tv receivers with no tubes—not even a cathode tube? How soon?

These questions, and many others, were answered in detail and with no-holds-barred courage last Tuesday by Brig. Gen. David Sarnoff, RCA-NBC board chairman, in an historic address to NBC-TV affiliates at the Drake Hotel, Chicago.

Throwing away a prepared speech, or "boiler plate" as he termed it, Gen. Sarnoff indulged in one of the infrequent ad lib dissertations that have given him a national reputation as an extemporaneous speaker.

Herewith are excerpted portions covering all the principal points of an hour-and-a-half talk that revealed his private thoughts about many of the major issues confronting radio and tv broadcasters—

THE FUTURE OF RADIO NETWORKS

Gen. Sarnoff showed deep concern over the future of radio networks as he faced NBC-TV affiliate operators, a large share of whom are NBC Radio affiliates.

". . . I might call your attention to the plight of the radio networks, for example. You know there is an awful lot of misinformation about them. I sometimes thought, although I wasn't always sure, that perhaps one of the best things that could happen would be for all the networks to publish their figures of income and profits both in radio and television, and I don't want to exclude losses, by the way—income, profits, and losses. And if they were kept on a uniform basis, if all networks kept their books on the same basis, so you could really have an intelligent comparison between them, oh, how surprising to some that information would be.

"Some people who claim or think they are making profits might discover that it wasn't the apples but the oranges that were making the profits, or vice versa.

"I think I need not dwell upon the fact," he said, "that if you were today making your will, and you had to decide on securities that you would select for your wife and children, for their sustenance and future after you are gone, that you are not likely to make that investment today in a radio network. I mean just a radio network and nothing else. I shouldn't think the advice you would get from financially-minded experts would be that a profitable, growing and promising enterprise in the United States is a radio network.

"I have had the thought for some time that there was only one direction, incomewise, for radio networks to go, and that is down instead of up. I was challenged in that view and I had hoped right along that I might be wrong because there is no statement I would rather be wrong in than in that one, but what are the facts today?

"Every now and again you hear about some national advertiser cancelling his programs on radio networks. Daytime as well as nighttime.

"If a business starts going down, it is very difficult to arrest the decline, and it is not so easy to readjust your appetite to the dwindling victuals that are placed on your plate.

"We do have this advantage, speaking for NBC. We have been dieting for the last few years on the radio network, and we have gotten slenderized—our figures are trimmed in that respect, while some of our competitors have been more fortunate in the last two or three years, and they still have to learn how to get along on the reduced rations of a radio network diet. I hope that the rate of their radio decline will not be so violent or rapid as to interfere with the health of their remaining organisms.

"While that is going on, some independent radio stations as well as affiliated stations have been doing very well. They have been doing well through local business, through spot business, through all the names that you gentlemen invent from day to day that even I can't keep up with—station breaks and other kinds of breaks—but that hasn't helped the radio network to grow and remain healthy. It may be that in radio perhaps you can get along fairly well without a network because of the recorded programs and revenues you derive from local and other sources.

"If this be so, and if the radio network declines to a point where it no longer has sufficient energy to sustain its body, you know what happens under those conditions. If you think that a radio station, particularly an important radio station in an important center, can remain prosperous regardless of whether it has a national network or not, if you believe that, then, of course, you will have no interest in the continued life of a radio network. On the other hand, if radio networks should cease to exist, I believe you would find that the importance of a radio network, as an instrument of national service and national defense, would compel such a network to continue in one form or another.

"To be able to make instantaneous contact with all of the people

f the country, wherever they may be, in millions of automobiles r elsewhere, in times of national emergency or national disaster, is an instrument of national defense that must not be overlooked.

"I don't say that radio networks must die because every effort s being made and will continue to be made to find new patterns, ew selling arrangements, and new types of programs that may rrest the declining revenues. It may yet be possible to eke out a oor existence for radio networks, but I don't know."

RCA-CBS COLOR BATTLE

The competitive position of color television has shifted from n era of "fancy claims" to "performance," according to Gen. Sarnoff. "I advise you to discount most statements on color achievements," he said, belittling claims of fast tube production and charging those who make the claims aren't providing the tubes. "If you have a tube, set and programming, watch the performance of the tube, set and programs and you will know as much as the company executives," he said.

Obviously angered by CBS-Columbia color claims and their demonstration of color and monochrome sets in the Drake Hotel while NBC-TV affiliates were meeting, he said there is room for everybody in color without running down competitors. "Within a decade everything that exists today will be obsolete," he predicted. "This industry lives on obsolescence which means replacement by better equipment and services."

Gen. Sarnoff got down to specifics—CBS—in referring to a Monday slogan at the CBS-Columbia distributor meeting: "Aren't you glad you waited for CBS-Columbia color?" He said, "What is CBS color?"

"Is it the incompatible system," he asked. "We still are waiting. We welcome CBS into the respectable society of compatible color television. We expect they will do a first class job. But for CBS to claim credit for having brought color to its present stage reflects a degree of shyness, modesty and self-effacement I wish I had," he said. "NBC's competitor is just now starting its introductory year as we have concluded ours. We mean to continue keeping ahead and to broaden the base of commercial color television."

Looking into color's future, he recalled the Army's combat television maneuvers in August [B•T, Aug. 16] and observed, "Man can now see the world from one place." He continued, "The time will soon come when the broadcaster can no more ignore color than a movie producer can ignore sound. The added cost of color will be so slight that the broadcaster will not be justified in broadcasting black-and-white only."

As to commercials, he said advertisers will demand color programs and especially color commercial messages. He reminded that many millions are spent on color in printed media and for packaging. Both impact and recollection are strengthened by color, he said.

Gen. Sarnoff announced the RCA 21-inch tube and simplified receiving set will be demonstrated Sept. 15 at the Princeton laboratory. The tube is to cost $175, same as the CBS 19-inch tube. Referring again to competitive color tubes, he said the rejection problem in mass production is of first importance. Other problems, besides rejections, are uniform color across the entire tube face, brightness, resistance to temperature, ability to stand shipping and simplicity of production.

"We believe we have solved the problems," he said.

Color set sales will increase with great rapidity, awaiting steadiness of service, simplicity of operation and the right price, he explained. "Once the price is down to $500 retail, color will develop to an astonishing degree," he said. "Then $400, $300 and so on. The $500 21-inch set is not so far away—possibly only a year."

SCIENCE

Two years ago Gen. Sarnoff asked his organization to give him three birthday gifts within five years when he would observe his 50th anniversary in electronics. They were magnetic tape recording of television, an electronic air conditioner and amplification of light.

NBC-TV will use tape recordings of tv programs experimentally within a matter of months, he predicted. Substantial progress has been made in electronic air conditioning but it still is in the laboratory stage. Progress has been made in amplification of light, with a possibility it will be achieved some time in the future—"five years on a guess."

Within a few years there will be no tubes in a television receiver, not even a cathode tube, Gen. Sarnoff predicted, scoffing at competitors who speak in terms of one and three-gun tubes, masks and similar details "that belong to the language of the past."

He pictured a day, not many years away, when a "tv box no larger than a cigar box, with tuning and volume controls, will produce a tv picture of any desired size on a wall screen in every room in the house. The image will be black-and-white or color and neither the control box nor screen will use any tubes. This electroluminescent screen will resemble in some ways 16 and 35mm movie screens. The new "television language" will utilize transistors, whose universal employment awaits practical production developments.

INVESTIGATIONS AND AFFILIATES

Gen. Sarnoff hit the Washington probe situation head-on. "We don't welcome it," he said, "but we don't fear it. We have no apologies for what the network is doing. Since it was decided to conduct a 'study,' we welcome the opportunity to cooperate and to present our case, telling what we know about network operations.

"This is an opportunity for us, and other networks, to start educating the public and even legislators about what the network is doing and its place in the American system of broadcasting."

If it is a constructive inquiry to get at the facts, he welcomes it, Gen. Sarnoff said. "If otherwise (I don't suggest it is), then we will meet it as it comes and defend ourselves as best we know how."

"Let's take a constructive attitude. Nothing can be gained by being apprehensive. They asked for information—if proper, we want to supply it."

As to the role of NBC affiliates, he said, "if you feel the fate of networks is not important, I think there is no reason for you to take our troubles on your shoulders. If you feel the future of networks is your business as well as ours, if you want freedom for your business to be run without undue pressure, if you believe there is no conflict of interest between the network and affiliated stations"—if these premises are accepted, he said, affiliates can decide their role in the investigation. He added that national networks naturally attract the interest of legislative bodies.

EDITORIALIZING BY NETWORKS

Asked if networks and corporate entities should take editorial positions, Gen. Sarnoff said he has thought "a good deal about this vital question." He was in "complete agreement" with Dr. Frank Stanton in the CBS president's Aug. 26 simulcast editorial in regard to the claim that radio and tv networks should have the same chance as the press to cover hearings.

He distinguished between an editorial dealing only with a network problem and one covering controversial public questions. He separated, too, the right to editorialize and the execution of this right. "A policeman carries a loaded gun," he said. "Firing it is another matter."

Newspapers have the right to be Republican or Democratic, he continued. With only a few networks operating, all might be Democratic, for example, raising the question of control of public opinion. Then he asked if a network, like a newspaper, should editorialize once a day and face the problem of granting other sides the opportunity to answer on prime time. "You could go bankrupt," he said.

NBC does not editorialize, Gen. Sarnoff explained, but it is not ready to abandon the privilege of editorializing. He warned that editorializing could easily raise the question of network licensing. Getting to another basic phase, he distinguished between editorializing by networks and by individual stations and pointed out the special problems involved if a network imposes its views on affiliated stations. "It's not enough just to say that an affiliate can reject the editorial," he continued.

CBS-COLUMBIA COLOR TELEVISION SETS DRAW APPLAUSE AT CHICAGO SHOWING

CBS-Columbia's new color sets, priced from $950 to $1,100, merited immediate enthusiasm from tv dealers and distributors when they were shown last Monday in Chicago. Plans were announced to deliver 2,000 to 2,500 sets per month.

COLOR television blossomed last week into a fully competitive medium supported by mass-produced receivers as CBS-Columbia unveiled its new line of sets at a world premiere staged at the Drake Hotel, Chicago. CBS-Columbia also introduced a new line of sweep-tuning black-and-white sets that replace the familiar turret tv tuners.

CBS-Columbia's color sets feature the Colortron 205-square inch tube, giving a picture described as close to the 21-inch black-and-white tube. Prices range from $950 to $1,100, depending on cabinet.

The new color sets were shown last Monday night to distributors from all over the nation via 30 minutes of film programming on closed circuit from New York. First pictures on the large-sized color tubes brought cheers from distributors and their sales representatives.

The four sets shown at Chicago were turned out on a production basis at the CBS-Columbia Long Island City, N. Y., plant a fortnight ago, distributors were told. They were informed CBS-Columbia is ready to deliver 2,000 to 2,500 sets per month, and will be able to step up this quota as demand develops.

CBS-Columbia's sets are based on tubes having the fluorescent colored dots printed by a photographic process on the inside face of the tube [B•T, July 12].

New Monochrome Set for $135

A feature of the Chicago show was announcement of a 17-inch table model monochrome set designed to retail at $135. This was shown in mockup form but the rest of the new line appeared in working models. The new sweep-tuner uses a horizontal channel selector in the form of a bar that covers the full tuning range. Channels are indicated by boxed squares and tuning is achieved by moving the bar to the desired box followed by fine tuning via a small knob. Uhf strips can be added, it was stated.

Seymour Mintz, CBS-Columbia president, said the industry "might conceivably produce 30,000 color receivers by the end of this year," though adding that availability of components is still a big obstacle. He predicted 30 to 40 million color tv sets may be sold by the end of 1960, followed by replacements at the rate of 6 million a year.

The color premiere opened with a slide showing a red-coated girl, augmented by a checkered test pattern. This image, plus a color film showing the moving wings of a multi-colored parrot, led to cheers and applause from the dealer group. Films were in Technicolor.

A series of film shots showed plastic products, satins, plaids, multi-colored fabrics and similar commodities. Detail was sharp in most cases, and familiar packages appeared in faithful color aside from an overly deep blue box of Ivory soap flakes, as portrayed on one of the four receivers. A girl's arm showed faithful reproduction of flesh tones, as did flesh tints in a simulated moonlight terrace scene in which cigarettes were lighted.

Salads, seafood and beverage displays were presented in realistic manner. Cosmetic displays were effectively shown, as were four cigarette packages. On the receiver observed, a Pall Mall red appeared a little on the bronze side. Package patterns and lettering were sharp. Other views showed a chicken dinner, carpeting, roof shingles and decorator sketches followed up by views of the finished room.

New York studio shots showing a CBS color shipping tag display appeared on the observed set to be reddish at the left and greenish-gray at the right, but these effects were not noticed when the Technicolor films were shown.

A Technicolor short subject on the theory of atomic energy was sharp and realistic. None of the observers contacted offered any criticism of this reproduction.

The new CBS-Columbia sets carried two live programs Tuesday—NBC-TV's *Today* and CBS-TV's *Danger*. Observers who were contacted felt the reproduction was superior in every respect. One of the four sets observed during *Danger* was marred by evidence of a lavender tint and another was a little on the orange side across the top of the screen, but these details may have been due to the fact that the sets were installed just a few minutes before the *Danger* program to accommodate the crowd.

Live programs, picked up off the air from Chicago stations, seem to confirm performance promises made by CBS-Columbia executives during the closed circuit film demonstrations.

Among those at the demonstration for CBS were Dr. Peter Goldmark, research vice president; Louis Hausman, CBS-Columbia executive vice president; Anthony Wright, CBS-Columbia engineering vice president. Dr. Frank Stanton, CBS president, addressed the all-day distributo meeting.

CBS-Columbia sets use a 44-tube chassi and have six customer-operating controls, tw more than standard monochrome receivers. A hue control changes picture tints to individua tastes and a chroma-brightness knob change the amount of color in the picture. Other con trols include an 82-channel vhf-uhf tune horizontal-vertical hold knob, contrast kno and volume-tone control, and on-off switch The Columbia "360" high-fidelity audio systen is included, using two speakers and two soun outlets at opposite sides of the cabinet. Black and-white images are received without adjust ment of controls. Cabinets, by Paul McCobb feature simplicity.

The black-and-white line utilizes a 41 m 15-tube chassis said to guard against plan interference and similar signals. Prices rang from $135 to $245 in black-and-white.

"The world's smallest portable radio" wa displayed. It includes a four-inch speaker an is 6-5/16 x 4¾ inches in size. Civil Defens bands are marked. Retail price is $29.95.

Sales Increase Predicted

Harry Schecter, CBS-Columbia sales vic president, predicted the industry would sel more than twice as many radios as tv receiver this year. "The industry can anticipate volume of over 60 million dollars from th sale of an anticipated 2 million portable radio during 1954," he said.

The cabinet designs of tv sets include louvre sides to create the illusion of smaller size, bras tips for legs as a slenderizing technique and pecan-color finish suited to both modern an conservative surroundings.

In its advertising, CBS-Columbia plans t spend over $2 million to promote tv and radi sets during the autumn. Gerald Light, adver tising and sales promotion director, said th campaign will be spearheaded by the *Amo 'n' Andy* radio program sponsored alternat weeks on the full CBS Radio network, Sun. 7:30 p.m., starting Sept. 26. A major mer chandising effort is planned.

Theme of the campaign for color sets wil be, "Aren't You Glad You Waited for CBS Columbia Color?" Radio and tv spots will b used plus dealer co-op schedules. Black-and white sets will be similarly promoted and radi spot copy is planned for the radio line. Tec Bates & Co. is agency for the campaign.



WFAA-TV Dallas, Tex., on Sept. 26 will increase its power tenfold to 274 kw, making it the most powerful tv outlet in Texas, the station claims. Checking the final shipment of equipment from RCA are (l to r) Ralph Nimmons, station manager of the ch. 8 outlet, and Bill Ellis, chief engineer. WFAA-TV also is building a 1,521-ft. tower which will be put into use when the station increases its power to 316 kw next year.

Reeves Announces Thin 'Plus 50' Tape

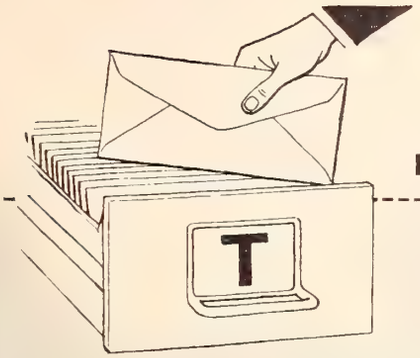
DEVELOPMENT of a new, longer playing stronger, and less expensive magnetic recordin tape was announced last week by Reeves Sound craft Co.

Known as "Plus 50," the new tape was said to play 50% longer than standard acetate-base tape because, due to Plus 50's thinness, each reel can accommodate 50% more.

Although only half as thick as standard tape it is stronger because of DuPont "Mylar" polyester film, the company said, pointing out that this is the same material used as the base for Soundcraft's Lifetime tape, which the firm "unconditionally guarantees will never break or curl when used under normal conditions of recording and playback."

"The magnetic oxide coating of Plus 50 tape is full depth, with the same bias characteristics, frequency response, and output level as other quality tapes," according to Frank B. Rogers Jr., vice president and general manager. Thus, he said, "Plus 50 can be interspliced with lifetime or standard acetate tape, and recorders do not have to be adjusted to it."

Mr. Smith said Plus 50 had been market-



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Some 6,773,000 men and women are now employed directly by the trucking industry or in jobs which depend on the trucking industry for continuing success.

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The industry has met its responsibilities as the No. 2 U.S. employer with improved working conditions and a pay scale that, more often than not, exceeds the average for U.S. industry as a whole. For example, the average yearly wage in the trucking industry in 1952 was $4,333 while that of private industries was $3,428.

President, ***American Trucking Associations***

AMERICAN TRUCKING INDUSTRY / American Trucking Associations
Washington 6, D. C.

Truscon Builds 'em Tall

THE one-legged giants now poking their noses in the sky in increasing numbers are a breed of broadcasting towers currently gaining acceptance for sound and efficient construction. Truscon Steel Div. of Republic Steel, a pioneer builder of radio-tv towers, claims to have constructed the two largest steel towers in the world, both one-leggers, measuring 1,218 feet. They are Air Force radio transmitting towers and are located at Thule, Greenland, and Forestport, N. Y.

Truscon, which has constructed four- and three-legged towers, and still builds the latter, built its first one-legger in 1935. It was a 374-foot tower for WGAR Cleveland.

Tracing the history of tower building, Truscon describes how bridge-type construction was tried years ago. Flat surfaced girders and heavy angled iron, as in Paris' Eiffel Tower, were used at first. Some of the heavy ones settled in the ground and some were knocked over by high winds. It was found that flat surfaces offered half again as much resistance to the wind as rounded surfaces. Today's towers are built of steel "rod."

The firm's 1,218-foot giants are 80 times as high as they are wide. Each weighs 2,280,000 pounds and is constructed of steel poles eight inches in diameter. The tower rests on a base two feet wide, which fits into a ball and socket arrangement upon a casting. From there on down the load is distributed to a pyramid-shaped concrete base 30 feet long, 28 feet wide and seven feet high.



THIS MONTAGE compares Truscon's 1,218-foot tower at Thule AFB, Greenland, with the 985-foot Eiffel Tower, grandaddy of all giant steel towers.

tested since 1952 and that in the period Soundcraft has furnished the government with more than 200 million feet of it.

Soundcraft said a five-inch reel, which holds 600 feet of standard tape, will hold 900 feet of Plus 50, while a seven-inch reel will hold 1,800 feet of the new tape as against 1,200 feet of standard. Plus 50 also will be available in 10½-inch, 3,600-foot hubs and reels and three-inch, 225-foot reels. Price: $4.40 for the five-inch reel and $7.95 for the seven-inch.

Minnesota Mining Develops 'Extra-Play' Magnetic Tape

DEVELOPMENT of a new magnetic tape, Scotch brand "Extra-Play," that automatically increases the recording time of any tape recorder by 50% has been announced by the Minnesota Mining & Mfg. Co.

Key feature of the new No. 190 tape is a high-potency oxide coating only half as thick as standard coatings and a thinner backing of tough cellulose acetate, the company stated. As a result, half again as much of this thinner tape can be wound on standard-size reels, allowing a 50% increase in recording and playback time, either dual or single track, according to the firm.

Retail prices for the 190 tape are $14.40 for the 3,600-ft. length on an NARTB hub and $28.80 for the 7,200-ft. length.

GE's Brandt Expects Sales Of Monochrome to Stay Up

BLACK and white tv set sales will continue at high levels for several years, with color set introduction eventually adding "its tremendous volume at higher and still higher levels as time passes," according to Arthur A. Brandt, manager of radio-tv sales, GE, Syracuse.

Speaking before 1,500 Southern California dealers, trade press members and guests at "premiere" showing of the 1955 GE radio-tv line at Carthay Circle Theatre, Los Angeles, a fortnight ago, Mr. Brandt forecast, "As monochrome tv sales gradually decline over a period of years, color tv sales will gradually increase so that the industry will enjoy a volume of about 6 to 7 million units annually."

Radio set sales will reach about 6.1 million units in 1954 and continue over 6 million during next two years, he said. "Don't think of radio as a static business or one which will diminish due to tv," Mr. Brandt warned. "We've seen it thrive and prosper right through the tv boom. And new technical advantages will continue to keep it alive, vigorous and profitable to all of us."

Western Union July Net Up

JULY was the first month Western Union Telegraph Co.'s net income exceeded the comparable 1953 period, WU announced a fortnight ago in reporting a $312,468 July net as against $278,358 for July 1953. Gross operating revenues for July 1954 were $18,138,528 compared to $18,587,057 for the same month last year. Net income for the first seven months this year was $3,612,582, or $2.93 per share, compared to $4,598,202, or $3.74 per share for the same period last year.

Stromberg-Carlson Dividends

STROMBERG-CARLSON Co.'s board of directors has declared dividends of $0.5625 per share on the 4½% convertible preferred stock of the company, payable Oct. 1 to stockholders of record Sept. 15, and of $0.375 a share on common stock, payable Sept. 30 to stockholders of record Sept. 15.

MANUFACTURING SHORTS

Rek-O-Kut Co., Long Island City, N. Y., has developed 45 rpm cueing adapter for disc m.c.'s to offset 45 rpm record cueing difficulty.

Burroughs Corp., Detroit (electronic manufacturers), announces acquisition of Haydu Bros., Plainfield, N. J., with latter continuing under George K. Haydu, formerly president, now general manager.

Superior Electric Co., Bristol, Conn., announces new variable transformer types 136 and 236 line of Powerstat replacing old types 1126 and 1226.

Ernst Weber's volume I of *Linear Transient Analysis* treating lumped-parameter two-terminal networks has been published by John Wiley & Sons, N. Y.

Hycor Co. Inc., North Hollywood, Calif., is marketing models 4200 sound effects filter and 4201 program equalizer in component form to simplify custom installations.

Aerovex Div., Cinema Engineering Co., Burbank, Calif., is manufacturing series of "PW" precision wire-wound resistors in subminiature and large sizes, entirely encapsulated in epoxy resin, to meet requirements presently met only under MIL-R-93A, according to the company.

John B. Tubergen Co., Los Angeles electronic manufacturers representative, changes firm name to Tubergen Assoc.

Instrument Div., Allen B. DuMont Labs, Clifton, N. J., announces portable, crystal-controlled Time Calibrator, Type 300, providing 10 mc sine-wave and five sharply peaked pulse outputs having repetition rates variable in decade steps from 1 usec to 10 millisec, and designed to "check a great variety of instruments that employ time basis, or incorporate timing functions."

Electro-Voice Inc., Buchanan, Mich, issuing Condensed Catalog No. 119 giving basic facts on their products developed and produced for audio and video fields.

James M. Scales Co. established in San Francisco as manufacturer's representatives specializing in electronic equipment and supplies.

Burnell & Co., Yonkers, N. Y., announces availability of S-16000 upper single side band filter employing toroidal coils.

Howard W. Sams & Co., Indianapolis, announces publication of "Analyzing and Tracing Tv Circuits" and "Audio Amplifiers," fifth of series.

Herman Hosmer Scott Inc., Cambridge, Mass. announces 210-C Dynaural Laboratory 23-w equalizer-preamp-power amplifier with self-contained dynamic noise suppressor. Firm also introduces 32-w 232-A lab power amplifier for high fidelity and laboratory applications.

Philco Corp., Phila., in an effort to halt price cutting by discount houses and others, is rewriting all contracts with distributors in order that Philco may buy back any merchandise sold by distributors to retail price cutters and then return merchandise to distributors at transaction cost to Philco.

Kenneth C. Meinken, owner, Electric Tube Corp., Phila., setting up development group to engineer and produce cathode ray tubes for color tv.

Centralab div., Globe-Union Inc., Milwaukee, Wis., announces "Snap-Tite" Model 2 radiohm

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CRADLE HEADS

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This perfect balance is made possible by the cradle action of the head: When the camera is tilted up or down, the cradle rotates around a constant center of gravity, maintaining positive balance at all times. Added weight, such as long lenses and camera accessories, is easily compensated for by simply moving the camera and the top plate of the head forward or back by means of a lead screw. This adjustment does not require loosening the camera hold-down screws.

The Cradle Head rides on four phenolic-covered ball bearing rollers for smooth, quiet, easy tilting. Panning is also smooth and easy, accomplished by two precision ball bearings in the base. Drag adjustments and brakes are provided on both pan and tilt.

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Like all Houston-Fearless products, these new Cradle Heads are soundly engineered and precision built of the finest materials to give a maximum of dependable service. Send the coupon below for complete information today.

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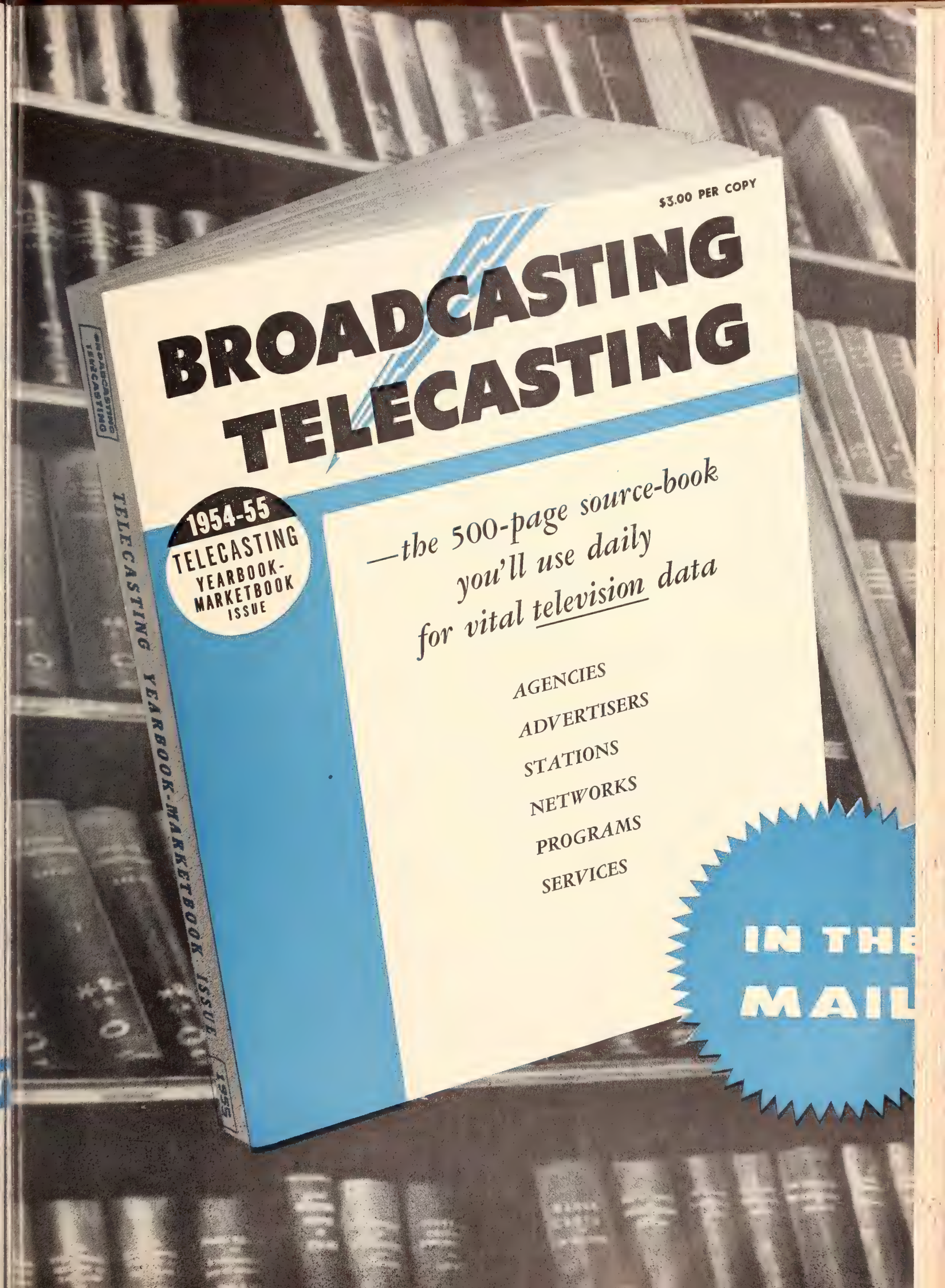
TELECASTING YEARBOOK MARKETBOOK

The most complete, authoritative, and up-to-the-minute compilation of television facts and figures. Like its predecessors, this 500-page volume contains complete data on all tv stations throughout the world, statistics on population, retail sales and other economic factors of all U. S. television areas.

This TELECASTING Yearbook-Marketbook also lists advertising agencies and their clients currently using television advertising, package program companies, film producers and distributors, stations and networks and their executive personnel. Actually there are 40-odd directories and listings covering every phase of commercial television.

TELEVISION'S ONE-BOOK LIBRARY

The 1954-55 TELECASTING Yearbook-Marketbook may be ordered with a year's subscription to BROADCASTING • TELECASTING for only $9.00. Single copies are available at $3.00 each.


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having short knurled and slotted shaft for fingertip or screwdriver adjustment, primarily designed for "fine-adjustment applications in tv and electronic equipment."

Century Lighting Inc., New York, has prepared a new brochure dealing with the Century-Izenhour all-electronic light control board, said to permit pre-setting of 10 or more light scenes. The C-I board, it is pointed out, allows the operator to switch, dim or fade from one light scene to another in sequence and puts within his reach the control of as many as 500 separate lights in virtually any combination.

Raytheon Mfg. Co., moves New York offices to 589 Fifth Avenue.

Argos Products Co., Chicago, introduces line of speaker cabinets with woven plastic grille cloth covering entire front except narrow edge and full-size piece of hardboard under cloth cut speaker opening, according to the company.

RCA Service Co., Camden, N. J., announces establishment of three new West Coast offices to handle Antenaplex tv systems business. New offices are Seattle, 718 Dearborn St.; San Francisco, 2640 Bayshore Blvd.; and Hollywood, 911 N. Orange Dr. Edward Long, Edward Norton and Warren Burr are Antenaplex representatives for areas, respectively.

Berlant Assoc. (tape recorders and accessories), L. A., announces all products effective immediately will be fair-traded.

Minnesota Mining & Mfg. Co., St. Paul, Minn., announces availability of "Scotch" brand magnetic tapes No. 111 and "High Output" No. 120 on polyester backing as well as acetate backing.

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is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (264,800)

Les Johnson, V.P. and Gen. Mgr.



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WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.



EDMUND GERARD, motion picture cameraman, demonstrates his invention, the "Eyeline Monitor," for the first time on WNBT (TV) New York. The device permits a performer to be prompted while looking straight into the camera.

Amplifier Corp. of America, N. Y., announces new multiple speed, battery-operated, spring-motor VU Magnemite portable tape recorder.

F. Reiter Co., Hollywood, announces new Skila Model K1 magnetic tape splicer.

CBS-Hytron, Danvers, Mass., announces magnetically focused and deflected direct view 21-inch, spherical-face, rectangular, all-glass, Mirror-Back picture tube, model 21ZP4B.

Shasta Div., Beckman Instruments Inc., Richmond, Calif., announces AC vacuum tube voltmeter, Model 202, with ". . . frequency range of from 20 cps to 2 mcs, and full scale ranges from .001 to 300 volts in twelve steps . . ." and ". . . input impedance of 10 megohms shunted by 15 mmf (4mmf on the lower ranges) . . ." and accuracy of ". . . ±3% to 100 kc and ±5% to 2 mcs."

ORRadio Industries Inc., Opelika, Alabama, announce new 7" erel with 2¼" hub for its Irish Green-Band Professional recording tape.

Sylvania Electric Products Inc., N. Y., announces plans for eastern, West Coast and mid-west regional renewal sales meetings for electronic products sales div. Aug. 18-19, 23-24 and 24-25, respectively.

National Co. (electronics), Malden, Mass., announces plans to double research and engineering staff to "complete engineering and development on several new government defense contracts recently awarded National . . ."

Astatic Corp., Conneaut, Ohio, announces Ceramic Model M101 and Crystal Model M102 hand microphones with outputs of —53 db and —46 db, respectively.

Amperex Electronic Corp., Engineering dept., Hicksville, L. I., N. Y., announces two amplifier pentodes, types 6CA7 and EL84, designed for high-fidelity audio sound systems.

Thordarson-Meissner Div., Mt. Carmel, Ill. (transformers, coils, sound equipment, kits and tv replacement components), **Maguire Industries Inc.,** N. Y., appoints Weller-Rahe Co., Worthington and Columbus, Ohio, and Robert E. Clemenson Co., Kansas City, Mo., as regional distributor sales representatives.

U. S. Tv Shows Lead Elliott-Haynes Listing

U. S. network and film programs continue to be most popular with Canadian television viewers, according to the August national ratings report of Elliott-Haynes Ltd., Toronto. The report covers the cities of Toronto, Hamilton, Montreal, London and Vancouver. In the Toronto area at least two-thirds of the audience still tunes in nearby United States border stations instead of the local stations, according to this report.

At Toronto the most popular programs seen on CBLT (TV) Toronto, are *Toast of the Town* with rating of 32.3, *Four Star Playhouse* 26.9, *Wrestling* 26.1, *Our Miss Brooks* 25.9, and *CBC News Magazine* (Canadian) 23.1. The same audience views WBEN-TV Buffalo, rates *Dragnet* 57.3, *The Web* 55.4, *Kraft Theatre* 50.1, *Summer Theatre* 49.2 and *Top Plays of 1954* 49.1.

At Hamilton, where nearby U. S. stations and Toronto can also be tuned in, top shows on CHCH-TV Hamilton, are *Friday Feature* 43.8, *House of Chills* 40.9, *Janet Dean* 36.8, *Charlie Chan Theatre* 34.8, and *Inner Sanctum* 33.8.

At London, which has little reception from the United States, most popular shows on CFPL-TV London, are *Four Star Playhouse* 78.6, *Toast of the Town* 77.7, *Life with Elizabeth* 74.9, *Ruggles Family* 73.5, and *Liberace* 73.3.

At Montreal, with both English and French-language stations, most popular English-language programs in August on CBMT (TV) Montreal, were *Travel Unlimited* 74.3, *Toast of the Town* 72.6, *Four Star Playhouse* 72.2, *Douglas Fairbanks Presents* 72.1, and *Stage Show* 67.9.

At Vancouver, with competition from U. S. border stations, highest rated shows on CBUT (TV) Vancouver, were *Our Miss Brooks* 39.7, *Toast of the Town* 36, *Four Star Playhouse* 35.5, *Stock Car Races* 33.3 (Canadian), and *Amos 'n' Andy* 32.2.

Search for Storied Atlantis To Be Filmed 20,000 Ft. Down

DEEP SEA search for the storied lost island of Atlantis, which will take the famous scientist Prof. August Piccard and his bathysphere to a depth of 20,000 feet is being financed by the European Television Co., Berlin, Germany, which will receive all photographic, film and tv rights to the expedition.

Eight cameras will be aboard the bathysphere when it explores the ocean off the coast of Spain sometime in September. One black-and-white feature film and several color films will be shot on the expedition which will make about 15 dives under the supervision of a Spanish naval unit. European Television Co., headed by Paul Gordon, has been concentrating on the American market in its production of tv films.

REVERSAL PROCESSING FOR TV
Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.
Write for free catalogue.
NATIONAL CINE LAB
Box 4425 Washington 17, D. C.

'Dragnet' Goes North

WHAT was described by MCA Tv Ltd. as the largest film transaction in the history of Canadian television has been announced: Sale of *Dragnet* by MCA Tv, which represents the series outside of continental U. S., to Canadian Broadcasting Corp. for two full years. CBC has sold the show for the first year to S. C. Johnson Co. and Elna Sewing Machine Co. for alternate-week sponsorship over CBC's entire English-speaking network at 9 p.m. on Monday, starting Sept. 6. MCA Tv also reported that David Sutton, vice president in charge, currently is negotiating with BBC for *Dragnet,* which also has been sold to KONA (TV) Honolulu and KFIA (TV) Anchorage, Alaska. *Dragnet* sale to CBC was negotiated by Stuart Smith, in charge of MCA (Canada) Ltd., with Stuart Griffiths of CBC.

Canadian Union Bars AGVA

INTER-UNION STRIFE between the American Federation of Musicians and the American Guild of Variety Artists has resulted in the Canadian AFM affiliate, Toronto Musicians Union, closing the international border to AGVA members. Walter Murdoch, president of the Toronto Musicians Union, has informed booking agencies throughout the U. S. that AFM musicians will not play for AGVA artists in Canada. New contracts are shortly to be signed by the Musicians Union and the Canadian Broadcasting Corp., as well as theatres and nightclubs hiring live talent. All new contracts are to have a clause stipulating that musicians will not be required to play for AGVA members. While the move is expected to be felt in vaudeville theatres, it is not expected to have much affect on Canadian radio or television, since these already hire primarily Canadian talent, most of whom since early this year joined AFM. AGVA officials in Canada have announced plans to start an all-Canadian union.

German Press Anticipates U. S. Army Television Plans

POSSIBILITY of introduction of U. S. Army television in Germany is being discussed by domestic trade papers in West Germany after reports from Washington indicate that Pentagon officials plan establishment of tv stations in places with "concentrated numbers of military personnel."

Up to now filmed American tv shows have been shown with motion picture projectors in soldier's clubs.

There apparently would be no frequency difficulties in Germany since there is no body comparable to the FCC. All radio and tv allocations are made by joint American, French and British bodies, one of the few government functions still under Allied supervision.

Canadian Year Book Includes Broadcasting Data

A REVIEW of broadcasting in Canada is contained in the 1954 edition of the official Canadian government's Canada Year Book (Queen's Printer, Ottawa, $3) on pages 887-895. The review deals with 1953 and 1952 statistics of Canadian broadcasting, both the government-owned stations and the independent stations. Details on the Canadian Broadcasting Corp.'s operations cover development of television in Canada, list networks of CBC and independent stations, and deal with domestic and international program services and CBC finances.

The review on independent stations was prepared for the Canada Year Book by the Canadian Assn. of Radio & Television Broadcasters. It reports that 139 independent stations in 1953 had a combined capital investment of about $30 million, employed 3,800 persons, with annual payroll of about $10 million, and paid annual transmitting licenses to CBS of $187,000.

Crosley Opens Toronto Plant

A NEW FACTORY for manufacture of Crosley radio and television receivers was formally opened on Aug. 25 at Weston, Ontario, in the suburban Toronto area. The new plant, a division of Avco of Canada Ltd., provides 100,000 sq. ft. of floor space and is completely conveyorized for handling materials and operation of assembly lines. It will employ over 400 people at peak production periods, a far step from Jan. 1952, when firm started Canadian operations at Toronto with a staff of 15 people.



. . . keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

New Film Firm to Handle Some of Caldwell Clients

SPONSOR Film Services Corp. Ltd. has been formed at Toronto to handle all types of imported and domestic film productions. Bob Lee, formerly general manager of CHUM Toronto, Ont., is manager-secretary of the new company, which starts with a number of film customers of S. W. Caldwell Ltd., Toronto advertising agency and film producer.

Filmed shows done by the Caldwell organization for clients of Leo Burnett of Canada Ltd., and Young & Rubicam Ltd., Toronto advertising agencies, will be handled by Sponsor Film Services.

Allan Mills, formerly of the Caldwell organization, joins the new company as production chief. Sponsor Film Services will be located at 225 Mutual St., the building formerly occupied by CHUM Toronto, and recently bought by RCA-Victor Recording Studios.

CBC Auditions Talent

AUDITIONS for new Canadian television talent are being held at Toronto by the Canadian Broadcasting Corp. Tuesday through Friday. Geoffrey Waddington, CBC director of music, and tv producer Drew Crossan, with two independent judges, are auditioning singers, dancers, concert artists and novelty acts of professional standing for a new talent show *Pick the Stars*. The program is not an amateur show, but will present performers from throughout Canada who are not widely known.



A DuMONT TELECRUISER, mobile tv station for remote pickups, is lowered into the hold of the *Ciudad de Quito* on its way to HJRN-TV Bogota, Columbia, the first tv station in that country. The Telecruiser was completely designed and equipped by Allen B. DuMont Labs and built by the Flexible Corp. of Loudonville, Ohio.

DuMont Equipment to Rio

ALLEN B. DuMONT LABS' International Div. this month will ship $180,000 worth of tv equipment to Rio De Janeiro for Radio Tupi-Tv, said to be the largest radio-tv station there, it was announced last week by John W. Morrisey, manager of transmitter sales. The equipment includes a DuMont multi-scanner, five image-orthicon camera chains and other equipment. Radio Tupi-Tv plans to move to new and larger studio facilities this fall. The order was placed by Luiz Malheiros, chief engineer, who has been in the U. S. on a field trip.

The station is owned by Senator Assis Chateaubriand, who also has a tv outlet in Sao Paulo, Brazil, and has control of the largest radio network and newspaper chain in the country, Mr. Morrisey said.

Plea for Sheen

A CAMPAIGN to bring Bishop Fulton Sheen's weekly *Life Is Worth Living* program to the Canadian television network has been launched by the weekly Catholic publication *The Canadian Register*. In a front page editorial the paper pointed to "unreasonable and arbitrary techniques utilized by the Canadian Broadcasting Corp." to keep the program off the air. The paper praised CHCH-TV Hamilton, which will bring in the program from the U. S. starting Nov. 2. A coupon was attached to the editorial urging readers to write to CBC asking that the program be aired on the Canadian tv network.

VOA Beams to India, Pakistan

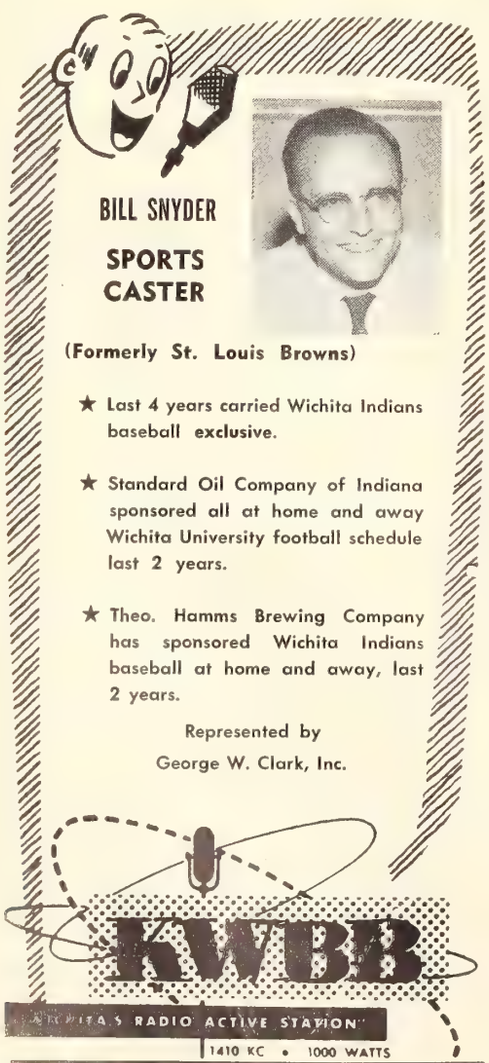
DIRECT shortwave service to India and Pakistan has been restored by Voice of America after a lapse of more than a year, VOA has reported. The 15-minute shortwaved newscasts are in four languages—Hindi and Urdu, broadcast six times a week; Tamil and Bengali, broadcast once a week—each newscast being followed by 15 to 30 minutes of transcribed programming from the Voice relay transmitter in Ceylon.

Union Rates Demanded

BECAUSE games of the Montreal Alouettes football team will be televised this fall, the American Federation of Musicians is demanding that musicians and cheerleaders, as well as performers in a special show for the half-time intermission, be paid at full union rates. AFM officials told the football club executive that the AFM would force cancellation of the intermission program if television union rates were not paid musicians and cheerleaders, since they would appear on the telecast of the game.

Three Join Canadian BBM

TWO advertising agencies, Imperial Adv. Ltd. Halifax, and Stewart-Bowman-Macpherson Ltd., Toronto, and one advertiser, Shell Oil Co. of Canada Ltd., Toronto, have joined the Bureau of Broadcast Measurement, Toronto. This brings the members of BBM to 139 broadcasting stations, 71 Canadian and U. S. advertising agencies, 42 Canadian and U. S. advertisers, and 13 Canadian and U. S. radio station representative firms.



KEEP YOUR EYES ON SALES



Use monthly sales graphs that tell you day-by-day how you stand against quotas, monthly comparatives, etc. Annual sales thermometers, full color map U.S.A. plus space for meetings and closing dates. Full year control pad $3.85.
THORNTON CO. Dept. BT-9
1036 Peachtree Atlanta, Ga.

IN PUBLIC INTEREST

Local Activities Promoted

WIRK-TV West Palm Beach, Fla., has inaugurated a weekly 10-minute *Bulletin Board* program which gives details about the forthcoming week's local civic, social and church activities. Each program also features a guest discussing some phase of community life.

Rescues Red Cross

WKBZ Muskegon, Mich., helped the Red Cross raise 159 pints of blood through radio appeals which the aid group had requested when its on-hand supply had dropped to three pints.

Councilmen on Record

"THIS WEEK IN CITY COUNCIL," a 30-minute tape-recorded condensation of the Cincinnati, Ohio, city council meetings, is again being aired over WSAI there. The weekly series, presenting to the public a first-hand account of its city government in action, was begun last December following election of the councilmen.

Attack on Polio

TALENT and production personnel of WTVJ (TV) Miami, Fla., donated their services to raise funds for the Emergency March of Dimes campaign. After the variety show at a local amusement park the entertainers turned auctioneers to sell merchandise and prizes donated by Miami merchants.

Candidate Roundup

CANDIDATES running for the offices of senator, representative, governor, governor's councilman, and sheriff are being interviewed by WKNE Keene, N. H., for a roundup program of tape-recorded opinions on topics connected with the jobs for which the candidates are vying. None of the candidates knows the questions to be discussed beforehand, but all trying for the same office will be asked the same questions thus presenting a comprehensive survey of the opinion of the candidates on a particular point.

KCOR Bucks Flood

OVER 200 tons of packaged foods, medicine, cigarettes, clothing, bedding, stoves and canned goods were collected from listeners and advertisers by KCOR San Antonio to aid victims of the recent Rio Grande River floods. Firms contributed local transportation and labor and the Air Force airlifted the perishable items and medicine to the disaster scene at the behest of the station. KCOR talent also voluntarily donated time to do a stage show to raise additional funds.

WREX-TV Vet Telethon

A TELETHON conducted by WREX-TV Rockford, Ill., for the Veterans March for Korea brought in $10,000 in pledges. Dick (Two-ton) Baker presided over the seven-hour event, the station reports. A battery of telephones was installed for the telethon. The program consisted of entertainment with local talent and talks by civic personalities.

WLFH Aids Red Cross

NINE needed blood donors were recruited within three hours after WLFH Little Falls, N. Y., broadcast an emergency appeal for the Red Cross, that station reports.

Dixon Draws Donations

OVER $18,000 was contributed to the Emergency March of Dimes drive after a request by Paul Dixon, star of DuMont's *Paul Dixon Show*, brought a record turnout of 1,300 to the studios of WCPO-TV Cincinnati, where his show originates, reports the station. The children, representing 102 organizations, collected the money in polio drive carnivals.

Safety on the Range

PICK TEMPLE, WTOP-TV Washington western personality, has been congratulated by Carlisle Johnstone, Director of Public Safety, Arlington County, Va., for his part in the child safety campaign being conducted by the cowboy star's sponsor, Giant food stores. Mr. Temple's picture appears on billboards advertisements calling for care in driving and he has organized a Giant Ranger club which children may join if they promise to follow a set of safety rules outlined on his television program.

WBBM Aids Motorists

WBBM Chicago is cooperating with local police by broadcasting information concerning the flow of traffic during morning rush hours. Official traffic reports are recorded on a direct line from the traffic section of the Chicago Park District, with police reporting from all points of the city. The reports are relayed to the WBBM master control room and played on the station's morning programs of news and music from 7:15 to 9 a.m. The service is designed to help motorists ascertain about accidents and other conditions likely to block the traffic flow leading downtown.

MILESTONES

► CBS Radio's *Let's Pretend* has entered its 25th year on the air. Jean Hight, director, and Maurice Brown, conductor and composer, have been with the program since its creation by the late Nila Mack.

► KEN CARPENTER, NBC-TV *Lux Video Theatre* and NBC Radio *Lux Radio Theatre*, will celebrate his 25th year as an announcer during the coming season.

► BILL HENRY, Mutual newsman, has started his 32d year in radio.

► WBCU Union, S. C., has celebrated its fifth anniversary.

► RADIO VICTORIA, Lima, Peru, recently celebrated its 10th anniversary.

► MORRIS B. SACHS, WLS Chicago, has celebrated the 20th anniversary of his *Amateur Hour* program.

► WCCO Minneapolis-St. Paul observes its 30th anniversary Oct. 2.

► KOA Denver's *Wells of Music* program aired its 1,000th broadcast Aug. 29.

► NBC-TV's *Ding Dong School* aired its 500th telecast Sept. 3.

► LEONARD J. PATRICELLI, program manager, WTIC-AM-FM Hartford, Conn., has

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.



► KCMC-TV Texarkana, Tex., has celebrated its first anniversary. C. E. Palmer, station president, participates in the ceremonies "on camera," his first appearance on radio or tv in 20 years of station ownership.

marked his 25th anniversary with the station. Mr. Patricelli joined the station in 1929 as a continuity writer and in 1935 was made a member of the production department. In 1940 he was appointed assistant to the program manager and promoted to program manager in 1943.

► TABERNACLE CHOIR, 375 voice group heard over CBS and originating from KSL-AM-FM Salt Lake City, has observed its 25th year of radio broadcasts.

► JOE LUGAR, orchestra leader with the Crosley Broadcasting stations, has celebrated his 25th year with the organization.

► MARY GULDIN, sales dept. contract supervisor, WCCO Minneapolis-St. Paul, has observed her 20th anniversary with the station. She was presented a $50 U. S. Savings Bond by Larry Haeg, general manager.

► WGEM-TV Quincy, Ill., observed its first anniversary Sept. 4.

RESEARCH CENTER TOUR

WHEN its new $1,250,000 mineral research center on the campus of the University of Utah was dedicated, the Kennecott Copper Corp. sponsored an educational hour and one-half camera tour of the plant over KTVT (TV) Salt Lake City.

KBIG INCREASES COVERAGE

RADIO homes within KBIG Avalon, Calif., half millivolt coverage area have increased 12% from 1952, with 4.86% of the national buying income, 4.83% of national retail sales and 4.04% of the U. S. population now lying within KBIG coverage, the station declares in a new coverage map and market data brochure being distributed to advertisers and agencies. Calling statistical attention to the growth of the Southern California market, the brochure reports the population in eight counties within the KBIG area has jumped almost 10%, from 5,887,000 to 6,459,000, since the station issued its 1952 market analysis. Retail sales, they say, have burgeoned 27%, from over $6.5 billion in 1952 to over $8.3 billion at present.

MODEL CONTEST COVERAGE

WBKB (TV) Chicago moved its cameras and crew to the Glenview Naval Air Station, Glenview, Ill., for a special events telecast of the 1954 National Model Airplane Championships. The remote was sponsored by Polk Bros. Central Appliance and Furniture Co., Chicago, with Jack Drees serving as host, narrator and guide. As a feature of the event, WBKB placed a camera aboard a Navy helicopter to give viewers a bird's eye look of the events taking place and a panoramic view of the Glenview installation.

JAZZ REVIVED

REVIVING memories of jazz twenty-five years ago, when Thrifty Drug Stores, L. A., were established, KLAC Hollywood and the drug firm jointly sponsored weekly Charleston contests at Hollywood Palladium during August, with station disc m.c.'s present to conduct and judge dancing.

KLAC BROCHURE

SOUTHERN CALIFORNIA radio listeners offer the advertiser an extra gift in an outdoor pattern of living, accompanied by car and portable radios, KLAC Hollywood reminded advertisers, agency executives and the trade press in a recent promotional brochure printed in a similar manner to a Christmas card. Calling this outdoor audience a year-around cost-per-thousand gift, KLAC heightened its message by accompanying each brochure with a sweater or a blouse to emphasize, "It's Christmas every month on KLAC."

WTTG (TV) COVERS LEGION

HEAVY interest response to WTTG (TV) Washington's afternoon coverage of the American Legion Parade last week prompted the station to extend the airing of the festivity into the evening. The parade was telecast from 2-4 p.m. and 5-6 p.m., with the evening added time from 7:30-8 p.m. and 8:30-9:30 p.m. Bill Malone, WTTG announcer, and Matthew Warren, station newscaster and Washington correspondent, announced the afternoon and evening sessions, respectively. Guests appearing on the show included Herbert Jacob, president of the Legion Convention Corp., and Herbert Walker, the Legion's national vice commander. Several "on-the-street" Legionnaires were also interviewed on the program.

WILLIAMS FANS SOLICITED

NATIONWIDE campaign to keep Ted Williams in baseball for at least another season has been instigated by Leo Egan, WBZ-WBZA Boston-Springfield. Mr. Egan is requesting Ted Williams' fans throughout the country to write to WBZ Boston 34, Mass., saying, "Please Ted, don't quit." Letters may contain any number of signatures. Mr. Egan intends to turn the signatures over to Ted at the end of the season, in the hope that the response will dissuade him from quitting the game after the 1954 season as he has announced.

WIS-TV ANNOUNCES 'GROWTH'

LETTERS to 1,500 advertisers and agencies announcing its proposed power increase and a doubling in set coverage since last July have been sent by WIS-TV Columbia, S. C. Effective the first week in September, WIS-TV, now operating on 106.5 kw, plans to boost power to 269 kw. In spite of the growth of the station it announces only one rate increase, the addition of Class AA time classification which covers announcements only. WIS-TV, affiliated with NBC, also reports it has signed up with the DuMont Tv Network, and will carry its National Football League games this fall.

WANTED: IDEAL PATIENT

DOCTOR or dentist who best describes the ideal patient—in 50 words or less—will win for his waiting room a unique prize offered by KNBC San Francisco disc m.c.-personality Doug Pledger. Winner gets 19 newspapers published in San Francisco and Oakland on and immediately after April 18, 1906, date of famed earthquake and fire. Bonus is 1887 edition of *San Francisco Examiner*. Contest rules: (1) Entrant must be a qualified physician or dentist, who resides in continental U. S. or an American possession; (2) Entry must be confined to 50 words or less and must be written (legibly in English—no Latin, please) on a prescription blank.

WNYC DRAMA SERIES

FOURTH annual *Great Plays Festival* was presented by WNYC New York, municipally owned radio outlet. The program series, Aug. 22-28, included 10 masterpieces of the world's dramatic literature, including a performance of Racine's "Andromaque" in the original French. The plays averaged two hours in length. *Great Plays Festival* was aired in co-

STANDARD Sound Effects Library
INDISPENSABLE
for every RADIO and TV STATION!
Biggest and best in the business. Over 1000 effects recorded from life with utmost realism and fidelity. On 78 r.p.m. vinyl plastic discs.
Send for FREE Catalog!
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

operation with the British Broadcasting Corp. and the French Broadcasting System and featured among others, Michael Redgrave, John Gielgud and Peggy Ashcroft in plays by Euripides, Shakespeare, Chekhov, Strindberg and others. The series was the seventh of 10 festivals which are part of WNYC's 13th anniversary jubilee.

WHO-TV BROCHURE

WHO-TV Des Moines, Iowa, is sending to advertisers and agencies a green and white brochure declaring "WHO-TV reaches *ALL* of central Iowa." Attached are two handsheets promoting the station's pulling power by giving the number of replies received from announcements. The brochure itself is complete with market information of the station and central Iowa.

WFIE-TV GOING AWAY

WFIE-TV Evansville, Ind., is sending to advertisers and agencies its new mascot—a race horse, by way of a mailing piece calling attention to the station's "leading" position in that city's market. The card, which shows a race track and the WFIE-TV horse, states that WFIE-TV commands 67.8% of the local tv audience, basing their figure on the June American Research Bureau report. The brochure bills the station as "A Walk-Away Winner . . ."

CKXL SCHOOL TOURS

WHEN school children write to CKXL Calgary and say they want to visit the station, the promotion staff arranges for a tour, starting with the sales department. CKXL tells the teachers and youngsters to pretend they want to buy some time on the air and the tour, after visiting the copywriting department, goes to other sections of the station, including the main controls where engineers explain operations. Highlight of the trip is an on-the-air interview with cowboy singers and participation on a singing program.

KNX SPOT CONTEST

WITH September designated as "Ralph Story Month" on KNX Hollywood, Mr. Story, host-m.c. there, will conduct a spot announcement writing contest among his listeners. The best six 20-second spots plugging his programs will be recorded by the winners and used throughout the month. The winners also will receive record-player prizes.

CHRC AIRS FROM BEACH

CHRC Quebec this summer conducted Saturday afternoon disc m.c. programs from the city's beach, featuring selections picked by bathers during the hour the show originated there. In addition, station personalities interviewed people at the beach during the show.

CKOV HOSTS CORRESPONDENTS

CKOV Kelowna, B. C., recently invited all of its rural news correspondents to that city to talk over the handling of new stories for the station and also to give them an outing, including a luncheon, a launch ride on Okanagan Lake and a flight in a seaplane.

CFCF HIGH SCHOOL PROGRAM

CFCF Montreal is conducting for high school students a weekday *High Time* program at 4:30 p.m., in which the students take over the half-hour program period. CFCF supplies a studio and an announcer and the students handle school news, interview personalities, select recorded musical programs and have musical debates and quizzes.



MECHANISM enabling microscopic slide objects to be seen over television is pointed to by John T. Murphy, vice president in charge of tv operations for Crosley Broadcasting Corp., licensee of WLWT (TV) Cincinnati and WLWD (TV) Dayton, Ohio. The gadget, used in the *Let There Be Life* series over those two stations, is fixed to a regular studio camera, enabling a look through the attached microscope. The *Let There Be Life* series, partly on film, deals with different phases of biology, operations and diseases. With Mr. Murphy are (standing) Marvin Walker, assistant director of Hospital Care Corp.; Norton Locke (l), producer-director of the series, and Frank Hart, scriptwriter.

'I LOVE COFFEE . . .'

PROMOTION by WREX-TV Rockford, Ill., on behalf of Butter Nut Coffee (Paxton-Gallagher Co., Omaha) recently paid off handsomely when the station sold enough of the product to serve 60,000 people attending the Trask Bridge Picnic in that city. The buyer was the purchasing committee of what the station describes as the world's largest farm picnic. The committee bought the coffee from Rollie Sponberg, WREX-TV's "Mr. Butter Nut." The promotion was used exclusively on WREX-TV.

EXPENSE PAID VACATION

AS PART of the Medford, Mass., Sales Days, a semi-annual effort by Medford merchants to promote sales, WHIL there offered as grand prize for shoppers during the sales a two-week expense paid vacation to Miami Beach. Rather ironically, the station reports, the winner was Chief Petty Officer Wilbert Reely who lives with his family in Warrentown, Fla., just 25 miles from Miami Beach. Nevertheless, Mr. Reely, with the cooperation of the Navy, will take his vacation, coming at the same time, incidentally, as the Reely's wedding anniversary.

REGIONAL TV NETWORK SHOW

NEW NBC-TV western division five-weekly early morning show, *7 to 8*, starts on KNBH (TV) Hollywood, KRON-TV San Francisco and KFSD-TV San Diego, from Sept. 27. The hour-long program (7-8 a.m.) precedes the Pacific coast showings of NBC-TV *Today* (8-9 a.m.). Joe Thompson produces *7 to 8*, with Howard Ross as his assistant, and Hollywood news and special events supervisor Roy Neal as newscaster.

WGIV BROCHURE

WGIV Charlotte, N. C., is sending to advertisers and agencies an illustrated brochure titled "KGIV . . . the Charlotte cyclotron." Including market and rate information, the brochure declares that Charlotte is the top market in the Carolinas. The booklet carries detailed information about WGIV's programming along with reasons why WGIV is "Everybody's Station." Finally, WGIV says "REMEMBER!!! You don't kill bears with BB's—You gotta use a LOTTA BOMBS!".

SEARS TV CAMPAIGN

IN CONJUNCTION with the opening of a new store in Denver, Sears, Roebuck & Co. purchased a saturation campaign on KBTV (TV) there. Included were eight one-minute spots per day for six days and five five-minute remote telecasts, featuring station personalities touring different departments in the stores. Finally, a one-half hour remote showing the complete opening of the store capped the campaign.

PERSONALIZED STATION

KVDO-TV Corpus Christi, Tex., is sending to advertisers and agencies a market brochure billing its city as the "Port of Play and Profit." The front of the folder is illustrated with "Kay Video," a girl in a space suit. "Kay Video," a play on the call letters, is the name

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

From Pulse May-June
WCKY—6.2
Net A—5.3
Net B—3.0
Net C—2.9
Net D—2.7

1947—1948
1949—1950
1951—1952
1953—1954

are YOU Buying a 6.2 Rating in Cincinnati?

WCKY CINCINNATI

adopted by KVDO-TV to make it a "personality" instead of a station. The brochure also bills programs and personalities of KVDO-TV, one being Jeanne Ramsey, who is Kay Video over station "Kay Video."

NOT BIGGEST, BUT 'FIRST'

FIRST network telecast to originate in San Antonio—a political address by Gov. Allan Shivers Aug. 23 in front of the Alamo in his campaign for re-election—was transmitted to 11 stations by WOAI-TV there, the station reports. Simultaneously it was broadcast by WOAI to 37 radio stations, with repeats bringing the total up to 45. The simulcast was the biggest radio-tv broadcast in the Southwest's history, according to the station.

SCIENTIFIC SELLING

SOCIAL science approach to advertising is recounted in a new brochure released by Weiss & Geller, Chicago advertising agency. Titled "Increasing Sales through Advertising Based on Human Motivations," the booklet contains case histories on how the agency creates ideas for new campaigns, sales meetings, premium deals, radio and tv programming and commercials. Ideas originally were outlined by Edward H. Weiss, agency president, at the U. of Michigan Advertising Conference at Ann Arbor May 7. Included is a section citing reasons for the success of Arthur Godfrey in selling products [B•T, May 24].

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Make-up Artists
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Station Authorizations, Applications
(As Compiled by B • T)
August 26 through Sept. 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,573	533	105
CPs on air	19	26	†304
CPs not on air	121	12	169
Total on Air	2,592	559	409
Total authorized	2,713	571	578
Applications in hearing	120	3	186
New station requests	167	5	16
New station bids in hearing	64	0	174
Facilities change requests	128	17	31
Total applications pending	714	103	227
Licenses deleted in July	0	0	0
CPs deleted in July	1	0	1

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,607	2,588	134	176	4
Fm	562	539	39	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	269	117	386
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242
Educational	55		28	27	55
Total	978	337	743	553	1,297

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC
Existing Tv Stations . . .
ACTIONS BY FCC

WALA-TV Mobile, Ala.—Pape Tv Co. granted mod. of CP for ch. 10 to change transmitter location to 0.6 mi. S of Hwy. 31, near Spanish Fort, Ala.; ERP 316 kw visual, 191 kw aural; antenna height above average terrain 620 ft. Granted Aug. 23; announced Aug. 31.

WEDM (TV) Munford, Ala.—Ala. Educ. Tv Commission granted mod. of CP for noncommercial educational ch. 7 to change ERP to 316 kw visual, 191 kw aural; antenna height above average terrain 2,000 ft. Granted Aug. 23; announced Aug. 31.

KOVR (TV) Stockton, Calif.—Tv Diablo Inc. granted STA to operate commercially on ch. 13 for the period ending Sept. 3. Granted Aug. 24; announced Aug. 31.

WTLC (TV) Champaign, Ill.—U. of Ill. granted mod. of CP noncommercial educational ch. 12 to change ERP to 55 kw visual, 27.5 kw aural; antenna height above average terrain 180 ft. Granted Aug. 24; announced Aug. 31.

WTVP (TV) Decatur, Ill.—Prairie Tv Co. granted mod of CP for ch. 17 to change ERP to 175 kw visual, 93.3 kw aural; antenna height above average terrain 540 ft. Granted Aug. 26; announced Aug. 31.

WTVH-TV Peoria, Ill.—Hilltop Bcstg. Co. granted mod. of CP for ch. 19 to change ERP to 214 kw visual, 115 kw aural; antenna height above average terrain 290 ft. Granted Aug. 23; announced Aug. 31.

WMTW (TV) Poland Spring, Me.—Mt. Washington Tv Inc. granted mod. of CP for ch. 8 to change description of studio location to Recarr Inn, Poland Spring; antenna height above average terrain 3,850 ft. Granted Aug. 26; announced Aug. 31.

KDAL-TV Duluth, Minn.—Red River Bcstg. Co. granted mod. of CP for ch. 3 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 800 ft. Granted Aug. 23; announced Aug. 31.

WIRI (TV) Lake Placid, N. Y.—Great Northern Tv Inc. granted mod. of CP for ch. 5 to change transmitter and studio location to Terry Mt., 7.3 miles W of Peru, N. Y.; ERP to 20 kw visual, 12 kw aural; antenna height above average terrain 1,200 ft. Granted Aug. 26; announced Aug. 31.

KTVX (TV) Tulsa, Okla.—Tulsa Bcstg. Co. granted STA to operate commercially on ch. 8 for the period ending Dec. 7. Granted Aug. 24; announced Aug. 31.

KBES-TV Medford, Ore.—Southern Ore. Bcstg System granted mod. of CP for ch. 5 to change studio location to 2,000 Crater Lake Hwy., Medford. Granted Aug. 23; announced Aug. 31.

WGLV (TV) Easton, Pa.—WGLV Inc. granted mod. of CP for ch. 57 to change studio location to 2857 Nazareth Pike, approximately 1 mile from Easton city limits. Granted Aug. 24; announced Aug. 31.

KELO-TV Sioux Falls, S. D.—Midcontinent Bcstg. Co. granted CP for ch. 11 to change ERP to 200 kw visual and 120 kw aural. Granted Aug. 23; announced Aug. 31.

KBMT (TV) Beamount, Tex.—Television Bcstrs Inc. granted mod. of CP for ch. 31 to change ERP to 224 kw visual and 117 kw aural. Granted Aug. 26; announced Aug. 31.

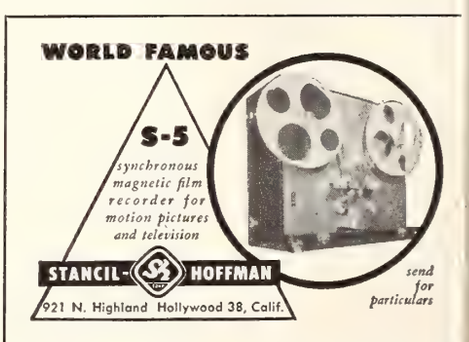
KGUL-TV Galveston, Tex.—Gulf Tv Co. granted mod. of CP for ch. 11 to change transmitter location to a point 27 miles from Galveston and 2 miles from Houston; ERP 261 kw visual and 13 kw aural. Granted Sept. 1.

APPLICATIONS

WIRI (TV) Bloomingdale, N. Y.—Great Northern Tv Inc. amends bid for mod. of CP for ch. to specify 19.95 kw visual, 12.02 kw aural; antenna height above average terrain 1,205 ft. Filed Aug. 26.

WHP-TV Harrisburg, Pa.—WHP Inc. seeks mod of CP for ch. 55 to change ERP to 182.8 kw visual 98.6 kw aural; antenna height above average terrain 909 ft. Filed Aug. 30.

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg Corp. seeks mod of CP for ch. 13 to change ERP to 316 kw visual, 160 kw aural; antenna height above average terrain 1,094 ft. Filed Aug. 30.



New Am Stations . . .

APPLICATION

Lakewood, Colo.—Maurice J. DaVolt, Julia W. DaVolt & Edythe G. Sweeney d/b as Lakewood Bcstg. Service, 1580 kc, 250 w daytime. Post office address 1315 Oak St., Lakewood. Estimated construction cost $13,311, first year operating cost $30,500, revenue $36,500. Principals in general partnership include **Maurice J. DaVolt** (⅓), mechanical, ordinance and and industrial engineer; **Julia W. DaVolt** (⅓), and **Edythe G. Sweeney** (⅓), government employe. Filed Aug. 25.

APPLICATION AMENDED

The Dalles, Ore.—Radio Mid-Columbia Inc. amends bid for new am station on 1490 kc 250 w unlimited to specify 1480 kc daytime. Filed Aug. 25.

Existing Am Stations . . .

APPLICATIONS

WHIL Medford, Mass.—Conant Bcstg. Co. seeks CP to change from 500 w to 1 kw on 1430 kc. Resubmitted Aug. 30.

WINX Rockville, Md.—Montgomery County Bcstg. Co. seeks CP to change operation on 1600 kc from daytime to 1 kw day, 500 w night, directional. Filed Aug. 30.

KAMQ Amarillo, Tex.—Top of Texas Bcstg. Co. amends application to change from 1 kw to 5 kw on 1010 kc to specify directional day and night. Filed Aug. 25.

New Fm Stations . . .

ACTION BY FCC

Harrisonburg, Va.—Board of Trustees of Eastern Mennonite College granted CP for new noncommercial educational fm station on ch. 201 (88.1 mc), power of 10 w; antenna height above average terrain 80 ft. Granted Aug. 23; announced Aug. 31.

Existing Fm Stations . . .

STATION DELETED

WTAR-FM Norfolk, Va.—WTAR Radio Corp. FCC granted request to cancel license and delete fm station on ch. 247. Deleted Aug. 27; announced Aug. 31.

Ownership Changes . . .

ACTIONS BY FCC

KENI Anchorage, KFAR Fairbanks, KJNO Juneau, KABI Ketchikan, Alaska—Midnight Sun Bcstg. Co. granted voluntary transfer of control to The Lathrop Co. through sale of 87.99% interest for $219,300. Sale is to pay off in part debt to Lathrop Co. of $220,000. Granted Sept. 1.

KMOD Modesto, Calif.—Radio Modesto Inc. granted voluntary transfer of control to John E. Griffin, W. W. Giddings Jr. and D. G. Reeves through sale of 50% interest by John H. Schacht to corporation for $42,000. Corporation sells ⅓ interest to Mr. Reeves for $21,000. Each partner will now own ⅓ interest. Granted Sept. 1.

KGIW Alomosa, Colo.—E. L. Allen granted involuntary assignment of license to Delbert Lloyd Allen, administrator of the estate of E. L. Allen, deceased. Granted Aug. 25; announced Aug. 31.

WCNX Middletown, Conn.—Middlesex Bcstg. Co. granted transfer of control to Richard H. O'Brien and William J. OBrien Jr. through purchase of remaining 50% interest from Middletown Press Pub. Co. for $26,500. Messrs. Richard and William O'Brien will now be sole owners. Granted Sept. 1.

WDOV Dover, Del.—Delaware State Capital Bcstg. Corp. granted involuntary transfer of control to Florence H. Freed and City Bank & Trust Co., executors of the Estate of Cecil F. Freed (100%), deceased. Granted Aug. 27; announced Aug. 31.

WSIR Winter Haven, Fla.—Citrus Belt Bcstrs. Inc. granted voluntary transfer of control to Tom Moore, L. Orden Craig, Nellie H. Fowler and Henry L. Jollay through purchase of 70.59% interest for $114,000. Principals include **Tom Moore,** president-principal stockholder Tom Moore Productions Inc., producer-packager of radio-tv programs; **L. Orden Craig,** WSIR chief engineer; **Henry L. Jollay,** attorney; **Nellie H. Fowler,** WSIR employe. Granted Sept. 1.

WGAA Cedartown, Ga.—Timm Inc. granted voluntary assignment of license to J. Franklin Proctor and T. Frank Proctor d/b as Polk County Bcstg. Co. for $39,000. Principals in partnership include **J. Franklin Proctor** (50%), announcer-engineer WWGS Tifton, Ga., and 50% owner of applicant for new am station on 1490 kc at Quitman, Ga., and his father **T. Frank Proctor** (50%), Grady County, Ga., tax commissioner. Granted Sept. 1.

WINI Murphysboro, Ill.—Evers Mick & Donald Lee Ritter d/b as Jackson Bcstg. Co. granted voluntary assignment of CP to Cecil W. Roberts for $22,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Chanute, Kan., and WBLN-TV Bloomington, Ill. Granted Sept. 1.

WHOT South Bend, Ind.—South Bend Bcstg. Corp. granted voluntary assignment transfer of control to Michiana Telecasting Corp. for $140,000. Michiana is permittee of new tv station on uhf ch. 46 at Notre Dame. Michiana is owned by U. of Notre Dame du Lac. Granted Sept. 1.

WTBO-AM-TV Cumberland, Md.—Md. Radio Corp. granted voluntary assignment of license to individual stockholders Charles E. Smith, George H. Clinton, Edwina S. Clinton, Ben K. Baer, Frank A. Baer, Helen K. Baer, Howard L. Chernoff, Melva G. Chernoff, Lydia Busch and May K. Ames. Granted Sept. 1.

WTBO-AM-TV Cumberland, Md. — Individual stockholders of Md. Radio Corp. granted voluntary assignment of license to Tenn. Valley Bcstg. Corp. for $110,000. Principals include President **Arthur W. German** (60%), former Eastern Div. Sales Manager for Republic Pictures Corp., Vice President **Edward G. Murray** (30%), film buyer WPTZ (TV) Philadelphia, and Secretary-Treasurer **Morris H. Bergreen** (10%), attorney. Assignment is contingent on FCC approval to transfer of assets to individual stockholders. Granted Sept. 1.

WSSO Starkville, Miss.—Grady Imes, Ruth Hartness, executrix of the estate of James P. Hartness, deceased, C. G. Hollinshead & Joe Phillips d/b as The Starkville Bcstg. Co. granted assignment of license to Joe Phillips, Grady Imes, C. G. Hollinshead & Harriet K. Hartness d/b as The Starkville Bcstg. Mrs. H. K. Hartness is beneficiary of 25% interest of the late James P. Hartness. Granted Sept. 1.

KGEZ Kalispell, Mont.—Donald C. Treloar granted voluntary assignment of license to KGEZ Inc. for $100,000. Principals include **KBOW Butte, Mont.** (88.1%), **Frank Reardon** (0.2%), **Helen Reardon** (0.2%), **Mary Adele Sullivan** (11%), and **Albert H. Schumacker** (0.2%). Individual stockholders own KBOW. Granted Sept. 1.

WHIZ Zanesville, Ohio—Clay Littick, et al., d/b as Southeastern Ohio Tv System granted assignment of CP to new partnership under same name. Partnership is composed of The Zanesville Pub. Co. (63%); Southeastern Ohio Bcstg. System Inc. (20%); Ernest B. Graham (11%), and Clarence A. Graham (6%). There is no substantial change in ownership as Mr. Littick is 87.5% owner of Zanesville Pub. Co., which in turn owns 60% of Southeastern Ohio Bcstg. Granted Aug. 25; announced Aug. 31.

KBOY Medford, Ore.—Clarence E. Wilson & P. D. Jackson d/b as Medford Bcstg. Co. granted assignment of license to Clarence E. Wilson, P. D. Jackson and William H. Hansen d/b as K-Boy Bcstrs. Mr. Hansen purchases ⅓ interest at book value. Each partner will now own ⅓ interest. Granted Sept. 1.

WCOR Lebanon, Tenn.—The Lebanon Bcstg. Co. granted voluntary acquisition of control by Theodore F. Ezell Jr. through purchase of 44.5% interest from G. Paul Crowder for $18,000. Mr. Ezell will now own 60% interest. Granted Sept. 1.

WSIK-AM-TV Nashville, Tenn. — Louis R. Draughon, individually and trustee for Jacquelyn Draughon d/b as WSIX Bcstg. Station granted voluntary assignment of license to WSIX Inc. for $800,000. Principals include President **Robert D. Stanford Jr.,** lumber and business supplies merchant; Vice President-Treasurer **W. H. Criswell** (⅓), real estate broker, and Vice President-Secretary **Louis R. Draughon** (⅓). Granted Sept. 1.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. granted transfer of control from Life & Casualty Insurance Co. of Tenn. to T. B. Baker Jr. and A. G. Beaman through sale of 50% interest for $100,000. Purpose of the sale is to effectuate merger agreement for the ch. 5 facility. Granted Sept. 1.

WRTA
Altoona, Pa.
Thirty years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!
Roy F. Thompson
Represented by
Robert Meeker Associates

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.


HOTEL New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business
So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

KANN Sinton, Tex.—San Patrico Bcstg. Co. granted voluntary assignment of negative control (50%) to Charles W. Balthrope for $20,000. Mr. Balthrope owns 94% of KITE-AM-FM San Antonio, 4% KDUB-AM-TV Lubbock, and ⅓ of KENN Kennedy, all Texas. Granted Sept. 1.

KTXL-AM-TV San Angelo, Tex.—Westex Bcstg. Co. granted voluntary transfer of control to A. D. Rust, B. P. Bludworth, Lowell Smith and Marshall Formby through sale of 50 shares to Marshall Formby and Lowell Smith for $20,000. Mr. Formby is owner KPAN Hereford, 40% owner KELD Floydada, ⅔ owner KSML Seminole, and ⅓ owner WTUE Tulia, all Texas. Mr. Smith is a rancher and banker. Granted Sept. 1.

WPLH Huntington,, W. Va.—Huntington Bcstg. Corp. granted voluntary transfer of control to Cy Bahakel for $50,000. Mr. Bahakel is owner of WABG Greenwood, Miss., WKIN Kingsport, Tenn., WRIS Roanoke, Va., and WKOZ Kosciusko, Miss. Granted Sept. 1.

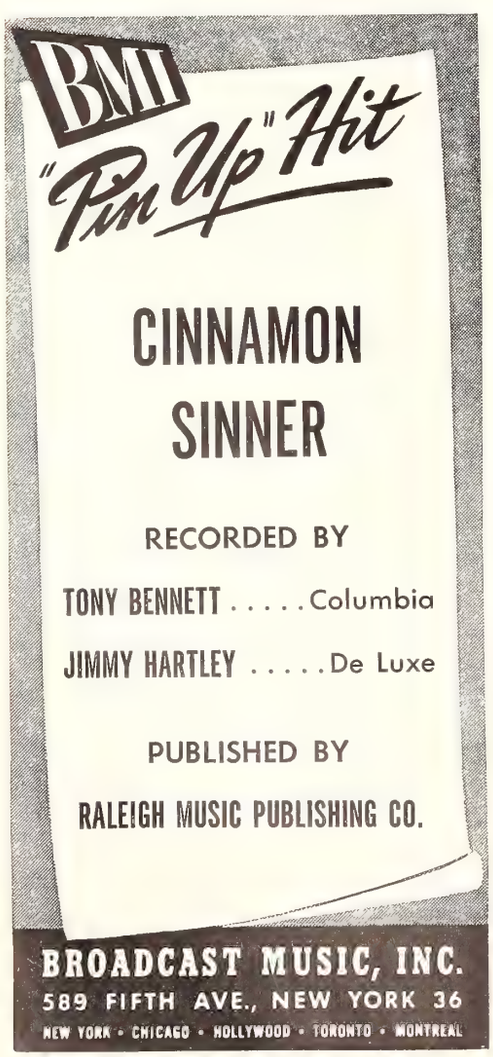
KOWB Laramie, Wyo.—Snowy Range Bcstg. Co. granted voluntary transfer of control to John Alexander & George B. Dent Jr. through sale of all stock for $60,000. Principals include **John Alexander** (50%), ½ owner KODY North Platte, Neb., and **George B. Dent Jr.** (50%), ½ owner KODY. Granted Sept. 1.

APPLICATIONS

KLOK San Jose, Calif.—E. L. Barker & Erwin L. Barker, administrator of the estate of Claribel Barker, deceased, Paul Grimm, administrator of the estate of T. H. Canfield, and Opal A. Canfield d/b as Valley Bcstg. Co. seek voluntary assignment of license to E. L. Barker (20%), Estate of Claribel Barker (40%), and Erwin L. Barker (40%). The Canfields 20% interest is being sold for $7,500. Filed Aug. 23.

KCSJ-AM-TV Pueblo, Colo.—Douglas D. Kahle & Robert L. Clinton d/b as Star Bcstg. Co. seek voluntary assigment of license to Star Bcstg. Co. No consideration involved as partners retain identical interests. Filed Aug. 24.

KCSJ-AM-TV Pueblo, Colo. — Star Bcstg. Co. seeks voluntary transfer of control to Bankers Life and Casualty Co. to settle loan of $323,000. Bankers Life is owner of KGA Spokane, Wash.



Principals include Pres. **John MacArthur** (30%); Vice Pres. **M. H. Wettaw** (10%); Exec. Vice Pres. **L. J. Lehane** (10%), and Sec. **C. T. Hyland (MacArthur)** (13.3%). Filed Aug. 24.

WSWN Belle Glade, Fla.—Seminole Bcstg. Co. seeks voluntary transfer of control to E. D. Rivers Jr. through sale of all stock for $60,000. Mr. Rivers is owner WEAS Decatur, WJIV Savannah, WGOV-AM-TV Valdosta, all in Georgia, and KWEM Memphis, Tenn. Filed Aug. 25.

WMMB Melbourne, Fla.—Melbourne Bcstg. Corp. seeks voluntary transfer of control to Louis G. Bessler and Erna Bessler through sale of 334 shares of stock for $77,500. Mr. Bessler is former coffee distributor salesman. Filed Aug. 23.

WFGM Fitchburg, Mass.—The Wachusett Bcstg. Corp. seeks voluntary acquisition of control by David M. Myers through purchase of 62% interest for $15,050. Mr. Myers will now own 89%. Filed Aug. 27.

WTAC Flint, Mich.—Trendle-Campbell Bcstg. Corp. seeks voluntary transfer of control to Radio Hawaii Inc. for $91,000 and assumption of liabilities up to $196,182. Radio Hawaii Inc. is licensee of operator of KPOA Honolulu and is subsidiary of Tele-Trip Policy Co., aviation insurance. Principals include Pres. **John M. Shasheen**; Sec. **Philip Gandert**, and Treas. **Joseph P. Kane**. Filed Aug. 27.

KVBC Farmington, N. M.—Luella M. Bowles & Marvin E. Bowles d/b as Valley Bcstg. Co. seek voluntary assignment of license to Cloyed O. Kendrick, Hugh D. Landis & Marvin E. Bowles d/b as Radio Station KVBC through sale of ⅔ interest by Mr. & Mrs. Bowles for $40,000. Principals include **Cloyed O. Kendrick** (⅓), general manager KVBC, and **Hugh D. Landis** (⅓), stockholder KANS Wichita, Kans. and KRGV Weslaco, Tex. Filed Aug. 26.

WEAN Providence, R. I.—General Teleradio Inc. seeks voluntary assignment of license to Providence Journal Co., operator of WPJB there, for $260,000 cash and $18,200 for real estate, *Journal* will surrender WPJB upon FCC approval to sale. Filed Aug. 27.

WMCH Church Hill, Tenn.—Harry J. Morgan & Thales E. Wallace d/b as Twin Cities Bcstg. Co. seek voluntary assignment of license to Thales E. Wallace. Mr. Wallace purchases Mr. Margon's ½ interest for $17,784. Filed Aug. 30.

WJZM Clarksville, Tenn.—Elmer T. Campbell & John P. Sheftall d/b as Campbell and Sheftall seek involuntary assignment of license to Gladys W. Campbell, executrix of the estate of Elmer T. Campbell (60%), deceased, and John P. Sheftall (40%), d/b as Campbell and Sheftall. Filed Aug. 30.

KUTI Yakima, Wash.—Walter N. Nelskog tr/as Independent Bcstrs. seeks voluntary assignment of CP to Walter N. Nelskog (50%), D. Gene Williams (25%) & Delbert Bertholf (25%), d/b as Independent Bcstrs. of $7,500. Messrs. Williams and Bertholf are associated in the management and ownership of KSPO Spokane, Wash. Filed Aug. 30.

KDDD Dumas, Tex.—North Plains Bcstg. Corp. seeks voluntary transfer of control to Lucian W. Spencer and William L. Spencer through sale of 210 shares of stock for $44,000. The Spencer brothers are associated in ownership and management of North Plains Telephone Co. Filed Aug. 27.

WFOX Milwaukee, Wis.—Wisconsin Bcstg. System Inc. seeks voluntary assignment of license to Business Management Inc. for $100,000. Principals include Pres.-Treas. **Joseph A. Clark** (100%), dairy and food products; Sec. **Chas. L. Goldberg**, attorney, and Vice Pres. **Edward Stillman**, accountant. Filed Aug. 23.

Hearing Cases . . .

INITIAL DECISIONS

Des Moines, Iowa—New tv, vhf ch. 8. FCC Hearing Examiner Millard F. French issued initial decision looking toward grant of the application of Cowles Bcstg. Co. for CP for new tv station on ch. 8 in Des Moines, Iowa, and denial of the competing application of Murphy Bcstg. Co. Action Aug. 27.

Memphis, Tenn.—New tv, vhf ch. 3. FCC Hearing Examiner Claire W. Hardy issued intial decision looking toward grant of the application of Hoyt B. Wooten, d/b as WREC Bcstg. Service, for a CP for a new tv station on ch. 3 in Memphis, Tenn., and denial of the competing application of WMPS Inc. Action Aug. 30.

APPLICATIONS

Albany-Schenectady, N. Y.—FCC by memorandum opinion and order, denied petition by Hudson Valley Bcstg. Co., permittee of tv station WROW-TV, ch. 41, Albany, N. Y., filed Aug. 5, insofar as petition requests reconsideration of Commission's action of July 7, which granted without hearing the application of Van Curler Bcstg. Corp., WTRI (TV), for mod. of CP to change principal community to Albany, N. Y., and to maintain main studio outside Albany, except with respect to hearing; ordered that, effective immediately, the effective date of the above mentioned grant to WTRI is postponed pending a final determination by the Commission with respect to Hudson Valley's protest; designated said application for hearing on Sept. 20, and made protestant and the Chief Broadcast Bureau parties to the proceeding. Action Sept. 1.

KNGS Handford, Calif.—Hanford Bcstg. Co. FCC Comr. Robert E. Lee granted petition to dismiss without prejudice its bid to change from 1 kw, directional night to 5 kw, directional day and night on 620 kc. Granted Sept. 1.

Routine Roundup . . .

August 26 Applications

ACCEPTED FOR FILING

Modification of CP

WORX Madison, Ind., Electronic Laboratories Inc.—Mod. of CP (BP-8835) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6626).

Application Returned

Plant City, Fla., R. E. Hughes—CP for new standard broadcast station on 1570 kc with power of 250 w and daytime hours of operation.

WCFV Clifton Forge, Va., Clifton Forge Bcstg. Corp.—(BR-2540).

License for CP

WCIA (TV) Champaign, Ill., Midwest Television Inc.—License to cover CP (BPCT-1125) as mod. which authorized new tv station (BLCT-224).

August 27 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner Robert E. Lee

Chattanooga, Tenn.,WDOD Bcstg. Corp., Mountain City Tv Inc.—Granted petition of WDOD for an extension of time to and including Sept. 7, in which to file exceptions to initial decision re ch. 3 (Dockets 10438-39).

Granted motions of the Chief Broadcast Bureau and Mass. Bay Telecasters Inc., for leave to file additional pleadings in proceeding re ch. 5 in Boston, Mass. (Dockets 8739 et al.); and the "Motion to Strike" and "Response to Matheson's Replies" filed by Mass. Bay Telecasters Inc. on Aug. 13, and "Supplement to Opposition of Chief Broadcast Bureau of Petition to Enlarge Issues", filed by the Chief Broadcast Bureau are accepted for filing; denied request of Matheson for oral argument.

Denied motions of Television East Bay for leave to file additional pleadings in proceeding re ch. 2 in Oakland, Calif. (Dockets 8888 et al.); and dismissed other pleadings directed against dismissal of the application of San Francisco-Oakland Tv Inc.

Naples, Fla., Collier County Bcstrs. Inc.—Cancelled proceeding in re protest of Robert Hecksher, licensee of WMYR Ft. Myers, Fla., to grant of Collier County application (Docket 11044; BP-9119), because the CP was deleted on Aug. 20 on request of permittee. (Action taken 8/23).

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

By Hearing Examiner Herbert Sharfman

Latrobe, Pa., Latrobe Bcstrs.—Granted petition for continuance of hearing from Aug. 30 to Sept. 13, in re application for new am facilities (Docket 10428). (Action of 8/25.) Granted petition of Central Bcstg. Co. to accept its late appearance in this proceeding. (Action taken 8/26.)

By Hearing Examiner Annie Neal Huntting

Issued a statement setting forth requirements which shall govern the course of hearing in re applications of Mercer Bcstg. Co., Trenton, N. J., et al., for am facilities (Dockets 10931 et al.); cancelled hearing heretofore scheduled for Sept. 16; ordered that exhibits comprising the full direct case shall be exchanged on Sept. 13, and directed the parties to appear for a pre-hearing conference on Sept. 20. (Action taken 8/26.)

By Hearing Examiner Elizabeth C. Smith

WELO Tupelo, Miss, Tupelo Bcstg. Co.—Directed counsel for all parties to appear for a prehearing conference on Sept. 9, in re application for am facilities (Docket 11002).

By Hearing Examiner J. D. Bond

Whitefish Bay, Wis., Independent Television Inc.—Granted petition for leave to amend its application for tv ch. 6 (Docket 11009 et al) to show current information about its directors and stockholders.

By Hearing Examiner Elizabeth C. Smith

Granted petition of the Chief Broadcast Bureau, for continuance of further hearing in re application of WCUE Akron, Ohio, from Sept. 1, pending action by the Commission upon the petition to delete issues and remove intervenor from the proceeding, to a date to be fixed by later order (Docket 10851).

August 27 Applications

ACCEPTED FOR FILING

Modification of CP

WLDB Atlantic City, N. J., Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co.—Mod. of CP (BP-8090) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6627).

Renewal of License

WFAI Fayetteville, N. C., Ralph E. Hess—BR-1927.

WCFM (FM) Washington, D. C., Cooperative Bcstg. Assn.—BRH-316.

WTRI-FM Philadelphia, Pa., Temple U.—BRED-107.

WTVN-TV Columbus, Ohio, WTVN Inc.—BRCT-38.

Application Returned

WHIL Medford, Mass., Conant Bcstg. Co. Inc.—CP to increase power from 500 w to 1 kw and change type transmitter.

License for CP

WWOR-TV Worcester, Mass., Salisbury Bcstg. Corp.—License to cover CP (BPCT-1068) as mod. which authorized a new tv station. (BLCT-226.)

WDBO-FM Orlando, Fla., Orlando Bcstg. Co.—License to cover CP (BPH-1911) which authorized changes in licensed station (BLH-993).

KNEV (FM) Reno, Nev., Everett B. Cobb—License to cover CP (BPH-1769) as mod. which authorized new fm station (BLH-992).

WAWZ-FM Zarephath, N. J., Pillar of Fire Inc.—License to cover CP (BPH-1858) as mod. which authorized new fm station (BLH-991).

Remote Control

WGKV-FM Charleston, W. Va., Kanawha Valley Bcstg. Co.—BRCH-106.

Modification of CP

WLEU-TV Erie, Pa., Commodore Perry Bcstg. Service Inc.—Mod. of CP (BPCT-1283) which authorized new tv station for extension of completion date to 3-30-55 (BMPCT-2434).

KETA (TV) Oklahoma City, Okla., The Okla. Educational Television Authority.—Mod. of CP (BPET-21) as mod., which authorized new noncommercial tv station to extend completion date from 9-18-54 (BMPET-46).

KBES-TV Medford, Ore., Southern Oregon Bcstg. Co.—Application for extension of completion date to 3-4-55 (BMPCT-2421).

August 30 Applications

ACCEPTED FOR FILING

Renewal of License

WSID Essex-Baltimore, Md., United Bcstg. Co. of Eastern Md. (BR-1838); WMBL Morehead City, N. C., Carteret Bcstg. Co. (BR-1564); WACH Newport News, Va., Eastern Bcstg. Corp. (BR-1749); WRAP Norfolk, Va., Cavalier Bcstg Corp. (BR-1866). WSVS-FM Crewe, Va., Southern Virginia Bcstg. Corp.—(BRH-462).

Application Returned

WWON-FM Woonsocket, R. I., Woonsocket Bcstg. Co. —Construction permit to make changes in existing station change frequency to 106.3. Returned 8-19-54 incorrectly signed.

License for CP

KIDO-TV Boise, Idaho, KIDO Inc.—License to cover CP (BPCT-880) as mod. which authorized new tv station and to designate transmitter and studio location as 700 Crestline Drive, Boise, Ida. (not a move) (BLCT-230)

Modification of CP

WQXN-TV Cincinnati, Ohio, Robert W. Rounsaville.—Mod. of CP (BPCT-1681) as mod., which authorized new tv station for extension of completion date to June, 1955 (BMPCT-2432).

WSHA (TV) Sharon, Pa., Leonard J. Shafitz—Mod. of CP (BPCT-1509) which authorized new tv station for the extension of completion date to 3-27-55 (BMPCT-2435).

WSVA-TV Harrisonburg, Va., Shenandoah Valley Bcstg Corp.—Mod. of CP (BPCT-1324) as mod., which authorized new tv station for extension of completion date to 3-28-55 (BMPCT-2433).

August 31 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of August 27

Remote Control

KVLC Little Rock, Ark., Southern Bcstg. Co.—Granted authority to operate transmitter by remote control.

WBKH Laurel, Miss., Hattiesburg Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted License

WDBO-FM Orlando, Fla., Orlando Bcstg. Co.—Granted license covering changes in fm station (BLH-993).

KNEV (FM) Reno, Nev., Everett B. Cobb—Granted license for fm station (BLH-992).

KBSF Springhill, La., Springhill Bcstg. Co.—Granted license for am broadcast station; 1460 kc, 1 kw, D (BL-5400).

WLWD (TV) Dayton, Ohio, Crosley Bcstg. Corp.—Granted license covering changes in facilities of tv broadcast station (BLCT-169).

KING-TV Seattle, Wash., King Bcstg. Co.—Granted license covering changes in facilities of tv broadcast station (BLCT-176).

Modification of CP

KETA Oklahoma City, Okla.—Granted extension of completion date to 3-17-55.

Actions of August 26

Granted License

WAWZ-FM Zarephath, N. J., Pillar of Fire Inc.—Granted license for fm broadcast station (BLH-991).

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted license covering change in transmitter location (BL-5403).

KHOB Hobbs, N. M., Lea County Bcstg. Co.—Granted license for am broadcast station; 1280 kc, 1 kw, D (BL-5404).

WANA Anniston, Ala., Anniston Radio Co.—Granted license for am broadcast station; 1490 kc, 250 w, U; condition (BL-5405).

WWKO Ashland, Ky., States Bcstg. System Inc.—Granted license for am broadcast station; 1420 kc, 5 kw, D (BL-5402).

KCHV Coachella, Calif., Coachella Valley Bcstg. Co.—Granted license for am broadcast station; 970 kc, 1 kw, D (BL-5410).

WKBL Covington, Tenn., Tipton County Bcstg. Co.—Granted license for am broadcast station; 1250 kc, 1 kw, D (BL-5414).

WKMT Kings Mountain, N. C., Southern Radiocasting Co.—Granted license covering increase in power; 1220 kc, 1 kw, D (BL-5396).

KLTZ Glasgow, Mont., The Glasgow Bcstg. Co.—Granted license for am broadcast station; 1240 kc, 250 w, U (BL-5413).

KWIL Albany, Ore., Central Willamette Bcstg. Co.—Granted license covering change in facilities, installation of new transmitter and DA for day and night (DA-2) and change transmitter location; 790 kc, 1 kw, DA-2, U (BL-5284).

KJOE Shreveport, La., Audiocasting Inc.—Granted license for am broadcast station; 1480 kc, 1 kw, D (BL-5401).

KCNC Fort Worth, Tex., Blue Bonnet Bcstg. Corp.—Granted license covering change in transmitter location (BL-5411).

KLPW Union, Mo., Franklin County Bcstg. Co.—Granted license for am broadcast station; 1220 kc, 250 w, D (BL-5417).

KSML Seminole, Tex., Seminole Bcstrs.—Granted Mod. of CP for approval of antenna, transmitter and studio locations; condition (BMP-6344).

KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location and change type of transmitter; condition (BMP-6553).



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Actions of August 25

Granted License

WDSU-FM New Orleans, La., WDSU Bcstg. Corp.—Granted license covering change in ERP, antenna height and antenna system (BLH-990).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WRWB Kissimmee, Fla.; WJHP Jacksonville, Fla.; WHEE Martinsville, Va.; WEOA Evansville, Ind.; WCOA Pensacola, Fla.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WGEM-TV Quincy, Ill., to 3-24-55; KMID-TV Midland, Tex., to 3-1-55; WHCI Hartford City, Ind., to 1-1-55.

Actions of August 24

Program Authority

New York, N. Y., Columbia Bcstg. System Inc.—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under the control of the Canadian Broadcasting Corp. for the period beginning 9-15-54.

Authority Cancelled

KBAK Bakersfield, Calif., Bakersfield Bcstg. Co.—Granted request for cancellation of authority to change from DA-1 to DA-2 (BML-1490; BMP-6445).

Granted CP

WACA-TV Camden, S. C., Camden Bcstg. Corp.—Granted CP to replace expired CP (BPCT-1544) as mod. which authorized new commercial tv station (BMPCT-1889); completion date 2-24-55.

Modification of CP

Granted Mod. of CP's for extension of completion date as shown: WBRD Ft. Lauderdale, Fla., to 1-24-55, conditions; WJNO-TV West Palm Beach, Fla., to 3-15-55; WHFC-TV Chicago, Ill., to 3-7-55; KHQA-TV Hannibal, Mo., to 3-24-55; KRGV-TV Weslaco, Tex., to 3-15-55; WFMY-TV Greensboro, N. C., to 3-22-55; WREX-TV Rockford, Ill., to 3-15-55; WSEE (TV) Erie, Pa., to 3-1-55; WCKG (TV) New Orleans, La., to 2-17-55; WELI-TV New Haven, Conn., to 2-24-55; WWLA (TV) Lancaster, Pa., to 3-15-55.

Actions of August 23

Granted License

WSTR Sturgis, Mich., WSTR Inc.—Granted license covering change in facilities and type transmitter; 1230 kc, 250 w, U. (BL-5382).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WMIN-TV St. Paul, Minn., to 3-1-55; WQXL-TV Louisville, Ky., to 3-15-55; WMTW (TV) Poland, Me., to 3-8-55; WKAQ-TV San Juan, P. R., to 2-15-55; WOHO Toledo, Ohio, to 11-23-54; WNRI Woonsocket, R. I., to 11-30-54.

August 31 Applications

ACCEPTED FOR FILING

Renewal of License

WFRC Reidsville, N. C., Piedmont Carolina Bcstg. Co.—(BR-1625).

WCOS Columbia, S. C., Radio Columbia—(BR-1024).

WLCM Lancaster, S. C., Royal Bcstg. Co.—(BR-2675).

WCFV Clifton Forge, Va., Clifton Forge Bcstg. Corp.—(BR-2540, Resubmitted).

Remote Control

KVLC Little Rock, Ark., Southwestern Bcstg. Co.—(BRC-507).

WBKH Hattiesburg, Miss., Hattiesburg Bcstg. Co.—(BRC-505).

Modification of CP

WJDM (TV) Panama City, Fla., J. D. Manly—Mod. of CP (BPCT-1571) as mod. which authorized new tv station for extension of completion late to 1-2-55 (BMPCT-2431).

WHCU-TV Ithaca, N. Y., Cornell U.—Mod. of CP (BPCT-534) as mod. which authorized new tv station for extension of completion date to 3-7-55 (BMPCT-2436).

September 1 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner J. D. Bond

Issued an order amending the First Pre-trial Order dated Aug. 13, in re applications of The Toledo Blade Co., et al., for ch. 11 in Toledo, Ohio (Dockets 11084 et al.), in accordance with informal requests submitted on Aug. 20 and 24 by Community Bcstg. Co. and Great Lakes Bcstg. Co. (Action of 8/30).

Issued the First Pre-trial Order in proceeding re applications of Independent Television Inc., et al., for ch. 6 in Whitefish Bay, Wis., which shall govern the course of further proceedings to the extent indicated, and further ordered that a further conference shall convene on Nov. 3 (Action taken 8/27) (Docket 11009 et al.).

By Hearing Examiner H. Gifford Irion

Buffalo, N. Y., Great Lakes Television Inc.; Greater Erie Bcstg. Co.; WKBW-TV Inc.—By memorandum opinion and order granted joint request of applicants for elimination of points of reliance, in re proceeding for ch. 7 (Dockets 10968 et al.).

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., James A. Noe and Co.—Granted motion for continuance of further hearing from Sept. 7 to Oct. 4, 1954, in re applications for ch. 4 (Dockets 8936 et al.).

On motion by Allegheny Bcstg. Corp., rescheduled the procedural steps in proceeding re ch. 4 for Irwin, Pa. (Dockets 7287 et al.), as follows: Sept. 20: exchange of exhibits comprising full direct case of each applicant; Oct. 8: conference after exchange of exhibits; Oct. 18: hearing for receiving exhibits and taking of testimony.

By Hearing Examiner William G. Butts

Ordered that a further conference in re applications of Key Bcstg. System Inc., Bay Shore, N. Y., et al., for am facilities (Dockets 10379 et al.), shall be held Oct. 15, and continued hearing now scheduled for Oct. 5 to Oct. 25.

By Hearing Examiner Herbert Sharfman

Newburgh, Ind., Southern Indiana Bcstrs. Inc.; Mt. Vernon, Ind., Mt. Vernon Bcstg. Co.—Granted motion filed by Mt. Vernon for leave to amend its am application (Docket 11077; BP-9124), to submit revised program information.

By Hearing Examiner Harold L. Schilz

KSEY Seymour, Tex., William C. Moss—On petition of KSEY, postponed hearing now set for Aug. 31, until further order by the Examiner (Docket 10218; BML-1473).

September 1 Applications

ACCEPTED FOR FILING

Renewal of License

WABZ Albemarle, N. C., Radio Station WABZ Inc.—(BR-1596).

WBBB Burlington, N. C., Alamance Bcstg. Co.—(BR-1147).

WLTC Gastonia, N. C., Gastonia Bcstg. Service Inc.—(BR-1903).

WGBG Greensboro, N. C., Greensboro Bcstg. Co.—(BR-2391).

WMFR High Point, N. C., Radio Station WMFR Inc.—(BR-876).

WJNC Jacksonville, N. C., Greater Carolinas Television & Radio Industries Inc.—(BR-1231).

WBRM Marion, N. C., Lake City Bcstg. Corp.—(BR-2268).

WOXF Oxford, N. C., Oxford Bcstg. Corp.—(BR-2329).

WCEC Rocky Mount, N. C., Eastern Carolina Electronics Inc.—(BR-1796).

WTNC Thomasville, N. C., Thomasville Bcstg. Co.—(BR-1653).

WHCC Waynesville, N. C., Kenneth D. Fry and Margaret F. Fry d/b as Radio Station WHCC—(BR-1658).

WBSC Bennettsville, S. C., Bennettsville Bcstg. Co.—(BR-1633).

WCRE Cheraw, S. C., Chesterfield Bcstrs. Inc.—(BR-2852).

WMUU Greenville, S. C., Bob Jones University Inc.—(BR-2377).

Application Returned

KAVL Lancaster, Calif., Antelope Bcstg. Co.—Voluntary sale of 200 shares of stock from Budd Aven to James B. French.

License for CP

WJDX-FM Jackson, Miss., Lamar Life Insurance Co.—License to cover CP (BPH-1918) which authorized change studio location; antenna height above average terrain & antenna system (BLH-994).

WTHS (FM) Miami, Fla., Lindsey Hopkins Vocational School of Dade County Board of Public Instruction—License to cover CP (BLED-258) which authorized change in ERP and type of transmitter (BLED-155).

Modification of CP

WOI-TV Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts—Mod. of CP (BPCT-974) as mod. which authorized changes in facilities of existing tv station for extension of completion date to 12-10-54 (BMPCT-2440).

KVOL-TV Lafayette, La., Evangeline Bcstg. Co.—Mod. of CP (BPCT-818) as mod. which authorized new tv station to extend completion date from 9-24-54 (BMPCT-2442).

KWTV (TV) Oklahoma City, Okla., Oklahoma Television Corp.—Mod. of CP (BPCT-768) as mod. which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2441).

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Help Wanted

Managerial

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

1 kw daytimer wants manager for Ozark, Alabama. Hard work, must sell, manage, announce. Good salary. Apply Bert Bank, WTBC, Tuscaloosa, Alabama.

Salesmen

Salesman—Top audience station in market has opening for energetic salesman. Liberal commission. This Pennsylvania station affiliated with number one network. Box 523E, B•T.

Can you sell radio in a north central city over a hundred thousand population? Leader of two stations, independent, salary, commission, permanent, best opportunity, no hamstringing. Send full details. Box 572E, B•T.

Experienced radio salesman wanted. Good opportunity for man willing to work. Potential high. Contact KASI, Ames, Iowa.

Starting new daytime station in west Texas. Will need good, hard-working salesman (no ball of fire wanted), also engineer-announcer and straight announcer, or announcer-salesman. Job permanent, with reasonable pay, in small town. Prefer Texan or one used to small towns in southwest. Contact Clint Formby, KPAN, Hereford, Texas.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstanding income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

Experienced, business-like time salesman. Prosperous market, many good prospects. Liberal draw, good commission monthly. Floaters, alcoholics, pressure boys need not apply. Send background and experience to: General Manager, WITY, P. O. Box 142, Danville, Illinois.

WKBH, 5,000 watt NBC, LaCrosse, Wisconsin, needs experienced local salesman. Permanent, attractive proposition. Send background, resume and recent photo to Robert Morrison, Sales Manager.

Announcers

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Radio announcer for NBC affiliate in southwest. Prefer married man with some experience. Write giving qualifications, references and salary expected. Box 577E, B•T.

Clever DJ-actor. Flowing ad-lib. Amusing and entertaining patter. Single, midwest. Box 579E, B•T.

Need experienced announcer, sports and general staff work. Permanent, good working conditions. Write D. A. Wommack, KALT, Atlanta, Texas.

Need good experienced play-by-play football announcer at once. Rush tape and references air mail, KCMC-Radio, Texarkana, Texas.

Opportunity for good morning announcer. Send resume. ABC network. KFRO, Longview, Texas.

Help Wanted—(Cont'd)

Needed—announcer with good resonant voice. One year's experience necessary. Start $50 for 40 hours. Advancement depends on you. Send tape and picture to WBBB, Burlington, North Carolina.

Experienced announcer with first phone. Emphasis on announcing. Good salary. Personal interview necessary. Contact Hal Vester, WFTC, Kinston, N. C.

Number 1 station—Erie, Pa., needs two top-flight disc jockeys. Fast paced independent operation where results count. If you're good and can prove it, rush tape to Manager, WJET, Erie, Pa.

WMIT, Charlotte, N. C., needs an announcer-engineer at mountaintop transmitter. Car necessary. Single man preferred. Send full details first letter.

Announcers: Morning man with friendly, informal style. Also utility announcer. Light experience but good potential. Opportunity for stable young man to settle in small community yet work at regional station. Opening caused by top personnel stepping into larger markets. Excellent working conditions. Professional operation. Send full details, audition to Ray Cheney, WMIX, Mt. Vernon, Illinois.

New daytime independent beginning October. Need manager, PD, announcers, engineers, newsman or combinations. Send photos, tapes, background and salary acceptable. Eastern Wisconsin Broadcasting Company, P. O. Box 147, Plymouth, Wisconsin.

Technical

Chief for Arkansas regional, remote controlled. Must be experienced all phases am broadcasting. Car required. Box 518E, B•T.

Station needs first class engineer with ability to announce well. Apply by letter only. Box 548E, B•T.

First class technicians needed. Union scale. Am-tv newspaper owned operation. Box 561E, B•T.

First class engineer capable of keeping 250 watt station on the air. Must be able to announce. $85 for 48 hours. Apply WJIG, Tullahoma, Tenn., at once.

First phone operator, network station. WSYB, Rutland, Vermont.

First class engineer, experienced preferred. Immediate opening, WWNR Beckley, West Virginia.

Production-Programming, Others

Negro programmed station—southern city—wants white program director, experienced all phases negro programming, small station operation. Give complete details—references and recent snapshot or application will not be considered. Box 365E, B•T.

Urgently needed, experienced continuity writer. Send full particulars. WPAQ, Mt. Airy, N. C.

Television

Help Wanted

Salesmen

Wanted experienced television salesman who knows creative selling. Prefer young aggressive man with ideas. Upstate New York. Send complete details to Box 522E, B•T.

Situations Wanted

Managerial

Wanted, opportunity to apply seven years experience to work for you as station manager. 1st phone. Box 514E, B•T.

Manager available. New or established small station. Excellent record. Best references. Box 535E, B•T.

Manager-salesman now managing small station. Desires to relocate in Illinois-Wisconsin as manager or salesman under promotion-minded sales manager. College graduate with ten years' experience announcing, programming, and sales. 36, married. Box 543E, B•T..

Manager-salesman available: Seven years successful experience in small markets. Hard worker, civic minded, sober, family man, age 30. Present earnings, $10,000 yearly. All offers considered, treated confidentially. References, details upon request. Now located in south. Write Box 549E, B•T.

Salesmen

Salesman, 4 years experience. Desires permanent position, stable radio-tv station. Excellent references. Box 475E, B•T.

Account executive, five years experience, desires change. Interested in sales position, New York or Philadelphia. Outstanding record as salesman and sales manager. Box 573E, B•T.

Announcers

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Thoroughly experienced announcer-newscaster-producer. Sober, no drifter, good habits. Available immediately. Tape, resume upon request Box 413E, B•T.

Play-by-play baseball, football, basketball. Desire sports minded station. Experienced. References, photo, tape upon request. Box 510E, B•T.

Announcer—experience 2 years—prefer New York, New Jersey, New England areas. Box 512E, B•T.

Announcer, six years experience. Three years at present station. Seeking larger market. Excellent references. Box 515E, B•T.

Young announcer, experienced in hillbilly and popular, news and sportscasting, some play-by-play. Box 517E, B•T.

Sports—3 years experience play-by-play, staff continuity, PD, sales. Excellent background. 24, married, veteran. Seeking permanency. Available September 21. Box 519E, B•T.

Ambitious Negro announcer, DJ, smooth blending commercial shows. Board operator. Likable style. Third class ticket. Excellent references. Revealing tape. Box 521E, B•T.

Interested in staff position, fresh from 16 months experience, veteran, single, control board operation. Box 525E, B•T.

Sports announcer, 15 years experience—pro baseball, hockey—college football, basketball. Family man—clean habits, no drifter. Box 526E, B•T.

Experienced announcer, radio and tv, NBC trained, college grad. Married—now employed. Box 530E, B•T.

Negro announcer-DJ. Tape, references. Trained voice. Mr. Rhythm Blues. Box 532E, B•T.

Top free lancing sportscaster with major league baseball assignment for 1955 desires football and/or basketball spot for Fall and Winter. Not too expensive. Box 554E, B•T.

Announcer, combo, newscaster, DJ, can write good copy. Available immediately. Box 563E, B•T.

Keen sense of humor, dee jay, newscaster. Limited experience. Tape, resume. Box 566E, B•T.

Situations Wanted—(Cont'd)

Announcer-DJ, news. Experienced. Desires position in or around Chicago. Can handle board and copywriting. Tape, etc., on request. Box 567E, B•T.

Announcer. Recent radio-tv school graduate. Excels in news. Good on commercials. Staff job preferred. Single, will locate anywhere. Box 568E, B•T.

Announcer-DJ: Vet, college grad, single, ambitious; wishes situation with future; experience includes tape recording, board, continuity; remuneration secondary to possibility of advancement; resume, photo, tape on request. Box 569E, B•T.

5 years radio experience, specialty sports-news-solid staff man. Age 30, married. Desire sports position radio and/or tv. Box 570E, B•T.

Versatile announcer—strong on commercials. Top-notch DJ personality, sports, news. Reliable family man. Salary secondary to permanency. Will travel for worthwhile position. Box 578E, B•T.

Good announcer seeks good job. Thoroughly capable, fully experienced. Farm friendly DJ, authoritative news, good strong commercials; excellent ad-lib. M.C. Box 541E, B•T.

Sports commentator, sports director, formerly on two Los Angeles stations. Lifetime devoted to analysis of sports. Your opportunity to secure power-packed, hard-hitting sports commentator with excellent voice whose sports knowledge unquestioned. Stations seeking change or without nightly commentary strongly urged to consider this type program, rest assured large listening audience. Seattle, Portland, Cincinnati, Miami, Houston or ? Age 25. Box 550E, B•T.

Announcer specializing disc jockey easily adaptable, ambitious, conscientious, limited experience. Box 580E, B•T.

Announcer—smooth commercials, news, dee jay, experience light, future bright. Gerry Borak, 254 East 56th Street, Brooklyn 3, N. Y. EVergreen 5-4256.

Sportscaster-dee jay-staff. Strong play-by-play. Three years experience. College graduate. Veteran. Prefer heavy sports-music station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Versatile announcer. Eight months experience. Smooth DJ, strong news, draft exempt. Car. Will travel. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Radio-tv, 7 years dee jay, mc, news, special events. 1st phone. Steve Evans, Box 590, Petaluma, California.

Music, news, 26, experienced. Operate board. Tape available; travel. Dee Ford, 1954 E. 28th Street, Brooklyn, N. Y.

Announcer-engineer, 7 years experience. Pleasing voice, strong on sports. New England-Middle Atlantic area preferred. Available at once. Andrew Giannino, % General Delivery, Rockville, Maryland.

Staff announcer, some experience. Will travel, married. Edward Hickey, 321 East 43rd Street, New York City.

Announcer, newscaster, DJ, seeks staff position with small radio station. Light experience. Idea man. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Personality negro DJ—staff announcer. Tape and photo on request. Harry Levi, 3445 S. Rhodes, Chicago, Illinois.

Announcer-writer. North Carolina boy, operates board, all staff duties, single, third ticket, no floater, Pathfinder graduate. Jimmy Raper, 737 11th Street, N. W., Washington, D. C. Metropolitan 8-5255.

Announcer, some experience, smooth news, dee jay, commercials. High potential. Mark Shore, 751 East 178th Street, Bronx 57, New York. CYpress 9-3437.

Situations Wanted—(Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Chief engineer or supervisor available immediately. 12 years experience, am-fm-tv, from 250 watts to 50 kw, construction experience. Box 428E, B•T.

Chief engineer—capable, experienced all phases. Stable family man. Southwest. Box 469E, B•T.

Presently employed engineer desires position with radio station in Wisconsin or bordering states. 1st phone. Box 531E, B•T.

Combination. Eight years chief. Authoritative news. Tops in ad-lib on pop music. College. Car. Tape. Photo. References. Available two weeks. Prefer east coast. Box 556E, B•T.

1st phone, 9 years with inventor of fm, immediately available. Box 559E, B•T.

Am-tv engineer, experienced all phases. Xmtr emphasis, remotes, micro-wave. Box 571E, B•T.

Engineer, 1st class, 45, single, sober, available transmitter operation, vacation fill or where some maintenance initiative is needed. Experience, 250 w to 50 kw, am, also utility electrical engineer. Wallace V. Rockefeller, Wood River, Nebraska.

Studio technician—Television Workshop graduate. Experienced all technical phases. Go anywhere; salary unimportant; right opportunity. Warren Starr, 152 E. 94th Street, New York City, N. Y.

Engineer—no announcing, married, experienced in remote control, chief. Now available. Phone C. E. Warford, 3151-W, Johnson City, Tennessee.

Production-Programming, Others

Desire program manager's position or opportunity to specialize in record shows. 8 years well-rounded experience. Want permanent position. Box 534E, B•T.

Successful, experienced PD seeks executive position, larger station. Best references. Box 536E, B•T.

Newswriter-editor—light experience, B.S. radio, journalism 1952, veteran, single. Prefer network station. Box 540E, B•T.

Continuity writer. Ten years radio. Experienced all phases station routine 250 w to 50 kw, including four years top rated DJ show. 34, single, college. Excellent recommendations. Presently continuity director Ohio kilowatt. Available two weeks. Box 542E, B•T.

Situations Wanted—(Cont'd)

Newsman, experienced radio, newspaper, wire service. Salable delivery. Veteran, 26. Box 553E, B•T.

Program director. Woman. Twelve and one-half years radio experience. Air work, continuity, traffic, engineering. Some television. College graduate. Present salary, hundred dollars weekly. Box 557E, B•T.

Male copywriter-announcer, five years radio-tv. Available immediately all-around duty. Box 558E, B•T.

Continuity and commercial writer. Imaginative, colorful presentation. Experienced newsman; top-flight on human interest and sports. University graduate. Veteran. Telephone EMerson 2-0149, Washington, D. C. Box 560E, B•T.

Television

Situations Wanted

Managerial

Don't let's kid ourselves. The gravy days of television are over. Yes, I have excellent national contracts but national sales cannot support all the stations. More important is my ability to devise local sales techniques which bring in the necessary profits and while directing all operations, I have done it in a vhf small market, in areas officially labeled "critical" and in strike afflicted communities. Available as general manager or commercial manager in large market. Specific details, excellent references, personal interview on request. Box 476E, B•T.

Eight years radio and tv experience, integrity, and sales know-how in return for five figure opportunity. Top salesman present market. University trained. If you need hard selling, on the street sales manager write Box 520E, B•T.

Director of sales development—promotion—merchandising—market and audience research. Now with advertising agency but itching to return to broadcasting-telecasting field. Network and independent station experience includes New York station. Exceptionally effective sales presentations have habitually hit their targets. Have developed attention-compelling direct mail campaign. Worked closely with sponsors and agencies in creating merchandising programs in supermarkets and drug outlets. Market research minded, believes in giving the salesman all the facts, repeat all the facts, the need in making their pitch. Know how to find, and present, these facts. Thoroughly familiar with audience research techniques. Can create—and place—publicity stories. Excellent speaker for station's participation in community activities. Believes that station promotion can be built around factors other than the size and height of television tower. Box 555E, B•T.

Aggressive young man desires position as tv operations manager. Five years experience in production, sales, overall operation. Presently employed by outstanding station. Box 576E, B•T.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Announcers

Seven years experience radio-tv announcing, production. Seeking opportunity with progressive tv station. 1st phone. Box 513E, B•T.

Married, 31 years old, two children, 10 years experience radio and television as exceptionally good staff announcer. Extremely versatile as performer. Immediate availability. Desire permanent position with eastern television station. Box 545E, B•T.

Technical

15 years experience, broadcast construction, maintenance, communications. Desire job with top-notch radio or vhf-tv station in southwest. Box 366E, B•T.

Engineering director — chief engineer — experienced am-fm-tv, color tv, construction and network operations. Box 483, B•T.

Production-Programming, Others

Tv producer-director with network experience desires change. Presently employed by one of the nation's leading net-originating stations. Radio and N. Y. ad agency background. Box 465E, B•T.

Program-production manager — experience all phases tv production. Will relocate for right position. Box 481E, B•T.

Production manager-program director. 7 years actual tv experience in all phases, films, programming and production. B.A. degree leading university, 27, settled, excellent health. Southwest preferred. Best references. Box 524E, B•T.

Veteran, ambitious, graduate of SRT in New York City seeks position as director and/or cameraman. Capable of handling all phases of tv operations. Married. Willing to travel. Box 527E, B•T.

Got CP? Thoroughly experienced PD put successful station on the air. Can do same for you. Box 537E, B•T.

PD five years' radio-tv experience seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 538E, B•T.

Program manager and film buyer—with over ten years experience radio and tv, seeks market with challenge. Prefer east coast. Veteran. Married. Box 544E, B•T.

Program director-announcer-salesman for vhf tv station. College graduate, 30. 14 years experience radio announcing, programming and selling, including 2 years tv announcing-programming. Now and for the past two years, with leading CBS radio and television stations in the south. Desire larger market of better opportunity to earn financial advancement. Experience has taught me how to select competent personnel and supervise. Am competent; meticulous! Excellent references! Box 574E, B•T.

Cameraman — graduate SRT. Experienced all phases studio operation. Will locate anywhere. John Millard, 2532 East 27th Street, Brooklyn, N. Y.

For Sale

Stations

1000 watt Rocky Mountain daytime grossing about $75,000 annually. Excellent terms to capable operator. All or control. Box 551E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

Have 250 w uhf transmitter, hand built by top engineers, with finest materials, at moderate price. Ideal with satellite operations. Box 409E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

For Sale—(Cont'd)

RCA 72-D, recording attachment with equalizer. Completely overhauled, like new. $225.00 or highest bidder. Box 546E, B•T.

Don't let the 45 rpm changeover throw you financially. Complete plans for 45 player conversion for BC use. Simplifies dee jay problems, smoothes programming and saves you lotta dough. Field tested. Send a dollar to Box 575E, B•T.

375 foot wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Because WFMT is moving to new quarters with new equipment . . . 3kw fm transmitter, perfect condition, 85-ft. self-supporting IDECO tower supporting 4-bay Andrew fm antenna on 40-ft. mast, now installed atop building. Approximately 250 feet, 3⅛ inch coax with assorted 90 degree and 45 degree joints and hardware, now installed. Available immediately. All for $3,500 cash from premises of WFMT, 4000 W. Washington Blvd., Chicago, Ill.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

GR-916A bridge w/standard R&C. Never used. $490. prepaid. J. E. Howell, Lumberton, N. C.

Wanted to Buy

Stations

Experienced broadcaster wants radio station, small or medium market, east or south. Prompt action on all replies. Confidential. Box 562E, B•T.

Equipment Etc.

Wanted—used 5 kw am transmitter. Must be reasonable. Box 484E, B•T.

5 kw am transmitter, must be in good condition and reasonably priced. Box 581E, B•T.

Studio transmitter link with transmitter and receiver for am. Please state condition, frequency and asking price. Contact WMPM, Smithfield, North Carolina.

50, 100 and 250 watts fm transmitters, broadcasting quality. Guarantee Radio Supply Co., Laredo, Texas.

Used approved broadcast am frequency and modulation monitors, console, turntables, antenna, recordings. Describe fully, give prices. C. Knierim, 672 Huriburt, Hermiston, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Stolen equipment . . . following Magnecord units stolen from WRCO August 29, 1954: PT6-A serial A 7869; PT6-AH serial AH 20911; PT6-J serial J 7224. If offered for sale, ask local police to hold and contact County Sheriff at Richland Center, Wisconsin.

This is a story about a Texas Cancellation

G. F. Roberts of KGKL San Angelo, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Help Wanted

Managerial

SALES EXECUTIVE

WE WANT TOP-FLIGHT EXECUTIVE WORTH AT LEAST $12,000 TO $15,000 PER YEAR TO MANAGE SALES DEPT. MIDWEST RADIO-TELEVISION OPERATION. Must have outstanding administrative ability and be thoroughly experienced in sales. We are a pre-freeze-network-VHF-100,000 watt-first-50-market station-radio 20 years. Include photo and detailed record of your experience in application.

Box 511E, B•T

FLORIDA CALLING

If you are a good radio salesman looking for a better job please read this: I have been Sale Manager for this IKW station for almost two years. It is a good station in a good market. With tremendous future. The management is very cooperative and nice to work with. Very congenial staff. Located in one of the most progressive towns in Florida. I am leaving to go into TV. For someone who wants a good radio sales position I recommend this. If interested, please write immediately to

Box 516E, B•T.

CHALLENGE ! !

FOR SELECT FEW WHO WOULD LIKE TO JOIN YOUNG, AGGRESSIVE MANAGEMENT BENT ON ACHIEVING NATION'S NO. 1 UHF SUCCESS STORY IN EASTERN MARKET OVER HALF MILLION—41ST NATIONALLY. FINEST EQUIPMENT—MODERN STUDIO BUILDING. POSITION OPEN FOR EXPERIENCED

SALES MANAGER
CHIEF ENGINEER
DIRECTOR OF PROGRAM OPERATIONS
ANNOUNCER-PRODUCERS
STAFF ENGINEERS

VERSATILITY, SINCERITY, IMAGINATION—AND ABOVE ALL—ENTHUSIASM ABSOLUTE PREREQUISITES. WRITE IMMEDIATELY—FULL DETAILS INCLUDING SALARY EXPECTATIONS—ALSO PICTURE—TO

Box 564E, B•T

Production-Programming, Others

WOMAN RADIO PERSONALITY

. . . who can project herself to a woman's radio audience. Must be attractive, pleasant disposition and capable of calling on housewives in conjunction with program production. Also must have air-work record.

Permanent position available in Midwest. Send resume and tape, if available, for interview to:

Radio Hawaii Inc.
420 Lexington Avenue
New York 17, N. Y.
MUrray Hill 6-4686

Situations Wanted

Managerial

experienced radio-tv-newspaper

MANAGER

available september 1st

Would like chance to manage station. Prefer radio-TV combination but can handle either radio or TV management. Background include 15 years, sales manager; 2 years TV (opened station) plus several years newspaper selling. Active in civic affairs; director state broadcasters, symphony orchestra, sales managers club, well known among networks, national agencies. If you want a hard-working, economy minded manager, an interview can be arranged promptly. Free to go anywhere (unmarried).

Box 487E, B•T

Announcers

TOP-FLIGHT SPORTS DIRECTOR

29, married, college degree, presently employed. Available Oct. 15 SPORTS MINDED radio and/or TV station. Extensive basball, football, basketball, hockey play-by-play experience. Highly rated editorial type nightly sports column continually sponsored five years in hotly competitive northeast metropolitan market. Finest references.

Box 529E, B•T.

If You Want Results

An experienced DJ, radio and television, with top show in a highly competitive major market desires change. Prefer morning spot; will consider others. Major market only. Play piano and sing. Presently employed. Excellent references past and present employers. Exceptionally good record of sponsor loyalty and continuous high rating. Will produce. Family man. $175. per week plus talent. Will arrange personal interview at my expense or tape. Available in two or three weeks. Box 565E, B•T.

Television

Managerial

ATTENTION

Station Owners — Agencies — Tv Reps

Top-notch AM-TV account executive-sales manager desires TV management opportunity. Ready for highest responsibility now but willing to prove self first. 15 years broadcasting experience with major market key stations includes 4 years TV sales and programming. Mature family man. Best references. New York—New England area now.

Box 528E, B•T.

STOP . . . LOOK . . . LISTEN . . .

TO THESE RESULTS

A Florida Publisher Writes:

". . . My use of BROADCASTING • TELECASTING Magazine classified ads over a period of five months has sold 422 copies of our new Speakers Dictionary to radio and television stations throughout the U.S.A., Canada, Puerto Rico and the Hawaiian Islands. I know this result was through BROADCASTING • TELECASTING because my appeal to radio and television stations was only advertised in B•T . . . Sales are still coming in.

(signed)
Rod Arkell,
Sebring, Fla.

B•T can do the same for you. When do we start?

Situations Wanted—(Cont'd)

Production-Programming, Others, etc.

An unusually well-qualified newsman wants a career in television—preferably in production of news and public affairs. . . . He was a highly regarded editor on one of the largest, most successful Pulitzer Prize papers when he won a Ford Foundation fellowship for 18 months research in the Far East. His byline stories from Europe, Africa, S.E. Asia and Japan have been syndicated in top newspapers. He knows cinematography and film editing techniques. He has done some broadcasting. He is married, 32, former naval officer and a Yale graduate. He offers his all-around news and writing experience reasonably because he is anxious to get into television. He's available now. Write for complete details and interview.

Box 552E, B•T

FILM BUYER
and/or
PROGRAM DIRECTOR

By far, probably the most capable film authority in television today. Nine years with a major theatrical film company, five years in television with major networks, one year as independent producer. Presently buying, programming and planning top network for numerous key markets. Produced and directed in legit theatre, bought talent, etc. Complete knowledge of programming and how to eliminate problems.

Box 547E, B•T.

For Sale

Equipment Etc.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

For Sale—(Cont'd.)

CONSTRUCTING?

SAVE!

280′ Stainless Tower (24″) with guys. lights, mercury flash switch, repainted. Less than 3 years' use. Now stacked and stored.

SAVE 46%

664 ft. 7/8 Copper Coax (two equal lengths 332 ft.)

SAVE 25%

670 ft. RG 11 U Coax Sampling line.

SAVE 25%

Clarke 108 Phase Monitor greatly reduced.

RCA Type WX-2B Field Intensity Meter. 3 years old—like new.

FITZGERALD

WGSM Huntington, N. Y.

Now non-directional (that's why)

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

California

$90,000.00

A very profitable independent in a good growth market. Liberal financing with only $20,000.00 down.

Pennsylvania

$65,000.00

A successful independent located in one of Pennsylvania's best medium-sized markets. Fixed assets considerably above average.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5671-2

Gives you the sales power and prestige

that sells more goods than any other Atlanta

tv outlet... because WSB-TV is—

The great AREA station of the Southeast

wsb-tv

Atlanta, Georgia

☆ *CHANNEL 2*
☆ *1062-FT. TOWER*
☆ *100,000 WATTS*

Represented by Edw. Petry & Co.
Affiliated with The Atlanta Journal and Constitution

TELESTATUS

September 6, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 14,107
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 29,443
►KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 72,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,882,304
►KHJ-TV (9) DuM; H-R; 1,882,304
►KNBH (4) NBC; NBC Spot Sls.; 1,882,304
►KNXT (2) CBS; CBS Spot Sls.; 1,882,304
►KTHE (*28)
►KTLA (5) Raymer; 1,882,304
►KTTV (11) Blair; 1,882,304
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 998,260
►KPIX (5) CBS, DuM; Katz; 998,260
►KRON-TV (4) NBC; Free & Peters; 998,260
►KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
KOVR (13) Blair; 2/11/54-9/6/54 (granted STA Aug. 24)
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 147,200

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
►WNBW (4) NBC; NBC Spot Sls.; 628,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
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Covers the Largest
TELEVISION
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urban population in the
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WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 110,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,250
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Times Co. (13) Initial Decision 11/30/53
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 27,100
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 120,763
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) CBS; 4/6/53-9/26/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 55,150
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
► KTAG (25) CBS, ABC, DuM; Young; 20,500
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54
Portland—
► WCSH-TV (6) NBC; Weed; 116,627
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
► WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 55,810

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 477,000
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
► KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 477,000
► WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 90,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 117,776
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/19/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 405,706
► KMBC-TV (9) CBS; Free & Peters; 405,706
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 11,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
KUON (12) See footnote (d)

Ladies Day



featuring

Kay Russell

Sold out—both national and local. Results, ratings, popularity polls prove it: Ladies Day SELLS.

Participating

Monday through Friday
2 to 3 p.m.

WSYR-TV
Channel 3 - 100 KW
NBC Affiliate
SYRACUSE, N. Y.

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 41,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 100,000
► WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) NBC, DuM; Headley-Reed
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,800
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 345,859
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke 145,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53 9/18/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling 51,650
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54 9/2/54 (granted STA Aug. 10)
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington Righter & Parsons; 235,740
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 224,064
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed 22,500
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) CBS; Katz; 288,132
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 130,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson
Lawton†—
► KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/15/54 (granted STA Aug. 24)
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 98,513
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 29,173
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
WARD-TV (56) Weed
WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) Burn-Smith; 170,700
New Castle†—
WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
WHUM-TV (61) CBS; H-R; 219,870
Scranton—
WARM-TV (16) ABC; Hollingbery; 168,000
WGBI-TV (22) CBS; Blair; 165,000
WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
WBRE-TV (28) NBC; Headley-Reed; 166,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 113,919
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 57,700
► WIS-TV (10) NBC; Free & Peters; 122,488
► WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

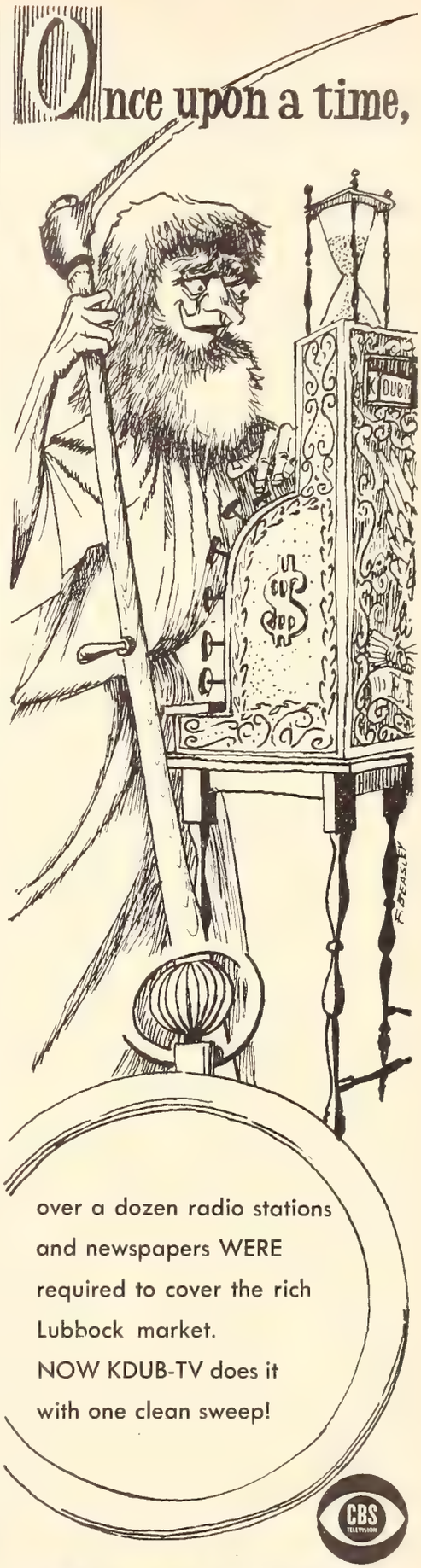
TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 83,076
► WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
► WHBQ-TV (13) CBS; Blair; 287,818
► WMCT (5) ABC, NBC, DuM; Branham; 287,818
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 192,969
► WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 53,362
► KGNC-TV (4) NBC, DuM; Katz; 53,362
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 400,704
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 53,481

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Texas State Network (11) Initial Decision 8/23/54

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 24,171

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800

San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,880

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/12/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 71,697

Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 363,100
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) ABC, CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54

Tacoma (Seattle)—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 363,100

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; Venard; 11/18/53-9/12/54 (granted STA Aug. 12)

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 393,600
► WOKY-TV (19) ABC, DuM; Gill-Perna; 293,750
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) Petry; 6/11/54-10/31/54

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton†—
► CHCH-TV (10)

Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
► CFPL-TV (10) CBC; All-Canada, Weed; 65,000

Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433

Ottawa—
► CBOT (4) 10,100

Quebec City†—
► CFCM-TV (4)

St. John, N. B.—
► CHSJ-TV (4) CBS

Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 8,247

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2) CBS

Winnipeg†—
► CBWT (4) CBS

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 393; total cities with stations on air; 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,286,183.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

SEPTEMBER

Sept. 10-12: Midwestern Advertising Agency Network, Sheraton Hotel, Chicago.
Sept. 12: Second district Advertising Federation of America, reorganization, Johnstown, Pa.
Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.
Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.
Sept. 17: National Appliance & Radio-Tv Dealers Assn., San Francisco regional meeting, Merchandise Mart, San Francisco.
Sept. 17-18: Democratic National Committee, Claypool Hotel, Indianapolis.
Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 20: Radio-tv advertising workshop, sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.
Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 1-2: Radio-tv workshop, Kansas State College, Manhattan.
Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.
Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.
Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.
Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.
Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.
Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.
Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.
Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.
Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.
Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.
Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.
Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.
Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.
Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.
Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

SPECIAL LISTING

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Sept. 7 (10-10:30 p.m. EDT): *Life With Father*, Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life*, American Home Products Corp., through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie*, Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway*, Westinghouse Electric Corp., through McCann-Erickson

Sept. 19 (10:30-11 p.m. EDT): *What's My Line?*—alternate sponsors—Jules Montenier Inc., through Earle Ludgen; Remington Rand Inc., through Young & Rubicam.

Sept. 25 (9:30-10 p.m. EDT): *My Favorite Husband* — alternate sponsors—International Silver Co., through Young & Rubicam; Simmons Co., through Young & Rubicam.

Sept. 30 (7:45-8 p.m. EDT): *Jane Froman Show*, General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EDT) *Chrysler Show*, Chrysler Corp., through BBDO.

NBC-TV

Sept. 7: (pickup at 11:03-11:10 a.m. EDT) *Home Show*, Golf demonstration with Sara Palfrey.

Sept. 12 (7:30-9 p.m.): Color Spectacular—"Satin & Spurs"—sponsor, Reynolds Metal Co., through Russel M. Seeds, Chicago.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV
CMQ	KHOL-TV	WMBR-TV
WKNY-TV	WJHP-TV	WLOK-TV
WINK-TV	WHIZ-TV	WMAZ-TV
KCEB-TV	WEEK-TV	WHP-TV
WGEM-TV	WARD-TV	WDAN-TV


STAINLESS INC.
Partial List of our TV Towers
NORTH WALES P A.
Write, wire or phone

WLBR-TV	WREX-TV	WEEU-TV
WRAY-TV	WHUM-TV	WOC-TV
WERC-TV	KOAM-TV	WCOS-TV
WKLO-TV	WNOK-TV	WLAM-TV
WMRC-TV	WWOR-TV	WHBQ-TV
KTSM-TV	KHOL-TV	WMBR-TV
WBRC-TV	WPAG-TV	KTSM-TV
WCOV-TV	WKZO-TV	WVEC-TV
WDAK-TV	WJIM-TV	WSVA-TV
KVEC-TV	WKNX-TV	WKNA-TV
KCCC-TV	WOOD-TV	WTAP-TV
KRDO-TV	WTAC-TV	WBAY-TV
KCSJ-TV	WCOC-TV	WMTV-TV
WKNB-TV	KCJB-TV	WJMC-TV
WATR-TV	KOLN-TV	CKCR-TV

It Happened in Chicago

THE UNEXPECTED happened in Chicago last week—and much more.

What were to have been casual family meetings of NBC and its tv affiliates at one end of town, and of CBS and its radio affiliates at the other, erupted into a full-blown conflict on all fronts in which the two biggest entities in broadcasting compete. It wasn't planned that way. It seemed to come naturally, another episode in the continuing struggle for leadership.

The first blast came from Brig. Gen. David Sarnoff. Whether or not one agrees with him on all counts (and we think he went overboard on his gloomy appraisal of radio's future), none disputes his genius, his vision and his courage. He tossed aside his prepared script (he called it boilerplate) and regaled his NBC-TV affiliates with a brilliant, sometimes acid, hour-long treatise on the electronics world in which we live. He discussed every facet of concern to the broadcaster. He talked regulatory philosophy and he talked business.

He foresaw all-color tv to the exclusion of black-and-white faster than you think, with tubeless sets and no picture tubes at all. He posed station operation without networks. He saw further trouble for network radio and, in the minds of some, was disposed to write it off in five years. And he tossed the gauntlet to the Bricker committee on its "study" of networks.

Because we believe Gen. Sarnoff's observations chart new history we publish in this issue a detailed summary (page 78). Over the years Gen. Sarnoff's comments have been prophetic. His first was as a young man—before the birth of RCA. In 1916 he predicted that every home one day would have a little "music box" without wires, which would bring events and news and entertainment into the home with the speed of light. He was the pioneer in black-and-white too, and he ramrodded compatible color even after the battle seemingly had been lost. His contributions to the military are only partly known. History will record them.

What prompted Gen. Sarnoff to discard his "boilerplate" is his own secret. CBS-Columbia, the manufacturing subsidiary, had an elaborate color-set display, with its 19-inch tube, in the hotel in which NBC-TV was having its session. CBS-TV had released publicity about its leadership in color. That must have ignited the Sarnoff fuse. He held little back.

Uptown, at about the same time, CBS Radio met with its affiliates and charted elaborate plans for the new network radio season. Where Gen. Sarnoff was anything but encouraging about the network radio outlook, CBS President Frank Stanton and other network spokesmen exuded confidence. Dr. Stanton didn't meet the Sarnoff challenge head-on on all counts. But there's no question about the beginning of a new sanguinary round in the competition.

Gen. Sarnoff's dismal view of radio's future is reminiscent of the late M. H. Aylesworth, first president of NBC, who, nearly a decade ago, predicted the demise of "ear radio" in three years.

The CBS answer came not only from Dr. Stanton who inferred that those who have no confidence in the business should get out of it, but also in the apparent enthusiasm of the CBS affiliates in giving rousing approval to the biggest radio program and promotion budgets in years for the new fall season.

Only on one point is there substantial agreement. That is what Gen. Sarnoff called the "bone and marrow" relationship of networks and their affiliates, whether its radio or tv. And that's where the Bricker inquiry comes in. The notion that Mr. Bricker is interested only in licensing of the networks was transparent from the start.

Radio and tv have not fared badly in the competitive climate in which they exist. In a competitive economy there will always be the struggle for leadership. When there ceases to be, the media will become decadent, service will deteriorate and government will step in. Networks are indispensable, in some form, in this atomic era. What form they may take will be dictated by economics and the march of science.

No matter what motivates Chairman Bricker, the story of radio and television in America will be told. It is a dramatic story of related arts that have measured their progress in mere decades while other industries have required generations. It is a story of scientific genius, risk capital and free enterprise unequalled in our times. It has given to America the finest broadcasting—and the freest—in the world.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Now, let's hear what our weatherman predicts for tomorrow . . ."

Million, Billion; Who Counts?

ANTICIPATED advertising expenditures in excess of $60 million a month for the fall season (inadvertently decimated to $6 million by a printer's error in this publication last week) indicate that tv's climb into the advertising stratosphere is continuing without slackening.

Nor is there any sign of a slowdown in the foreseeable future. NBC statisticians, who put the overall tv advertising total for this year at an average of more than $75 million a month, making even B•T's full strength estimate seem modest, predict that next year when colorcasting will add a new kick to the upward trend, the tv advertising bill will top $100 million a month and that by 1956 tv's monthly billings will exceed $150 million [B•T, Aug. 2].

That ain't hay, brother, and already the more timorous members of the advertising fraternity are beginning to wonder how American businessmen can afford to spend that kind of money and how they can possibly expect to get it back.

The answer to those worries is no dazzling new truth. It's an old, familiar truism, so old and so familiar that we all tend to ignore it, if not forget it completely. To state it simply, it's that the American public has an insatiable desire for more and better and later model goods and services, that somehow the public finds the money to buy what it wants and that what it wants most is what is advertised best.

Since tv, combining sight, sound, motion and, now, color, is a better-than-best way of delivering that best advertising to its most receptive audience, the answer is obviously: Yes, no matter how high the bills for tv advertising get, the profits from it will go even higher for those who use it wisely and well.

The Not-So-Good Old Days

IN ADHERING to its decision to exclude radio and television from its hearings on the McCarthy censure resolution, the Watkins Committee has succeeded in setting journalism back to the 19th century.

With its modern devices of instant visual and aural communication barred from the hearing room, NBC-TV fell back upon a practice prevalent in newspapers before the invention of photoengraving. The network hired an illustrator to sketch personalities at the hearing. The sketches were then put on tv.

In forcing television to retrogress to techniques of last century news coverage, the committee has wiped out the scientific progress of a hundred years. It has deprived the American public of communications to which it has become accustomed and is entitled. By now the idiocy of trying to ignore the facts of contemporary journalism ought to be evident to every legislator.



Flowers by Air

WNAX-570 recently offered its radio audience packets of garden seed. To date, 14,408 requests have been filled—at 5c apiece.

For a whole generation—32 years—WNAX-570 has been cultivating Big Aggie Land, one of the richest agricultural areas in the world: Minnesota, the Dakotas, Nebraska and Iowa.

Our Slogan: "Serving the Midwest Farmer."

Our audience: 2 million people annually spending $2½ billion in retail sales.

To plant your sales message in this market, see The Katz Agency.



WNAX—570

Yankton-Sioux City

CBS

Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 32 farm-rich counties in Iowa, Nebr. and S. Dak. with 632,000 population, $746 million in '53 retail sales.



WORLD'S TALLEST MAN-MADE STRUCTURE–

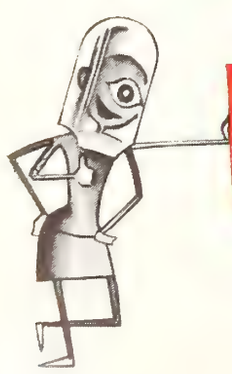
KWTV's 1572 FOOT TOWER

goes into operation NEXT MONTH!

With Television's Tallest Tower, KWTV, Oklahoma's No. 1 TV Station, becomes

No. 1 in POWER– 316,000 watts

No. 1 in COVERAGE (reaching Oklahoma areas never before served by television)



I'M STAYING ON EARTH SO I CAN WATCH . . .

KWTV Channel 9 **OKLAHOMA CITY**

CBS

EDGAR T. BELL, Executive Vice President
FRED L. VANCE, Sales Manager

AFFILIATED MANAGEMENT KOMA - CBS
REPRESENTED BY AVERY-KNODEL, INC.

EPTEMBER 13, 1954

35c PER COPY

BROADCASTING TELECASTING

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s District Meets
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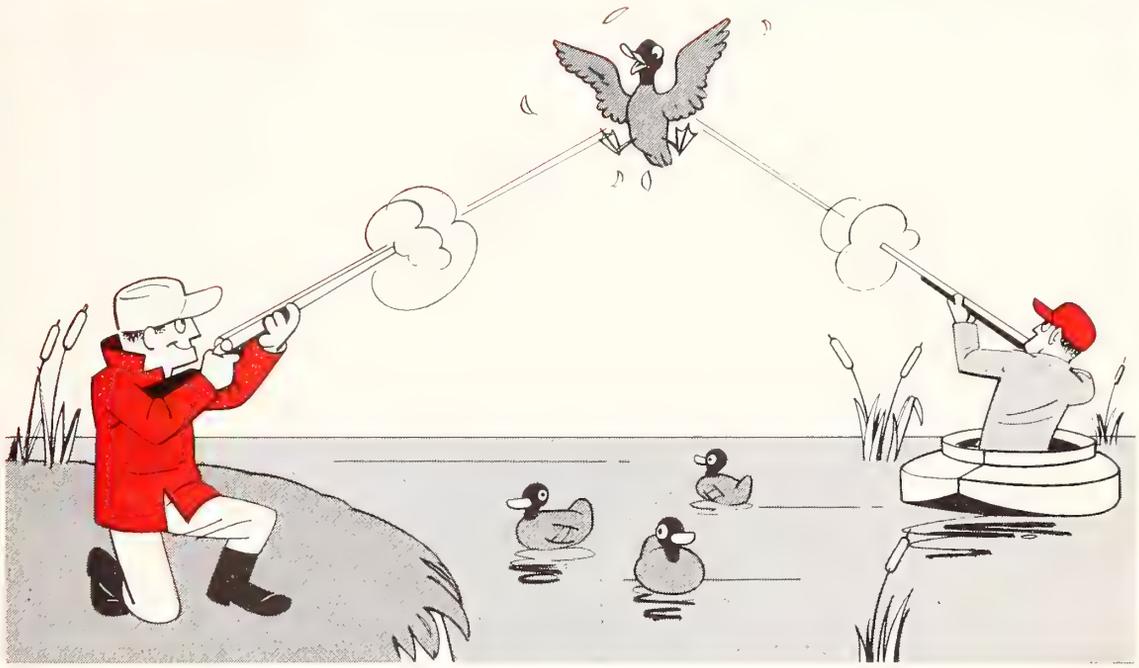
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23 RD year

NEWSWEEKLY
ADIO AND TV



It's No Draw...in Omaha

KMTV is the *one* TV station that can help you bag your sales "limit" in the booming Omaha market.

And this Fall, KMTV's continuing leadership gets still another big boost from direct telecasts of N.C.A.A. and Professional football, the Midwest's leading TV bowling show, the area's most popular local programs, *plus* the best Fall shows from three great networks—CBS-TV, ABC-Tv, and DuMont. Never before has KMTV offered viewers such a star—studded TV bill-of-fare.

Proof of KMTV's overwhelming popularity is shown in the latest Pulse*. KMTV carries 13 of the top 15 weekly shows, 7 of the top 10 multi-weekly shows, Omaha's most popular locally-produced show, and a commanding lead in all time classes.

As a result of this continuing leadership, KMTV serves more local and more national advertisers than any other TV station in the Missouri Valley market. To learn more about this television bargain, contact your Petry man or KMTV today.

* *Pulse—July 6-12*

Smart Advertisers All Agree: In Omaha The Place To Be Is Channel 3

OMAHA 1854 100TH BIRTHDAY 1954

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry Co., Inc.



THE BAYER COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Consumer confidence in Bayer Aspirin has been built by years of research and know-how in producing a reliable product. There's laboratory control over every process at the modern Bayer Company plant. This quality control has been one part of a complete job that makes the Bayer Company a leader in its field.

Laboratory control can be applied to broadcasting. Skill in programming the best ingredients of fine entertainment and public service builds the audience. The roster of advertisers on WMBG, WCOD and WTVR mirrors the large and loyal audiences that you too can reach. Join the other advertisers using the "First Stations of Virginia."



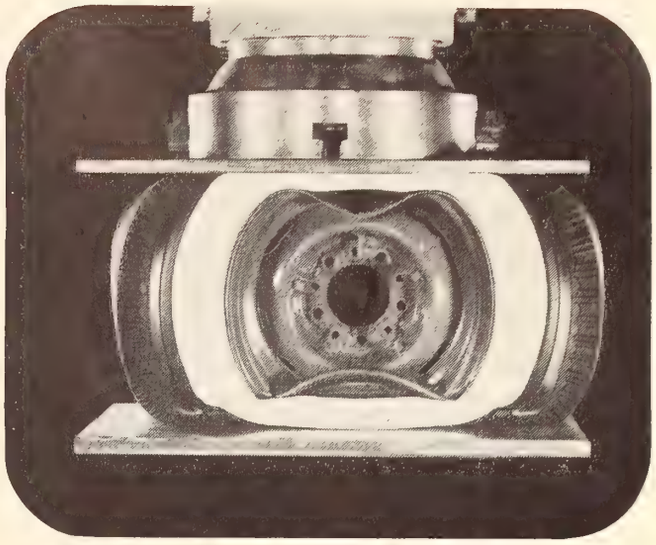
Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

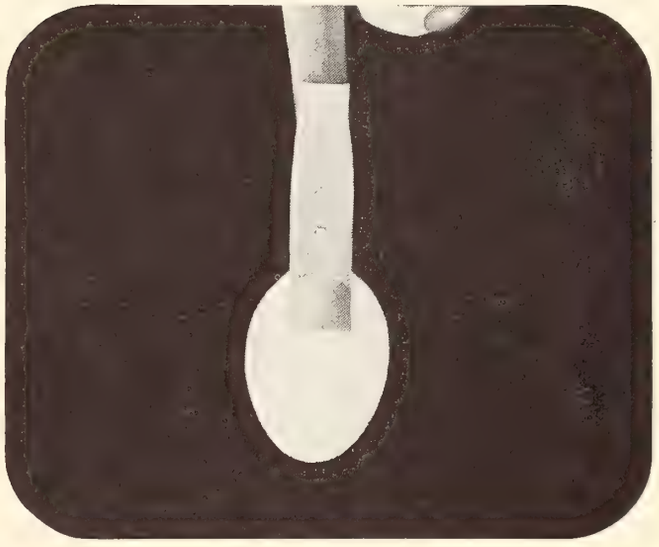
DRAMA ON TELEVISION



TV demonstration **dramatizes** greater strength and safety of All-Nylon Cord Super-Cushion Tire by Goodyear, shows that pressure that bends a steel wheel leaves tire undamaged.



TV demonstration **dramatizes** the closer, more comfortable shave of the latest Remington Electric Shaver by shaving the fuzz from a peach without nicking or cutting the delicate skin.



TV demonstration **dramatizes** the unique adhesiveness of Band-Aid Plastic Strips with Super-Stick. Just touched to an egg, without pressure they stick instantly, securely enough to lift it.

Dramatic demonstration tells the product's selling story visually and believably. To find how to demonstrate takes a lot of thought, a special ability, and a really thorough understanding of what television can do and can't do.

YOUNG & RUBICAM, INC.

ADVERTISING • New York Chicago Detroit San Francisco Los Angeles Hollywood Montreal Toronto Mexico City London

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

"FUSTEST with the MOSTEST"

KRLD-TV the FIRST MAXIMUM POWER STATION IN NORTH TEXAS FOR TWO YEARS CONTINUES TO DELIVER THE *MOST* VIEWERS BASED ON COVERAGE AND RATINGS!



General Nathan Bedford Forrest, Confederate General, when asked the secret of victory, replied, "Get thar the fustest with the mostest men." Took part in the battles of Shiloh and Chickamauga.

SURVEY NO. 3

850 QUESTIONNAIRES ADDRESSED TO THE MEN WHO KNOW TELEVISION PERFORMANCE BEST, THE MEN WHO SELL AND SERVICE TELEVISION RECEIVING SETS IN NORTH TEXAS SAY:

KRLD-TV *delivers the best and most dependable picture and audio signal.*

Here's the score:

KRLD-TV	**FIRST**	**295**
TV Station B	**FIRST**	**83**
TV Station C	**FIRST**	**17**
	Total	**395**

KRLD-TV EXCESS OVER STATION B	212 or 255%
KRLD-TV EXCESS OVER STATION C	278 or 1635%
KRLD-TV EXCESS OVER STATION B AND STATION C COMBINED	195 or 195%

Based on 46.5% return. August, 1953.

Exclusive CBS outlet for Dallas and Fort Worth

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

OWNERS AND OPERATORS OF KRLD RADIO, 50,000 WATTS

THE TIMES HERALD STATIONS . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, Chairman of the Board . . . Clyde W. Rembert, President

Channel 4, Dallas

MAXIMUM POWER

closed circuit®

APPOINTMENT of CBS Television Spot Sales as exclusive national representative for KOIN-TV Portland, Ore. (ch. 6), will be announced shortly, effective Oct. 15. CBS Tv Spot Sales, in addition to its owned and operated stations, also represents WCAU-TV Philadelphia; WBTV (TV) Charlotte; WBTW (TV) Florence, S. C.; WMBR-TV Jacksonville, Fla.; WTOP-TV Washington; KSL-TV Salt Lake City, and KGUL-TV Galveston.

★ ★ ★

THOUGH NARTB officials aren't saying so, they fear real government crack-down on beer-wine advertising if broadcasters don't supply information requested in questionnaire mailed by NARTB last week (see story page 56). Association chieftains feel FCC will be forced to show of strength if NARTB doesn't come up voluntarily with report on how much beer-wine advertising is carried and how it's handled.

★ ★ ★

STEPPED UP tempo in behalf of pay-as-you-go tv may result in scheduling of proceedings before FCC sooner than anticipated. Recent statement by Sen. Schoeppel (R-Kan.) published in *Congressional Record* [B•T, Sept. 6] plus revived activity of Zenith (Phonevision) and upcoming investigation of Bricker Committee may converge to bring issue to forefront.

★ ★ ★

FOUR-MAN committee to select executive staff of Television Bureau of Advertising Inc. (TvB) is immersed in its screening job but it's learned that door is still open for top posts. To be selected by group, which has $400,000 preliminary budget, will be president; No. 2 man, who would be overall director of sales activity, and heads of local sales, national spot sales and network sales, plus director of research. While formidable list of candidates under consideration, committee nevertheless is known to desire broadest possible personnel base. Four-man committee comprises Clair R. McCollough, Richard A. Moore, Campbell Arnoux and Roger Clipp.

★ ★ ★

WITH screen size in color tv picture tubes coming in for more and more attention, tube manufacturers shortly will get chance to work on development of rectangular one which, if perfected, would have picture area of 250 square inches ("approximately" 22-inch screen) and yet fit into cabinet of same size now required for 19-inch circular tube. Corning Glass Works, at behest of several manufacturers, including CBS, has developed and is now producing rectangular glass envelopes for either curved aperture mask or wired-grid type and plans to "sample" them to tube manufacturers about Nov. 1.

★ ★ ★

R. J. REYNOLDS Tobacco Co. (Camel cigarettes) reported to be preparing to put out king-size Camels. This would be in addition to firm's Winston and Cavalier cigarettes. Agency: William Esty Co., N. Y.

★ ★ ★

FIRST MEETING of new board of directors of Quality Radio Group, at which time officers will be elected, postponed from last Thursday to Sept. 20 at Palmer House, Chicago. New project, to promote sale of evening time to national advertisers on cooperative taped program interchange, slated to elect Ward L. Quaal, vice president of Crosley, as president [B•T, Sept. 6]. J. Leonard Reinsch, managing director of James M. Cox stations, has been named 12th member of board. KSL Salt Lake City and WTMJ Milwaukee are newest affiliates, bringing total to 26. Following upcoming meeting, managing director to head New York sales organization will be named, with likelihood that Chicago office will be opened later.

★ ★ ★

ANSWER to Brig. Gen. David Sarnoff's dismal view of economic outlook for network radio will be forthcoming from Edgar Kobak, consultant, former president of Mutual and vice president of NBC, and currently owner of WTWA Thomson, Ga., while doubling in brass (without compensation) as president of Advertising Research Foundation. He will propose reasoned approach to radio sales problem based on his years of sales experience.

★ ★ ★

MOTION PICTURE interests in tv broadcasting, notably uhf, see in present situation possible parallel to conditions which resulted in consent decree separating production from exhibition companies and eliminating block booking. They contend that ultimately government will move to preclude situation where single station market vhf has first refusal on programs of all networks while uhf's may be left without national program service.

★ ★ ★

PLANNING EARLY for 1956 Democratic National Convention, Chairman Stephen P. Mitchell shortly will announce appointment of special advisory committee representing all states, with first meeting scheduled for Sept. 18 in Indianapolis. J. Leonard Reinsch, managing director, Cox stations, and radio-tv advisor to committee, named as one of Georgia delegates.

★ ★ ★

GEORGE CLARK, head of George Clark Inc., station representatives, New York, will affiliate self and firm with Walker Representation Co. there this month.

the week in brief

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Super-Powered for your profit



a wonderful combination!

A *rich market* with 803,200 families who have an annual effective buying income of four and a half *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

Channel 8-Land

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

at deadline

District 1 Attacks Government Restraints

GOVERNMENT steps to impose restraints on political broadcasts and radio-tv advertising and to ban electronic media from public proceedings were condemned Friday by NARTB District 1 in resolutions adopted at conclusion of opening district meeting (roundup story page 48).

New England broadcasters "strongly opposed" national and local attempts to place discriminatory bans on radio-tv advertising on behalf of legal products and services.

District delegates saw "urgent need" for continuing NARTB study of constitutionality of political section (315) of Communications Act, and noted possible discrimination in fact other mass media have no such regulations. NARTB is working on a revision of its political catechism in view of recent FCC rules.

In discussion of subject, broadcasters were warned of problem involved in special rates for groups of candidates buying time on pooled basis, with such rates also applying to any opposing candidate or candidates (see story page 64).

District 1 "strongly opposed" record company practice of supplying 45 rpm discs; urged stations to maintain standards of self-regulatory radio and tv codes; urged President Eisenhower to name permanent FCC chairman; called for national and local effort to find solution to problem of daylight saving time; praised NARTB President Harold E. Fellows and staff for contribution to meeting.

World Broadcasting System Banks on Radio Prosperity

BUDGET increases of 48% for additional programming, script writers and talent have been set for coming 1954-55 season, reaffirming faith in local and regional radio "as an important advertising medium," Herbert Gordon, vice president in charge of programs, World Broadcasting System, said Friday.

Mr. Gordon, in New York from West Coast to meet with WBS vice president Robert W. Freidheim, general manager Pierre Weis and sales manager Dick Lawrence, said World's new signings include Dorothy Lamour to star in special Christmas half-hour open-end dramatic show; Charlie Applewhite, Sauter-Finnegan orchestra, Buddy Murrow and orchestra, Day Dreamers trio and Les Brown and orchestra. Renewals include Three Suns, Cass County Boys, David Rose and orchestra, Ken Griffin and Fontane Sisters.

No FCC Beer Quiz Now

FCC does not expect to send out questionnaires to broadcasters at this time to secure time and program data for House Commerce Committee on beer and wine advertising, FCC Chairman Rosel H. Hyde said Friday. "I expect we'll have our work to do, but we'll avoid any duplication with NARTB," Mr. Hyde said, adding that Commission had made several suggestions to NARTB during earlier FCC-NARTB conferences regarding contents of form (see story, page 56). NARTB Friday said queries were to be in mail by today (Mon.) with return asked by Oct. 11.

PREACHING PRACTICED

RADIO station representative Richard O'Connell, New York, is so sold on use of radio that his firm has bought spot announcements on WPAT Patterson, N. J., to solicit national advertising accounts for its southwestern and northeastern stations. Representative firm believes that so many timebuyers, account executives and advertisers listen to *Gaslight Review* on WPAT that specific spots on show would attract attention of these people to merits of Sombrero Network, composed of seven southwestern stations, and Lobster Network, six stations in Maine.

New Hurricane Alerts East Coast Radio-Tv

RADIO and tv networks and stations along East Coast alerted Friday for extensive when-and-if coverage of Hurricane "Edna," expected to strike at Long Island-New Jersey coastal areas early Saturday.

NBC-TV reported Friday its network facilities would open Saturday at 9 a.m. EDT instead of customary early-afternoon. It planned to send mobile crews for live coverage of hurricane from Atlantic City, several points in metropolitan New York area, Larchmont, N.Y., and Brockton, Mass. Extensive film coverage also planned.

CBS-TV was preparing to send camera crews to Long Island for live coverage and CBS Newsfilm team also was alerted. CBS Radio presented special report on *Edward R. Murrow and the News* Friday night, featuring report by Mr. Murrow on hurricane progress as he witnessed it from U. S. Air Force B-29 following "Edna" from Wednesday until Friday.

ABC-TV reported it had remote camera crews ready, and ABC Radio laid plans for on-spot coverage.

DuMont's WABD (TV) New York planned to present frequent bulletins on hurricane progress and also telecast special *Operation Hurricane* program Friday night in which public utilities officials offered tips to public on how to prepare for storm's onslaught.

Spectacular Simulcast

PLANS to simulcast NBC-TV's opening color television spectacular last night (Sun.) announced by NBC Friday, with Hazel Bishop Inc. and Sunbeam Corp., sponsors of this series of tv spectaculars, also picking up tab for NBC Radio coverage of 90-minute show (7:30-9 p.m. EDT).

WSAU-TV Joins CBS-TV

WSAU-TV Wausau, Wis., will join CBS-TV as primary affiliate on Oct. 1, it was announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WSAU-TV (ch. 7) is owned and operated by Wisconsin Valley Television Corp., of which George Frechette is vice president and general manager.

• BUSINESS BRIEFLY

300 FOR INSURANCE • Insurance Co. of North America, N. Y., through N. W. Ayer & Son, N. Y., placing radio spot announcement campaign on more than 300 stations, mostly in small markets, in about 13 states, starting Oct. 10 for seven weeks.

50 FOR OXYDOL • Procter & Gamble (Oxydol), Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., placing spot announcement campaign starting Sept. 20 for 39 weeks in about 50 radio markets.

APPOINTMENT PREDICTED • Mathieson Chemical Corp., Baltimore, expected to name Doyle, Itchen & McCormick, N. Y., in October to handle its advertising in radio. Armand S. Weill Co., Buffalo, has been servicing radio portion of Mathieson advertising budget.

JUST OB&M NOW • Hewitt, Ogilvy, Benson & Mather, N. Y., moved to new offices at 589 Fifth Ave., effective last Saturday, and at same time abbreviated name to Ogilvy, Benson & Mather. New phone is Murray Hill 8-6100. Mr. Hewitt left agency to join Kenyon & Eckhardt about two years ago.

COMBINED SPOTS • Best Foods (Nucoa), N. Y., through Dancer - Fitzgerald - Sample, N. Y., planning 13-week radio-television spot announcement campaign to be launched Oct. 4.

BLOCK TO MUTUAL • Block Drug Co., Jersey City, N. J., will sponsor *It Happens Every Day* on Mutual, Monday through Fridays, 8:55-9 a.m., effective Oct. 11. Following products will be advertised: Poslam, Minipoo, Omega Oil and Green Mint. Emil Mogul Co., N. Y., is agency.

LA ROSA EXPANDS • V. La Rosa & Sons, N. Y. (macaroni products), launches its heaviest radio and tv campaign this fall with sponsorship of half-hour tv shows in four markets for 52 weeks and radio spots—25 per week—in eight cities plus tv spots in six other cities. Kiesewetter, Baker, Hagedorn & Smith, N. Y., is agency.

EASTERN CAMPAIGN • J. H. Filbert (Mrs. Filbert's margarine), Baltimore, Md., preparing radio-tv campaign effective Oct. 4 for 10 weeks in eastern areas. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

THERMOMETER GUIDE • Cristy Co., N. Y., for product to make gasoline more efficient during cold weather, planning radio spot announcement campaign to break early in December across country in areas wherever temperatures get to 30 degrees or below. Picard, Marvin & Redfield, N. Y., is agency.

NEW SHOW SPONSORS • General Foods Corp. (Jello), N. Y., and Murine Co., Chicago, first two sponsors signed for CBS Radio's new *Amos 'n' Andy Music Hall* (Mon.-Fri., 9:30-9:55 p.m. EDT, starting tonight). General Foods to sponsor segments of 10 programs on various nights from now through Sept. 30. Murine to sponsor segments of 13 programs between Sept. 21 and Nov. 29. Agencies: Young & Rubicam, N. Y., for General Foods; BBDO, N. Y., for Murine.

D'ARCY MOVES • D'Arcy Adv., N. Y., moved Friday to new offices at 430 Park Ave. on 16th and 17th floors. Phone is Plaza 8-2600.

EXTRA Distance



Straight down the fairway . . . right into 1,468,400 television homes, with all the drive and impact you get in Michigan, Ohio and Canada with 100,000 watt power, 1,057 foot tower and commanding Channel 2 dial position on

WJBK-TV, DETROIT

Sign up for this potent foursome . . . your sales story, teamed up with WJBK-TV's full power, top CBS and local programming!

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

WEMP Negotiates to Buy WCAN; Sale Price $250,000

SALE of WCAN Milwaukee to WEMP same city for sum in neighborhood of $250,000 in negotiation, it was reported last week. Plan is for WEMP to take over 1250 kc, 5 kw facilities of WCAN but retain present call letters. It would relinquish present 1340 kc, 250 w facilities. Physical facilities of WEMP would be sold to ch. 19 WOKY-TV Milwaukee, which already occupies part of WEMP transmitter plant. WEMP is owned by A. M. Spheeris and associates, including 40% by WTCN-AM-FM-TV Minneapolis. WCAN is owned by Lou Poller and associates. WEMP holds option to become 30% owner of WTVW (TV) Milwaukee under merger agreement.

KMAC, KONO Controversy Continues Before Examiner

FIGHT between KMAC and KONO San Antonio for new tv station on ch. 12 went into final rounds Friday before FCC Examiner James D. Cunningham with testimony by James R. Duncan, private detective charged by Federal government with impersonating FCC official while soliciting credit data about KMAC backers [B•T, July 5].

Mr. Duncan affirmed his orders for investigation of KMAC came from Hugh Caterson, his associate in investigation firm of Texas Industrial Surveys, and asserted that he received no instructions from KONO on manner or technique of investigation to be employed.

Mr. Duncan previously was reported to have been arrested on impersonation charge which is to go before grand jury in October.

Mr. Caterson, testifying before Mr. Duncan, recalled request by KONO principal for investigation of KMAC. He said KONO neither specified nor discussed investigation technique and indicated KONO was not aware that he (Caterson) had turned case over to Mr. Duncan until report was made.

Under cross-examination Friday afternoon KMAC owner Howard W. Davis admitted he filed estimated income tax declaration for 1954 giving figure of "none," since he did not know what KMAC profit will be and he could file amended return. KONO counsel noted KMAC net in 1953 was $43,000 on which $11,000 tax was paid, and questioned Mr. Davis about commitments of $123,000 already made on 1954 profit, including $25,000 for tv. Cross-examination will continue today (Mon.).

Four Am Applications Filed

APPLICATIONS for four new daytime radio stations filed with FCC Friday. They are for Murphy, N. C.; The Dalles, Ore.; West Warwick, R. I., and Adel, Ga.

For Murphy, new am station on 600 kc with 1 kw filed by Valley Broadcasting Co. Valley principals also interested in WGGA Gainesville and WRGA Rome, both Ga.

New station at The Dalles, with 250 w power on 1540 kc requested by Polk County Broadcasters.

New station facilities on 980 kc with 1 kw at West Warwick, requested by Neighborly Broadcasting Co.

Facilities for new station on 1470 kc with 1 kw at Adel requested by Cook County Broadcasting Co.

Another Vhf Quits

KTLV (TV) Rapid City, S. D., assigned ch. 7 and sole tv authorization there, surrendered permit to FCC Friday. Hills Broadcasting Co., permittee, gave no reason for decision. Total of 94 permits have been returned (17 vhf, 77 uhf).

BUDGET TROUBLE

HEARING on four hotly-contested applications for ch. 13 at Indianapolis, scheduled to commence today (Monday) before FCC Examiner Millard French, indefinitely postponed by Commission Broadcast Bureau at almost five o'clock Friday with announcement examiner couldn't finish case since his tenure with FCC ends Sept. 30 because of expiration of supplemental tv funds. Action left lawyers scrambling to rearrange business plans of some 40 witnesses. Applicants are WIRE, WIBC, Mid-West Tv Corp. and Crosley Broadcasting Corp. Some half-dozen hearing conferences already had been held with examiner who also first learned of his situation Friday. FCC week earlier in budget action terminated service of another examiner, Claire Hardy, now with Dept. of Health, Education & Welfare. Third examiner, John Poindexter, to be separated Sept. 30.

NARTB Asks ID Rule Change

PETITION asking FCC rule-making proceedings toward amendment of Sec. 3.652(a) of its rules, dealing with tv station identifications, filed Friday by NARTB. Association asked FCC amend requirement that IDs at beginning and ending of each time of operation be both visual and aural to allow either visual or aural IDs, not necessarily both.

RCA Sets Symposium

ALL-INDUSTRY symposium to be conducted by RCA Wednesday afternoon following first public demonstration of its new 21-inch color tv picture tube and simplified color receiver [B•T, July 19]. Both demonstration and symposium to be held at RCA's David Sarnoff Research Center, Princeton, N. J., with first showing, for newsmen, at 12:15 p.m. Tube described as employing 21-inch round metal envelope, having 250-square-inch picture area, being lighter and shorter than other color tubes.

CBS-TV Takes Stevenson

POLITICAL address by Adlai E. Stevenson at Democratic Party's $100-a-plate dinner in Indianapolis Saturday will be carried exclusively as public service over CBS-TV later that evening, 11:15-11:45 p.m. EDT, network announced Friday. Broadcast will be originated for network by WFBM-TV Indianapolis.

UPCOMING

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

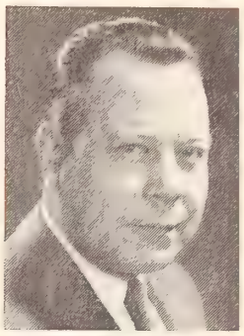
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 15: License renewal hearing before FCC on Edward Lamb's WICU (TV) Erie, Pa.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

For other Upcomings see page 147.

PEOPLE



MR. CRANDALL

JOHN CRANDALL, who resigned recently from Bryan Houston Inc., N. Y., as vice president and head of media, joins McCann-Erickson, N. Y., as associate media director.

FRED COE, producer, will take over production reins from **LELAND HAYWARD** for 10 Monday spectaculars on NBC-TV during this season. Mr. Hayward feels his health will not permit him to continue task. Mr. Coe will continue as consultant producer on Lever Brothers' *Lux Theatre* and Reynolds Metals Co.'s *Mr. Peepers,* both on NBC-TV.

HENRY L. LUHRMAN, formerly with Frederic W. Ziv Co., appointed head of new St. Louis office of MCA Tv Ltd., at 1700 Liggett Dr. **CHUCK LEWIS,** head of MCA Tv's publicity department, Beverly Hills, Calif., moves to St. Louis sales department.

WILLIAM C. COTHRON joins Prodelin Inc., Kearney, N. J., manufacturers of "Job-Packaged" antenna systems, as technical sales staff member. Mr. Cothron has been in product design, field and sales engineering with RCA Victor, RCA Service Co., Allen B. DuMont Labs and Graybar Electric Co. He also supervised installation of tv stations in Latin America (XHTV), Cuba (CMUR-TV) and Japan (JOAX-TV).

ROBERT P. KEIM, former director, Air Force's New York Office of Information Services, succeeds **HELEN CRABTREE** as account executive with The Advertising Council on better schools, stop accidents, national blood program and Crusade for Freedom campaigns. Mr. Keim received early advertising training before joining Air Force 12 years ago at Compton Adv. and as assistant to advertising manager of Standard Air Conditioning. Miss Crabtree resigned to be married.

Funeral services to be held today (Mon.) in Chicago for **JOE KASPAR,** 52, sales service manager of WLS Chicago since 1937 who died of heart attack at his desk Thursday.

MCA Tv Reports New Sales

MCA Tv Ltd., New York, announces film sales to WPIX (TV) and WOR-TV New York, WCAU-TV Philadelphia, KTTV (TV) Los Angeles and KOVR (TV) Stockton, Calif. KOVR's purchase included new sports programs, *Touchdown* and *Telesports Digest,* and also *Abbott & Costello, Follow That Man, Biff Baker, USA* and *I'm The Law,* with individual films totaling 260. KTTV, WOR-TV and WCAU-TV bought MCA Tv's library plan, *Famous Playhouse,* in respective numbers of 665, 314 and 104, while WPIX purchased 39 plays of *Follow That Man.*

WSAI Signs for Redleg Games

ALL GAMES of Cincinnati Redlegs will be broadcast by WSAI there effective with 1955 season under long-term contract announced Friday by Sherwood R. Gordon, station president-general manager. Burger Brewing Co., through Midland Adv., Cincinnati, will sponsor games over Ohio Valley network of 50-plus stations, with WSAI as originating outlet.



GOOD . . . advertising

always pays in the . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage

than ever before is yours with

RADIO in the . . . . . .

15-county Winston-Salem NORTH CAROLINA Market

BEST . . . buy morning,

afternoon and evening is



Represented by
HEADLEY-REED CO.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Robert Deacon, Joel H. Johnston, Sharleen Kelley, Jean McConnell, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar; John Osborn, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: **$7.00**. Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00**, or TELECASTING Yearbook (54th issue): **$9.00**. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00**. Add **$1.00** per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast **$41.60** per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

Copyright 1954 by Broadcasting Publications Inc.



Latest methods and modern equipment combine to make this giant oil refinery near Ashland, Ky., an important producer of petroleum products. It is operated by the Ashland Oil & Refining Company, and is another example of the great industrial diversity throughout WSAZ-TV's 116-county area.

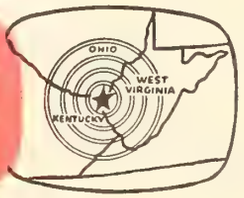
The industrial pageant of our busy Ohio River Valley presents many spectacles that are as arresting to the eye as its statistics on industrial output are appealing to the mind. In both cases, fact consistently outstrips fiction.

No visitors from outer space, these flood-lit spheres are actually part of one multi-million dollar oil refinery, working twice around the clock each day to provide fuels and lubricants for a mechanized America. It is only one of the hundreds of manufacturing plants that give steady employment and spendable prosperity to the million families who live and work in our industrial heart of the nation.

Two facts, we think, are significant to you: (1) These people spend *over two and a half billion dollars* a year for things they want. (2) The *only* advertising medium that, singlehanded, gives intensive coverage of this whole 116-county area is WSAZ-TV.

Whatever you're selling, with WSAZ-TV you can show and talk about it right in the front parlors of over 400,000 TV homes across five states. You can do this with the knowledge (and immediate results) that your message is more persuasive for being delivered by a well-known, well-liked friend. The proof is abundant — as the nearest Katz office will be glad to show you.

WSAZ



TELEVISION

Huntington-Charleston, West Virginia

Channel 3 — 100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and Du Mont

Also affiliated with Radio Stations WSAZ, Huntington, and WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

Finally, a quality sports show.

"CHAMPIONSH

BRAND NEW! FIRST RUN! ONE HOUR SHO\

26 PROGRAMS ALREADY IN THE CAN! EACH ONE A REAL THRILLER! FEATURES THE

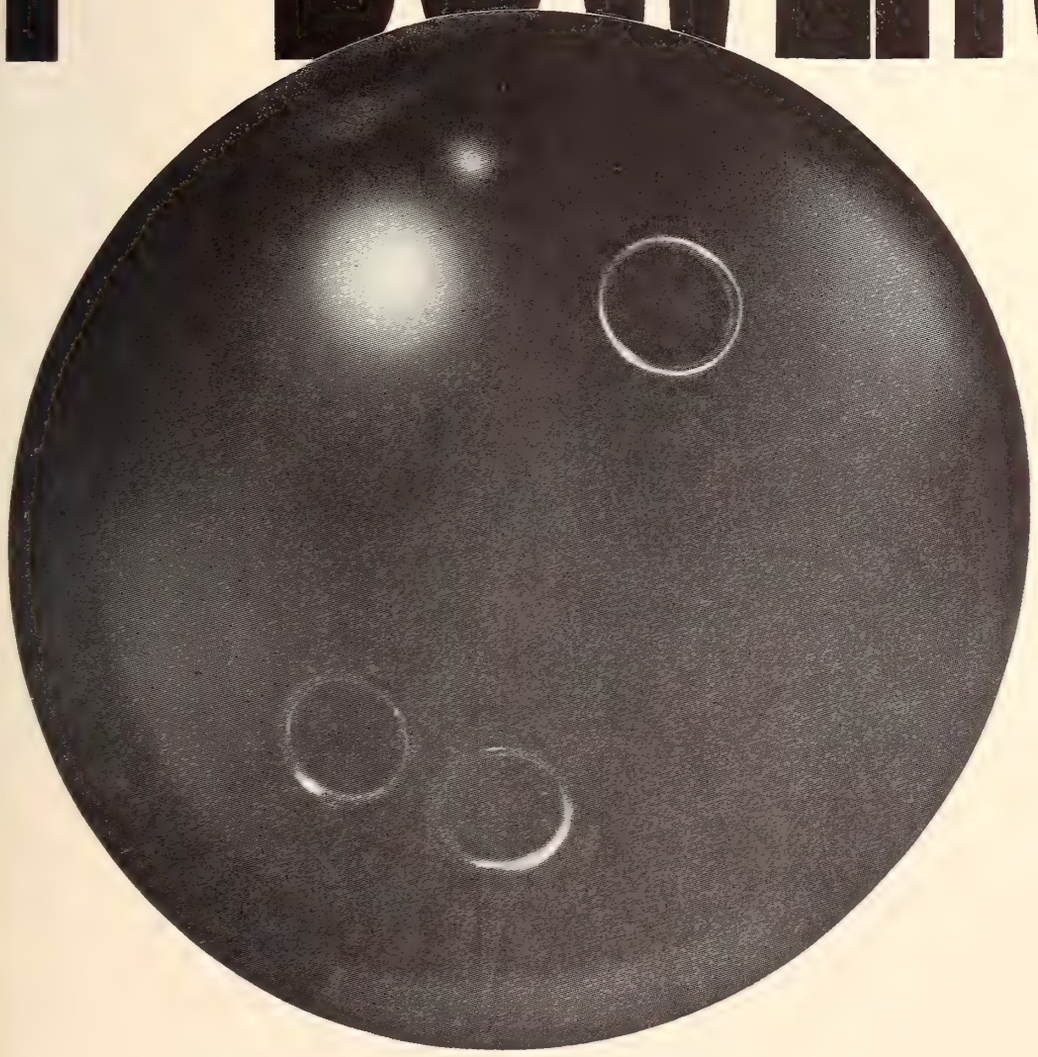
CHAMPIONS OF THE BOWLING WORLD IN MATCH ELIMINATION GAMES!

TREMENDOUS RECORD OF SUCCESS IN CHICAGO

*Not kinescopes. Filmed on a brand new five camera continuous "live" action technique.

on film*

IP BOWLING"



WALTER SCHWIMMER PRODUCTIONS, INC., 75 E. Wacker Dr., Chicago / FRanklin 2-4392

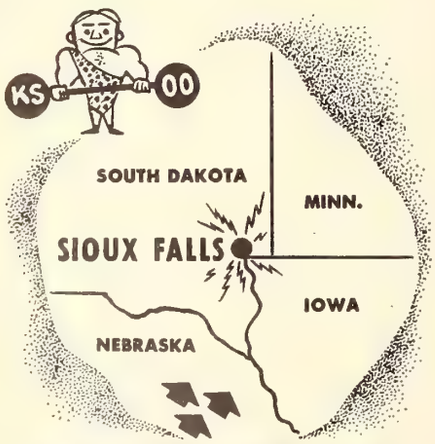
SATURATION COVERAGE of this rich SIOUX EMPIRE FARM POPULATION

99.53% of farm homes have radios!

MARKET FACT NO. 2

The vast Sioux Empire produced a gross farm income of $1,311,209,500 in 1953. The average gross income per farm was $10,660. The 469,050 Sioux Empire farm folks live in one of the world's richest farming areas. They have money to spend! What is the most economical way to reach this wealthier-than-average farm audience? RADIO-KSOO! 99.53% of these folks have radios to bring them crop and weather reports, news and entertainment. RADIO-KSOO is your best means of *really* covering this market because KSOO covers 82% more of the Sioux Empire than any other station. For low cost, effective saturation coverage —it's RADIO-KSOO!

The Dakotas' Most Powerful Radio Station!



KSOO

Sioux Falls, S. D.

Nationally Clear Channel 1140 KC
ABC Radio Affiliate
10,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
Represented Nationally by Avery-Knodel, Inc.

IN REVIEW

DEAR PHOEBE

Network: NBC-TV
Time: Fri., 9:30-10 p.m. EDT
Cast: Peter Lawford, Marcia Henderson, Charles Lane, Joe Corey
Producer: Alex Gottlieb
Director: Don Weis
Writer: Alex Gottlieb
Location: Filmed in Hollywood
Sponsor: Campbell Soup Co.
Agency: BBDO
Estimated Production Costs: Approximately $30,000 per program

THAT producer Alex Gottlieb has come up with a new and different tv comedy series cannot be denied by those who tangled with *Dear Phoebe* Friday via NBC-TV. The literal minded may question the reported newsness of any situation comedy, but Mr. Gottlieb, also the creator-writer, has taken a format concerning a masculine writer of advice to the lovelorn, a feminine sportswriter and the usual irritable managing editor (he's always irritable on celluloid!) and treated them in a slightly mad fashion. In fact, *Dear Phoebe* has a quality which might best be described as fey.

Peter Lawford, as the ex-professor of the psychology of human relations who becomes the newspaper's "Phoebe Goodheart," carries on in the fine tradition established by Cary Grant and Fred MacMurray. While Marcia Henderson does not yet have the comic sense of a Jean Arthur or Irene Dunne, her sportswriter has enough to add more than just decor and will probably end up giving "Phoebe" a run for his/her money.

The irascible managing editor, portrayed by Charles Lane, and the brash copyboy, enacted by Joe Corey, are examples of the stereotype exploded by means of witty dialogue and character delineation. Another "natural" appears to be director Don Weis, who along with Mr. Lawford should cause M-G-M to do a slow burn that these two are no longer under contract.

Campbell Soup, which showed spirit in buying the series immediately upon viewing the pilot, and BBDO, which lost no time in hustling it to Camden for said viewing, ran the gamut in the commercials. For those the animated soup cans didn't sell, there was a live middle commercial. Any laggards should have been captured by the closing bit, done in the same vein as the entertainment portion and featuring actors Lawford and Lane.

At the risk of injecting a sour note, these canned laugh tracks have got to go. If a person sees something funny, he'll chuckle, hoot or roll on the floor without any sneaky prodding.

LOVE OF LIFE

Network: CBS-TV
Director: Larry Auerbach
Producer: Richard Dunn
Writer: John D. Hess
Executive Producer of Color: Richard Lewine
On Air: Mon.-Fri., 12:15-12:30 p.m. Colorcast, Sept. 8 only.
Star: Peggy McCay
Sponsor: American Home Products Corp.
Agency: Biow Co.
Production Costs: $8,500 gross weekly

IF COLOR is going to add anything to tv's daytime serials it will be in displaying the clothes of the female characters to the predominantly feminine audience. In the Sept. 8 colorcast of *Love of Life* the gowns of the heroine, her sister and her best friend certainly showed up more attractively in color than they would have in black-and-white.

The addition of color did not extend the action of this installment of the drama, which utilized the entire 15 minutes to introduce the brother of the hero, a surly individual who is obviously "up to no good" and who seems likely to interfere with the plans of his brother and the heroine for an early marriage. But experience has proved this to be just about the perfect pace for a daytime drama and it doubtless would be unwise to let the addition of color disturb this basic factor.

No soap opera fan, this masculine reviewer sees little likelihood that color will do anything to change his attitude. And he's sure the sponsor couldn't care less.

THE DUKE

Network: NBC-TV
Time: Fridays, 8-8:30 p.m. EDT and (kinescoped) PDT; 7-7:30 p.m. CDT
Star: Paul Gilbert
Cast: Claud Stroud, Allen Jenkins
Producer: William Harmon
Director: Sid Smith
Staged by: Charles Isaacs
Writers: Charles Isaacs, Jack Elinson
Technical Director: Ross Miller
Art Direction: Frank Swig
Music: Lou Bring
NBC Executive Producer: Pete Barnum
Sponsor: Sustaining
Origination: El Capitan Theatre, Hollywood

THE UNDENIABLE comic gifts of Paul Gilbert occasionally manage to slip through the script of NBC-TV's *The Duke* series, but it's a tough fight against poor material all the way.

Whoever foisted this weekly affair off on Mr. Gilbert done him dirt. Charles Isaacs and Jack Elinson are to be credited, if that is the correct word, as the writers, with Mr. Isaacs also staging *The Duke*. Perhaps it is unfair to single out these gentlemen, but it should be recorded that the collection of tired cliches and stereotypes gathered for this script is second to none in the history of American entertainment.

Briefly, *The Duke* concerns itself with the efforts of a good natured and somewhat naive boxing champion to establish a new life for himself outside of the ring after his retirement. The running situation is the conflict between his desire for "culture," represented by his effeminate and stuffy business manager, and the rough, simple virtues of his past, represented by his none-too-bright former trainer. Claud Stroud and Allen Jenkins, respectively, undertake these roles, but although fine troupers, are too often betrayed by their material.

By now Mr. Gilbert should know that situation comedy, at least *this* situation comedy, is not his dish of tea.

Better luck, and better writers, next time.

★ ★ ★

BOOKS

ELECTROACOUSTICS, by Frederick V. Hunt, Harvard U. Press-John Wiley & Sons, New York. 260 pp., $6.

DESPITE its formidable title, it is a simple thing that Prof. Hunt has done. He has pulled together all the literature, historical as well as technical, on the subject of electroacoustic transduction—the art of converting electrical energy into sound and vice versa.

Of interest to the layman are the first 90 pages, which recount the early days of electrostatic induction with Leyden jars in the 18th Century, the electro static and electromagnetic history of the telegraph, the telephone, and Pickard's and Fessenden's work with radio. The chapter is notable for being based almost entirely on original sources, including Patent Office records. It contains some new historical information on the development of crystal oscillators and dynamic loudspeakers, among other subjects.

New Business Getter

the RCA TV Switcher TS-5A

adds fades, lap-dissolves, super-positions to spice up your commercials



The RCA TS-5A Video Switcher is a flexible two-unit equipment designed to mount in a single standard console housing. The push-button and fader panel may be located as illustrated or in the upper face of the console. The TS-5A is designed for color use as well as for monochrome.

You are invited to ask your RCA Broadcast Sales Representative concerning the application of the TS-5A to your specific requirements, or write Dept. I-22, RCA Engineering Products Division, Camden, N. J.

A MUST FOR YOUR TC-4A!

RCA's new TS-5A Video Switcher will give increased flexibility to your programming. If yours is a "Basic Buy" switching layout, where video control functions are centered around the TC-4A Audio/Video Switching Console, the TS-5A will supplement your present equipment, greatly enhance the versatility of your station, give new spontaneity to your commercials.

5 EXTRA INPUTS PLUS "REHEARSAL" FOR YOUR TS-10A!

If your station already includes the TS-10A Studio Switcher and you need to provide for more inputs and rehearsal facilities—the TS-5A Switcher is the ideal answer. A typical arrangement of these two equipments will provide for independent studio rehearsal plus 5 extra inputs.

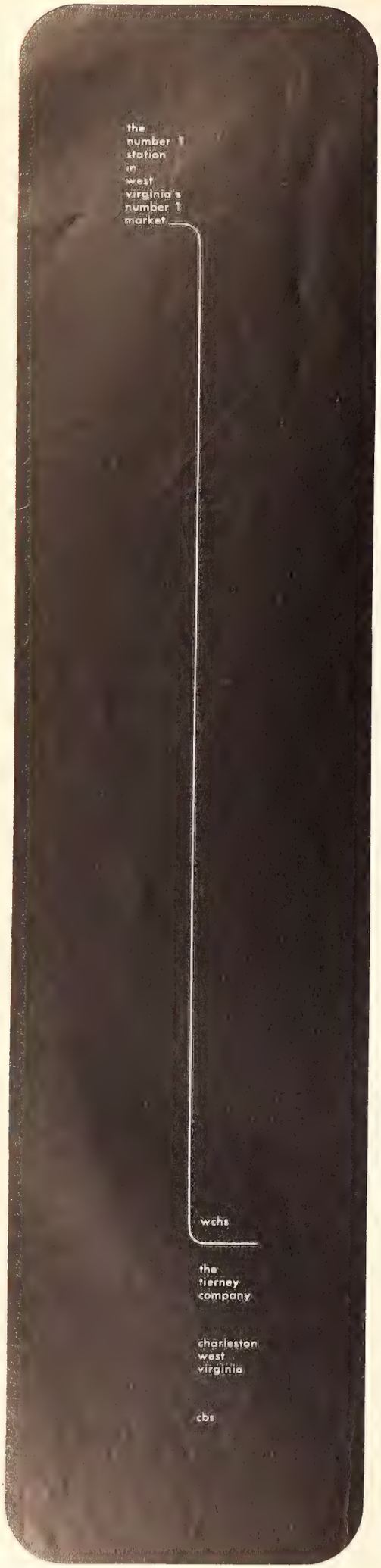
HANDY AS AN INDEPENDENT SWITCHER!

The TS-5A also may be used for independent switching systems where maximum program flexibility and economy are desired. The TS-5A can be conveniently mounted in a standard console housing adjacent to other console control units.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N. J.



OPEN MIKE

A Potent Force

EDITOR:

We heartily agree with your Aug. 23 editorial that news direction deserves a place high up on the administrative level of a radio and television station. The steps taken recently by a major network are important strides in the continuing fight for greater realization of the role news plays in the radio broadcasting industry. . . .

We, at WHLI, have for years realized the importance of our news department . . . From the very outset we formed the WHLI News Bureau, a separate and distinct department with its own administrative head. The director of news at WHLI is part of the management policy team and sits in on all higher level operational decisions.

For years the WHLI News Bureau has spoken out editorially (through straight editorials and documentaries) on important community issues. It was made clear to our audience that these were station editorials. It is our belief that remarkable progress has been achieved, through these documentaries, in correcting community problems and by reflecting the thinking of the community in important situations.

We believe that further recognition of news at radio and television stations will depend upon the degree of importance given the news departments at the stations throughout the country. Radio journalism is a potent force in a station's operation and should be exploited by broadcasters to its fullest.

Paul Godofsky
President and Gen. Mgr.
WHLI-AM-FM Hempstead, Long Island

Boo-Boo

EDITOR:

In your Aug. 23 issue in the stations personnel section, somebody "pulled a boo-boo" completely. The head of our company, Lawrence H. Rogers, is quoted as being "news director of WEAU-TV Eau Claire, Wis., to station [WSAZ-TV] as announcer."

Lawrence H. Rogers is vice president and general manager of WSAZ Inc. The announcer coming in from Wisconsin was one Bob Burnham.

Charles W. Dinkins
Promotion Manager
WSAZ Huntington, W. Va.

Plaques and People

EDITOR:

The idea of a plaque commemorating the gallant deeds of American radiocasters in the BBC wartime underground studios [B•T, Aug. 23, 2] is most excellent. And I think Ed Murrow would be the first to suggest that services of his colleagues, Fred Bates of NBC and George Hicks of ABC, not go unmentioned in the dispatches.

Further thought might also be given to the installation of a suitable plaque in the radio room of Mansion Agriculture, in Algiers, North Africa, where Maj. Al Wharfield and his Army staff set up the first voice link for radio and press following the North African landings and subsequent campaign. It was here that NBC's Merrill Mueller and his then CBS colleague, John Daly, distinguished themselves with many heroic exploits to overcome the primitive communications conditions.

Equally important is the famed Pacific "Patchwork" set up at Guam and other islands and Abe Schecter's floating communications ship. Abe and my Army colleague Jack Harris (now KPRC-TV Houston) and my Navy opposite number Jack Hartley (WEWS [TV] Cleveland) would have much to add as they were there and did the job.

Plaques without people are meaningless. If the Dept. of Defense and State Dept. are well advised they would consider inviting the different correspondents and their former Army and Navy colleagues to participate in the appropriate ceremonies at the appropriate places.

Edward M. Kirby
Pub. Rel. Counsel
Greater National Capital Committee
Washington, D. C.

[EDITOR'S NOTE: B•T's editorial proposal that American broadcasters who used BBC's facilities during the war might well emulate their European brothers in presenting a commemorative plaque of thanks led Howard L. Chernoff, WTAP (TV) Parkersburg, to start a fund, naming B•T as treasurer. Checks should be made payable to B•T BBC Plaque Fund.]

Changing Times

EDITOR:

One of the more predominate problems existing in station management in the Midwest is the problem of time change in the East Coast and the adjustment of local and network shows to the change of Eastern Daylight to Eastern Standard. This change is overshadowed, however, by the request we had from a young lady in Searcy, Ark., and I quote:

"A lot of girls and I have been looking at the stories in the morning, the names of the stories are *Valiant Lady, Love of Life, Search for Tomorrow, Guiding Light, Portia Faces Life,* and *Seeking Heart.* We are all starting to school Sept. 7 so if it would be at all possible please change the stories to 3:30 or 4:00 in the afternoon. We will be very happy."

So the station relation boys think they are having problems. They should try and tackle this one.

Don B. Curran
Promotion Manager
KATV (TV) Little Rock, Ark.

Two Pips

EDITOR:

Congratulations to you and your associates for two pips. I refer of course to the editorials "Bryson Bill Threat" and "Breaking the News Barrier" in your issue of Aug. 23.

Edward J. Noble
Chairman of Finance Committee
AB-PT, New York

Laugh Starvation

EDITOR:

Television this year will see the greatest amount of so-called situation and variety comedy shows ever unreeled, with every network exposing new products designed to capture the *I Love Lucy* and *Jackie Gleason* ratings. . . .

But with the expansion of the comedy screenings on tv, the public may find themselves overwhelmed with old, old jokes. . . . The time has come for the networks and advertising agencies to band their efforts to discover and develop comedy writers, much like every other institutional industry tries to nurture its best talents.

There is a ready-made "institution" for this effort: The National Assn. of Gagwriters is starting its 10th semester on Sept. 15 and will meet every Wednesday night for 44 weeks after that. The Comedy Workshop is preparing to open counterparts in principal cities throughout the country.

Are the networks and advertising agencies ready to offer their cooperation and thus save


KWK-TV
channel
CBS
4
ST. LOUIS, MISSOURI
100,000 WATTS • OVER 600,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.
CBS
TELEVISION
NETWORK

BEHOLD

our brilliant aggregation of Talent!

THREE THRILLING HOURS

OF ORIGINAL COMICALITIES



SATURDAY NIGHT ON

NBC-TV

FEATURING

the Kings and Queens of Hilarity
guaranteed to Revive, Renovate, and
Revitalize the Sagging Spirits

The capers of a most clever couple

ETHEL & ALBERT

The merry mishaps of a mighty mite

MICKEY ROONEY

Fabulous fun with a frantic ex-fighter

THE DUKE

The irresistable, impulsive, incomparable

IMOGENE COCA

The one, the only

JIMMY DURANTE...

alternating with dancing, dashing

DONALD O'CONNOR

A great new entertainer, worthy member of this classic and unequalled retinue

GEORGE GOBEL

And to play, sing and dance to the favorite ballads of the nation

YOUR HIT PARADE

And as a special added attraction...
Every fourth Saturday, 9:00 to 10:30 pm, a stupendous 90 minute
NBC "LIVE" COLOR SPECTACULAR... "MAX LIEBMAN PRESENTS"

SOLD OUT!

Each and every booth is already taken and will be crammed full of wondrous wares to be sold during the stupendous congregation of the public Saturday nights on

NBC TELEVISION
A SERVICE OF
RADIO CORPORATION OF AMERICA



For 31 years, WMC has offered an unmatched combination . . . the best of NBC programs, plus such outstanding local personalities as,



GENE STEELE, King of the Hillbillies . . . outstanding early morning favorite for the past 15 years . . . more than 3,300 programs for the same sponsor.



WALTER DURHAM, WMC's Farm Director. Farm Editor of The Commercial Appeal . . . Director of nationally-famous Plant-to-Prosper Program. Holder of the Reuben Brigham award. His morning and noon programs are farm favorites.



SLIM RHODES, and his Mountaineers . . . 8 consecutive years for the same sponsor. This six-piece hillbilly band is a WMC noontime favorite.



CHARLEY DIAL, rates high with early risers and the Mid-South rural audience . . . unique western and pop music by this former star of famed Kansas City Brush Creek Follies.



OLIVIA BROWNE, conducts the Mid-South's top women's show in the early afternoon (Pulse, June, 1954). Features interviews with national personalities.

The only station in the Mid-South with both AP and UP news services.

The only station in the Mid-South with two experienced, full-time news writers.

WMC MEMPHIS
NBC—5,000 WATTS—790 K. C.

WMCF WMCT
300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal
National representatives, The Branham Company

the future of their comedy films? Laugh starvation may face the nation, and destroy our sense of humor—and the residual rights of films—if they don't buckle down and save the laugh world by developing more comedy writers. We're anxious to discuss this with any network or agency executive.

George P. Lewis
National Laugh Enterprises
P. O. Box 835
Grand Central Station
New York

ACLU on Open Hearings

EDITOR:

Our attention has been drawn to the story in your July 12 issue concerning the testimony of the American Civil Liberties Union before the Senate Rules Committee considering fair procedures for congressional investigating committees. . . . Your report is incorrect in stating that this is a reversal of the ACLU's position. The official policy, announced by the Union on April 10, 1953, says:

"The ACLU, after consideration of the desirability of both freedom of communication and the safeguarding of due process, believes that proper rules for the conduct of legislative hearings should be adopted and a satisfactory practice established before the filming, broadcasting and televising of such hearings is permitted. Protection should also be found for a person who is attacked by irresponsible, willing witnesses.

"Once fair rules and practices are established, the ACLU will support democratic freedom of communication with respect to legislative hearings."

The transcript, p. 463, of Mr. Angell's [Ernest Angell, ACLU board chairman] testimony supports this policy. . . .

The Union supplemented its regular policy on Aug. 11, when it urged Sen. Arthur V. Watkins, chairman of the committee investigating charges against Senator McCarthy, to reconsider its ban on radio-television. The ACLU said that since he had announced that fair rules of procedure would govern the conduct of the hearings, there was no need to ban radio-tv from the hearing room.

Alan Reitman, Asst. Dir.
ACLU, New York

A Compliment

EDITOR:

Your editorial in the Aug. 23 issue concerning the Bryson Bill seems to infer that the chief aim of radio and tv is monetary and any advertising that brings in the money is therefore good and should be supported, lobbied for and pushed on to the public. The interests of the public, their children and community life are incidental.

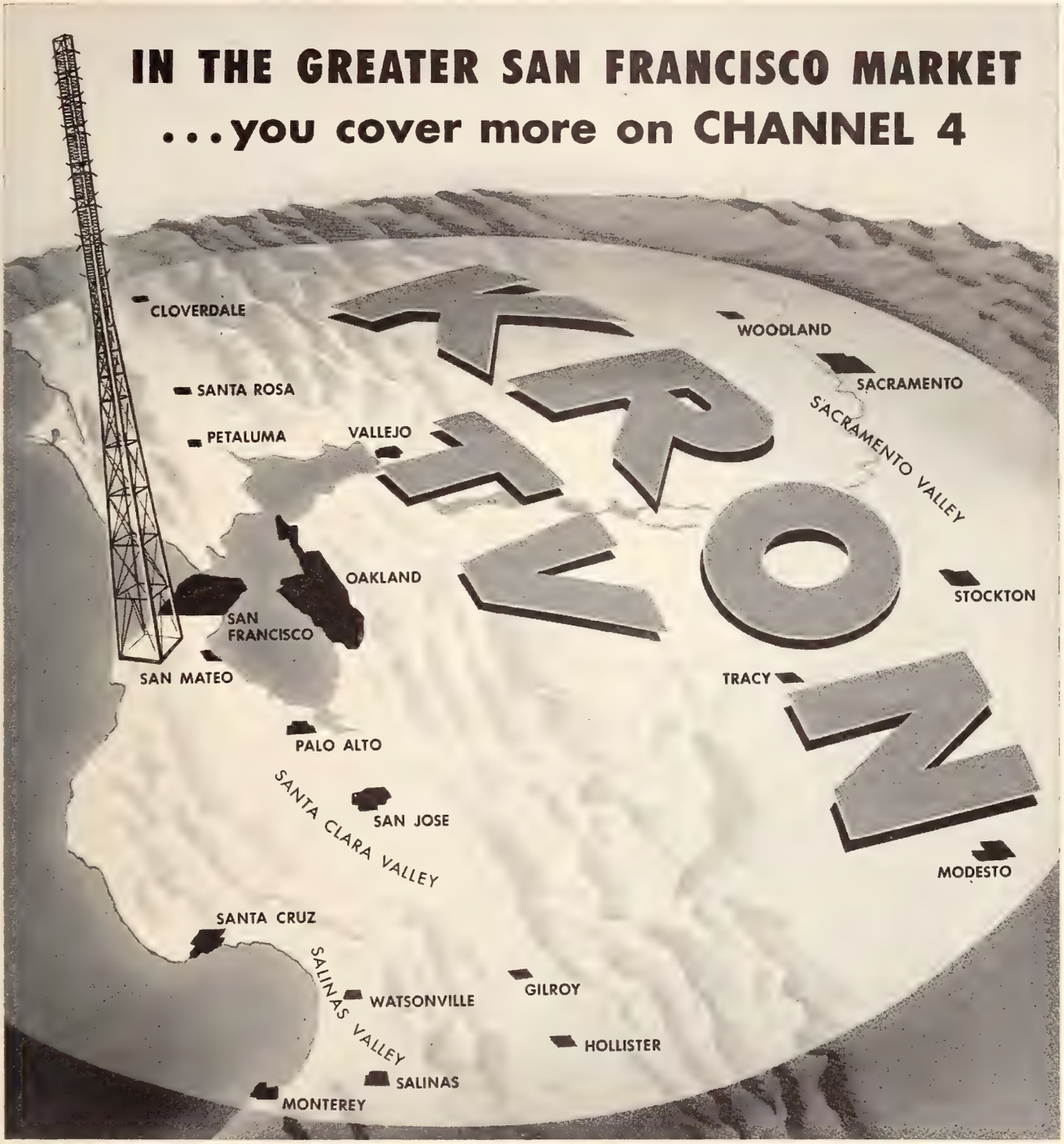
The reference to coffee, tea and cola advertising is unreasonable and greatly weakens your argument. It merely shows you are having a hard time trying to find legitimate reasons to support your position so you must deal in absurdities.

I think you are wise to warn the industry concerning their self-regulation policies. We do not wish to be unreasonable, but we have no sympathy for the manufacturers and dispensers of that which causes human wreckage. We are not fighting the fellow who drinks it—he needs help. . . .

It is a compliment to radio and tv that their liquor advertising is being questioned at this time, because it proves that radio and tv advertising is much more effective to a much larger audience than newspaper or magazine ads. . . .

S. N. Whitcanak
Merriam, Kan.

IN THE GREATER SAN FRANCISCO MARKET
...you cover more on CHANNEL 4



KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4½ billion dollars annually on retail purchases
- The eighth largest in set ownership

...SO COVER MORE ON CHANNEL 4

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs

KRON TV 4
SAN FRANCISCO



WORLD'S TALLEST
MAN-MADE STRUCTURE
KWTV's 1572-FOOT TOWER
goes into operation
NEXT MONTH

With television's tallest tower, **KWTV**
OKLAHOMA'S NO. 1
TV STATION becomes
No. 1 in POWER
316,000 watts
No. 1 in COVERAGE
(reaching Oklahoma areas never before served by television)



KWTV-9
OKLAHOMA CITY
Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.
EDGAR T. BELL, Exec. Vice President
FRED L. VANCE, Sales Manager

our respects

to FREDERIC MALCOLM WARING



FRED WARING is a master musician and showman whose success can be attributed to his sensitive judgment of audience reaction. His reputation in the radio-tv field as head of the famed choral group, the Pennsylvanians, is well known. But his contribution to the music of America has not stopped here.

Mr. Waring has been described as a perfectionist—a word he dislikes. He is revered by those with whom he works. He is an individualist who works best under pressure and knows exactly what he wants and demands it. Often he will change an entire sequence—dances, songs and all—just a few hours before his Sunday evening tv show because he feels his Pennsylvanians are not delivering their best work in a particular act.

It is said concert managers for his tours are frequently alarmed because he doesn't release a program listing of songs to be publicized prior to a concert. But herein lies the Waring magic. Mr. Waring, during the early minutes of a concert, watches and listens to audience reaction, and selects songs from the Pennsylvanians' voluminous repertoire "as he goes along." Each concert is different and the Pennsylvanians, as well as the audience, are kept on their toes.

Frederic Malcolm Waring was born June 9, 1900, at Tyrone, Pa. While a college student at Penn State, studying architectural engineering, he was not considered good enough to join the glee club.

Mr. Waring has strived to combine a fine choral group and orchestra with unusual staging and attractive costumes. Starting with his college days he has played proms, movie houses, motion picture engagements, a trip to Europe, a six months' engagement at New York's Roxy theatre and is a 30-year veteran in the commercial recording field.

His entry into radio followed many disappointments. In the early thirties advertisers were extremely wary of choral groups. Mr. Waring was told, "They're fine for Sunday morning, but for a regular nighttime series—definitely not."

But in 1933, Old Gold cigarettes took a chance for a year and put the Pennsylvanians on CBS. Mr. Waring and has group caught on. His subsequent sponsors during 20 years of top radio-tv musical entertainment include Ford, Grove's Laboratories, Chesterfield, Owens-Illinois and General Electric. Mr. Waring's morning NBC shows were sponsored by American Meat Institute, Green Giant, Johnson's Wax and the Florida Citrus Commission.

Mr. Waring's entry into television, on CBS-TV Easter Sunday 1949, followed General Electric's two-year sponsorship of a half-hour evening radio show. Among the innovations he made was to eliminate the studio audience to enlarge facilities and allow a 360-degree camera range.

Of the many Waring enterprises, his favorite is the Fred Waring Music Workshop. Each summer, some 700 choral directors visit his Workshop, three miles from Mr. Waring's Shawnee-on-Delaware (Pa.) home, to study with him and his staff the Waring techniques of choral music and its direction.

Among his many other contributions to the field of professional, educational and industrial music are: a carefully-documented study of music education for the very young; a two-year national study of music attitudes among teen-agers, which was of top value to music educators and radio-tv programming; a project with Stanford U. and Dr. Edward K. Strong Jr. in instituting and financing the first application to the professional music field, both performing and teaching, of the university's Vocational Interest Research.

Along with his many successes, history also records one Waring failure. This was his crusade to secure for musicians the right to control the use of their recorded performances. As head of the National Assn. of Performing Artists, Mr. Waring in 1935 sued WDAS Philadelphia for the unauthorized broadcast of his phonograph records. When an injunction preventing WDAS from airing Waring records without his permission was upheld by the Supreme Court of Pennsylvania, NAPA started a similar suit in the name of Paul Whiteman against WNEW New York.

RCA intervened in this suit, claiming that any performing rights in recordings should belong to the recording company rather than the performer. Overruling the Federal District Court in New York, the U. S. Circuit Court of Appeals ended the Waring campaign by deciding that broadcasters could freely purchase and use recordings without permission from either company or artist.

To Fred Waring, "firsts" have never been a novelty. His Pennsylvanians were the first to utilize a vocal chorus on records and they also recorded the first rhumba tune. His radio-tv shows, which try to combine the originality of youth and the well-staged production of a veteran showman, have received many awards.

At his Shawnee home, he collects antiques and plays golf as often as is possible. His flair for remodeling and continually improving his properties, as well as his music strategies, come naturally. And even in his moments of relaxation he is planning for the future of his Pennsylvanians and the Music Workshop, among other interests.

Gosh - another WMT-TV testimonial!
That makes two this year.

Anamosa, Iowa
22 July 54

Mr. _____ name on request
General Manager
WMT
Cedar Rapids, Iowa

Channel 2 - 100,000 watts - CBS

Dear Mr.

This is a complaint about your television station.

we lose sleep over some of them too.

I have four children, two of them of an age where they need a little sleep. Your programs are keeping them up nights. My boy is nine years old. He plays in the ~~local little~~ league. He won't go to bed until he sees Tait tip over the losers in the Majors. The $%"@?& person that thought up that gimmick out to your TV station should be fired. It has the kind of visual appeal that intrigues adults, let alone unsuspecting children. How is my kid going to get his base knocks with your programs keeping him up all night?

Tait Cummings, WMT Sports Director

Food for thought for advertisers (our rep. is The Katz Agency)

All your stuff is palatable. Some of it is very good. I particularly like Tait, of course. He has the kind of old shoe appeal that local people enjoy. Besides, he knows his sports. On top of that, ~~his hairline~~ has receded farther than mine, thus boosting my fading age.

all business is people

Everyone in Anamosa thinks your station is doing a top-notch job.

how to win friends, etc.

Darling, they're playing our song.

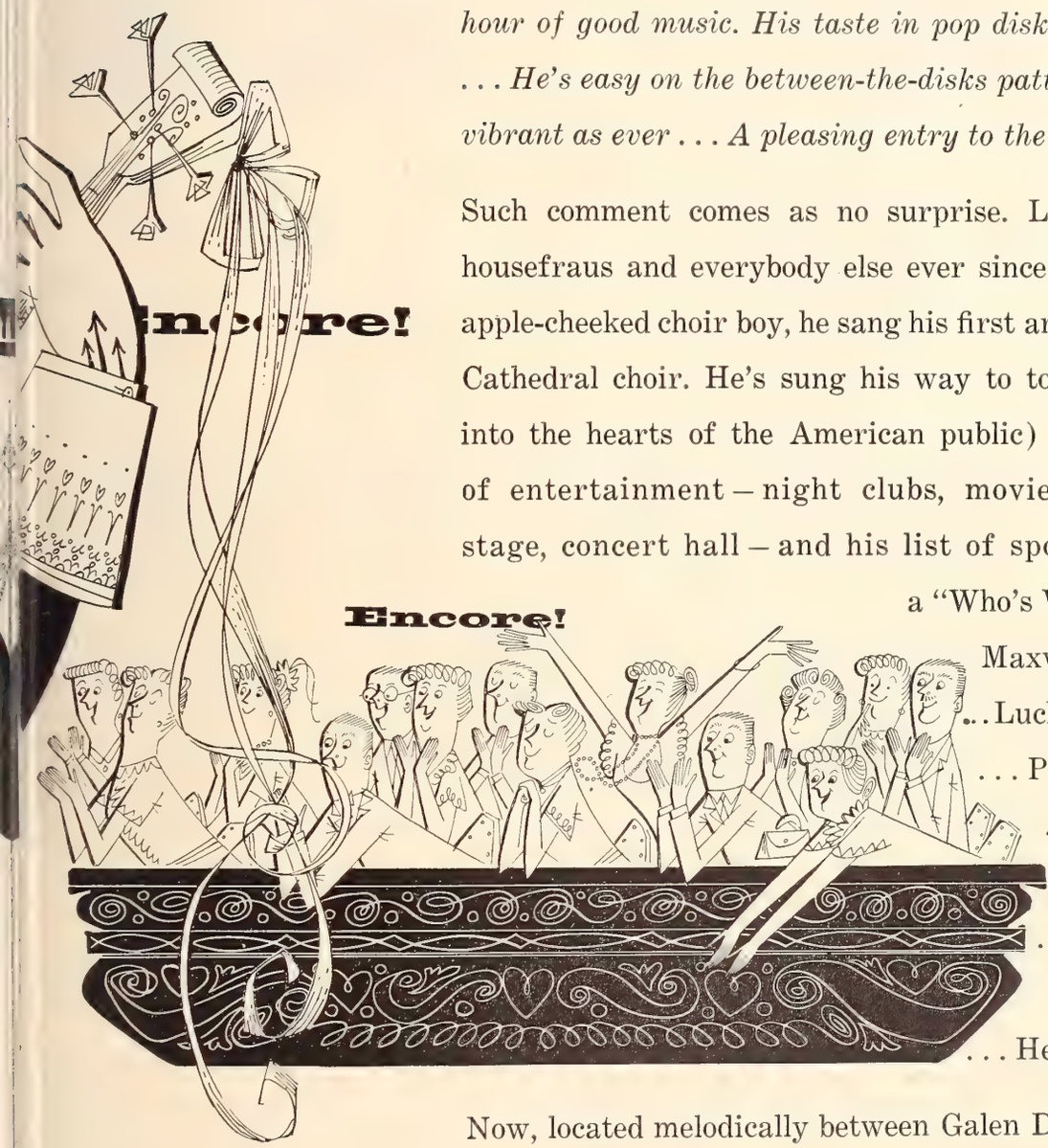
we also cover Delhi, Norway, and Swisher, Ia.

Very truly yours,

B_____ D_____ Name on request


Encore!
Encore!
L.R.
WCI

Whenever Lanny Ross sings . . . wherever he goes . . . delighted audiences ask for more. And now, after time out for a smash-hit concert tour, he's stage-center once again in a bright new show of song,* easy conversation and favorite disks, every afternoon (Monday through Friday) on WCBS Radio. "*The result is,*" according to Variety (August 11), "*a soothing half-hour of good music. His taste in pop disks ranks with the best . . . He's easy on the between-the-disks patter, and his voice is as vibrant as ever . . . A pleasing entry to the housefrau audience!*"



Such comment comes as no surprise. Lanny's been pleasing housefraus and everybody else ever since the day when, as an apple-cheeked choir boy, he sang his first anthem in the St. John's Cathedral choir. He's sung his way to top-rank stardom (and into the hearts of the American public) in almost every field of entertainment – night clubs, movies, radio, television, stage, concert hall – and his list of sponsors has read like a "Who's Who in Advertising":

Maxwell House (*Showboat*)
. . . Lucky Strike (*Hit Parade*)
. . . Packard (*Mardi Gras*)
. . . Camel (*Caravan*)
. . . Franco-American
. . . Procter & Gamble
. . . Swift . . . Gulf Oil
. . . Hellmann's Mayonnaise.

Now, located melodically between Galen Drake and John Henry Faulk in WCBS Radio's afternoon parade of stars, Lanny Ross is singing and selling for Coca Cola, General Foods, McCormick & Company, Hunt Foods and Nescafe. If you'd like to join this distinguished list of advertisers, Lanny will be happy to accommodate you. Call Henry Untermeyer at WCBS Radio (PLaza 1-2345), or the nearest CBS Radio Spot Sales office, for details.

ADIO *New York*
CBS Owned

**With Milton Kaye at the piano*



Riding High...

Results of a test by one of the top advertising agencies, using WFBG-TV, frankly have been surprising. You, too, can use this proven pulling power to cover Pennsylvania between Pittsburgh and Harrisburg.

With WFBG-TV

Channel 10.....316,000 Watts Super Power

OTHER PLUS FEATURES

Television Sets	447,128
Families	651,267
Retail Sales	2.1 Billion

Tower Height, 990 Feet Above Average Terrain



The Gable Broadcasting Co.

Altoona, Pa.

Represented Nationally By H-R Television, Inc.

WFBG TV AM

ABC NBC CBS DUMONT



FAYTHE VENT

on all accounts

FAYTHE VENT, radio-tv director of Rhoade & Davis Advertising, Los Angeles, has accumu lated a great deal of experience in many phase of the broadcasting industry since she starte in radio during her college days.

A native Ohioan, she was announcer, mus librarian and manager of the Tiffin, Ohio, re mote studios of WFIN Finley, Ohio, while a undergraduate of Heidelberg College. Follow ing her graduation with a degree in Speech an English in 1948, she moved to WHIO Dayto as a copywriter, became secretary to the opera tions director, then moved to WHIO-TV as a sistant commercial producer when that statio started in 1950.

Later that year Miss Vent entered the agenc field as copywriter and timebuyer for Foster Davis Inc., Cleveland, where she later becam supervisor of film commercial production.

Moves to CBS Spot Sales

In 1951, she moved to CBS Spot Sales, De troit, as secretary and "general all-around girl, but she recalls she left that city to migrat to sunny California on the very first day of th winter snows that year. During her first yea there she was secretary to NBC singing sta Dinah Shore.

In 1953, Miss Vent joined the Los Angele office of Edward Petry Co., station representa tive. She assumed her present position wit Rhoades & Davis last February.

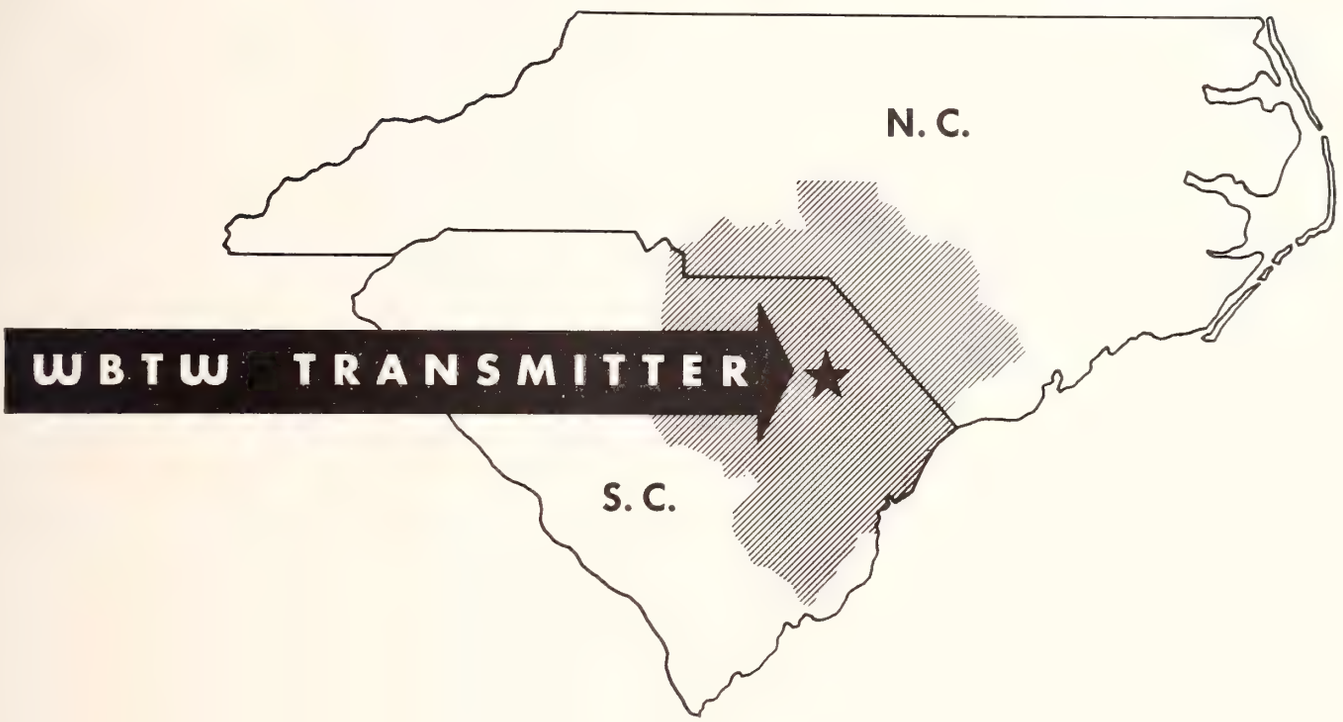
The petite and perceptive Miss Vent believe that agencies themselves, with their insistenc on adjacencies, are responsible for most of th present evils of double-and-triple spotting o commercials. "Personally," she says, "I lik a participation show with a local personalit who will endorse the product. That way th advertiser can gain an identification for th product he doesn't get with adjacent spots."

In radio, she likes daytime shows, also witl a strong personality and a loyal following, bu she believes in surveying each market separate ly to determine what draws best in that par ticular area.

A very busy girl, Miss Vent insists she neve has had time to develop hobbies. She does lik to entertain and attend parties, concerts an the theatre. On outdoor sports, she comments "I'm scared of water, but I'm an excellen beach-sitter."

Soon!

new, top-power VHF coverage of 1,000,000 carolinians



A great new area station will take the air in the Carolinas in early October—WBTW with studios and transmitter at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. As of November 1, 1953, sets in the WBTW area exceeded 69,000—a total which is expected to grow to 100,000 by debut time.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION

WBTW
FLORENCE, S. C.

Channel 8 Top Power

Represented Nationally by CBS Television Spot Sales

CROSLEY GROUP ANNOUNCES

sweeping

Bigger audiences than ever!
Great programming! Intensive merchandising! And now—
NEW SAVINGS NO BUYER CAN RESIST!

BASIC TV GROUP

WLW-T, Cincinnati · WLW-D, Dayton · WLW-C, Columbus

10% Savings when time is bought on all 3 Basic TV Group stations, equal in length, classification and simultaneous (all in the same week).*

WLW-Radio, for perfect complementary coverage of the 50th State, 3,533,000 radio homes, of which 1,300,000 are non-TV homes.

30% Savings on WLW nighttime radio when using the Basic TV Group and buying an amount of time equal to the time purchased on the Basic TV Group in length, (used in the same week).

5% Additional Savings on the Basic TV Group when using WLW nighttime radio, equal to the Basic TV Group in length, and simultaneous (in the same week).

WLW-A, Atlanta

25% Savings when using the Basic TV Group, time to be equal in length, classification and simultaneous (in the same week).**

Compare!

SEE HOW YOU SAVE!

½ Hour, Class A, 52 Times

WLW-T, WLW-D, WLW-C, WLW-radio (nighttime) and WLW-A purchased separately: **$2,027.64**	Same Group with new Group Rate Discounts **$1,671.16**
Basic TV Group, WLW-T, WLW-D, WLW-C plus WLW-radio (nighttime) purchased separately: **$1,760.88**	Same Group with new Group Rate Discounts **$1,404.40**
Basic TV Group, WLW-T, (Cincinnati), WLW-D (Dayton), WLW-C (Columbus), PLUS WLW NIGHTTIME RADIO. **$1,404.40**	Next best TV stations: Cincinnati, Dayton and Columbus. NO RADIO. (No radio combination is comparable in coverage to WLW). **$1,283.20**

You save $501.00 since your WLW Nighttime radio with the combination of all discounts costs only $119.00, against $620.00 rate card.

It's the biggest bargain in advertising and sales history!

Special rates on participating programs on request.

**Excepting certain announcements and published package prices.* ***Replaces "Regional Discount" in WLW-A rate card.*

GROUP RATE savings

Bigger retail sales than all of Texas!
Twice the population of New Jersey!
5 times the effective buying income of the whole state of Kansas!

THE 50TH STATE

Home state of the Crosley Basic TV Group and WLW-radio

Figure it any way you want. Wheel and deal and work out any combination of stations. The answer will always be the same. The one best buy in the 50th STATE is the Crosley Basic TV Group—WLW-T, WLW-D, WLW-C—plus nighttime WLW-radio to penetrate the 1,300,000 non-TV homes (not to mention an additional 2,233,000 radio homes in the area). No other combination can give you so much coverage or comparable sales effectiveness at anywhere near the Crosley Group price.



Look at these boxcar figures for the 50th STATE!

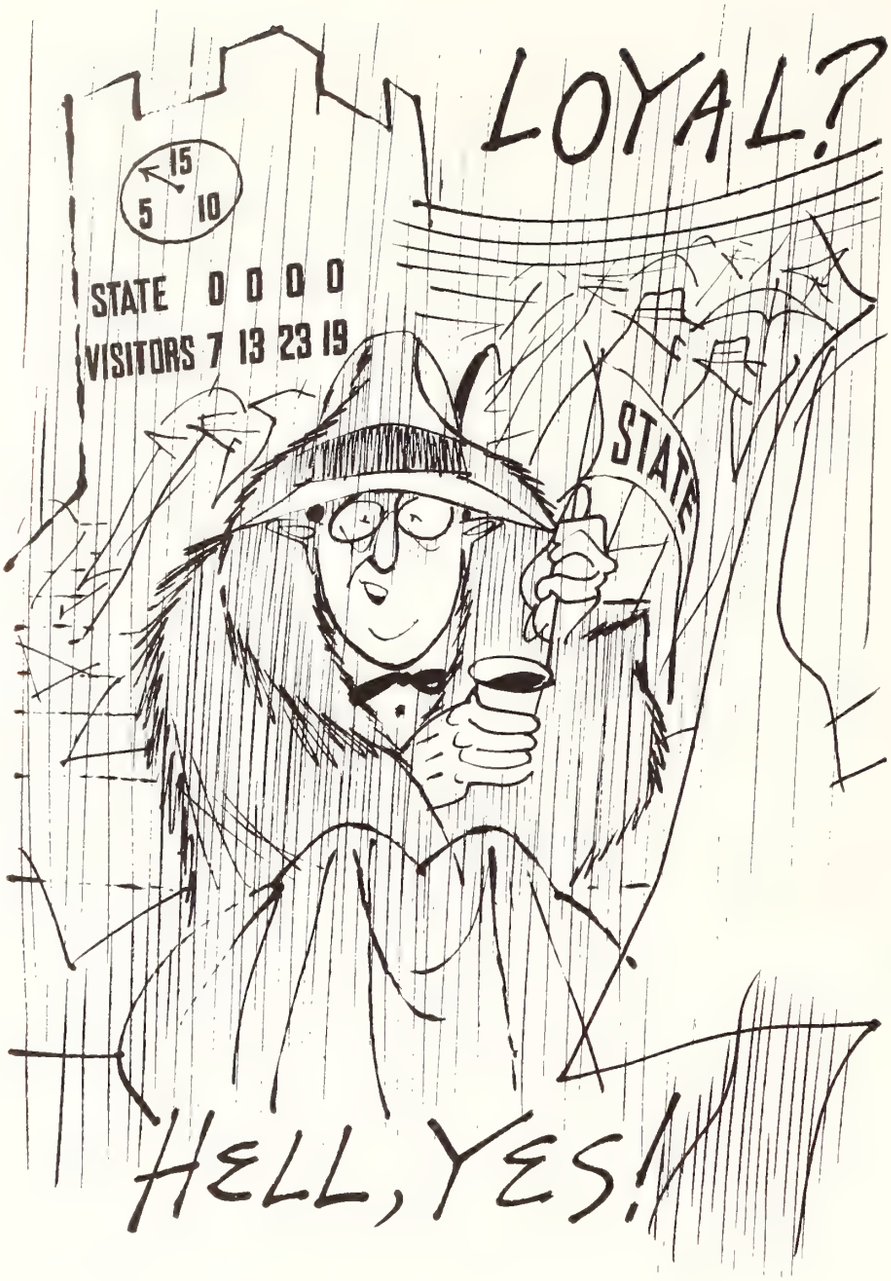
		% OF U.S.	RANK AS STATE
Population	11,897,500	7.8	3
Families	3,442,400	7.5	3
Total Retail Sales	$11,114,445,000	6.8	4
Food Sales	$ 2,670,620,000	6.7	4
General Merchandise Sales	$ 1,244,529,000	6.6	5
Furniture & Appliance Sales	$ 584,665,000	6.5	4
Automotive Sales	$ 2,019,086,000	7.2	3
Drug & Proprietary Sales	$ 323,598,000	6.9	3
Effective Buying Income	$16,308,947,000	7.0	4
Farming Gross Income	$ 2,591,331,000	7.7	2

Call for a Crosley representative to come and see you—to sit down and figure out with you the low, low costs using Crosley's new Group Savings. You'll hardly believe it's possible to cut yourself in on an ELEVEN BILLION DOLLAR MARKET for so little!
Don't wait! At these rates, availabilities will narrow down fast!

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

the **CROSLEY GROUP**

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago



Sponsors pile up winning seasons, one after the other, with WBNS. We've got loyal listeners (in fact . . . more listeners than all other local stations combined). Our fans stick with us through the TOP 20 PULSE-rated programs and follow through with record purchases of WBNS-advertised products.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

IN PUBLIC INTEREST

KCSR 'Strikes Out' Polio

KCSR Chadron, Neb., pitched in with the local Kiwanis Club during a baseball telecast and raised nearly 10% of the emergency polio goal for Dawes County, the station reports. Five Kiwanians sat in on an all-star regional baseball game from the broadcast booth. A minimum of 10 one-dollar donations were required to allow each Kiwanian to give a play-by-play description of an inning. Pledges totaled $346 including a $10 donation given to an insurance agent to adlib a commercial for another agent.

And So to Sleep

KOL Seattle disc m.c. Bill Shela spent 48 hours on the air broadcasting from a downtown drugstore and from the street in front of the store in an appeal for funds for the Emergency March of Dimes. When his goal was reached Mr. Shela retired to the comfort of a waiting ambulance for a ride home to bed.

$9,000 Contribution

WBAL-TV Baltimore designed an Emergency March of Dimes campaign center and collected over $9,000 in two weeks from teenagers who visited the station as guests of *Teen Canteen*, afternoon dance party. Teenagers' aid was requested by State Senator George L. Radcliffe, State Chairman of the March of Dimes, who made his appeal in a speech over the station's facilities.

'Auctionthon'

WLAM-TV Lewiston-Auburn, Me., contributed its time and talent to a seven-hour Emergency Polio Fund campaign telethon which netted $915 to the drive. Two hundred items were donated by local citizens to be auctioned off over the air.

World's 'Record Talker'

CURLY DRUMM, commercial manager, KUDU Ventura, Calif., claims the world's record for continuous broadcasting by a single announcer with his stint of 110 hours, 10 minutes and 10 seconds during a recent marathon broadcast to raise funds to fight multiple sclerosis. Mr. Drumm said he read 800 commercials and played 3,000 records while consuming eight gallons of black coffee, two glasses of water, five chocolate bars, two beef sandwiches, three bowls of soup, a dish of gelatin and a piece of chocolate cake. He lost five pounds anyway.

MS 'Give-a-Thon'

KNXT (TV) Hollywood had received pledges of $163,000 in contributions for the Multiple Sclerosis fund by the end of its 17-hour *Give-a-Thon*. MS society officials reported collections "way ahead" of last year when the *Give-a-Thon* grossed $212,000 and they predicted that final contributions would exceed the amount pledged.

Pollution Series Acclaimed

WNBW (TV) Washington, D. C., has concluded its series of six half-hour telecasts exploring the causes of pollution in the Potomac river. The series, *Our Beautiful Potomac*, brought critical acclaim from local columnists, an American Legion citation of merit for the "father" of the series idea, plus being credited by the station with being instrumental in the signing of a sewage agreement between the District and Maryland, and reintroduction into Congress of a bill asking $40 million for new sewage treatment plants.

15th Consecutive Year of NIGHT News Sponsorship



Mr. W. G. Skelly, right, owner of KVOO, congratulates Mr. Louis W. Grant, President, Home Federal Savings and Loan Association, on his firm's tremendous growth during past 14 years.

For the 15th consecutive year, Home Federal Savings and Loan Association of Tulsa, signs up for full sponsorship of KVOO's 10:00 p.m. newscast. As Mr. Louis W. Grant, President of Tulsa's largest Savings and Loan Association says, "We believe in nighttime radio, especially in KVOO's tremendous coverage and dependable service. We credit our sponsorship of the 10:00 p.m. news on KVOO for a great deal of our remarkable growth these last 14 years. With depositors in 45 of the 48 States, we've gone, during this time, from a three and a half million dollar institution to one with deposits of over forty-three millions of dollars!"

If *you* have a service or product which the investment and buying minded people of Oklahoma's No. 1 Market would be interested in taking advantage of, you, too, will find profit and growth from a consistent KVOO schedule. There's no substitute for quality, especially in radio broadcasting, and KVOO's more than 29 years of outstanding service to an ever-increasing listenership, is your best guarantee of quality in the important Southwestern area of which Tulsa is the dynamic center.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

NEW CUT-RATE PRICES!

Sponsored i

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SPONSORED FROM COAST TO COAST!

ALABAMA		
Birmingham	Appliances Laundry & Cleaners Dairy Products	
Mobile	Beverages	
Montgomery	Used Cars Appliances	
ARKANSAS		
Fort Smith	Beverages	
Hot Springs	Participating	
Little Rock	Used Cars	
Pine Bluff	Used Cars	
CALIFORNIA		
Chico	Participating	
Fresno	Syrup	
Los Angeles	Syrup	
Riverside	Syrup	
Sacramento	Syrup	
San Bernadino	Syrup	
San Diego	Syrup	
San Francisco	Syrup	
Santa Barbara	Syrup	
Stockton	Syrup	
COLORADO		
Colorado Springs	Shopping Center	
Pueblo	Beer	
D. C.		
Washington	Dairy Products	
FLORIDA		
Belle Glade	Bottled Gas	
Gainesville	Beverages	
Jacksonville	Appliances	
Miami	Awning Co.	
Orlando	Beer	
GEORGIA		
Atlanta	Beer	
Columbus	Beer	
Macon	Participating	
Savannah	Used Cars	
IDAHO		
Blackfoot	Furniture	
Boise	Groceries	
Burley	Oil	
Idaho Falls	Retail Store	
Lewiston	Retail Store	
Nampa	Groceries	
Wallace	Groceries	
Weiser	Groceries	
ILLINOIS		
Bloomington	Participating	
Chicago	Beer	
Springfield	Used Cars	



PLUS

A 17 JEWEL GRUEN CURVEX WATCH FOR YOU TO GIVE AWAY

FREE

ON EVERY PROGRAM!

The most spectacular sales-making plan in your town.



Lebert Lomba

ity after city!

SPONSORED BY EVERY TYPE OF BUSINESS!

INDIANA

Columbus	Supplies
Ft. Wayne	Drugs
Kokomo	Groceries
Lafayette	Bank
Richmond	Furniture
Terre Haute	Appliances

IOWA

Des Moines	Participating
Sioux City	Jewelry

KENTUCKY

Ashland	Participating
Louisville	Used Cars
	Taxi Cabs

LOUISIANA

Alexandria	Furniture
New Orleans	Candy
Shreveport	Dairy Products
	Refrigerators

MARYLAND

Baltimore	Wine
Cumberland	Beer
Frederick	Beer
Hagerstown	Beer

MICHIGAN

Adrian	Drugs
Ann Arbor	Ice Cream
Detroit	Used Cars
Flint	Music Store
Grand Rapids	Appliances
Ionia	Participating
Muskegon	Appliances

MISSOURI

St. Louis	Coffee

MONTANA

Butte	Groceries
Great Falls	Groceries
Helena	Drugs
Missoula	Groceries
Shelby	Mortuary

NEBRASKA

Lincoln	Appliances
Omaha	Appliances
Scottsbluff	Wall Paper

NEW JERSEY

Atlantic City	Appliances

NEW YORK

Binghamton	Used Cars
	Dairy Products
	Beer
Lockport	Used Cars
New York City	Beer
Utica	Bank

NORTH CAROLINA

Durham	Retail Store

OHIO

Cincinnati	Used Cars
Columbus	Dairy Products
Dayton	Participating
Dover	Record Shop
Lima	Groceries
Marion	Dairy Products

OKLAHOMA

Enid	Groceries
Tulsa	Dept. Store

OREGON

Coos Bay	Hay & Feed
Eugene	Hay & Feed
Salem	Participating

PENNSYLVANIA

Allentown	Clothing Store
	Bakery
Erie	Furniture
	Appliances
Lancaster	Paints
New Kensington	Appliances
Oil City	Stores
Philadelphia	Fish
Warren	Furniture
York	Oil

RHODE ISLAND

Providence	Participating

SOUTH CAROLINA

Charleston	Dept. Store
	Furniture
Columbia	Auto
Greenville	Music
Orangeburg	Jewelry

SOUTH DAKOTA

Rapid City	Shopping Center

TENNESSEE

Chattanooga	Insurance
Memphis	Heat Powder

TEXAS

Dallas	Appliances
Odessa	Furniture
San Antonio	Jewelry
Waco	Jewelry

UTAH

Cedar City	Drug
Price	Grocery
Provo	Dairy Products
Richfield	Grocery
Salt Lake City	Oil

VERMONT

Newport	Used Cars

VIRGINIA

Culpepper	Beer
Fredericksburg	Beer
Lynchburg	Beverage
Norfolk	Coffee
Staunton	Beer
Winchester	Beer

WASHINGTON

Bellingham	Participating
Richland	Participating

WEST VIRGINIA

Charleston	Taxi Cab
Oak Hill	Participating
Wheeling	Dept. Store

WISCONSIN

La Crosse	Grocery
Marinette	Bakery
Merrill	Bakery
Poynette	Participating
Racine	Participating
Casper	Participating
Cheyenne	Trading Post

ALASKA

Anchorage	Furniture
Fairbanks	Furniture
Juneau	Hardware

NEVER BEFORE at SO LOW A PRICE!

'S

GUY

rdo

IOW

BARDO and his Royal Canadians

with

nen Lombardo	The Lombardo Trio
rt Lombardo	The Twin Pianos
y Gardner	The Lombardo Picture Story
Rodney	David Ross
The Lombardo Mystery Medley	



Don Rodney



Carmen Lombardo



Kenny Gardner

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD



There's only one...

. . . STATUE OF LIBERTY, *presented to the United States by the people of France in 1884. Its torch, a symbol of hope to millions all over the world, shines over 350 feet above New York Harbor. The statue is visited by more than half a million people annually.*

And there's only one...

. . . advertising medium that single-handed covers the Industrial Heart of America. Only WWVA Radio in Wheeling, W. Va., reaches *all* the 100-odd counties of Eastern Ohio, Western Pennsylvania and West Virginia that comprise this Five Billion Dollar market . . . an area of unlimited sales opportunity for alert advertisers. WWVA, and only WWVA, blankets this entire area 24 hours a day with its dominating 50,000 watt signal, delivering the sales impact of high-rated CBS Network shows, coupled with the homespun appeal of WWVA's own local personalities. In this fabulous market live almost 5½ million people, who last year spent over $5 billion in retail stores alone. With WWVA Radio, you not only *reach* this market of more than a million and a half radio homes, but you *sell* it completely with

- One Medium
- One Cost
- One Billing



For additional market information and time availabilities, write, wire or phone

WWVA

Wheeling, W. Va.
50,000 watts—CBS Radio

STORER BROADCASTING COMPANY

JOHN BLAIR & COMPANY

National Sales Director—Tom Harker
118 E. 57th St., N.Y.C., EL 5-7600

BROADCASTING TELECASTING

September 13, 1954 Vol. 47, No. 11

RADIO OUTLOOK FOR FALL: LOCAL TO GAIN, SPOT STEADY

Only network radio reveals a definite dip, with the uncertainty of the rate situation further complicating the picture.

LOCAL up; spot even or perhaps up a little; network down.

That's a quick summary of the outlook for radio business in the months ahead, according to B•T's sixth annual radio business preview.

BAB executives predict confidently that radio business placed at the local level will hit an all-time high this fall. SRA spokesmen, while admitting that many of radio's spot clients are transferring appropriations to tv, believe that there's enough new business in sight to balance the scale, if not tip it in the right direction.

Even on the network front the picture is not ineradicably black. At the moment it appears that the downward trend in radio network billings has not hit bottom. But the situation could be altered if projected but still unimposed nighttime rate cuts of around 20% were avoided.

In contrast to an anticipated 20 to 25% gain in network tv as estimated three weeks ago [B•T, Aug. 30], radio network business, as summarized in the table on this page, reveals the total number of hours sold this August by the four nationwide radio networks for this fall to have dipped some 19% below the total sold in August 1953.

The drop is consistent in both daytime and nighttime hours. Only exception to the general decline in total business is that of ABC Radio, which actually increased by at least 10% its hours sold on the August-to-August comparison.

Other Network Comparisons

CBS Radio shows the greatest hour decline, slipping some 45%; MBS is off by about 17%, and NBC, repeating the same percentage drop it felt a year ago from 1952, also is down 17%.

An indication of the readjustment now underway among the networks is CBS Radio's decline of some 62% in its nighttime hours and the 39% jolt in its daytime periods. Although these percentages are certain to be improved by additional sales before October—as is true also in the case of other networks—CBS Radio obviously scores lower on its sales ledger because of the failure alone of such traditional advertisers as Colgate-Palmolive and General Electric to renew existing shows or purchase new programs with the network as of last month.

This tightening by the big-money advertisers is noticeable not only with CBS but in general with the other networks.

Among the top advertisers reducing—thus far—their network radio purchases for the fall, for example, are American Home Products down from five to three programs (comparing sales as of last month with last October's programs on the air); American Tobacco Co. with a lineup slimmed from three to two; Colgate-Palmolive from six to three; General Foods from 12 to four; Philip Morris from three to one and Procter & Gamble from 17 to 11.

The count of total programs sponsored reveals 251 units in 1953 compared to 198 in 1954, a loss of 53 units.

But despite this unit loss, and disappearance of some radio sponsors, there still will be a number of advertisers new to network radio in 1954.

Among the advertisers which will appear in network radio this fall but which were not sponsors during last October are Rockwood & Co., Adolph's Ltd., Calgon Inc., Glamorene Inc., Hawaiian Pineapple; Minnesota Mining & Mfg., Nehi Corp., Van Camp Sea Food Co., Whitehall Pharmacal, Mytinger & Casselberry Inc., Allis Chalmers Mfg., Aero-Mayflower Transit Co., Avco Mfg. Corp. (Crosley div.), Barbasol, CBS-Columbia Inc., Helene Curtis, Falstaff Brewing, General Tire & Rubber Co., Harrison Products, Hexol Inc., Lemon Products Advisory Board; Realemon-Purina; Table Products; Vitamin Corp. of America.

While B•T's breakdown of time sales attempts to be inclusive in its listings and totals, certain business items which would alter an "average" October week's activity are omitted. Among these are one-time shots, for example the World Series broadcasts on MBS in October, saturation plans such as that of Chrysler Corp. which involved some six CBS programs last October, Pabst Brewing's sponsorship of the Turpin-Olson boxing bout that month, State Farm Insurance Co.'s National Corn Picking Contest on 407 MBS stations, etc.

Also eliminated from the figures are network purchases by sponsors wherein the total stations are less than 20. Where more than one sponsor participates in a show, time is divided equally except in some instances where one of the participants sponsors more time per week than another participant.

Radio Network Time Sales For Fall

Network	Hours of Network Commercials Per Week		
	On Air in Oct. '53	Sold as of Aug. 15, '53	Sold as of Aug. 15, '54
DAYTIME			
ABC	25:47½	20:15	23:37½
CBS	41:57½	44:35½	27:37½
MBS	19:10	17:12½	15:00
NBC	25:02½	25:07½	22:27½
Total	111:57½	107:10½	88:42½
EVENING			
ABC	11:07½	8:25	7:45
CBS	24:48½	18:05	7:20
MBS	6:21	6:40½	4:54
NBC	17:15	17:15	13:20
Total	59:32	50:25½	33:19
TOTALS			
ABC	36:55	28:40	31:22½
CBS	66:46	62:40½	34:57½
MBS	25:31	23:53	19:54
NBC	42:17½	42:22½	35:47½
Total	171:29½	157:36	122:01½

Reflecting the network radio situation this fall, Publishers Information Bureau only a fortnight ago released data showing that although combined radio-tv network billings for the first seven months of 1954 were up about 19% over the same period last year, radio billings had slumped almost 11.5% [B•T, Sept. 6].

That same week, however, Executives Radio-Tv Service, Larchmont, N. Y., reported a general increase of radio stations being used by major national spot advertisers.

A far from gloomy outlook is given by BAB officials, who upon their return from a summer swing of three months of sales clinics with more than 1,800 station executives and salesmen in 37 cities, said in New York that stations expect fall business to be the best in history for radio.

Another impression garnered by the BAB spokesmen was that tv has become "just another competitor and not particularly a formidable one" at the local level in markets where tv has been established for some years.

Auto Advertising Problems

Automobile dealer advertising, with manufacturers sharing the cost, is about the only trouble spot in stations' revenue pictures, BAB maintained, but steadily increasing cooperative advertising allowances from appliance manufacturers, some improvement in the chain store situation, and greater improvement in department store, specialty shop and supermarket patronage of radio stations were noted in all sections of the country.

Network sales heads, surveying the coming season, summarized the fall outlook thus:

Charles T. Ayres, vice president in charge of the ABC Radio network: "The record of ABC Radio network this year speaks for itself. The latest PIB figures for the first seven months of this year show that ABC Radio's gross time sales are equal to those of the comparable 1953 period. This is contrary to the trend in network radio, according to the PIB figures.

"It is also a matter of record that ABC Radio's gross time sales for June and July of this year are 8% above those of 1953, again contrary to the trend in network radio. We are not prognosticators nor fortune tellers. But selling radio is our business. We are hopeful that ABC Radio network's gross time sales this year will be higher than those of 1953."

John Karol, vice president in charge of sales, CBS Radio, noted: "During the past six years, all advertising media have been operating in an area of change as they have absorbed television into the media fraternity. Network radio has felt the turbulence of readjustment more than other forms of advertising. This process of learning to live with the new member of the family has now come to its conclusion. And we believe there are no new media developments

(Text continued on page 38. Detailed tables of network advertisers overleaf.)

Radio Network Advertisers for Fall, 1954 Compared to 1953

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Adolph's Ltd.						
Arthur Godfrey		CBS		206		d0:07½
Aero-Mayflower Transit Co.						
News		ABC		n		1:00
Allis-Chalmers Mfg. Co.						
Nat'l Farm & Home Hour		NBC		200		d0:30
American Dairy Assn.						
Bob Hope Show	71,825	NBC	158	161	0:30	0:30
American Federation of Labor						
Frank Edwards, News	99,301	MBS	152		1:15	
Harry Flannery		MBS		202		1:15
American Home Products						
Romance of Helen Trent	100,155	CBS	186	192	d1:15	d1:15
Front Page Farrell	44,009	NBC	150		d1:15	
Our Gal Sunday	98,692	CBS	179	192	d1:15	d1:15
Just Plain Bill	44,131	NBC	151		d0:37½	
Gabriel Heatter	88,976	MBS	520	522	0:30	0:30
American Safety Razor Corp.						
Frank Goss, News	6,877	CBS	20		d0:30	
Walter Winchell		ABC		341		0:07½
American Telephone & Telegraph Co.						
The Telephone Hour	62,752	NBC	200	200	0:30	0:30
American Tobacco Co.						
Jack Benny	69,888	CBS	212	206	0:30	0:30
The American Way	86,300	CBS	213		0:30	
The Big Story	63,757	NBC	205		0:30	
Doug Edwards, News		CBS		206		0:15
Anheuser-Busch Inc.						
Bill Stern	147,384	ABC	300	344	1:15	1:15
Animal Foundation Inc.						
Galen Drake	12,565	CBS	75		d0:15	
Charles Antell Inc.						
Martin Block		ABC		216		d0:45
Hair Care		ABC		216		d1:00
Armour & Co.						
Dial Dave Garroway	108,289	NBC	129		d1:15	
Fibber McGee & Molly		NBC		n		0:15
It Pays To Be Married		NBC		n		d0:15
Assemblies of God						
Revival Time		ABC		344		d0:30
Avco Mfg. Co.						
Football Game of the Week		NBC		200		d2:00
Barbasol Co.						
Tune Time		MBS		569		d0:45
Bekins Van & Storage Co.						
Hollywood Music Hall	4,150	CBS	24		0:30	
World Today—Carroll Alcott	2,960	CBS	20		d0:45	
Beltone Hearing Aid Co.						
Paul Harvey, Comments	22,006	ABC	124	122	0:15	0:15
Gabriel Heatter		MBS		537		0:07½
Best Foods						
Ralph Story's Backyard	3,210	CBS	21		d0:15	
Block Drug Co.						
Gabriel Heatter, News	29,123	MBS	385		d0:12½	
Bristol-Myers Co.						
Nora Drake		CBS		206		d0:37½
Godfrey Digest		CBS		206		d0:15
Burlington Mills Corp.						
Cameo Serenade Room	62,836	ABC	86		1:00	
Calgon Inc.						
Galen Drake		CBS		66		d0:10
Campana Corp.						
Bill Shadel, News	13,593	CBS	188		d0:05	
Arthur Godfrey		CBS		205		d0:30
Campbell Soup Co.						
Double or Nothing	192,220	ABC	349		d2:05	
Cannon Mills Inc.						
Give and Take	35,715	CBS	156		d0:30	
Carnation Co.						
Stars Over Hollywood	45,928	CBS	201		d0:30	
CBS Newsroom—Sunday Desk	2,000	CBS	23		d0:10	
When a Girl Marries		ABC		291		d1:15
Carter Products Inc.						
Squad Room	7,200	MBS	486		0:01p	
Walter Winchell	23,948	ABC	341		0:07½	
Fibber McGee & Molly		NBC		n		0:05
Second Chance		NBC		n		d0:05
It Pays To Be Married		NBC		n		d0:05
City Hospital		CBS		204		d0:30
Meet Corliss Archer		CBS		206		0:15
Chesebrough Mfg. Co.						
Dr. Christian	65,800	CBS	189		0:30	
Christian Reformed Church						
Back to God Hour	24,382	MBS	271	268	d0:30	d0:30
Chrysler Corp.						
You Bet Your Life	63,384	NBC	205	200	0:30	0:30
Roy Rogers		NBC		200		0:30
Cities Service Co.						
Band of America	48,142	NBC	133	118	0:30	0:30
Clinton Foods Co.						
Arthur Godfrey	67,056	CBS	192		d0:37½	
Club Aluminum Products Co.						
Club Time	4,470	ABC	42		d0:15	
Coca-Cola Co.						
Coke Time	22,049	MBS	356		0:30	
Coke Time	103,480	NBC	204		0:30	
Eddie Fisher		MBS		205		0:30
Colgate-Palmolive Co.						
The Phrase That Pays	79,160	NBC	196	200	d1:15	d1:15
Lorenzo Jones	79,044	NBC	196	200	d1:15	d1:15
Strike It Rich	158,063	NBC	196	200	d2:30	d2:30
Mr. & Mrs. North	68,296	CBS	206		0:30	
Louella Parson's Show	42,992	CBS	189		0:15	
Our Miss Brooks	59,484	CBS	206		0:30	
CBS Columbia Inc.						
Amos 'n Andy		CBS		206		0:15
Congress of Industrial Organizations						
John W. Vandercook, News	107,329	ABC	149	159	1:15	1:15
Consolidated Cosmetics						
Bergen-McCarthy	33,495	CBS	199		0:15	
Continental Baking Co.						
Make Up Your Mind	70,276	CBS	55	57	d1:15	d1:15
Corn Products Refining Co.						
Sunshine Sue	48,286	CBS	70		d1:15	
Cream of Wheat Corp.						
Theatre of Today	31,557	CBS	159		d0:25	
Credit Union Nat'l Assn.						
Gabriel Heatter	21,876	MBS	513		0:15	
Twenty Questions	15,354	MBS	68		0:08	
Lorne Greene		MBS		446 405		d0:05 0:05
Helene Curtis Industries						
Robert Q. Lewis		CBS		206		d0:15
Dawn Bible Students Assn.						
Frank & Ernest	15,050	MBS	387	365	d0:15	d0:15
Edison Chemical Corp.						
Edward R. Murrow	553	CBS	23		0:07½	
William Edris Co.						
CBS-Newsroom—Sunday Desk	500	CBS	23		d0:10	
Electric Auto-Lite Co.						
Suspense	72,276	CBS	196		0:30	
Electric Cos. Advertising Program						
Meet Corliss Archer	39,210	ABC	289		0:25	
Emerson Drug Co.						
Falcon	12,000	MBS	481		0:01p	
Deadline	12,000	MBS	481		0:01p	
Titus Moody	6,750	MBS	501		0:10	
Eno—Scott & Bowne						
FBI in Peace & War	21,851	CBS	198		0:10	
Meet Millie	28,026	CBS	199		0:10	
Mr. Keen	27,936	CBS	199		0:10	
Ex-Lax Inc.						
Modern Romances	75,465	ABC	330		d0:45	
Falstaff Brewing						
Game of the Day		MBS		160		d2:00
Faultless Starch Co.						
Faultless Starch Time	6,312	NBC	71		d0:15	
Firestone Tire & Rubber Co.						
The Voice of Firestone	60,606	NBC	158		0:30	
The Voice of Firestone		ABC		314		0:30
First Church of Christ Scientist						
Monitor Views the News	14,508	ABC	46	n	0:15	0:15
Florida Citrus Commission						
Florida Calling		MBS		547		d2:05
Flotil Products Co.						
Galen Drake		CBS		206		d0:05
Ford Motor Co.						
Edward R. Murrow		CBS		123		0:45
Free Methodist Church of N. America						
Light & Life Hour	10,376	ABC	56	n	d0:30	d0:30
Gen. Conference of Seventh-Day Adventists						
Voice of Prophecy	22,440	MBS	314	303	d0:30	d0:30
Voice of Prophecy	19,914	ABC	153	297	d0:30	d0:30
General Electric Co.						
Playhouse	17,006	CBS	205		0:30	
Meet Mr. McNutley	85,845	CBS	206		0:30	
Adventures of Ozzie & Harriet	41,787	ABC	240		0:15	
Bing Crosby Show	68,540	CBS	204		0:30	
General Foods Corp.						
Renfro Valley	27,359	CBS	108		d0:45	
Father Knows Best	55,016	NBC	151		0:30	
Bob Hope	124,813	NBC	160		d1:15	
Log Cabin News	8,056	NBC	149		0:05	
Wendy Warren, News	93,174	CBS	161		d1:15	
Roy Rogers	45,845	NBC	149		0:25	
Robert Q. Lewis	17,378	CBS	85		d0:50	
Gunsmoke	46,456	CBS	99		0:25	
Second Mrs. Burton	86,692	CBS	145	163	d1:00	d1:15
Beulah	63,483	CBS	121		0:45	
Galen Drake	12,105	CBS	151	118	d0:05	d0:25
Sanka Salutes	9,294	CBS	99	84	0:05	0:05
Sunday Morning		CBS		118		d0:25
General Mills						
Whispering Streets	71,220	ABC	248	329	d1:00	d1:15
Lone Ranger	114,976	ABC	173	172	1:15	1:15
Sam Hayes	13,192	ABC	42	45	d1:15	d1:15
The Bill Ring Show	19,896	ABC	119		d1:15	
Betty Crocker	46,595	ABC	286	318	d0:45	d0:45
Joe Emerson's Hymn Time	4,222	ABC	23		d1:15	
Silver Eagle		ABC		180		1:15
General Motors						
Dinah Shore	73,840	NBC	175	200	0:30	0:30
Your Land & Mine	47,148	ABC	334	328	0:15	0:15
Arthur Godfrey	76,604	CBS	199	205	d0:37½	d0:37½
Jackson-Trout, News		CBS		206		d1:00
General Tire & Rubber Co.						
Harry Wismer		MBS		464		d0:30
Gillette Co.						
Romance of Helen Trent		CBS		192		d0:30
Corliss Archer		CBS		206		0:15
Our Miss Brooks		CBS		206		0:15
Fights	91,994	ABC	319		0:30	
Breakfast Club	41,132	ABC	310		d0:30	
Whispering Streets	52,353	ABC	326		d0:40	
Family Skelton	70,103	CBS	175		0:37½	
Wizard of Odds	47,632	CBS	181		d0:15 0:37½	
Fun for All	46,634	CBS	205		d0:30	
Turn to a Friend	53,863	ABC	297		d1:00	
Arthur Godfrey	66,176	CBS	205	206	d0:37½	d0:30
This Is Nora Drake	37,451	CBS	197	206	d0:30	d0:30
One Man's Family		NBC		200		d0:30
Stella Dallas		NBC		174		d0:30
Young Widder Brown		NBC		174		d0:30
People Are Funny		NBC		200		0:15
Frank Sinatra		NBC		200		0:30
Boxing		NBC		200		0:30
Glamorene Inc.						
Arthur Godfrey		CBS		206		d0:37½
B. F. Goodrich Co.						
Weekend	5,233	NBC	176		d0:10	
Goodyear Tire & Rubber Co.						
Greatest Story	38,280	ABC	330	n	d0:30	d0:30
Gospel Broadcasting Assn.						
Old Fashioned Revival Hour	53,572	ABC	275	254	d1:00	d1:00
Billy Graham Evangelistic Assn.						
Hour of Decision	36,878	ABC	296	292	d0:30	d0:30

Source of October 1953 dollar figures: Publishers Information Bureau
d — Daytime, before 6 p.m.; n — number of stations unknown; p — participation; * — Total time costs for full program package.

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Green Giant Co.						
Houseparty	28,445	CBS	173		d0:15	
Greystone Corp.						
Galen Drake	13,051	CBS	89		d0:15	
Gruen Watch Co.						
Walter Winchell	23,902	ABC	341		0:07½	
Hall Bros. Inc.						
Hall of Fame	67,684	CBS	199		0:30	
Harrison Products Inc.						
The Shadow		MBS	554		d0:30	
Hawaiian Pineapple Co.						
Houseparty		CBS		175		d0:15
Healing Waters Inc.						
Dr. Oral Roberts	17,511	ABC	151	312	d0:30	d0:30
Hexol Inc.						
Dr. Paul		NBC		34		d0:37½
Highland Church of Christ						
Herald of Truth	25,038	ABC	179	168	d0:30	d0:30
Hills Bros. Coffee Inc.						
Ruth Ashton	9,504	CBS	45		d0:25	
George A. Hormel & Co.						
Music With Hormel Girls	34,397	CBS	125		d0:30	
International Cellucotton Products Co.						
Robert Q. Lewis	33,831	CBS	200		d0:37½	
International Harvester Co.						
Man on the Go	125,928	NBC	152		1:15	
Andrew Jergens Co.						
Time for Love	46,475	CBS	130		0:30	
Johns-Manville Corp.						
Bill Henry, News	68,713	MBS	433	454	0:25	0:25
S. C. Johnson & Son						
News Shows	168,731	MBS	543	480	d3:00	{ d0:50 / d0:55
Fred Jordan Inc.						
The Church in the Home	3,712	ABC	38		d0:30	
Kaiser Motors Corp.						
Lowell Thomas	177,056	CBS	156		1:15	
N. Y. Philharmonic Symphony	83,147	CBS	199		d1:30	
Kellogg Co.						
Wild Bill Hickok	75,571	MBS	453	475	d1:15	d1:15
Arthur Godfrey	10,651	CBS	188	201	d0:37½	d0:30
Houseparty	52,024	CBS	192	201	d0:15	d0:30
Knomark Mfg. Co.						
Arthur Godfrey	66,616	CBS	193		d0:37½	
The Lambert Co.						
Adventures of Ozzie & Harriet	32,772	ABC	321		0:15	
Lemon Products Advisory Board						
Falcon		MBS		508		0:01p
Squad Room		MBS		508		0:01p
Counterspy		MBS		508		0:01p
Lever Bros. Co.						
Lux Radio Theatre	119,376	CBS	187		1:00	
Arthur Godfrey	46,408	CBS	196	199	d0:37½	d0:30
Aunt Jenny	121,683	CBS	181	195	d1:15	d1:15
Godfrey Talent Scouts	59,016	CBS	173	163	0:30	0:30
Houseparty	52,861	CBS	181	186	d0:45	d0:45
Falcon	*	MBS	479		0:01p	
Mickey Spillane	*	MBS	479		0:01p	
Deadline	*	MBS	479		0:01p	
Official Detective	*9,000	MBS	479		0:01p	
Take a Number	*9,000	MBS	479		0:01p	
Lux Radio Theatre		NBC		200		1:00
Lewis Food Co.						
Shirley Thomas	2,640	CBS	28	21	d0:25	d0:30
Lewis-Howe Co.						
Fibber McGee & Molly	9,749	NBC	189	n	0:15	0:05p
It Pays To Be Married	4,268	NBC	143	n	d0:15	d0:05p
Second Chance	4,572	NBC	157	n	d0:15	d0:05p
Liggett & Myers Tobacco Co.						
Les Griffith, News	86,127	ABC	327		0:25	
Arthur Godfrey	85,575	CBS	211		d0:45	
Perry Como	146,198	MBS	522		0:45	
Dragnet	63,671	NBC	205	200	0:30	0:30
Gunsmoke		CBS		206		0:30
Perry Como		CBS		206		0:45
Second Chance		NBC		n		d0:05
Locke Stove Co.						
Duke of Paducah	12,415	CBS	26		0:30	
Longines-Wittnauer						
Symphonette	29,898	CBS	123	126	d0:30	d0:30
Symphonette	4,416	CBS	123	126	0:30	0:30
Choraliers	67,621	CBS	110	126	1:00	0:30
Larry Lesueur		CBS		126		0:30
P. Lorillard Co.						
Mon. Morning Headlines	28,863	ABC	343	341	0:15	0:15
Taylor Grant, News	35,663	ABC	334	337	0:15	0:15
Two for the Money	85,610	CBS	206	206	0:30	0:30
Queen for a Day	119,868	MBS	525	551	d1:15	d1:15
Lutheran Church—Missouri Synod						
Lutheran Hour	30,036	MBS	485	465	d0:30	d0:30
M. J. B. Co.						
Chet Huntley, News	9,526	ABC	56		d1:15	
Manhattan Soap Co.						
Family Skelton	69,608	CBS	175		0:37½	
Wizard of Odds	33,239	CBS	180		{ d0:15 / 0:37½	
Woman in My House	127,637	NBC	195		d1:15	
Mars Inc.						
People Are Funny	58,616	CBS	172		0:30	
People Are Funny		NBC		200		0:15
Mennen Co.						
Frank Goss, News	7,241	CBS	22		d0:45	
Metropolitan Life Insurance Co.						
Alan Jackson, News	39,769	CBS	30	31	1:15	1:15
Miles Labs.						
Hilltop House	93,148	CBS	147		d1:15	
News of the World	147,737	NBC	184	184	1:15	1:15
Curt Massey Time	96,712	CBS	149		{ d0:15 / 1:15	
Curt Massey Time	105,001	MBS	475		d1:15	
Break the Bank	71,849	NBC	161	161	d1:15	d1:15
One Man's Family	145,090	NBC	182		1:15	
Break the Bank		MBS		472		d1:15
Just Plain Bill		NBC		184		d1:15
Milner Products Co.						
Robert Q. Lewis	12,861	CBS	122		d0:15	
Minnesota Mining & Mfg. Co.						
Arthur Godfrey		CBS		206		d0:30
Philip Morris & Co.						
My Little Margie	67,592	CBS	203	145	0:30	0:30
Sports Ten	123,343	MBS	450		0:50	
My Little Margie	26,592	MBS	368		0:50	
Motor Products Corp.						
Gabriel Heatter	55,014	MBS	519	527	0:15	0:07½
Murine Co.						
Beulah	28,503	CBS	154		0:15	
Cedric Adams	18,009	CBS	167		0:05	
Larry Lesueur, News	9,032	CBS	163		d0:15	
Gabriel Heatter		MBS		529		0:07½
Fibber McGee & Molly		NBC		n		0:05p
Amos 'n Andy Music Hall		CBS		206		0:15
Mutual Benefit Health & Accident Assn.						
Bob Considine	29,541	NBC	182		0:15	
Bob Considine		MBS		564		0:15
Mytinger & Casselberry Inc.						
Nutrilite Show		NBC		146		0:30
National Biscuit Co.						
Arthur Godfrey	68,651	CBS	201	204	d0:37½	d0:30
National Dairy Products Corp.						
The Great Gildersleeve	65,939	NBC	183		0:30	
Edgar Bergen		CBS		206		1:00
National Homes Corp.						
Gabriel Heatter	59,614	MBS	362		d0:30	
Naumkeag Steam Cotton Co.						
Paula Stone	11,836	MBS	544		d0:15	
Nehi Corp.						
Robert Q. Lewis		CBS		164		d0:15
North American Van Lines Inc.						
CBS Newsroom—Sunday Desk	2,394	CBS	45		d0:10	
Gabriel Heatter	20,785	MBS	385		d0:20	
Owens-Corning Fiberglass Corp.						
Arthur Godfrey Digest	33,960	CBS	203		d0:30	
Pacific Western Oil Corp.						
Alex Drier and This Farming Business	17,020	NBC	29	30	d1:30	d1:30
Packard Motor Car Co.						
News	141,526	ABC	346		{ 1:07½ / d1:07½	
Pan American Coffee Bureau						
Ralph Story's Backyard	2,943	CBS	21		d0:12½	
Mickey Spillane		MBS		510		0:01p
Official Detective		MBS		510		0:01p
Pet Milk Co.						
Truth or Consequences	74,282	NBC	179		0:30	
Mary Lee Taylor	40,569	NBC	169		d0:30	
Arthur Godfrey		CBS		206		d0:37½
Philco Corp.						
Edwin C. Hill	34,986	ABC	275		0:25	
Playhouse	54,839	ABC	273		0:30	
Breakfast Club	121,674	ABC	342	330	d1:15	d0:45
Pillsbury Mills Inc.						
Houseparty	76,169	CBS	192	204	d1:00	d1:00
Arthur Godfrey	100,511	CBS	203	204	d1:07½	d0:30
Procter & Gamble Co.						
Rosemary	71,757	CBS	116	103	d1:15	d1:15
Young Dr. Malone	74,690	CBS	162	160	d1:15	d1:15
Road of Life	83,340	NBC	177	143	d1:15	d1:15
Pepper Young's Family	84,142	NBC	180	176	d1:15	d1:15
FBI in Peace & War	22,348	CBS	198		0:10	
Mr. Keen	27,874	CBS	199		0:10	
Welcome Travelers	150,749	NBC	163	164	d1:15	d1:30
Right to Happiness	83,750	NBC	171	176	d1:15	d1:15
Brighter Day	77,264	CBS	175	173	d1:15	d1:15
Backstage Wife	80,158	NBC	192	188	d1:15	d1:15
Guiding Light	76,428	CBS	161	132	d1:15	d1:15
Ma Perkins	84,729	CBS	166	170	d1:15	d1:15
Perry Mason	77,844	CBS	173	163	d1:15	d1:15
Life Can Be Beautiful	84,977	NBC	184		d1:15	
Road of Life	71,830	CBS	154		d1:15	
Squad Room	3,000	MBS	486		0:01p	
Falcon	*	MBS	481		0:01p	
Mickey Spillane	*	MBS	481		0:01p	
Deadline	*	MBS	481		0:01p	
Official Detective	*	MBS	481		0:01p	
Take a Number	*22,500	MBS	481		0:01p	
Prudential Insurance Co. of America						
Jack Berch Show	68,948	ABC	297		d0:25	
Fibber McGee & Molly		NBC		n		0:25p
Quaker Oats Co.						
Queen for a Day	36,372	MBS	541		d0:30	
Sgt. Preston of the Yukon	56,620	MBS	393	409	d1:00	d1:00
Man on the Farm	30,144	MBS	414		d0:30	
Breakfast Club		ABC		335		d0:45
Radio Bible Class						
Radio Bible Class	9,920	ABC	28	n	d0:30	d0:30
Radio Bible Class	27,593	MBS	303	259	d0:30	d0:30
Radio Church of God						
The World Tomorrow	3,241	ABC	80	n	d0:25	d0:30
Radio Corp. of America						
Phil Harris-Alice Faye Show	79,589	NBC	205		0:30	
One Man's Family		NBC		200		0:15
McGee-Molly		NBC		n		0:10p
Second Chance		NBC		n		d0:05p
It Pays To Be Married		NBC		n		d0:05p
Weekend		NBC		n		d0:05p
Road Show		NBC		n		d0:05p
Ralston-Purina Co.						
Eddie Arnold Show	32,774	NBC	107		0:30	
Space Patrol	48,777	ABC	349	n	d0:30	d0:30
Realemon-Puritan Co.						
Breakfast Club		ABC		307		d0:45
Rexall Drug Inc.						
Amos 'n' Andy	68,440	CBS	212		0:30	
Gabriel Heatter	29,123	MBS	384		d0:12½	
R. J. Reynolds Tobacco Co.						
Squad Room	6,000	MBS	486		0:01p	
Walk a Mile	61,855	NBC	199	200	0:30	0:30
Grand Ole Opry	29,442	NBC	94	96	0:30	0:30
Falcon	*	MBS	416	509	0:01	0:01p
Mickey Spillane	*	MBS	416	509	0:01	0:01p
Official Detective	*19,500	MBS	416	509	0:01	0:01p
Squad Room		MBS		509		0:01p
Counterspy		MBS		509		0:01p
Richfield Oil Corp.						
Richfield Reporter	26,858	NBC	21	21	1:30	1:30

Source of October 1953 dollar figures: Publishers Information Bureau
d — Daytime, before 6 p.m.; n — number of stations unknown; p — participation; * — Total time costs for full program package.

Advertiser / Program	Gross Time Charges Oct. '53	Network	Stations Oct. 1953	Stations Oct. 1954	Hours Per Week 1953	Hours Per Week 1954
Rockwood & Co.						
Breakfast Club		ABC		n		d0:30
The S. O. S. Co.						
Falcon	*	MBS	482	509	0:01p	0:01p
Spillane	*	MBS	482		0:01p	
Deadline	*	MBS	482		0:01p	
Official Detective	*	MBS	482	509	0:01p	0:01p
Take a Number	*33,000	MBS	482		0:01p	
Safeco Auto & Fire Ins. Co. of America						
Edward R. Murrow	1,076	CBS	22		d0:22½	
Schering Corp.						
Gabriel Heatter	52,352	MBS	468		0:15	
Seeman Bros. Inc.						
This Is Nora Drake	77,028	CBS	196		d0:45	
Whispering Streets		ABC		346		d1:00
Sheila Graham		ABC		n		d0:05
Staley Mfg. Co.						
Arthur Godfrey		CBS		206		d0:30
Standard Oil Co. of California						
The Whistler	6,292	CBS	28		0:30	
The Standard Hour	12,130	NBC	26	25	1:00	1:00
Standard Oil of Indiana						
Larry Lesueur	103,652	CBS	85		0:52½	
Edward R. Murrow		CBS		83		1:15
Rhythm on the Road		CBS		83		d0:30
Star-Kist Foods Inc.						
Arthur Godfrey	61,960	CBS	197	198	d0:37½	d0:30
State Farm Insurance Cos.						
Cecil Brown	30,625	MBS	470	500	0:10	d0:10
Jack Brickhouse		MBS		504		d0:10
Sterling Drug Co.						
Ladies Fair	140,800	MBS	540		d2:05	
Stella Dallas	89,498	NBC	164	174	d1:15	d0:45
Mystery Theatre	61,780	ABC	344		1:00	
My True Story	154,105	ABC	260	257	d2:05	d2:05
Young Widder Brown	89,499	NBC	164	174	d1:15	d0:45
Stewart-Warner						
John Cameron Swayze	31,376	NBC	199		0:30	
Sun Oil Co.						
Three Star Extra	79,579	NBC	34	34	1:15	1:15
Swift & Co.						
Breakfast Club	228,361	ABC	334	318	d2:30	d1:30
Sky King	64,451	MBS	539		d0:50	
Table Products Co.						
No School Today		ABC		84		d0:30
Tide Water Associated Oil Co.						
Football	12,686	ABC	44		d3:00	
Van Camp Sea Food Co.						
Robert Q. Lewis		CBS		206		d0:15
Vitamin Corp. of America						
Weekend News		ABC		278		d1:50
White House Co.						
Top Hit	16,028	MBS	231		d2:00	
Whitehall Pharmacal Co.						
Our Miss Brooks		CBS		206		d0:15
J. R. Wood & Sons						
Lanny Ross	22,788	MBS	538		d0:15	
William Wrigley Jr. Co.						
Gene Autry	53,775	CBS	192	196	0:30	0:30
Johnny Dollar	66,364	CBS		194	0:30	
FBI in Peace & War		CBS		194		0:25
Dr. Thomas Wyatt						
Wings of Healing	23,489	MBS	309	294	d0:30	d0:30
Wings of Healing	19,136	ABC	137	n	d0:30	d0:30
Global Frontiers		MBS		285		d0:15

Source of October 1953 dollar figures: Publishers Information Bureau

d — Daytime, before 6 p.m.; n — number of stations unknown; p — participation; * — Total time costs for full program package.

(Continued from page 35)

in the offing that will adversely affect network radio.

"It is true that other media will face some continuing adjustments because of other changes. The development of color television will bring new pressures to bear on magazines. The growth of suburban newspapers will, possibly, tighten the reins on the metropolitan dailies. The extension of billboard-free super highways will depress outdoor displays. None of these stresses will influence network radio. Now it is possible to consider radio's values within a media framework of relative calm.

"What our medium offers the advertisers will be recognized as unique and desirable. Our coverage is almost every home in the United States. Our reach is founded on the fact that radio can be heard in some 115 million different places, including 29 million automobiles. The delivery of our medium grows out of the fact that in a week, measured only in the home, 92% of all the radio households use their



MR. KAROL



MR. AYRES

radios—and they listen more than 20 hours out of each week.

"The interest of people in hearing what radio has to say is further italicized by their continuing heavy purchase of sets—over 12 million of them last year.

"On this broad base of accessibility and usage, radio offers the advertiser the unique combination of frequency, audience accumulation and low cost. To take full advantage of these factors, the CBS Radio network has developed a nighttime schedule that combines the highest-rated group or half-hour evening programs with Monday-Friday strip programming. Our studies show that the advertiser who sponsors these strips at night can expect the same values that have been proved in daytime strip programming—with one important difference. At night, there is far greater audience availability—working women and men, for example.

"We believe that these habit-forming strips will give the advertiser very real values. He will reach big audiences of different people all through the week and he will reach many of his listeners many times in the week. He will do so at a low cost and an exceptionally efficient cost-per-thousand. And by so doing, he will have made all his advertising in all media more effective. He will have extended his reach with a minimum of duplication and he will have increased his cost efficiency.

"The documentation of advertisers' newfound realization of network radio's worth is in the number of extensions we have had of contracts that were originally intended to run for 13 weeks. Network radio, CBS Radio, has delivered. It is our intention, with our new programs and program scheduling, to have it deliver even more."

From Adolf N. Hult, MBS vice president in charge of sales:

"The fourth quarter sales outlook for Mutual not only is stronger than it was this time last year but is enhanced by the inauguration Oct. 4 of another new Mutual participating vehicle —Madeleine Carroll in *Story Time*—to be broadcast Mondays through Fridays, 10:45 to 11:00 a.m.

"Agency and advertiser reaction to this recently announced vehicle has been emphatically favorable, and if the success of Mutual's nighttime multi-message series is any clue, considerable new business should result.

"Although the seven-month network billing position is slightly off compared with the billings for the same period in 1953, I look forward to a fourth quarter which should exceed the same period of 1953 by a substantial margin when the new business from our daytime plan, plus the billings already on the books are totaled.

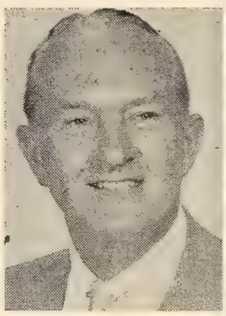
Frederic L. Horton, NBC director of radio network sales, said:

"The vitality of NBC Radio, pushing ahead on a broad base of unique programming and sales concepts, is reflected in renewed and mounting interests among advertisers and agencies, both large and small.

"Within recent weeks, the largest and the smallest advertisers have taken a new look at radio, and the smart advertising buyers at the



MR. HULT



MR. HORTON

agencies are talking it up more and more among their clients.

"Here is fresh, tangible evidence of NBC Radio's growing stature and its increasing appeal to forward-looking advertisers:

"With *Fibber McGee and Molly* sold out, we are adding the *Great Gildersleeve* as another evening participation program to meet sponsor demand for this flexible type of sales plan. Segments of *Gildy* have already been sold to start in October.

"For the first time in many years, NBC Radio's Saturday network football schedule is completely sold out.

"More evening half-hour programs have been purchased on NBC Radio than on any other network. These half-hour shows embrace such top rated offerings as *People Are Funny, Dragnet, You Bet Your Life, The Big Story, Walk A Mile, Dennis Day Show, The Telephone Hour, Band of America, Roy Rogers Show,* and *Grand Ole Opry*. In addition, NBC Radio offers fifteen minute and hour-long shows of the calibre of *Lux Radio Theatre, Frank Sinatra Show* and the *Dinah Shore Show*.

"Radio is ever expanding in the ways that can offer advertisers more coverage and greater advertising dollar efficiency than any other media. NBC Radio as it has in the past will continue to lead the way to this expansion.

"NBC Radio network sales looks forward to a 'new look' toward radio on the part of agencies and advertisers. Where can advertising dollar values be obtained at the low cost of network radio?"

"Spot radio is now in a highly competitive race with spot tv," according to Reg Rollinson, general manager of The Crusade for Spot Radio, sponsored by Station Representatives Assn. He told B•T:

"This fall will show the evidence of a sub-

stantial movement of many of radio's oldest spot sponsors into partial tv campaigns, largely on an experimental basis.

"But radio need not be pessimistic about the eventual outcome of this strong competition, since there are many new radio advertisers this fall to take up the slack. And there are in the wind at least two gigantic spot campaigns, which if they are eventually worked out will give a hearty boost to the fall statistics.

"Everyone connected with spot radio should be alerted to the fact that spot radio is now and will be for some years engaged in an all-out industry fight to maintain and increase its volume. No longer can we count on an automatic, easy-selling, year-to-year increase in total spot radio volume. 1953 showed an extraordinary increase in national spot radio. But 1954, starting off well in the first quarter, went into a slump in the second and third quarters. We always expect a revival in the fall months.

"Whether the new advertisers coming into spot radio will make up this deficit remains to be seen. One thing we can be sure of—we must develop many more new spot radio advertisers.

"Here are the significant trends:

"1—Since radio is the only total mass medium (99% of homes, 30 million cars, countless hours of listening by people at work and on portable sets), advertisers who have entrusted their total mass sales job to spot radio are now hugely successful.



MR. ROLLINSON

"2—The most recent publicized stories of successful advertising of food and drug products exclusively in spot radio has started new thinking in campaign planning circles.

"3—The creative possibilities of spot radio in its many phases, local, service programs, block programming, are in the process of being turned into campaigns.

"4—Saturation radio campaigns are growing in number.

"5—There never was in advertising a substitute for frequency. Spot radio, because of its low cost and totality as a medium, gives the advertiser the opportunity for frequency of message."

STANDARD BUYS PRO GRID GAMES

Oil company will sponsor Chicago Bears and Cardinals games in 18 markets.

FOOTBALL continues to ripple Midwest advertising activity with Standard Oil Co. (of Indiana) again in the forefront as a sponsor.

ABC, Chicago, announced that Standard has signed to sponsor the first half of the Chicago Bears and Cardinals National Football League telecasts in about 18 markets. Half of each of the 12 home contests of the two teams will be offered to local advertisers in Standard markets, with the football series slated to get underway Sept. 26.

ABC-TV also was reported to be continuing discussions for sponsorship of NCAA's tv grid slate. It was understood Thursday that the network is trying to sell the remaining package to national advertisers on the basis of sponsorship per quarter of each game throughout the country, thus abandoning the regional advertiser pitch.

Humble Oil & Refining Co. and Carnation Co. have committed themselves thus far as regional sponsors in Texas and on the West Coast, respectively [B•T, Sept. 6; AT DEADLINE, Aug. 30]. In Chicago, a number of advertisers reportedly were interested last week in regional sponsorship.

NBC's o&o WMAQ Chicago reportedly has signed Mission Dry Corp., Los Angeles (Mission Cola), for half-game sponsorship of certain select college football broadcasts this fall, starting Sept. 25. Agency is The Caples Co.

Standard's commitments, placed through D'Arcy Adv. Co., Chicago, call for sponsorship of telecasts on these stations [WBKB (TV) Chicago will not carry them locally because of NFL restrictions]:

WOOD-TV Grand Rapids, Mich.; WOI-TV Ames, Iowa; WISH-TV Indianapolis; KCMO-TV Kansas City, Mo.; WMIN-TV Minneapolis; KBTV (TV) Denver; KEDD (TV) Wichita; WSJV (TV) Elkhart, Ind.; WCIA (TV) Champaign, Ill.; KMTV (TV) Omaha; WTVH-TV Peoria, Ill.; WREX-TV Rockford, Ill.; WHBF-TV Rock Island, Ill.; KSD-TV St. Louis, Mo.; KYTV (TV) Springfield, Mo., and WICS (TV) Springfield, Ill.

Three North Dakota stations also are tentatively slated to carry the telecasts, subject to "cable connections," according to Standard. They are WDAY-TV Fargo; KCJB-TV Minot and KXJB-TV Valley City.

Wesley I. Nunn, Standard advertising manager, said the fall schedule calls for at least "double the number of tv stations the company used for these games last year." Additionally, Standard will sponsor *Bears Quarterback Club*, a series of film highlights, each Monday evening on WGN-TV Chicago.

The Bears and Cards reportedly represent two of three NFL clubs which have contracted for separate regional tv sponsorship of their contests, exclusive of arrangements made by DuMont for network coverage of top NFL games.



EXECUTIVES of two companies set to alternate sponsorship of the new George Gobel show, which debuts on NBC-TV Oct. 2, meet for an informal chat with the comedian and NBC-TV's sales chief in Chicago. L to r: Edward R. Hitz, NBC Chicago tv sales manager; E. W. Wilson, vice president and general manager, Armour & Co. (soaps and chemicals); Mr. Gobel, and Jule Miller, vice president of Pet Milk Co. Armour and Pet Milk will rotate weekly sponsorship of the Saturday evening program.

MAXON RESIGNS PACKARD ACCOUNT

RESIGNATION of the Packard Motor Car Co. account by Maxon Inc., national advertising agency with headquarters in Detroit, effective Dec. 15, was announced last week by Lou R. Maxon, president.

Maxon has served Packard for two and a half years. Before that, Young & Rubicam Inc. handled the account for several years.

Packard sponsors the Martha Wright show *Packard Program* on ABC-TV, Sundays 8:30-9 p.m. The firm reportedly has a $2.5 million radio-tv advertising budget.

Serutan Takes Two DuMont Shows

SERUTAN CO. has signed a $2.5 million contract for two programs, each for 52 weeks, on WABD (TV) New York and the DuMont network, Gerry Martin, DuMont's director of sales, announced last week.

The $2.5 million figure, according to Mr. Martin, covers time and talent costs for *One Minute, Please*, a new comedy panel show, effective Sept. 24, and *Life Begins at Eighty*, which Serutan is renewing for the third straight year, effective Sept. 26.

Effective with the sponsorship starting date of *One Minute, Please* on behalf of Pharmaceutical Inc. (Serutan subsidiary) for Geritol, the program will shift from Tuesday 8:30-9 p.m. to Friday 9-9:30 p.m. EST. *Life Begins* is telecast Sunday at 9:30-10 p.m. EST. Agency for both is Edward Kletter Assoc.

Pharmaceutical also is a co-sponsor, with the American Chicle Co., of *Rocky King, Detective* on DuMont Sundays.

Sylvania Electric Names J. Walter Thompson Co.

SYLVANIA Electric Products has named J. Walter Thompson Co. as its advertising agency, effective Nov. 3.

JWT will replace Cecil & Presbrey Inc. and Roy S. Durstine, and will be engaged in product advertising and merchandising projects of a company-wide and divisional nature, according to B. K. Wichstrum, Sylvania vice president and director of sales.

"Whereas our exact advertising budget figures cannot be released, they are obviously in the several-million category and rank high among national advertisers," Mr. Wichstrum said. "Our sales are approaching the annual total of $300 million, and this figure will steadily increase in the years ahead. Growth should be especially rapid in television, commercial electronics and atomic energy."

Boyle-Midway Schedules Campaign for Cleanser

BOYLE-MIDWAY Inc., New York, is scheduling the largest advertising campaign in its history for its Easy-Off-Oven cleanser this fall, Al Debaggis, sales manager of the company, announced last week.

Network television and radio shows along with national magazines will be used by Boyle-Midway, which acquired the oven cleanser last January.

Starting this month the television schedule includes sponsorship of *The Secret Storm* on 83 CBS-TV stations and *Love of Life* on 99 CBS-TV stations. Effective Oct. 5, the company will sponsor *The Romance of Helen Trent* on 187 CBS Radio stations. Geyer Adv., New York, is the agency

Seehafer to NL&B Post

APPOINTMENT of Gene F. Seehafer, formerly research and sales promotion manager for CBS Radio in Chicago, to the research staff of Needham, Louis & Brorby, that city, has been announced by the agency.



MR. SEEHAFER

While no official announcement was forthcoming early last week from CBS Radio, it was reported that Carl Gylfe, sales service manager, had been appointed to succeed Mr. Seehafer.

Johnson Shows Wax Via C-C

CLOSED-CURCUIT telecast using the format of the *Robert Montgomery Presents* program (NBC-TV) was presented last Friday from the Hudson Theatre in New York by Johnson's Wax, sponsor of the program, to introduce a new product, Super Hard Gloss Glo-Coat self polishing floor wax, to distributors and dealers assembled at luncheon meetings in 34 cities throughout the country. Mr. Montgomery introduced the show in the manner of his *Montgomery Presents* series. Others slated to be on hand to discuss their respective Johnson-sponsored shows were commentator Cecil Brown, MBS; comedian Robert Q. Lewis, CBS-TV, and Leon Ames and Lurene Tuttle of *Life With Father*, CBS-TV. Company officials scheduled to appear included President H. F. Johnson, Executive Vice President Fred Farwell and Marketing Vice President Ray Carlson.

Maytag Plans Radio-Tv Spot

BROADCAST media will be utilized by the Maytag Co., Newton, Iowa (home laundry machines) this fall as part of an extensive selling and marketing campaign at the retail dealer level, it was reported last week. McCann-Erickson Inc., Chicago, will direct the drive calling for radio and tv spot announcements and/or programs. The extent of the broadcast phase was not revealed. Newspapers, magazines and point-of-purchase material also will be used. Maytag claims about 15,000 dealers.

Pancakes-and-Syrup

BISQUICK (General Mills) and Log Cabin syrup (General Foods) will join forces during October to promote pancakes-and-syrup. Local radio and two television shows, General Mills' *Valiant Lady* and Bob Crosby program, will be used.

SPOT NEW BUSINESS

Underwood Corp., N. Y., conducting three-week 20-second and one-minute tv spot campaign in 30 markets for new Leader portable typewriter. Firm also prepared radio spots to be given dealers for further promotion. Agency: Brooke, Smith, French & Dorrance, same city.

John H. Wilkins Co. (coffee), Washington, conducting 90-day 1,000 tv spot, 3,450 radio spot campaign in Washington market. Agency: M. Belmont Ver Standig Inc., same city.

Curtis Publishing Co., Phila., placing radio and tv spot schedule in major markets Sept. 14-15-16. Agency: Young & Rubicam, N. Y.

Drug Trading Co., Toronto, to start in September weekly quarter-hour *Yesterday's Newsreel* on CHCH-TV Hamilton, Ont., and CFPL-TV London, Ont. Agency: J. J. Gibbons Ltd., Toronto.

NETWORK RENEWALS

The Nestle Co., White Plains, N. Y., renews *The Jackie Gleason Show* (CBS-TV, Sat., 8-9 p.m. EST) starting Sept. 25.

International Salt Co. (Sterling Table Salt and other salt products), Scranton, Pa., renews promotion campaign on 6 p.m. edition, *Yankee Network News Service*, Yankee Network (New England). Agency: Scheideler, Beck & Werner Inc., N. Y.

Joseph Schlitz Brewing Co., Milwaukee, instead of the customary 26 weeks renewal policy adhered to in connection with its radio-tv programs, has renewed CBS-TV *Schlitz Playhouse of Stars* for 52 weeks, effective late in October. Approximately $1,250,000 has been budgeted for production by **Meridian Pictures**, Hollywood, with **William Self** as associate producer. Series is on a year-round basis, using a new film each week instead of re-runs. Agency: Lennen & Newell Inc.

AGENCY APPOINTMENTS

Food Assoc. Inc. (RoseKist popcorn distributors), L. A., appoints Mogge-Privett Inc., same city.

Allen Kirkpatrick Co. (frozen oyster products), Rehobeth Beach, Delaware, appoints Blaine-Thompson Co., N. Y.

Federal Life & Casualty Co., Battle Creek, Mich., appoints Zimmer, Keller & Calvert Inc., Detroit, effective Dec. 1.

Rhode Island Development Council appoints Bo Bernstein & Co., Providence, R. I., for State of Rhode Island vacation and resort advertising.

Blumenthal Bros. Chocolate Co., Phila., appoints Feigenbaum & Wermen Adv. Agency, same city.

Republican State Committee of New Jersey appoints Lewin, Williams & Saylor, N. Y., for New Jersey Republican campaign, with account being serviced from Newark office.

Hanovia Chemical & Mfg. Co., Newark, N. J., appoints Cayton Inc., N. Y.

AGENCY SHORTS

Mahoney & Howard Adv., N. Y., forms foreign advertising department to adapt copy treatment, mechanics, production and media selection to specific target audiences here and abroad. Peter Sebastian will be in charge; Pierre Deb will be assistant to Mr. Sebastian

John W. Shaw Adv. Inc., Chicago, moves from Rush St. to 51 E. Superior St.

Dancer-Fitzgerald-Sample Inc., N. Y., elected to sustaining membership in Adv. Federation of America, same city.

Power & Condon, Chattanooga, Tenn. and **Fox & MacKenzie**, Phila., elected to membership in American Assn. of Adv. Agencies, N. Y.

Needham, Louis & Brorby, Chicago, will rent office space in new Prudential Co. Mid-America Bldg., with provision for projection of color tv films, starting in January 1956.

Hutchins Adv., N. Y., transfers handling of Philco Corp., Phila., print advertising to latter city office.

Denman & Baker Inc., Detroit, moves to larger quarters, 1012 Buhl Bldg.

Diamond & Sherwood Inc., S. F., moves to larger quarters, same address, 821 Market St.

Phil Bradley Adv., Minneapolis, changes name to Bradley-Fyten-Rian.

W. B. Doner & Co., Milwaukee, moves to

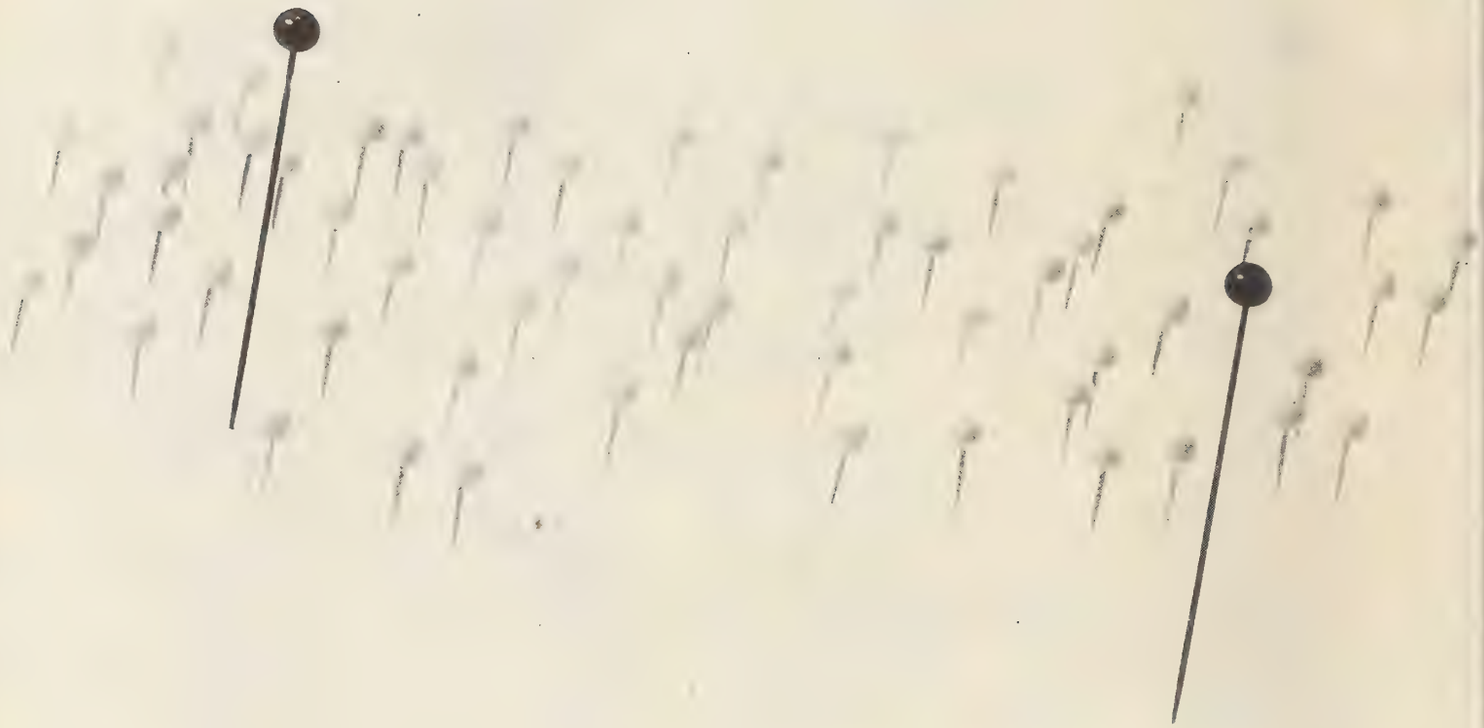


BETTY FURNESS, Westinghouse tv saleswoman, with W. D. Lewis, vice president of Westinghouse Electric Co. of Europe, greets Charles Bauer of Schutz, S. A., Westinghouse distributor in Switzerland, at a Western European Westinghouse Distributor convention in Paris. A film recording of CBS-TV *Studio One*'s "Camille" and product demonstrations by Miss Furness were shown to the 400 distributors who attended the two-day meeting.

We got 'em COVERED—

FROM ALL ANGLES!


WHO-TV
WHO-TV
WHO-TV




Please ..
PREVENT
FOREST
FIRES!


W
B
C



WHY BUY 121 WHEN 5 WILL DO THE JOB?

WBC's five 50,000-watt, clear channel radio stations cover 26 million customers. You might buy a total of 121 stations—every one at least a 5,000-watter—before you equaled WBC's coverage. Of course, you wouldn't. But why buy even three, four or seven stations to reach the audience you reach with *one* WBC station?

Buy WBC radio. You'll save bookkeeping. You'll save scheduling headaches. You'll save *money*—because the more you buy, the more you save. You'll *make* money—because WBC radio is famous for Audience Action. Have it worked out for you. Call any WBC station . . . WBC's National Representatives . . . or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives, FREE & PETERS, INC. • KPIX represented by THE KATZ AGENCY, INC.

quarters, suite 406, Varsity Theatre Bldg., 1324 Wisconsin Ave.; telephone: West 3-9315.

Ad Fried & Assoc., Oakland, Calif., opens office in San Francisco, 260 Kearney St.; telephone: Yukon 2-1291.

Blitz Adv., Portland, Ore., moves Seattle offices to Grosvenor House, 2519 Fifth Ave.; telephone remains: Mutual 1990.

Al Paul Lefton Co., N. Y., moves to new offices, 71 Vanderbilt Ave.; telephone: Murray Hill 9-7470.

Western Adv. Agency Inc., L. A., and **Yambert Inc.,** same city, merge under former's name with offices at 4848 Wilshire Blvd.; telephone: Webster 8-2681.

Cabat-Gill Adv. Agency, Tucson, and **Beckman, Hamilton & Assoc. Inc.,** L. A., approved for associate and full membership, respectively, in Southern California Advertising Agencies Assn.

A&A PEOPLE

Albert Fertick, formerly owner-operator, Gallaudet Pharmacy, Washington, to The Maryland Pharmaceutical Co., Baltimore, as sales executive and assistant to president.

J. L. Kaufman, creative and merchandising dept. head, Grant Adv. Inc., Hollywood, to Dodge Bros. Corp. in Southern Calif. as public relations director.

Stewart Faulkner, former public relations director, Trans World Airlines, L. A., to Continental Air Lines, Denver, in similar capacity.



MR. CARLSON

Herbert A. Carlson, formerly with Henri, Hurst & McDonald Inc., Chicago, to Christiansen Adv. Agency Inc., same city, as vice president and account executive.

William F. Millar, associate account executive, Fuller & Smith & Ross Inc., Cleveland, to McCann-Erickson Inc., same city office, as account executive.

G. Hutton Hughes appointed executive vice president, John Philips Adv. Co., Bloomfield, N. J., in charge of new Easton, Pa., office.

George Glavin, West-Pacific Adv. Agency, Seattle, to Pacific National Adv. Agency, same city, as merchandising manager; **Grant Merrill** to agency as radio-tv producer.

William R. Baker, former press relations manager, General Foods Corp., N. Y., to public relations dept., Grant Adv., same city, in executive capacity.

Don R. Schwab, former head of production, Sportsvision Inc., Hollywood, to William W. Harvey Inc., L. A., as film production dept. manager.

Simon Lam, junior art director, Doyle Dane Bernbach Inc., N. Y., appointed art director, firm's Los Angeles office.

GUILD FILMS SEEKS PUBLIC STOCK SALE

Radio-tv production and distribution firm files with Securities and Exchange Commission for approval of public offering of 250,000 shares.

GUILD FILMS Co., New York, last week announced it has filed with the Securities and Exchange Commission for public offering of 250,000 shares of the company's common stock. Par value of the stock is $.10 per share, and a Guild Films spokesman said stock probably will be issued at $4 per share later this month.

The entire offering, when issued, has been underwritten by Van Alstyne, Noel & Co., New York. Guild Films has about 700,000 shares, with 60.25%, or 450,000 shares, held by officers of the firm.

In a preliminary prospectus issued by Van Alstyne, Noel & Co., it was stated that net proceeds of the sale of the securities will be used for payment of loans amounting to $483,994 and for other liabilities and financing of future film productions. In this latter connection, the prospectus noted that Guild Films has entered into an agreement for the production and distribution of a program series starring Connie Haines. It was reported that the tv film series of 39 episodes is expected to go into production within the next six months.

Tracing the growth of Guild Films, which was organized two years ago, the prospectus observed that gross amount of unbilled contracts rose from $504,879 in September 1953 to $2,164,960 in August 1954. Similarly, it was pointed out, net income rose from a loss of $1,520.88 for the period June 11, 1952, to Feb. 28, 1953, to a gain of $69,295.35 for the period Dec. 1, 1953, to June 30, 1954.

Officers and directors of the company are Reuben R. Kaufman, president and director; Louis Millman, vice president and director; Mrs. Jane Kaufman, secretary-treasurer and director; Charles H. Goldberg, director, and William E. Walker, director. Mrs. Kaufman will resign and will be replaced as a director by David Van Alstyne Jr., a partner in the firm of Van Alstyne, Noel & Co. That organization will be retained as financial advisors to Guild Films, starting on Jan. 1, 1955, at an annual compensation of $6,000.

It was pointed out in the prospectus that Mr. Kaufman's compensation has been set at $40,000 per year, effective June 1, 1954. During the fiscal year ending Nov. 30, 1954, Mr. Kaufman will receive remuneration amounting to $60,282, representing $32,500 as salary for the current fiscal year and $27,782 representing past unpaid salary.

Among properties produced and/or distributed by Guild Films are *Liberace,* 178 markets; *Life With Elizabeth,* 68; *Joe Palooka Story,* 33; *Frankie Laine Show,* 26; *Florian ZaBach Show,* 25; *Guild Sports Library,* 12; *Liberace Radio Show,* 101; *Conrad Nagel Theatre, Connie Haines* and *It's Fun to Reduce* (not yet in distribution).

TPA Sells 'Showcase' For 10 Canadian Markets

IN WHAT was claimed to be "Canada's largest single television program sale," Television Programs of American Inc., New York, has arranged with Telepix Movies Ltd. for the release of *Your Star Showcase,* featuring Edward Arnold in ten of Canada's 12 tv markets.

Details of the transaction were announced jointly last week by Michael M. Sillerman, TPA executive vice president, and Lloyd Burns, general manager of Telepix Movies. It calls for sponsorship of the program by Maple Leaf Milling Co. in Toronto, Ottawa, Montreal, Winnipeg, St. John, Kingston, Hamilton, Kitchener and London. It is also seen in Vancouver. Maple Leaf also has an option on the rest of Canadian stations as the markets open. It agency is Cockfield, Brown Co. Ltd., Montreal.

Other TPA shows carried in Canada include *The Adventures of Ellery Queen* in Vancouver and Winnipeg; *Ramar of the Jungle* in Toronto and Ottawa, and the *Edward Small Features* in Montreal, Toronto and Quebec City.



A NEW quarter-hour tv film series *Spotlight on Hollywood,* consisting of newsfilm coverage of Hollywood activities plus weekly feature interviews with top stars in their homes, is launched with the signing of Jim Ameche, KLAC Hollywood disc m.c., as host. Congratulations are exchanged by (l to r) seated; Algernon G. Walker, producer of the series, and Jack Siegal, director; and standing, Mr. Ameche; George Bagnall, head of George Bagnall & Assoc., Beverly Hills distribution firm which will handle the series, and Jack O'Loughlin, firm's sales manager.

Radio's rarin' in Baltimore!

—and the big bargain is still W-I-T-H



143,000 radio sets sold last year; only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

More than 143,000 radio sets have been added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

—in Baltimore WITH

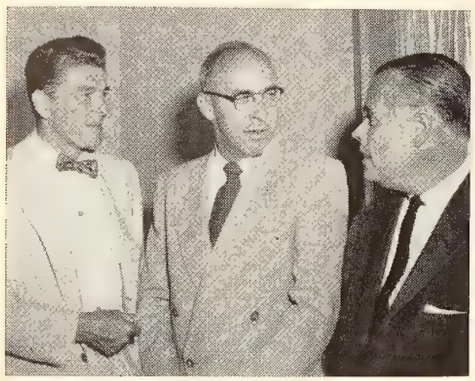


TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

MCA Tv to Distribute 'Lombardo,' 'Badge' Films

TWO new half-hour, 39-episode film properties are now being produced for MCA Tv Ltd. distribution, the firm has announced. They are *Guy Lombardo and His Royal Canadians* and *Man Behind the Badge*. Latter program, MCA Tv claimed, is the first live network (CBS) show to be put on film for syndication.

The *Lombardo* film, produced in New York, was directed by Herbert Sussan. The *Badge* series is being made for tv only by Bernard J. Prockter in Hollywood. Charles Bickford is host and narrator for the *Badge* films, which MCA Tv plans to release for local and regional use in late December.



GENERAL ELECTRIC's institutional advertising to be used on the CBS-TV *General Electric Television Theatre* starting Sept. 26, is discussed by (l to r) Ronald Reagan, production supervisor and host of the 26 live and 26 film program series; Robert Jackson, in charge of public relations, GE, San Francisco, and Walter Tibbals, vice president in charge of West Coast production, BBDO, Hollywood.

Baseball Series For Sale

NEW quarter-hour baseball tv film series, *This Is Baseball,* made with the sanction of baseball commissioner Ford C. Frick, currently is being offered for 1955 and 1956 sponsorship. Produced by Emerson Yorke Studio, New York, and being sold by Pearson Adv., also New York, the series consists of 26 quarter-hours for showing in 1955 and 26 for 1956, designed for family appeal. Each program provides biographical material on a big-league player, accompanied by demonstrations of key plays by the performer himself. Pee Wee Reese, Stan Musial, Yogi Berra, Harvey Kuenn, Ed Lopat, Red Schoendienst, Ted Kluszewski, Jim Piersall, Billy Pierce, Bob Porterfield, Ed Mathews, and Robin Roberts are among the players filmed.

ABC Film Opens Two Offices

NEW Dallas and Atlanta sales offices of ABC Film Syndication now are servicing advertisers, agencies and tv stations in the Southwest and Southeast, George T. Shupert, president, said last week in announcing their official opening [B•T, Aug. 30]. New offices, managers and areas of the firm are: Dallas, 3123 McKinney, Tel.: Randolph 6302. Howard Anderson is manager. Territory includes Texas, Oklahoma, Louisiana and Arkansas; Atlanta, 66 Eleventh St., N.E., Tel.; Atwood 3885. Joseph Porter is manager. Territory includes Georgia, Florida, Tennessee, North Carolina, South Carolina and Mississippi.

FILM SALES

Official Films Inc., N. Y., announces sale of *Secret File, USA,* through N. W. Ayer & Son, Phila., to Ohio Oil Co., Findlay, Ohio, for sponsorship in 12 midwestern markets. Firm also reports series sold in New York City, Hollywood and Minnesota, bringing total markets to 48.

United Television Programs Inc., Chicago, signs Richfield Oil Corp., L. A., to sponsor *Mayor of the Town,* starring **Thomas Mitchell,** on 52-week basis in 31 markets in six western states, covering California, Oregon, Idaho, Washington, Nevada and Arizona. Agency: Hixson & Jorgensen Inc., L. A.

Interstate Television Corp., Hollywood, sells 28 full-length motion pictures to KING-TV Seattle.

CBS Television Film Sales Inc., N. Y., announces purchase by Household Finance Corp., Chicago, of *Files of Jeffrey Jones* for showing on WNBK (TV) Cleveland and WJBK-TV Detroit, bringing total markets sold to 100, CBS reports. Other sales include: WMIN-TV St. Paul; WTOK-TV Meridian, Miss.; KTVQ (TV) Oklahoma City. Another CBS-TV film package, *Annie Oakley,* was sold to Cedar Grove Farms for showing on WTOK-TV and is on WCHS-TV Charleston, W. Va., bringing total markets to 118, according to CBS.

United Producers-Distributors, subsidiary of **Jerry Courneya Productions Inc.,** Hollywood, announces sale of *Reel Adventure* package, consisting of 39 Lash LaRue westerns, 13 Chimp comedy series and 13 Noah Beery Jr. series (all quarter-hours), to KNXT (TV) Los Angeles.

HarriScope Inc., Beverly Hills, Calif., announces 13-week renewal of *Jalopy Races from Hollywood* by WFBM-TV Indianapolis.

M & A Alexander Productions, Hollywood, announces sale of *Boss Lady* series of 13 half-hour tv films to KCOP (TV) same city, WABD (TV) New York, WXYZ-TV Detroit, WCPO-TV Cincinnati, WHIO-TV Dayton and KFMB-TV San Diego.

Screen Gems Inc., N. Y., announces sales of *Your All-Star Theatre* tv film series in 24 markets during August bringing to 164 total number of markets currently carrying that series.

FILM PRODUCTION

Professional Motion Pictures Inc., Anderson, S. C., is producing tv commercial films.

National Video Productions Inc., Washington, is producing "The Judy Maxwell Story" for AMVETS National Service Foundation, starring Brian Donlevy and explaining the charitable purposes and accomplishments of that organization.

Walter Schwimmer Productions, Chicago, reports completion of *Championship Bowling,* initial series of 26 filmed bowling programs to be offered stations for cooperative sponsorship. Programs comprise films of live series telecast by WNBQ (TV), same city, during past seasons.

WOI-TV Ames, Iowa, Iowa State College tv station, producing series of 26 children's programs and 18 dramatic shows to be distributed to educational tv stations.

Jack Beekman-Henry Leeds Co., N. Y., announces **Eleanor Holm,** former Olympic swimming champion, will appear in tv series for national syndication, interviewing women guests outstanding in sports. Firm also produced 15-minute recorded series for radio titled *Eleanor Holm Show.*

Eugene Solow and **Brewster Morgan** started shooting *Authors Playhouse* at Goldwyn Studios, Hollywood, at rate of two half-hour films per week, allowing three days of rehearsal and three days filming on each. First two scripts are **Joseph Hergesheimer's** "The Old Flame," adapted by **Allan Scott** and directed by **Peter Godfrey,** and **Ring Lardner's** "A Frame-Up," adapted by **John Lardner.**

Carol Irwin, package-producer, *Mama* on CBS-TV, producing *Ringside,* film series about boxing, slated for distribution by first of 1955. **Frank Gabrielson,** writer of *Mama,* helped to develop series and will act as consultant. Miss Irwin currently negotiating with **Robert Preston** and **Myron McCormack** for leading roles.

RANDOM SHOTS

Reela Films Inc., Miami, announces beginning of construction of second sound studio.

Rane Film Field, New Delhi, India, and **Eastern Movies,** same city, appoint Leonard Spinrad, N. Y., as American representative.

Association Films (national distributor of 16mm sound motion pictures), N. Y., announces publication of 40th annual film catalog, "Selected Motion Pictures."

HarrisScope Inc., Beverly Hills, Calif., appoints Elliot Alter (New England states), Julius Sack (East Coast) and Nate Zelikow (southern Texas, Mississippi and Louisiana) as sales representatives.

Shelly Films Ltd., Toronto, purchased site at Long Branch in suburban Toronto to construct $400,000 plant for tv film production.

All-Canada Television, Toronto, exclusive Canadian distributor of Ziv tv programs, released catalogue on film features and rates for all Canadian tv station markets.

FILM PEOPLE

Lou Kravitz, advertising manager, Filmack Corp., Chicago, elected vice president for sales and board member at annual stockholders' meeting; others elected: **Irving Mack,** president; **Donald Mack,** vice president; **Bernard Mack,** secretary; **Joseph Mack,** treasurer.

Constance Lazar, West Coast manager, Unity Television Corp., N. Y., to United Producer-Distributors, subsidiary of Jerry Courneya Productions Inc., Hollywood, as vice president in charge of sales.

Cornelis Vanderkruk, formerly with Netherlands Cable Works, Rotterdam, Holland, to S. W. Caldwell Ltd., Toronto, as maintenance engineer.

Maurice Tombragel and **Budd Lesser** signed by Studio City Television Productions, North Hollywood, to write next 13 scripts for *Stories of the Century* film series.

Philip Larschan, editor, Transfilm Inc., N. Y., and Jacquelyn Foote, married Aug. 21.

Geraldine Carr, 37, actress who portrayed Mabel in NBC-TV *I Married Joan* film series, died Sept. 2.

...you're in good company on WNEB

Consistently One of America's Top Independents . . .



. . . NOW AT LOWER COST PER THOUSAND

You can completely saturate New England's third largest market

THRU WNEB's NEW VOLUME DISCOUNTS!

Best proof of performance: during the past year, the following national and regional accounts—many with us for years—have contracted with WNEB.

TOBACCO
Camels
Chesterfield
Herbert Tareyton
L & M Filters
Pall Mall

WINE & BEER
Ballantine
Burke's Ale
Dawson
Haffenreffer
Manischewitz Wine
Narragansett
Parma
Pickwick Ale
Supreme Wine

FOOD
A & P
Armour & Co.
Autocrat Coffee
Bev-Rich
Bond Bread
Colonial Provision Co.
Chase & Sanborn Coffee
Dunkin' Donuts
Durand's Chocolates
Eclipse Coffee Syrup
Eskimo Pie
First National Stores
Frostee
H. P. Hood
Hollywood Bread
Instant Sanka
Kennedy Stores
Lipton Soup
Lipton Tea
Mass. Dept. of Agri.
Maxwell House Coffee
Minute Tapioca
Moxie
Pan Amer. Coffee Bureau
Pream
Salada Tea
Stop & Shop
Sunkist Oranges
Wheatena
Whiting Milk Co.

DRUG
Bayer Aspirin
Benetrycin
Bromo-Quinine
Chooz
Doan's Pills
Ex-Lax
Feenamint
Gleem
Musterole
Old Spice
Pepto-Bismol
Pertussin
Trushay
Vick Vaporub
Vick Vatronol

SOAP
Glim
Halo
Oxydol

TRANSPORTATION
Chevrolet
DeSoto
Ford
Hudson
Lincoln Mercury
N. Y. Central
N. Y., N. H. RR

FUEL
Amoco
Esso
N. E. Coke
Sun Oil

OTHER
Blue Cross
Blue Shield
Columbia Phonograph
Cristy Drygas
D. A. Schulte Co.
Eskimo Anti-Freeze
Equitable Life Ins. Co.
G. E. Vacuum Cleaners
Glamorene
Howard Clothes
Ladies Home Journal
Liberty Mutual Ins. Co.
Life Magazine
MGM
Motorola TV
N. E. Tel. & Tel. Co.
Norge Refrigerators
Prestone
Prudential Ins. Co.
Raytheon
Reader's Digest
Regal Shoe
Saturday Evening Post
Span O Life Battery
Strongheart Dog Food
Suffolk Downs
Turtle Wax



WNEB

WORCESTER MASSACHUSETTS

Represented by THE BOLLING COMPANY

RADIO-TV EMERGE FROM DIST. 1 MEET READY TO FIGHT ANTI-INDUSTRY GROUPS

Boston sessions set pace for annual round of NARTB district meetings. Conviction is aired that radio is entering a new period of prosperity. "Stations, not networks themselves, are custodians of radio's future," Vadeboncoeur tells delegates.

BROADCASTERS, aural and visual, are teaming up for a fight against legislative restrictions as NARTB's annual round of district meetings enters its second week following the Thursday-Friday inaugural in New England.

Spurred by a series of warnings from NARTB's headquarters officials and by guest broadcasters from outside points, a hundred District 1 delegates left the Somerset Hotel, Boston, with a warning of their own: "Stop kicking us around."

They left, too, with the conviction that radio is entering a new and even more promising and prosperous life, despite recent outbursts of pessimism, provided station operators adjust their programs and service to the re-shaped media mold (see radio story page 50).

In setting the pace for the 2½ month series of radio-tv meetings, the District 1 delegates told the legislative and advertising worlds they're going to fight:

- Legislators who heed anti-broadcasting pressure groups.
- Legislation that would clamp programming and commercial shackles on the two electronic media.
- Pressure groups that try to promote selfish projects by influencing congressional and regulatory agencies.
- Broadcasters who take pot shots, in public view, at their own medium.

From the time Director Herbert L. Krueger, of WTAG Worcester, Mass., opened the meeting last Thursday morning until the final resolution was passed Friday afternoon there was a note of determination as broadcasters heard the grim facts of legislative and business life unveiled.

Chicago Postlude

A half-dozen speakers took up, directly and indirectly, the matter of what happened in Chicago the week before—a week in which radio networks were warned by Brig. Gen. David Sarnoff, RCA-NBC board chairman, that they probably will eke out a poor existence.

While Gen. Sarnoff's name was not specifically mentioned, his words [B•T, Sept. 6] were cited frequently. One of the high spots of the pro-radio discussions came when E. R. Vadeboncoeur, WSYR Syracuse (NBC affiliate), commented acidly on "giants who saw a hole in our boat." He included recent network rate cuts, particularly at the time of NARTB conventions. "And still the boat hasn't sunk, after repeated holes have been sawed, year after year," he added. Mr. Vadeboncoeur is NARTB District 2 (N. Y., N. J.) director and presides at the two-day district meeting opening today (Monday) at Lake Placid Club, in upstate New York. District 3 (Pa., W. Va., Del., Md.), meets Thursday-Friday of this week at the William Penn Hotel, Pittsburgh, with George H. Clinton, WPAR Parkersburg, W. Va., presiding.

Mr. Vadeboncoeur deplored network "sacrificial gestures as they let 20% of their affiliates' blood over idols instead of showing leadership." He added, "The public comments and lack of enthusiasm on the part of radio networks would put any sensible public relations man in a strait jacket."

Showing how local and national spot radio are growing year by year, while network radio declines, he observed, "You can draw your own conclusions from this comparison."

He predicted that radio networks "will not go out of business but will survive and do well. Stations have pulled radio over the hump. Now we must pick up our network partners and lug them over. Radio has more than doubled in the last 10 years—up 115%. It will continue upward the next 10 years. Stations, not networks themselves, are custodians of radio's future."

Clair McCollough, WGAL-TV Lancaster, Pa., speaking at a Friday tv panel discussed ways of running an efficient tv station (see story page 55). He listed do's and don'ts and advocated separation of radio and tv station personnel along with a close-knit relationship between sales and program operations.

NARTB President Harold E. Fellows addressed a joint luncheon of NARTB delegates and the Radio-Tv Executives Club of New England Thursday, speaking on "Profit with Honor in Your Own Home Town" (see story page 55). In the afternoon, Mr. Vadeboncoeur's subject was "The Good Never Die Young." John F. Meagher, NARTB radio vice president, followed him with a talk "Sound Is the Word for Radio" (see radio story page 50). Final event Thursday was a "radio business huddle," with Mr. Krueger presiding and Mr. Meagher leading the discussion. A tv management clinic Friday, at which Mr. McCollough presided, included Edward C. Obrist, WNHC-TV New Haven, Conn., Ansel E. Gridley, WWOR-TV Worcester, Mass., and John Parsons, WMGT (TV) Pittsfield, Mass.

President Fellows made a ringing plea to broadcasters to join this fight for survival at the local level. "There is a point beyond which fair-minded men should not in all conscience retreat," he said. "We have reached that point."

Ralph W. Hardy, NARTB government relations vice president, brought the Washington legislative crisis home to New Englanders by detailing the radio bills introduced by each legislator in the six states. Taking up the Bryson bill, to restrict advertising of alcoholic beverages, he said broadcasters are the target in the dry strategy to attain prohibition indirectly.

Since the Wolverton committee has broad powers he urged broadcasters to fill in the NARTB all-station questionnaire seeking program-advertising facts. The association has been asked to produce the questionnaires which covers a one week period. It calls for total operating time; number of sponsored beer-wine programs and total minutes; total length of commercials; total number of announcements of all kinds on station including public service; total number of beer and wine announcements.

"There can be no retreat from the broadcaster's right to carry advertising in good taste on behalf of products legally sold," he said.

Mr. Hardy said the pent-up investigative urge of a majority party that had been in a minority role 20 years was being unloosed on broadcasting with 158 pieces of legislation introduced this session, twice the number last session, of which 58 are major problems. "We must reverse the trend or an irresistible tide will overcome us in the next few years," he said.

They Fight For Access

He told of the fights being waged for access to public hearings and against the levying of FCC fees. "I believe we will win the battle for the right of electronic media to report public events because it is right," he said. He urged broadcasters to inform the public how coverage of events serves the public interest by keeping the electorate informed. He explained in detail such legislative problems as the approaching network investigation.

In a discussion of radio's soft spots and what should be done about them, Mr. Vadeboncoeur said simulcasts do radio a disservice. "We can't long exist if we take the role of the poor man's television station," he said. He called for improved continuity writing and public service programming. "Don't be just a juke box" he said. "Build community respect for your station. Public service programming is a fine money-maker."

Mr. Vadeboncoeur chided broadcasters for "being patsies for everyone who decides to take a swing at us, We're being kicked around because it's a safe and pleasant pastime." He said



MEET THE ROVING experts, says NARTB District 1 Director Herbert L. Krueger, WTAG Worcester, Mass., upon presenting the NARTB headquarters team as it starts a 2½-month trek around the nation. L to r: Charles H. Tower, economist-labor relations; Ralph W. Hardy, government relations vice president; Director Krueger; President Harold E. Fellows, and John F. Meagher, radio vice president.

sales action

KXLY-TV's Telemarket PLUS !

KXLY-TV's Parade of Products PLUS!

KXLY-TV's 2 BIG CO-OPERATIVE PLANS ARE UNPARALLELED FOR IMMEDIATE SALES GAINS OF PARTICIPATING PRODUCTS. .AND THEY ARE *Free* TO ADVERTISERS! ASK OUR REPRESENTATIVES FOR DETAILS.

Brownie Baking Co.

W. 225 INDIANA AVE. SPOKANE 13, WASHINGTON

July 15, 1954

Mr. Bob Moore
c/o KXLY-TV
Television Center Building
Spokane, Washington

Dear Mr. Moore:

The final breakdown of the Tele Market stores promotional showed some very fine results.

There were displays in 74 stores and, from these extra displays, 544 dozen cookies were actually sold. There was also an increase in the cookie sales from the regular cookie section. The consumers were very cookie minded as a result of the fine advertising received. To have a noticeable increase in the sales of other items was very unusual and did prove that over this special time, the entire cookie section received more attention from the consuming public.

We wish to thank you for this opportunity to participate in such a fine promotion.

Yours very truly,

BROWNIE BAKING COMPANY

Carl C Pence

C. C. Pence

CCP:ch

BAKERS • OF • BROWNIE • COOKIES • AND • CRACKERS

GREATEST AUDIENCES

WIDEST COVERAGE

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

senators and congressmen wouldn't dare introduce anti-newpaper legislation.

In the management field, he said respectable advertisers deserve to be associated with a respectable company. He listed per inquiry accounts that came to his desk just before he left Syracuse for the Boston meeting and warned against chiselers who seek free publicity, citing a B•T cartoon depicting a newspaper editor who says of a free-time grabber, "What does he think we're running, a radio station?"

Members of the District 1 resolutions committee were Al Spokes, WJOY Burlington, Vt.; Chairman William Malo, WDRC Hartford; Harold Meyer, WPOR Portland, Me.; Earle Clement, WBET Brockton, Mass.; Wallace Walker, WMUR Manchester, N. H.

Speaking on "Savings in Business," Charles H. Tower, manager of the NARTB Employe-Employer Relations Dept., analyzed costs of doing business in radio and tv stations and showed how operating expenses can be handled on an efficient basis.

Changes Since Tv

After giving an economic evaluation of radio since the advent of television (see story on radio's strength, page 35), he broke down operating costs into three groups—cost of doing business: with unions; under the Wage-Hour Act, and under an inefficient organization.

Mr. Tower's breakdowns showed the direct relationship between expenditures and revenues, including a yardstick of operating efficiency.

As to unions, he showed the difference in the cost of doing business with a union, and relative costs at non-union stations. Cost factors include fringe benefits, he said, showing the trend in this field and the cost to management. Work restrictions in union contracts are another element to be considered by management, he said.

In analyzing wage-hour rules, with the 75-cent minimum hourly wage and time-and-a-half principle, he showed how management can benefit by familiarity with the rules and their application to stations.

Mr. Tower went into station organization problems in detail. He suggested ways station managers can select the best people, and integrate them into an efficient operation. He discussed, also, problems of executive control and dual management function of control and delegation of responsibility.

RADIO SHIRKED THE ROLE OF A CORPSE, DELEGATES TO NARTB DIST. 1 ARE TOLD

NARTB executives appraise sound broadcasting at Boston District 1 sessions, pointing to the erring prophets of doom who predicted the decline of radio with the advent of tv.

"SOMEBODY goofed!"

A hundred or so broadcasters, whose sightless signals had provided them with at least enough money for a trip to Boston, looked expectantly at John F. Meagher, NARTB radio vice president, speaking Thursday from a rostrum in the Somerset Hotel.

"Ladies and gentlemen, and particularly you sturdy and stalwart citizens who operate the radio stations of New England, you aren't supposed to be here," Mr. Meagher said to delegates at the first of the annual NARTB district meetings (roundup story page 48).

"You're supposed to be dead.

"According to the dire predictions of self-styled experts, including a former president of a major network, you should have, by this time, either starved to death or died of sheer mortification."

Mr. Meagher joined two other top NARTB officials in an appraisal of sound broadcasting. They were President Harold E. Fellows, and Charles H. Tower, manager of the Employe-Employer Relations Dept.

Continued Prosperity

Looking at the past 12 months of aural and visual broadcasting, since the 1953 coast-to-coast district meeting tour, Mr. Fellows said:

"Both media continued to prosper—radio because of its established essentiality in the American home, and television because of its spreading appeal. Business in radio—volume wise—continued the trend away from networks in notable cases with the slack being taken up by local and regional business and national spot; and business in television showed more of a national character in terms of the gross dollar of revenue."

Mr. Tower showed, with the aid of some just-completed research, how aural radio stations are doing in television markets.

"They're doing well," he said, producing breakdowns covering the period since tv arrived.

President Fellows summed up radio's financial health this way:

"Radio should expect nothing but continued prosperity, the side-dish soothsayers to the contrary notwithstanding. It is an established medium which has demonstrated its capacity to sell in the presence of all kinds of competition. It is low cost and big audience. It is able to do things other media cannot do as they can do things radio can't.

"It is, in short, complementary to the American scene—something that has grown to be a part of the living home. Radio may find time now—having survived the rigors of pioneering and the fright of impending death notices—to reflect more cogently on improvement, thus making its product even more attractive to listeners and productive for advertisers."

Having established that "somebody goofed" in pre-dating radio's demise, Mr. Meagher said radio is one of the livest creatures in the media world. How live? Here are some tidbits from his diagnosis:

"There is nothing else like radio—120 million sets produced in the year ended last week; 120 million operating sets; or one radio for everyone in the U. S. over 15; in the average radio home a full day out of each week is devoted to listening."

Casing the cashbook situation, he asked rhetorically, "Why is it that a radio network is compelled to report a loss in sales revenue on the order of 30%, while individual radio stations which it owns and operates in such competitive markets as New York and Chicago are reporting revenues of record-breaking highs?"

Ratings Emphasis Blamed

Noting the "phenomenal increase in sale of time to local advertisers, while network radio fell off," he suggested "a goodly share" of the blame can be traced "to the ridiculous importance which has been attached to program ratings."

"Program ratings," he charged, "are archaic and absurd." He called them "statistical indices which could not conceivably mean what they were claimed to indicate." The following facts, he continued, expose the deceptions of slide-rule artists:

"Four of five sets are located out of the living room; 25% to 30% of daily listening is done outside the home, via 30 million auto radios and 10 million portables, plus 10 million sets in public places. Why should we be bound to measurements in a handful of metropolitan centers which purport to indicate the extent of the listening of an in-home audience?"

Radio time sales at the local level "have been booming," he said, rising 40% in the same years that have seen the decline in radio network revenues."

"Why?" he asked.

"Well, it seems program ratings don't carry much weight on the local scene. The local dealers in furniture and dry goods, and automobiles and dairy products and all the other local advertisers stay pretty close to their cash registers. They rarely, if ever, come to grips with a slide rule. They listen to their local radio stations, they hear their commercials, and they are vastly pleased with the response



MAESTRO Oliver Gramling (at keyboard), Associated Press, leads a "flea-circus" ensemble in a singing pitch at Boston's NARTB meeting. The chanters (l to r): Frank Brill, United Tv Programs; Sidney Guber, SESAC; Dave Williams, International News Service; Lee Ewing, RCA; William Wyatt, A. C. Nielsen Co.; Nat Donata, ABC Films, and Richard Lawrence, World Broadcasting System.

RIGHT THIS WAY

FOR THE **HOTTEST**

THINGS ON REELS!





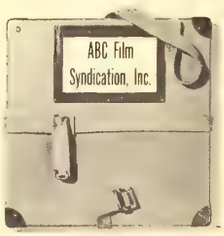
CESAR ROMERO

DELIVERS THE AUDIENCE . . . ALSO YOUR COMMERCIALS!

PASSPORT TO DANGER

This show combines a big box-office star and a sure-fire subject: intrigue and espionage in cities all over the world. As a globe-trotting diplomatic courier, Cesar Romero gets in and out of trouble like you and I get in and out of the bathtub. The films are the work of Hal Roach, Jr., and what's more, they're brand-new . . . never before shown in *any* market. Romero is available to add excitement to your commercials. Want more facts? Call:

In **NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000
In **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
In **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOllywood 2-3141



ANOTHER HIT FROM ABC FILM SYNDICATION, INC.

THE WORLD'S
MOST FAMOUS
MAGICIAN
WILL DO

WONDERS

FOR YOUR
SALES!



MANDRAKE THE MAGICIAN

A brand-new series with—PRESTO!—a ready-made audience of 50 million fans, most of them adults, who follow the famous magician in comic strips. Here's adventure, mystery . . . plus all the surprise and excitement of legerdemain at its best. Coe Norton, a top TV actor *and* skilled magician, plays "Mandrake." How can you go wrong with a selling force like this?

In **NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000
In **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
In **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOllywood 2-3141



ANOTHER HIT FROM ABC FILM SYNDICATION, INC.

WANT MORE REEL HOT SHOWS?



RACKET SQUAD

Renewals total 85.7% since the series became available for syndication last fall!

KIERAN'S KALEIDOSCOPE

Voted the best syndicated miscellaneous series in BILLBOARD'S second annual TV film awards!

THE PLAYHOUSE

Multi-market contracts with leading national advertisers account for 80.8% of total sales.

RACKET SQUAD: Geared to sell to a ready and waiting audience . . . combining fast-paced entertainment with public-service appeal . . . at just a fraction of its original cost! 98 half hours available. **KIERAN'S KALEIDOSCOPE:** Witty John Kieran, writer, sports authority, naturalist, and colossus of knowledge, holds a mirror up to nature to provide unduplicated entertainment for the entire family. 104 quarter hours available in 26, 52 or 104 segments or in our unique library plan. **THE PLAYHOUSE:** This dramatic series, sparkling with big box-office names, has a big-time, network quality that you couldn't duplicate for many times its cost to you! 52 half hours. Get full details . . . call!

In **NEW YORK:** Don L. Kearney, 7 West 66th St., SUsquehanna 7-5000
In **CHICAGO:** John Burns, 20 North Wacker Dr., ANdover 3-0800
In **HOLLYWOOD:** Bill Clark, 1539 North Vine St., HOllywood 2-3141



3 MORE HITS FROM ABC FILM SYNDICATION, INC.

they get, with how quickly the people come to buy the things they have extolled on the radio."

Advertisers are concerned only about one thing connected with their advertising, according to Mr. Meagher: "Does it pay?" He reminded that radio's revenue is an all-time high —43% above 1946 with the number of stations sharing the revenue up 111%.

"What happens to radio revenues in tv markets?" Mr. Tower asked.

His first study showed how radio stations in the pre-freeze cities of New York and Los Angeles (excluding network keys) had enjoyed a 6.6% increase in revenue during the 1948-52 period despite the multi-video situations.

In three markets, each of which had three pre-freeze stations (Atlanta, Cincinnati and Columbus, Ohio), radio revenues were up by 4% in the 1948-52 period. Their increase in revenue was greater in 1953, and is still greater this year, Mr. Tower's research showed.

Taking three pre-freeze markets that had one station each (Erie and Johnstown, Pa., and Huntington, W. Va.), he found an average increase of 22% in the same period.

Mr. Tower explained that the figures were not designed to represent the nation as a whole, adding the increase was not steady nor did it occur in each city each year.

"In 1951 when television had its first heavy impact on radio," he said, "and as it began to assume the proportions of a national medium, there was some impact on radio revenues but the evidence shows they came back in 1952." Mr. Tower's revenue data was given during his discussion of station operating problems, including personnel and economic factors (see Boston roundup story page 48).

Taking a look at national media, Mr. Tower said that radio was taking about 9% of the national advertising dollar in 1953, or roughly 3% less than the 1949 level, following newspaper and magazine trends. However, he said, radio's revenue, like the printed media, is up (13%) over 1949 with an average increase of 3% per year. Television has had the most rapid growth of all media, he explained, with an average increase per year of nearly 90%. Excluding tv, the average rate of increase for all media has been 8.5% in the period. He said radio, "which was supposed to be an early victim to the economic attack of television, has shown a small but steady gain."

McCOLLOUGH URGES TIGHT-KNIT STATION

Steinman Stations general manager recommends methods of profitable tv operation.

A TIGHT-KNIT organization is the road to profitable tv operation. How this is accomplished was the theme of a talk by Clair R. McCollough, general manager, Steinman Stations, leading a tv discussion at the NARTB District 1 meeting in Boston on Friday.

Mr. McCollough, who also is chairman of NARTB's Tv Board, made two special recommendations in his talk. He urged that station management take time to train its sales staff. He also called for a single program and production department, rather than the multiple organization practiced in most tv outlets.

Speaking of training the sales force, Mr. McCollough said:

"They must know what they're selling; they must be taught to represent your station in a pleasing, effective and understanding manner. They must be taught to give service. . . . Your sales staff can be one of your most valuable aids in creating and maintaining this loyalty. . . . Mistakes or improper procedures in your sales department may not show up as fast as they do in your production or engineering departments, but they're at least as dangerous and destructive in the long run."



GUEST SPEAKERS at the NARTB district meeting in Boston talk it over prior to roundtable discussions. They are Clair R. McCollough (l), WGAL-TV Lancaster, Pa., and E. R. Vadeboncoeur, WSYR Syracuse.

In discussing the effectiveness of a single program-production department (comprising program, production, art, copy, photography and traffic), Mr. McCollough made this point:

"In our case, from the moment the salesman brings a client or his representative to the station, or from the moment he delivers the client's instructions or copy material to the station, the project is in the hands of the Program and Production Department. There are no four or five staff members to round up for a conference. One contact handles all commercial preparation plans, and it passes from that point in orderly procession to continuity, art, photography, traffic and then to the 'on the air' section of the department."

By keeping a tv station closely controlled and by eliminating overlapping and overstaffing, Mr. McCollough saw the answer to profitable operation. He urged that attention be given to regional and local programming, commercial as well as public service, in order to build viewer acceptance. He also advocated that tv station staff personnel be permitted to specialize in tv; not have a "double-duty staff—dividing their time between radio and television."

Mr. McCollough offered a list of do's and don'ts for profitable tv operation. They are:

Do integrate and correlate the various station departments, avoid overlapping of duties and responsibilities, stress service on the part of your sales staff, give full consideration and attention to public service programs and announcements, promote your station and its programs—on-the-air, in trade magazines, in newspapers, on billboard, by direct-mail and otherwise, and establish one central unit for purchases of equipment and supplies.

Don't duplicate personnel responsibilities and duties, minimize any phase of station representation—in service club memberships and talks, in your sales staff, newspaper statements, on-the-air comments by staff members, accurate program listings, telephone-answering, overstaff (or understaff), neglect local and regional news coverage, including filmed news events, be haphazard in your "on-the-air" appearance. Rather, be consistent in your program content and format regardless of which member of your staff is responsible. Put the stress on the program, not the personality—with consistent standards to be followed by all, and at all times.

Steinman tv stations are WGAL-TV Lancaster, WLEV-TV Allentown-Bethlehem-Easton, Pa., and WDEL-TV Wilmington, Del.

RADIO, TV WARNED TO DEFEND SELVES

NARTB's Fellows, speaking in Boston, singles out legislative and private interest groups which are endeavoring to shackle the broadcasters.

RADIO and tv broadcasters are continuing to prosper but the time has come to start fighting back, with all their power, the spreading attacks from legislative and private-interest groups, broadcasters were told last week by NARTB President Harold E. Fellows.

Addressing broadcasters, advertisers and other media men during the first of the annual NARTB district meetings, held Thursday-Friday at Boston (see roundup story, page 48), Mr. Fellows said the mass-influence power of the broadcast media is attracting a surge of bills and resolutions designed to shackle their voice and visual message.

He brought his summary of legislative crises before two forums—the District 1 (New England) meeting and the Radio-Television Executives Club of New England.

Four motives lie behind the rush of Congressional activity, he said. First, the Bryson Bill and similar moves are prodded through legislative channels by pressure groups such as the organized "dry" movement. Second, some legislators have introduced bills because they feel they have been unjustly treated by broadcasters. The author "feels this way about the press too, but there's no handle—like a license —for him to catch hold of in striking back," he reminded.

A third motive stems from broadcasters themselves "who feel, rightly or wrongly, that more law will create more business—or at least more equitable business conditions," he said. Finally he listed the "motivation which results from the manner of our doing business; from the nature of our programming, as the final product is seen by the public; from the normal and purely American competition which identifies any dynamic, growing business enterprise."

Mr. Fellows evaluated the four major types this way:

Pressure groups—"We must be prepared to fight back on an organized basis when we are attacked unfairly and without justification."

Personal privilege—"There's little we can do about legislation introduced by the fellow who thinks he's been wronged—and, usually, little the Congress will do to support his private vendetta."

Business advantage—"Most broadcasters want less law and less regulation; but those who want more deserve and will continue to get a hearing."

Programming—"This is our major problem. This is the basic, underlying cause of most of the legislative proposals which would shackle American broadcasting."

Broadcasters have a clear choice, Mr. Fellows said. It is "to maintain their voluntary standards through observing them, or to run the

Kudos for Radio-Tv

RADIO and tv warnings and information service to New England greatly decreased the number of accidents and fatalities in the recent hurricane, Gov. Christian A. Herter of Massachusetts told the NARTB District 1 meeting Thursday.

Giving the electronic media full credit for their unselfish service around the clock, he praised stations and networks for their public service contribution to the area. He said that while the property damage was greater than in the last severe storm, the number of personal injuries and accidents was lower because "of the extraordinary warning service provided by broadcasters."

risk of gradually surrending their administration to government."

After warning that they must adhere to the radio and tv codes if the American plan of broadcasting is to be preserved, Mr. Fellows told how the House Interstate & Foreign Commerce Committee has said, "admittedly in a report that does not have the force of law," that "drinking an alcoholic beverage in an advertisement on television is not in good taste." He termed it "the first step toward a government standard," and added:

"Should the government be able to regulate in this area, you can be sure the pressure packs will come howling for regulation in such other areas as tobacco, program content, and others."

He threw out this challenge: "If the drys can get together to lobby unfair legislation against us through the Congress, can we get together to resist it?"

Mr. Fellows told how the organized prohibitionists, aware they can't bring back prohibition by amending the Constitution, are now concentrating their attack on the evils of alcohol. Currently their target is advertising, particularly on radio and tv, he said.

Their advertising goal is to get all alcoholic beverage advertising off the air. He then warned other media and advertisers that the next step after such a successful campaign "would be to eliminate similar advertising in other media and ultimately that this campaign should lead to the conclusion that the consumption of alcoholic beverages, whatever the nature of their content, should be eliminated in the United States—or in other words, the return to prohibition."

Recent attempts to bar radio and tv pickup gear from public events were deplored by Mr. Fellows. He explained how the ingenuity of science and the enterprise of business have enlightened the American people, through radio and tv, adding, "It would be sheer folly and nonsense to now state by law or rule or by any other method that an iron curtain of ignorance should be drawn between the American people and their public representatives."

Pointing to advertisers as he outlined the radio and tv codes, and their "high principles," he said, "As we in broadcasting should eliminate from our midst those few who would operate without regard for such high principles, you in advertising should do the same."

In his summary of the industry's growth, Mr. Fellows said there was a net gain of 88 am stations in the last 11 months (116 new, 28 deleted), and a net gain of 58 new tv stations (131 new, 73 deleted).

Four state associations have been added, he declared, bringing the total to 42 "and demonstrating the broadcaster's growing awareness of the need for organized effort at all levels of service."

BEER, WINE DATA QUESTIONNAIRES IN MAIL TO NATION'S BROADCASTERS

NARTB is sending out 2,800 forms in move to determine the time consumed and the programs sponsored by alcohol advertisers.

NARTB was to have mailed out some 2,800 questionnaires by last weekend to the nation's radio and television broadcasters to secure time and program data on beer and wine advertising in accordance with a mandate from the House Commerce Committee.

Mailed in envelopes stamped with a notice in red letters proclaiming the importance of the four-page form inside, the questionnaires seek to elicit from broadcasters information on the amount of time consumed and the programs sponsored by beer and wine advertisers for the period Sept. 1, 1953, through Aug. 31, 1954.

Results covering the 12-month period will be compiled by NARTB to furnish the House Commerce Committee with information requested in the committee's report of Aug. 18 issued in lieu of reporting out for House action the controversial Bryson bill on liquor advertising.

The forms contain three pages of questions, prefaced by a letter from NARTB President Harold E. Fellows in which he explains why the information is needed and describes it as "so compelling that it requires priority attention." NARTB asks return of the forms by Oct. 11.

The House Commerce Committee report asked the information from the broadcasting industry and its trade association, the FCC and the beer and wine industries and their trade associations.

FCC Undecided

The FCC at a meeting last Wednesday considered what steps it would take to furnish the data requested by the House group, but had not indicated by last Thursday whether it will mail its own questionnaires to broadcasters or rely on the NARTB survey. FCC Chairman Rosel H. Hyde, asked whether the complete survey of broadcasters might be handled by one group or the other to prevent duplication, said, "I hope so.'"

Meanwhile, the wheels are beginning to move, but more slowly, on the beer and wine side of the picture. J. Walter Thompson Co., New York, agency for the U. S. Brewers Foundation, has begun assembling data to forward to the House committee, largely on the amount of money spent in radio and television advertising by beer makers.

USBF's board of directors meets today (Monday) through Wednesday at The Homestead, Hot Springs, Va., and the matter may be one of the topics on the agenda, a spokesman said. USBF represents about 250 brewing companies which operate some 300 brewing plants. These represent about 86% of beer output.

The wine industry, its vinting season just underway, was less disposed to excitement about the report. Edward W. Wooton, secretary of the Wine Conference of America, which lists as members some 20 Wine Institutes (associations) from about as many states, said vintners are going to be pretty busy in the near future on production problems and may find it hard to see the need for hurrying to supply the requested data.

He said he was not aware of any deadline set by the House group for supplying the information. He said the wine industry has every intention of complying with the House committee's request, however. WCA represents about 650 wineries which account for about 90% of all domestic wines produced, he said.

As a preliminary to questions considered at the FCC meeting last Wednesday, a group of NARTB representatives headed by Robert K. Richards, administrative vice president, had met with a similar FCC group the previous Friday to study methods of obtaining the information sought by the House committee.

The FCC group included Warren Baker, general counsel, and three others. Mr. Richards' NARTB group included Richard Allerton, research department manager; Ralph Hardy, government relations vice president; Vincent T. Wasilewski, chief attorney; Edward H. Bronson, director of Tv Code affairs, and John F. Meagher, radio vice president.

Whether the House Commerce Committee would require both the FCC and the NARTB to submit separate reports on the data required was uncertain last Thursday. Rep. Charles A. Wolverton (R-N. J.), committee chairman, was campaigning in his home state and was not available for comment on the matter.

The NARTB questionnaires being mailed last week were developed after intensive study by Research Manager Richard Allerton and the NARTB staff. Each broadcaster is asked to submit data for only one specified week during the Sept. 1, 1953-Aug. 31, 1954 period.

Am, fm and tv broadcasters were divided into 52 groups—one for each week of the year—proportionately equal as to number of am, fm and tv stations, size of each operation and its geographic location.

Individual stations in the first of the 52 groups are asked for data covering the first week of the 52-week period. The second group is queried on data logged during the second week, and so on.

Each broadcaster is asked to list the total time his station was on the air for the specified week, including public service, compared to the total time utilized by programs sponsored by beer or wine advertisers. He is asked for the total number of programs, including public service, compared to the number of programs which had beer or wine sponsors. He is asked for the total number and length of announcements for the specified week, plus the total number and length of announcements advertising wine or beer.

AM-FM Stations Get Duplicates

Duplicate forms are forwarded to am-fm operations, with instructions to complete a form on each operation if am programming is unduplicated by the fm facility.

The questionnaires apply only to those outlets on the air for the entire 52-week period.

Through this method of questioning, says Mr. Allerton, broadcasters need to examine only one week of their logs and their list of clients for programs and announcements.

At the same time, he adds, seasonal advertising is accounted for by the fact that a representative group will report on every week of the year. This means that heavy advertising for a certain period of the year (i.e., beer-sponsored baseball broadcasts or telecasts) will be tabulated in its correct perspective.

Broadcasters are not being queried by NARTB on amounts of money received. The House Commerce Committee report asks for total money spent, which would include production, programming and talent costs, agency fees, etc., in addition to time costs.

Obviously, the amounts spent on beer and



There's Big Doing's down Texas Way...

...and WBAP-TV is Doing it!

★ **SIXTH ANNIVERSARY** — WBAP-TV, the Southwest's pioneer station, celebrates its sixth anniversary on September 29th and begins another year of service to the people and industries of this great area.

★ **FULL POWER** — With the target date of September 18th, WBAP-TV will increase its power to 100,000 watts—a new 1113-foot tower-antenna—on its 84 acre site—to become one of the most powerful stations in the Southwest, serving over 55 counties.

★ **FULL COLOR** — Since May 15, 1954, when a giant three-hour color show heralded color at WBAP-TV, the station has a weekly output of 15 programs of local studio color plus network tie-ins.

★ **MULTI-MILLION DOLLAR MARKET** — With its new power and facilities, WBAP-TV will transmit to over 400,000 television sets in the multi-million dollar Fort Worth-Dallas market.

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC–NBC • FORT WORTH, TEXAS

AMON CARTER, Chairman | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

FREE & PETERS, Inc. – National Representatives

wine advertising in radio and tv must come from the advertisers themselves. These figures, Mr. Allerton says, would be compared to the total money invested in radio and television by all advertisers.

Estimates of the total money invested in radio-tv advertising are made by the McCann-Erickson research department for *Printers' Ink*. Although the McCann-Erickson reports are made for calendar years only, NARTB expects to obtain from the agency its estimates of the total amounts spent in radio-tv for the Sept. 1, 1953-Aug. 31, 1954 period being considered, Mr. Allerton said.

FORD FRICK SAYS TV THREATENS MINORS

UNLIMITED TELEVISION was criticized last week by Ford Frick, commissioner of baseball, as "killing off minor league baseball, which, in turn, will kill off major league baseball."

Mr. Frick, who offered this observation during a question-and-answer period in an appearance before the Sports Broadcasters Assn. of New York last Wednesday, urged that a meeting he held by representatives of the television and radio broadcasting industries, the major and minor leagues, and his office in an effort to solve the problem. He contended that "with proper thought and attention, we can come up with a solution to the radio and tv problem that will be happy for both sides".

Apprised of Mr. Frick's statement, NARTB President Harold Fellows (in Boston for the Dist. 1 meeting) replied that the association would be pleased to meet with Mr. Frick and other representatives of the leagues to discuss the matter. He reminded that NARTB's Sports Committee, chairmanned by George Higgins of KMBC Kansas City, has continually taken the initiative in trying to reach agreement with the sports industry on mutual problems.

Invasion of Minors

Although Mr. Frick did not specify what he meant by "unlimited television," his criticism was construed as being directed primarily toward "game of the week" tv programs and various regional tv networks that he feels "invade" minor league territories with telecasts of major league games.

In answer to a question based on a statement that the radio and tv industry considers the radio and tv presentation of games a "public service," Mr. Frick reported that this was "a selfish and phony attitude." He challenged the industry by guaranteeing to make major league baseball games available to networks free of charge, provided they are carried unsponsored.

Warning the sports broadcasters that "your short-sighted attitude in time can cost you your good jobs because there won't be any baseball left to broadcast or telecast," Mr. Frick added:

"We both have a common cause and a common goal. And our long-range common program must be to keep everybody in business. I don't know if a happy solution will please the FCC, but I do know that it can be satisfactory to all of us. I guarantee it."

Galvin, Redden Appointed For RETMA Committee Posts

PAUL V. GALVIN, president of Motorola Inc., was reappointed chairman of the Radio-Electronics-Television Manufacturers Assn.'s Subscription Television Special Committee for the 1954-55 fiscal year, the association announced last week.

Appointment of Ellis L. Redden, Magnavox Co., as chairman of RETMA's Public Relations and Advertising Committee for the same period also was announced. Mr. Redden succeeds John F. Gilligan, Philco Corp.

Named to serve with Mr. Galvin on the special committee on subscription tv were the following:

Dr. W. R. G. Baker, GE; H. C. Bonfig, Zenith; Leonard F. Cramer, Avco; Allen B. DuMont, DuMont; Larry F. Hardy, Philco; H. Leslie Hoffman, Hoffman; Leslie F. Muter, Muter; Carl Leserman, International Telemeter Corp.; L. W. Teegarden, RCA. The latter two are new to the committee. Serving with the committee *ex officio* are RETMA Chairman Max F. Balcom and President-General Counsel Glen McDaniel.

Members of the Public Relations and Advertising Committee in addition to Mr. Redden are:

Julius Haber, vice chairman, RCA; J. Calvin Affleck, DuMont; Michael Ames, Emerson; G. A. Bradford, GE; Dave Cook, Stromberg-Carlson; Fred Gregg, Avco; Morgan Greenwood, Philco; C. Erik Isgrig, Zenith; James M. Jewell, Arvin; L. R. Johnson, Hoffman; Edward Kantrowitz, Emerson; Cliff Knoble, Raytheon; David H. Kutner, Motorola; Ted Leitzell, Zenith; Gerald Light, CBS-Columbia; John S. Mahoney, Hallicrafters; Stanley H. Manson, Stromberg-Carlson; Stanley A. Morrow, Capehart-Farnsworth; Sheldon F. Myers, Westinghouse; Herman S. Sacks, Bendix; Graeme Stewart, Stewart-Warner; William D. Stroben, Sylvania; Robert H. Thompson Jr., Packard-Bell; E. M. Trefethen, GE; William Wight, Philco.

Raymond Guy to Head NARTB Engineering Advisory Unit

RAYMOND F. GUY, NBC manager of radio and allocation engineering, will be chairman of NARTB's 1954-55 Engineering Advisory Committee, NARTB President Harold E. Fellows said in announcing members last week.

Other members, five for radio and five for television, are:

Radio—E. M. (Pete) Johnson, MBS administrative vice president for production, engineering and station relations; J. E. Mathiot, WGAL Lancaster, Pa.; Dale Moudy, KOWH Omaha; James Russell, KVOR Colorado Springs, Colo.; Robert Sinnett, WHBF Rock Island, Ill.

Television—Rodney Chipp, engineering director, DuMont Tv Network, New York; John Leitch, WCAU-TV Philadelphia; William B. Lodge, CBS-TV vice president for engineering; Frank Marx, ABC-TV vice president; Carlton G. Nopper, WMAR-TV Baltimore.

See Heads NARTB Films Group

NARTB's Television Film Committee for 1954-55 will be headed by Harold See, KRON-TV San Francisco, Harold E. Fellows, NARTB president, said in announcing appointments last week. The group will meet Oct. 4-5 at Chicago's Conrad Hilton Hotel.

Other members: Paul Adanti, WHEN-TV Syracuse; John Esau, KTVQ (TV) Oklahoma City; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Klaus Landsberg, KTLA (TV) Los Angeles; Elaine Phillips, WSPD-TV Toledo; Irving Rosenhaus, WATV (TV) Newark; Raymond Welpott, WRGB (TV) Schenectady, N. Y.

Dist. 11 to Elect Director

NARTB members in District 11 (Minn., S. D., N. D.) are balloting to elect a successor to John F. Meagher, formerly with KYSM Mankato, Minn., who resigned as district director in June to become NARTB's first radio vice president. The two nominees are F. E. Fitzsimonds, KFYR Bismarck, N. D., and F. Van Konynenburg, WCCO-TV Minneapolis. Ballots are returnable Sept. 17.

Advertisers Make Plans For Nov. 8-10 Meeting

ASSN. of National Advertisers has begun spadework for its 45th annual meeting Nov. 8-10 at New York's Hotel Plaza by announcing the appointment of William G. Power, advertising manager of General Motor's Chevrolet Motor Division, as program chairman.

Mr. Power was appointed by ANA's board of directors, of which Ben R. Donaldson, Ford Motor's director of institutional advertising, is chairman.

Other members appointed to the program committee are: Herbert Osterheld, The Borden Co.; Donald Frost, Bristol-Meyers Co.; W. C. Sproull, Burroughs Corp.; Stuart D. Watson, S. C. Johnson & Son; David Bland, G. Krueger Brewing Co.; Donald Cady, The Nestle Co.; A. H. Thiemann, New York Life Insurance Co.; A. Craig Smith, Gillette Safety Razor Co.; Stanley H. Pulver, Lever Bros. Co.; Alden James, P. Lorillard Co.; John Alden, The Norwich Pharmacal Co., and James J. Delaney, Sinclair Refining Co.

McKenna to Join BAB

CARROLL McKENNA, director of sales promotion and research for KABC Los Angeles and the ABC Radio network's Western Division, will join the national promotion staff of BAB next Monday (Sept. 20), BAB National Promotion Director J. Norman Nelson announced last week. Mr. McKenna joined ABC-KABC five years ago as sales promotion assistant, later became director of research, and in December 1953 was made director of sales promotion and research. He served for three years as chairman of the research committee of the Southern California Broadcasters Assn.

Helen Fruth Leaves NARTB

HELEN FRUTH, who joined NARTB in 1945 as secretary to Judge Justin Miller, chairman of the board and president who retired last April 1, left NARTB Friday to become secretary to Don Petty, partner in the Los Angeles law firm of McClean, Salisbury, Petty & McClean. Judge Miller is counsel for the firm. Mr. Petty is a former NARTB general counsel.

D. C. Public Relations Meet

FIRST Annual Middle Atlantic Public Relations Conference, to be sponsored by the Washington chapter, Public Relations Society of America, will be held at the Hotel Statler, Washington, Sept. 24, it was announced last week.

The conference will feature a discussion by leading radio-tv figures on "What Radio and Tv Want from Public Relations Practitioners," PRSA Washington chapter president, Ludwig Caminita Jr., has announced. Richard R. Bennett, Washington public relations director, National Assn. of Mfrs., is general chairman of the conference with headquarters at 424 Wyatt Bldg.

Howell Named to ACEJ Post

REX G. HOWELL, KFXJ-AM-TV Grand Junction, Colo., has been named to succeed Robert K. Richards, NARTB administrative vice president, as NARTB representative on the American Council on Education for Journalism, Harold E. Fellows, NARTB president, said last week.

E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, has been appointed to the accrediting committee of the ACEJ, Mr. Fellows said. He succeeds Hugh B. Terry, KLZ-AM-TV Denver, who has just completed a one-year term on the committee.



No long shot, this

Some of the smartest advertisers we know are sure of one thing—the best way to *move goods fast* is to pinpoint their advertising on big markets. That's why they buy *spot radio, on key stations.* They know, too, that every dollar counts when they buy time on the handful of good stations that cover just about everybody. WJR, for example, reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers



RADIO-TV SET COUNT NEARS RELEASE

Tabulations are completed and issuance of the report is expected within six weeks. Another report on audience measurements also is being readied for distribution.

REPORT on the $80,000 nationwide radio-tv set count underwritten by the four national radio networks and BAB, and Advertising Research Foundation's report on "Recommended Standards for Radio and Television Program Audience Size Measurements" are slated for publication in "early fall" and "fall," respectively, ARF President Edgar Kobak reported last week.



MR. KOBAK

Writing in his September "news letter" to ARF subscribers, Mr. Kobak noted that Alfred Politz Research Inc. had completed field work and tabulations for the radio-tv set count and turned the data over to ARF, which currently is preparing the report for distribution. Network and BAB authorities meanwhile said target date for issuance of the report is about six weeks away but that they hoped it might be ready somewhat sooner.

The report on audience measurements, prepared by working committee No. 1 on the radio-tv ratings review study, "will be printed and distributed just as soon as it has been reviewed and approved by the 'main' committee for the entire project, the technical committee, and the board of directors," Mr. Kobak said. He added: "It will be well worth waiting for, I have been told."

At another point in his review of ARF activities, Mr. Kobak, a business consultant and radio station owner, observed that his service as ARF president "is a part-time assignment" and said:

"Let's hope the day is near when we can find and afford a fulltime president and I can devote my time to my clients. I've agreed to help as long as necessary—and I'm glad to do so—but we don't want it to be too long."

Discussing the Politz radio-tv set census, Mr. Kobak said:

"More than 10,000 interviews were made on a nationwide probability sample of households to determine the number of radio sets and number of television sets in working order in U. S. households, the rooms in which they are located and the number of family automobiles with radio sets. Harper Carraine of CBS Radio . . . is head of the committee for this project.

"Incidentally, we made the study in cooperation with the Federal Civil Defense Administration and our questionnaire included basic questions pertaining to use of radios as related to civil defense and the CDA program. I understand the latter information won't appear in the report but that it was sent immediately to the CDA."

Mr. Kobak also noted that work is underway on ARF's project to develop a "design" for audience studies of major media on an integrated basis. First consideration, he said, is being given to developing a design for an audience study of magazines, which will be integrated with plans for audience studies of other media. The "main" committee on this project is headed by Lyndon O. Brown, Dancer-Fitzgerald-Sample.

'Dragnet', 'Gangbusters' Top Nielsen Evening Radio Survey

NBC's *Dragnet* took over first place in the evening once-a-week division of the Aug. 1-7 Nielsen ratings, but CBS held eight of the top 10 positions. In the evening multi-weekly group, NBC's *One Man's Family* and *News of the World* were first and second, respectively, followed by CBS' *Lowell Thomas* show. The complete listings:

Rank	Program	Homes (000)
Evening, Once-A-Week		
	(Average For All Programs)	(886)
1	Dragnet (NBC)	2,099
2	Gangbusters (CBS)	1,679
3	Two for the Money (CBS)	1,679
4	Gunsmoke (CBS)	1,633
5	Roy Rogers Show (NBC)	1,633
6	People Are Funny (CBS)	1,586
7	Arthur Godfrey's Scouts (CBS)	1,446
8	My Little Margie (CBS)	1,446
9	F.B.I. in Peace and War (CBS)	1,399
10	My Friend Irma (Carter) (CBS)	1,306
Evening, Multi-Weekly		
	(Average For All Programs)	(793)
1	One Man's Family (Toni) (NBC)	1,306
2	News of the World (NBC)	1,306
3	Lowell Thomas (CBS)	1,166
Weekday		
	(Average For All Programs)	(1,399)
1	Romance of Helen Trent (M-W-F) (CBS)	2,426
2	Romance of Helen Trent (T & Th) (CBS)	2,332
3	Our Gal, Sunday (CBS)	2,332
4	Ma Perkins (CBS)	2,192
5	Road of Life (CBS)	2,099
6	Wendy Warren and the News (CBS)	2,052
7	Young Widder Brown (Sterling) (NBC)	2,052
8	Young Dr. Malone (CBS)	2,052
9	Stella Dallas (NBC)	1,959
10	Young Widder Brown (Toni) (NBC)	1,912
Day, Sunday		
	(Average For All Programs)	(513)
1	Galen Drake (Gen. Foods) (CBS)	1,026
2	Sunday Gatherin' (CBS)	980
3	Lorne Greene (MBS)	746
Day, Saturday		
	(Average For All Programs)	(700)
1	Stars Over Hollywood (CBS)	1,493
2	City Hospital (CBS)	1,353
3	Robert Q. Lewis (Van Camp) (CBS)	1,120

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BAB Report Analyzes Men's Wear Retailing

A "HOW TO" presentation designed for advertising and promotion efforts in the men's wear field was announced last week by BAB. The 20-page color brochure, *Annual Pattern for Effective Advertising by Men's Wear Retailers,* is in the mail for more than 850 BAB members.

The brochure explains there is an established consumer buying pattern guiding the retailer in his selection of buying and selling times which gives him the maximum profit. The report emphasizes, however, that advertising and promotion, to be most effective, must match the particular buying pattern.

It outlines eight steps for the men's wearing apparel retailer to follow in his advertising-promotion approach: make a plan; allocate enough advertising dollars; advertise consistently; time your promotion correctly; advertise to the people who buy; cover your entire market with your advertising; remember that advertising can't do everything, and adapt this general plan to the specific case.

The BAB sales presentation, spokesmen said, presents a sample, month-by-month plan which could be adapted to any type of men's wear store in any locality and includes the average percentage of annual sales which each month contributes, percentage of different men's wear items sold each month and the best sellers, promotional items, hints and special events which can be stressed. A similar women's wear brochure will be published shortly, according to BAB.

July Tv Set Sales Reach Record High

HIGHEST July sales of tv receivers on record were reported by Radio-Electronics-Television Manufacturers Assn. last week for the period ending July 31.

During July, 368,634 tv sets were sold through retail outlets, RETMA reported. This compares with 351,885 sets sold in June and 340,406 sold in July 1953.

For the first seven months of this year, RETMA reported 3,174,394 units compared to 3,116,306 for the same 1953 period.

Retail sales of radios were 411,197 in July, compared to 537,494 the month previous and 366,666 in July of last year. July sales of radios, excluding automobile sets, were the highest for that month since 1951, RETMA said. For the seven months, excluding automobile receivers, 2,822,090 radio units were sold at retail, compared to 3,383,862 for the same period last year.

Ziv Spot Show In Videodex Top 10

HIGHLIGHT of the Videodex network top 10 tv program listings for Aug. 1-7 period was the emergence of *I Led Three Lives,* Ziv Television filmed show placed on a spot basis, in a ninth-place tie. It was explained by Videodex that *I Led Three Lives* is the second show placed on a spot basis to achieve top 10 ranking, with *Boston Blackie* having earned that distinction several years ago. Complete listings are as follows:

	Name of Program	No. of Cities	% Tv Homes
1	Dragnet (NBC)	116	33.0
2	Best of Groucho (NBC)	134	31.6
3	Toast of the Town (CBS)	118	28.7
4	Red Skelton (CBS)	123	27.4
5	Tv Playhouse (Goodyear) (NBC)	110	26.8
6	Saturday Night Revue (NBC)	76	26.4
7	Stage Show (CBS)	95	25.8
8	Summer Comedy Hour (NBC)	114	24.1
9	Summer Theatre (Westinghouse) (CBS)	83	23.9
	I Led Three Lives (Spot)	121	23.9
10	Public Defender (CBS)	127	23.8

	Name of Program	No. of Cities	No. Tv Homes (000's)
1	Dragnet (NBC)	116	13,448
2	Best of Groucho (NBC)	134	12,754
3	Toast of the Town (CBS)	118	10,804
4	Red Skelton (CBS)	123	10,607
5	Tv Playhouse (Goodyear) (NBC)	110	10,468
6	Ford Theatre (NBC)	155	10,183
7	Public Defender (CBS)	127	9,864
8	Summer Comedy Hour (NBC)	114	9,813
9	Dollar a Second (NBC)	124	9,362
10	Stage Show (CBS)	95	9,305

Film Production Wages Show Increase in July

WAGE LEVELS in tv and theatrical motion picture production, already at an all-time peak, continued to rise during July, according to the California Dept. of Industrial Research. A labor statistics bulletin revealed that average weekly earnings during July reached $132.20, from $130.38 during the preceeding month and $116.91 during July 1953.

Meanwhile, a "conservatively estimated" 98% of all IATSE motion picture back lot workers are currently employed, according to Carl Cooper, business agent, IATSE Stagehands Local 33, Los Angeles, and member of the AFL Hollywood Film Council. At least 85% of other Hollywood crafts, including film editors, cameramen and sound technicians, also are employed, with members of Local 33, which services all live Hollywood tv network production, "100% employed—better than at any time during the last 25 years," he told B•T.



THEY LIKE IT HERE

When advertisers check into WMAQ, they usually stay a long, long time. For instance . . . a sample of just eight WMAQ sponsors adds up to *75 uninterrupted years* of contented residence. An amazing record for a radio station, and a pretty revealing clue to its standing with advertisers.

Here are the eight sponsors and their individual records under WMAQ*'s roof:*

WIEBOLDT STORES, INC. (Department Stores) — 19 years. CHICAGO & NORTH WESTERN RAILWAY — 17 years. SKELLY OIL COMPANY — 16 years. CHAS. A. STEVENS & CO. (Women's Apparel) — 7 years. METROPOLITAN LIFE INSURANCE COMPANY — 6 years. TALMAN FEDERAL SAVINGS & LOAN ASSOCIATION — 4 years. STEWART'S PRIVATE BLEND COFFEE COMPANY — 3 years. OLSON TRAVEL ORGANIZATION (European Tours) — 3 years.

Advertisers like it at WMAQ for lots of reasons. WMAQ is centrally located — right in the heart of America's second greatest market. Every WMAQ room commands an encompassing view of the biggest-buying audiences among Mid-America's 4 million families with an effective buying income of $24 billion. WMAQ's merchandising, advertising and promotion activities are the most extensive of any Chicago radio station.

If your advertising plans cover just next week, the next 13 weeks, or the next 13 years, you're sure to like it at WMAQ — where transients usually become permanent residents.

WMAQ NBC **IN CHICAGO** *a service of* RCA *Represented by NBC Spot Sales*

STERLING RESIGNS FROM FCC; McCONNAUGHEY MAY SUCCEED

Health believed reason for retirement of the FCC veteran and broadcast pioneer. Speculation on Mr. McConnaughey also includes possibility of Ohioan ultimately becoming Commission chairman.

FCC COMR. GEORGE E. STERLING has tendered his resignation to President Eisenhower and will retire after 31 years of government service as of Sept. 30.

Mr. Sterling, it was learned authoritatively, has written the President advising him of his decision to retire. While the contents of the letter are not known, it is understood his decision was based partially upon recommendation of his physicians and at the behest of his family. The 61-year-old engineer has risen through FCC ranks and has served as a member of the FCC since Jan. 2, 1948. His present term ordinarily would expire June 30, 1957.

The impending retirement resulted in immediate revival of speculation that George C. McConnaughey, chairman of the Renegotiation Board and an Ohio Republican, would be named to succeed Mr. Sterling as a commissioner and ultimately would be appointed to the FCC chairmanship. Rosel H. Hyde, incumbent chairman, has served as "acting chairman" since the one-year tenure to which he had been named by the President expired last April 18. Mr. Hyde, however, is still strongly supported for reappointment as the FCC's directing head.

Last July Comr. Sterling left Washington for his first extended vacation in years in his native Maine (he has a home on Peaks Island, near Portland). He had been advised by his doctors to slow down and while it's understood his health has improved considerably, he nevertheless has yielded to the wishes of his family that he retire from the FCC and perhaps undertake less rigorous work. It is known that he has been offered a number of positions in industry, including consulting engineer practice. He intends to make his permanent home at Peaks Island with Mrs. Sterling. Both of the Sterling daughters are married.

No Word From President

No formal word was forthcoming either from the White House or from the summer White House in Denver regarding the Sterling letter. With more than 30 years service and in his 61st year, Mr. Sterling can retire at substantially half his present $15,000 annual pay. He plans to return to Washington this week presumably to remain until his retirement.

Mr. McConnaughey, who is 58, frequently has been mentioned as a possible appointee to the FCC [B•T, Aug. 16; July 12; May 10, 3]. He advised B•T last month that no one had talked with him about the post and asserted he personally had not "plugged" for the assignment but he did conjecture that his name had been "bandied about" and added that if the chairmanship were proffered, he would accept. Contacted last Thursday, Mr. McConnaughey said he had no further word about the FCC.

It is known, however, that Mr. McConnaughey is held in high regard by the White House because of the job he has done with the Renegotiation Board, which handles government contract settlements. He is a former chairman of the Ohio Public Service Commission, having been appointed by the then governor and now senator, John W. Bricker (R-Ohio). Sen. Bricker is chairman of the Senate Interstate and Foreign Commerce Committee which is undertaking a full-scale investigation of the broadcast field and the networks. When Mr. McConnaughey's name arose in connection with possible appointment to the FCC last month, Sen. Bricker told B•T that he was a "good friend" and had supported him for the Renegotiation Board appointment but was then "not particularly" backing him for any FCC position.

Mr. McConnaughey is said by his friends to be a vigorous free enterpriser and a top administrator. Almost his entire background is regulatory phases of law.

Mr. Sterling's decision to retire, it is generally thought, will be regretted by his associates at the FCC and by many of those in the broadcasting field. He has been one of the best-known figures in communications for a generation and is one of the real pioneers in the regulatory field.

He could have remained a commissioner probably until the end of his term in 1957, without accounting for his time, but presumably feels that the FCC should have its full strength. Before being named to the FCC in 1948, he had served with distinction as the Commission's chief engineer. During World War II he organized and headed the Radio Intelligence Division and had served as the Commission's security officer. He also was the key FCC figure in the establishment of Conelrad in collaboration with the Office of Civilian Defense. This is the "radio silence" system designed to frustrate use of broadcast frequencies for "homing" beacons by possible invading enemy planes and, at the same time, set up a fool-proof alerting system for the civil population. He was liaison officer with the military for a number of years and in 1948 was co-chairman of the U. S. Delegation to the International High Frequency Broadcasting Conference in Mexico City.



COMR. STERLING

In recent months he had asked Chairman Hyde to relieve him as security officer and assign certain other extra-curricular functions to other members of the FCC.

George Edward Sterling was born on June 21, 1894, at Peaks Island and comes from a long line of sea-going folks. He has been in radio since 1908 when he became an amateur operator. He served on the Mexican border in 1916 with the Maine infantry and in the first World War with the 26th Division, afterward transferring to the Signal Corps. Mr. Sterling served as a radio instructor and completed officer's training in France. He assisted in organizing and operating the first Radio Intelligence Section of the Signal Corps. After World War I he served as a radio operator in the merchant marine and as a marine radio inspector for RCA beginning in 1922. The following year he entered federal service as a radio instructor in the Bureau of Navigation of the Dept. of Commerce. In 1935 he was appointed inspector-in-charge of the FCC 3d District in Baltimore before being transferred to the Field Division in 1937 as assistant chief.

Mr. Sterling is the author of the *Radio Manual*, long recognized as a standard textbook in radio communications, equipment and procedure by radio schools and for government training. A member of many engineering and technical organizations, Mr. Sterling is the founder and current president of the Channel Number 1 Club, a secret society designed to perpetuate the existence of non-existant Channel One for posterity.

PLOTKIN SWORN IN ON NETWORK PROBE

Minority counsel of Bricker tv investigation will assume duties Sept. 20.

HARRY F. PLOTKIN, 41-year-old former assistant general counsel of the FCC, last Wednesday was sworn in as minority counsel for the Senate Commerce Committee's upcoming probe of radio-tv networks and the uhf-vhf problem.

Mr. Plotkin's appointment was made by Sen. John W. Bricker (R-Ohio), committee chairman, upon the recommendation of Sen. Edwin C. Johnson (D-Colo.), ranking minority member on the committee. He will assume duties Sept. 20, after closing out his current commitments with the Washington law firm of Arnold, Fortas & Porter, in which he is a partner.

Robert F. Jones, former congressman from Ohio and member of the FCC, took over Sept. 1 as chief counsel to head the investigation.

The Bricker statement said a staff study would be conducted during the congressional recess and results presented to the full Senate Commerce Committee at the first session of the 84th Congress. Sen. Bricker said he intends to hold hearings next year on the basis of the study.

Mr. Plotkin said he has made plans to return to his law firm on the basis of the projected hearings being completed by next February or March. In the meantime, he will not participate in the firm's fees, he said.

The former FCC assistant general counsel (1940-51), referring to published comment that his relationships with Mr. Jones (FCC Commissioner, 1939-47) had not been entirely cordial during their terms together on the FCC, said he and Mr. Jones "have always been good friends." He admitted, however, that they did not see eye to eye on many things.

Appointment of the two brought at least one minor problem—that of office space: the medium-sized room in the basement of the Senate Office Building originally had been assigned to the communications subcommittee headed by Sen. Charles E. Potter (R-Mich.), with desks for Nicholas Zapple, the Senate Commerce Committee's communications counsel, and two secretarial personnel.

Mr. Zapple, who was counsel to the Potter unit during its hearings last spring, and after-

HOT PROPERTY

Danny Thomas named TV's funniest new star . . . starts second year with new laughs, old sponsors

The hot news for the fall is that American Tobacco and Dodge have renewed Danny Thomas's "Make Room for Daddy," on ABC. When Danny won the "Emmy" award for "the outstanding new program of the season," it only confirmed what everybody knew. Here was the comedy sensation of the year, the golden boy who added a 24K touch to situation comedy. Danny was *hot* this year, and he'll be even *hotter* next season, with a rating that will rocket right out of sight. It couldn't happen to a funnier—or nicer—guy.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

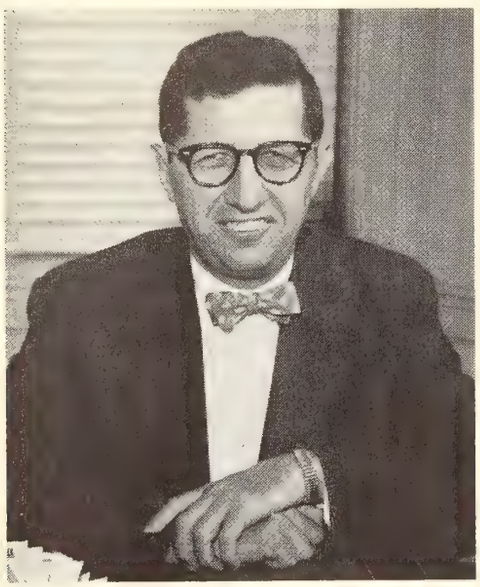


ward, will coordinate the network investigation. This means space must be made for at least two more persons in a room already at capacity.

Mr. Jones reiterated last week that he had no comment on whether additional staff personnel (clerical or counsel) will be added for the probe. Neither was he ready to indicate what direction the investigation will take, now or later.

Although Sen. Bricker was in Ohio last week and unavailable for comment, it seemed reasonable to assume from his statement that no full-dress meeting of the committee during the congressional recess is in present plans.

Sen. Bricker's announcement last week said Mr. Jones and the committee staff will study the feasibility and practicability of pending



MR. PLOTKIN

legislation to place radio and tv networks under jurisdiction of the FCC. The staff also will study the "whole uhf-vhf problem on which the Committee's Subcommittee on Communications held extensive preliminary hearings in the past session under the chairmanship of Sen. Potter," the statement said.

Mr. Plotkin has been a partner with Arnold, Fortas & Porter since June 1951. A native of Athol, Mass., he was graduated from Harvard in 1934 and Harvard Law School in 1937. He was graduated *magna cum laude* and is a Phi Beta Kappa. At law school he was a member of the *Harvard Law Review* board of editors.

Mr. Plotkin was associated with the Chicago law firm of Topliff & Horween from 1937-39 and during his term with the FCC was in charge of litigation and administration.

KARM Wins Initial Decision For Fresno Ch. 12 Facility

KARM Fresno, Calif., last week won the initial decision issued by FCC Hearing Examiner Basil P. Cooper for a new tv station on ch. 12 there. The competing bid of KFRE there would be denied.

Examiner Cooper's decision favored KARM on the basis of superior operation of its am station. He stated that KFRE commercial policies included (1) discriminating against Fresno merchants in favor of national advertisers, (2) broadcasting four to eight spot announcements in a 15-minute program, and (3) broadcasting back-to-back as many as four announcements in some of the station's personality programs.

FCC REVISES POLITICAL REGULATIONS; STANDARD RATES, POLICIES WILL APPLY

Commission ruling, effective now so as to be a guide for the fall campaigns, means radio-tv broadcasters must treat politicians the same way they treat commercial advertisers.

REVISED policy on rates and practices of radio-tv stations with respect to political broadcasts was set forth by FCC last week, just in time to guide stations in the fall election campaigns.

Adopted in final form substantially as proposed [B•T, June 28], the revision to FCC's am, fm and tv rules implements the 1952 amendment made by Congress to Sec. 315 of the Communications Act, namely: stations cannot charge politicians more than regular commercial advertisers for air time or facilities.

In view of the closeness of the fall contests, FCC made the changes effective immediately. The order, adopted Sept. 2, was made public Tuesday. Secs. 3.190 (am), 3.290 (fm) and 3.657 (tv) of the Commission's rules are affected (see separate box).

In brief, the changes affect stations in this manner:

- Legally qualified political candidates are entitled to the same rates, discount privileges and other conditions or services to which any regular commercial advertiser is entitled.
- Serious doubt exists as to the legality of the practice by many stations of requiring politicians to post bond or otherwise indemnify the licensee against damage suits, unless regular advertisers also are required to post similar indemnity bonds or insurance.
- Whether a politician will be charged the national or local rate will depend upon what the candidate would be charged if he were a commercial advertiser "whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate."
- There shall be no rebates "by any means direct or indirect."

Extra Fee Charges

- Politicians may be charged extra fees for recordings or use of special equipment providing the same charges apply to regular advertisers requesting such facilities.
- If Candidate A buys bulk time meriting a discount, opposition Candidate B is entitled to buy the same amount of time and earn the same discount. Mr. B, however, cannot claim the discount if he buys less than the necessary bulk time meriting such discount.
- But, if Candidate A's party buys bulk time and gains a discount, then pro-rates the time and costs among several of the party's candidates, opposition Candidate B is entitled to buy time at the same pro-rated cost paid by Mr. A even though Mr. B does not buy the amount of time normally earning such discount. This preserves the individual candidate's right of equality under Sec. 315, FCC explained.

The Commission's final notice pointed out that none of the industry comments on the original proposal protested the changes, although there were suggestions for modification of different points [B•T, Aug. 2].

FCC noted that KFRE Fresno, Calif., suggested the rules should spell out that candidates whose names are on ballots in more than one county should be charged the national rate while those whose names are on the ballot in but one county would receive the local rate.

The decision said FCC could not concur with this suggestion "for, while it might be advantageous from the standpoint of certainty, this would establish a purely artificial test for determining the applicable rate which in specific cases might result in charging candidates rates not comparable to those charged commercial advertisers."

The ruling noted the comment disclosed an ambiguity, hence the modification of the final version of paragraph (c)1 to provide "that a candidate, in each case, shall be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate.

"We believe this revision will enable station licensees to determine which of its commercial rates is generally charged in the area encompassed by the office for which a particular candidate is running and to make a good faith judgment in the case of each individual candidate as to the applicable commercial rate to be charged."

The FCC decision also had several observations on the comments of NARTB and Southern Idaho Broadcasting & Television Co. (KLIX-TV Twin Falls) as to the question of how discount rates are to be calculated under the revised rules in circumstances where time has been purchased by or for one candidate as part of a bulk purchase of time which has resulted in making the cost to such candidate less than if he had purchased the time actually used by him on an individual basis.

NARTB had urged FCC to withdraw its requirement that the opposition candidate could buy time at the pro-rated cost on the ground it was unrelated to commercial practice and would disrupt the historical political time sale pattern.

Southern Idaho, FCC observed, "apparently does not take issue with the Commission's views as to the situation where time has been purchased on a group or pooled basis by several candidates, but raises the question as to the applicability of this principle where the block

Recapitulation

REVIEW of policy and applicable rules and regulations developed in recent years and governing political broadcasts has been prepared by FCC and is to be published tomorrow (Tuesday) in the *Federal Register,* the Commission announced late Thursday. In an effort to help guide radio-tv stations in their handling of political campaign talks this fall, the Commission said it will send each station licensee a reprint of the *Federal Register* review. In the interim, copies are available for inspection at FCC's Washington headquarters. Styled in question-and-answer form, the recapitulation sets forth text of Sec. 315 of the Communications Act and pertinent sections of FCC's rules. It also covers such topics as who is a legally qualified candidate, what constitutes equal opportunity, limitations on use of facilities and allowable rates (see story this page). Specific case citations are included.

ASS OF SERVICE

his is a full-rate gram or Cable- n unless its de- ed character is in- ated by a suitable bol above or pre- ding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = Int'l Letter Telegram
VLT = Int'l Victory Ltr.

Filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

MA367

M.MWA285 NL PD=MILWAUKEE WIS 1=.

ADVERTISING MGR BROADCASTING TELECASTING=

1735 DESALES ST NW WASHDC=.

WTVW CHANNEL TWELVE MILWAUKEE ANNOUNCES BASIC AFFILIATION WITH ABC NETWORK APPOINTMENT OF EDWARD PETRY COMPANY AS ITS NATIONAL SALES REPRESENTATIVE STOP TARGET DATE FOR SERVICES AND FACILITIES OCTOBER TWENTY SEVEN NINETEEN FIFTY FOUR STOP LOCAL SALES THOMAS E ALLEN SEVEN TWENTY TWO EMPIRE BUILDING BROADWAY SIX NINE NINE ONE TWO=

WTVW MILWAUKEE AREA TELECASTING CORP=..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

of time is purchased by a political committee or similar group, and individual candidates using part of this time are charged only a *pro rata* share of the total cost.

"It is contended that it would be grossly unfair to stations and purchasers of large segments of time if Sec. 315 and our rules are interpreted as entitling the opponents of the individual candidates to the same reduced rate which they paid by reason of their connection with the committee, in the event such opponent were unwilling to purchase a segment of time to which the same discount given the committee applies."

The Commission concluded, "We believe that the answer to both of these questions becomes apparent when it is recognized that the entire scheme of Sec. 315 of the Act is that opposing legally qualified candidates for a particular public office are, as a matter of individual right, entitled to equal opportunities in the use of broadcast facilities.

"This does not mean that they must be given equal time, or even that they must be charged the same rates if, though the station makes the opportunity available to all, only some of the competing candidates choose to purchase enough time to take advantage of available discount rates.

"But we do think it clear that the individual equality among competing candidates can only be achieved if any one candidate, by doing and spending no more than his individual opponent, can secure equal air time. To provide otherwise, as the NARTB and Southern Idaho Broadcasting & Television have suggested, would substitute equality among groups or political parties for the criterion of individual equality among candidates. Whatever we may think of this as an abstract question of policy, it is not what we understand Congress intended in Sec. 315."

36 Don't Sell

Tennessee Valley Broadcasting Co. (WAGC Chattanooga) and 35 other licensees, FCC observed, maintained that stations "sell no time or services 'comparable' to that sold political candidates since the Communications Act prohibits stations from censoring material broadcast by political candidates and thereby exposes station licensees to liability for slanderous material broadcast by political candidates.

"It is also argued that nothing in the Act expressly requires a station to charge a political candidate the same rate as a commercial advertiser under any circumstances. They urge that if candidates are to be free from all restraint as to their broadcasts, they should be required to indemnify or insure stations against any loss that may be suffered by a station because of their broadcasts, or waive their rights under the law so as to permit stations to censor their program material.

FCC continued, "they also suggest the proposed rules be revised to state specifically that stations may charge candidates for time used to make recordings, for use of recording machines, equipment, studio facilities, etc.

"We cannot agree with these suggestions," the Commission decision concluded. The ruling continued:

We believe that the legislative history of Sec. 315(b) of the Communications Act makes clear that Congress, although it was fully aware of the fact that licensees could not censor political broadcasts, expressly intended that neither this nor any other factor should be used as an excuse for charging higher rates for political broadcasts than for other commercial programs.

With respect to the suggestion that stations should be specifically authorized to charge candidates for making use of recordings, recording apparatus or other equipment, etc., we believe it is clear that Congress intended political candidates may be charged such special fees if, but only if, such charges were also applied to other users of the station's facilities. Nothing in the rule as drafted or here finalized would preclude a station from charging a political candidate additional fees under such circumstances.

Nor are we authorized under Sec. 315 of the Communications Act to provide that stations may require candidates to indemnify or insure stations against any loss a station might suffer because of the contents of a candidate's broadcasts, or to waive their rights so as to permit censorship of such broadcasts.

In fact, we are extremely doubtful whether it would be lawful under Sec. 315(b) of the Communications Act for a station to impose upon candidates for public office such an obligation to provide bonds or insurance unless they also require other users of their stations to post similar indemnity bonds or insurance.

As to the request of Aiken Electronic Adv. Corp. (WAKN-AM-TV Aiken, S. C.) and 34 other broadcasters for clarification of the rules on discounts, FCC explained "whether a quantity discount rate is brought into play is wholly dependent upon a licensee's commercial quantity discount rate structure and the use which a licensee permits of his station by the first candidate for a particular public office who desires to buy time on the air."

FCC pointed out "it is within the licensee's discretion to allot only such time as he believes in keeping with good programming practices to the first candidate for a particular office who desires to buy time. If a licensee provides sufficient time to this candidate to bring into play a discount rate which would apply if the broadcasts were commercial, the rule would require the licensee to make this same commercial discount rate available to the candidate; and equal opportunities must be made available to opposing candidates.

"But nothing in the rule precludes a station from limiting the total amount of time to be made available to all legally qualified candidates for a particular office as the station licensee determines what will best serve the public interest so long as equal opportunity is afforded all such candidates."

FCC Rule on Political Rates

HERE is the text of the revised FCC rules on political time charges which now must be the same as for regular commercial advertisers. Effective immediately, the rules implement a 1952 amendment to Sec. 315 of the Communications Act. Wording for revised Secs. 3.190(c), 3.290(c) and 3.657 (c), FCC's am, fm and tv rules, respectively, all read the same as follows:

(c) *Rates and practices.* (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

LAWYERS DEBATE COVERAGE ISSUE

STRONG pro and con feelings about the broadcasting and telecasting of Congressional hearings were expressed by former New Deal officials James M. Landis and Thurman Arnold over CBS Radio's *The Leading Question* in its Sept. 5 broadcast.

Mr. Landis, former dean of Harvard Law School and former member of the Securities & Exchange Commission, held out for complete freedom for microphones and tv cameras to cover Congressional proceedings.

Mr. Arnold, former assistant Attorney General and former Circuit Judge in the District of Columbia—and now senior member of the Washington law firm of Arnold, Fortas & Porter—held that "adversary" proceedings should not be broadcast or telecast. He said he was "enthusiastic," however, about broadcasting or telecasting hearings on "public issues or bills."

Both debaters used the Kefauver and the Army-McCarthy hearings as examples of broadcast events—but differed in their attitude toward them. Mr. Landis saw them as good. Mr. Arnold termed them a "distortion" of proper Congressional hearings.

VHF WKAQ-TV ASKS FOR 'SATELLITE'

SECOND application for a "satellite" tv station in the vhf band was reported by FCC last week to have been tendered for filing—this time by ch. 2 WKAQ-TV San Juan, Puerto Rico. WKAQ-TV wants permission for a supplemental outlet on ch. 3 at Mayaguez.

Earlier, ch. 5 KFBC-TV Cheyenne, Wyo., requested and was granted a permit for a partial satellite or "budget" station on ch. 10 at Scottsbluff, Neb. [B•T, Aug. 23]. For the most part, it would rebroadcast KFBC-TV.

Both applications involve operation in the vhf band while no bid has been filed to date requesting a satellite uhf operation as FCC announced it would consider after the first of this month. The uhf satellite plan was devised as a means to help save the dwindling uhf station population in the face of stiff vhf competition [B•T, Aug. 9].

It was devised as a case-by-case method to expand uhf coverage to more nearly equal vhf service, although vhf stations could qualify for satellite uhf outlets. The plan also would permit low-cost, low-power independent uhf stations to be built in markets which otherwise could not support a tv outlet. Such stations would not be required to originate local programs for the time being.

El Mundo Inc., licensee of WKAQ-TV, proposed to construct the ch. 3 facility at Mayaguez "to be operated as a satellite until full scale operation becomes feasible", the application disclosed. "The station will duplicate the programs now being broadcast by station WKAQ-TV," the application said, "except that film programs will be originated at the transmitter site of the Mayaguez station for approximately 5% of the weekly operating period."

With all the management and commercial programming functions to be performed by members of the WKAQ-TV staff, the Mayaguez station will be constructed for an estimated $231,294, with first year operating cost at $25,000. The proposed effective radiated power is 25.2 kw visual and 13.6 kw aural with antenna height above average terrain 695 ft.

on tap

Ozzie and Harriet in 3rd consecutive year on ABC . . . Listerine and Hotpoint continue with top family show

Friday night is family night on ABC—the Nelson family, that is—OZZIE, HARRIET, and their two boys, DAVID and RICKEY. Warm, human, true to life, OZZIE AND HARRIET is the best-known situation comedy on the air, with ten years in radio and now renewed by Listerine and Hotpoint for its third top-rated year on television. Followed by the Ray Bolger Show and Jan Murray's "Dollar a Second" to make a solid comedy line-up on ABC, OZZIE AND HARRIET is one family affair to which *everybody* is invited.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



Poynter Asks Stay In Tampa Tv Decision

NELSON POYNTER, operator of WTSP St. Petersburg, petitioned FCC last week to stay the effective date of its final decision granting tv ch. 8 to WFLA Tampa, owned by the *Tampa Tribune*, pending completion of litigation in the case which also included a third competitive bid by Tampa Bay Area Telecasting Corp. [B•T, Aug. 9].

WTSP renewed its offer to WFLA to operate jointly an interim outlet on ch. 8 pending completion of litigation. Purpose is to provide prompt vhf service there since ch. 13, finally granted Tampa Television Co. in another proceeding, also appears scheduled for litigation by the *Tampa Times'* WDAE, unsuccessful ch. 13 applicant.

Only tv outlet in operation there is ch. 38 WSUN-TV, owned by the City of St. Petersburg.

Both WTSP and Tampa Bay have filed petitions with the Commission for rehearing of the early August final decision.

WTHS-TV Extension Bid To Go Before Hearing

EDUCATIONAL television station WTHS-TV Miami, authorized on reserved ch. 2, was advised by FCC last week that its application for extension of completion date "indicates necessity of a hearing." Comr. Frieda B. Hennock dissented from the action to send the prehearing McFarland notice.

Meanwhile, the Commission notified two vhf tv permittees that unless they notify FCC within 20 days that they desire hearings on their bids to extend construction deadlines, their permits will be cancelled and the stations deleted.

The stations involved are ch. 7 KLYN-TV Amarillo, Tex., under permit to Plains Empire Broadcasting Co., and ch. 10 KHTV (TV) Hibbing, Minn., under permit to North Star Television Co. Comr. Hennock also dissented in both of these actions.

McFarland to Oppose Pyle In Arizona Governor's Race

FORMER Sen. Ernest W. McFarland of Arizona, majority leader in the Senate during the previous Democratic administration and active in radio-tv legislation as a member of the Senate Commerce Committee, last week was back in the political spotlight after winning the Democratic nomination in the Arizona gubernatorial campaign.

The Arizona Democrat is 40% owner of Arizona Television Co., permittee of KTVK (TV) Phoenix, which will be that city's third television outlet. Target date of KTVK, on ch. 3, is unknown.

Incumbent Gov. J. Howard Pyle, nominated by the Republicans without opposition, will oppose Mr. McFarland in the elections. Gov. Pyle holds a minority interest (800 of 64,706 shares) in KTAR Broadcasting Co. (KTAR Phoenix), according to FCC records. He is former vice president and program director of the Phoenix station.

KTAR Broadcasting Co. also owns KVAR (TV) Mesa, 85.8% of KVOA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott.

Mr. McFarland lost his Senate seat to Sen. Barry Goldwater, Republican, in the 1952 elections.

WJLB Grant Made Final; Las Vegas Bid Dismissed

FCC last week made effective immediately the proposed grant of a new tv station on ch. 50 at Detroit, Mich., to WJLB there. By a separate order the FCC dismissed with prejudice the bid of KRAM Las Vegas, Nev., for failure to prosecute its bid for a new tv station on ch. 13 there.

The ch. 50 grant to WJLB was made possible by the dismissal with prejudice of the competing application of Woodward Broadcasting Co. [B•T, July 12].

Woodward petitioned for dismissal of its ch. 50 bid after purchasing ch. 62 WCIO-TV for $100 from the UAW-CIO Broadcasting Corp. of Michigan [B•T, June 21].

At Las Vegas, the Commission's dismissal order follows from an FCC examiner's initial decision proposing to deny the KRAM ch. 13 bid on the ground that it was not financially qualified [B•T, Aug. 9].

FCC Grants Six Ams; Central City Gets Two

FIRST new am stations for Central City, Ky., having an estimated population of 1,000, were granted by the FCC late last week. New standard daytime stations also were granted at Columbus, Ga.; Manchester, Ga.; Spencer, W. Va., and Titusville, Pa.

• For Central City, a new am station on 1380 kc with 500 w was granted to Central City-Greenville Broadcasting Co. The other grant went to Muhlenberg Broadcasting Co. for operation on 1600 kc with 500 w.

• For Columbus, new station facilities to operate on 1580 kc with 1 kw were granted to Muscogee Broadcasting Co.

• At Manchester, the recipient of the new facilities on 1570 kc with 1 kw was Georgia-Ra-Tel Inc.

• For Spencer, authority to operate on 1590 kc with 1 kw was granted to Ohio Valley of the Air Inc., licensee of WJEH Gallipolis, Ohio.

• At Titusville, a new am station on 1290 kc with 500 w was granted to Crawford County Broadcasting Co.

FCC Requests Court Stay Allentown Order

FCC HAS ASKED the U. S. Court of Appeals in Washington to hold up issuance of its order in the Allentown, Pa., case [B•T, Aug. 23] pending a determination by the Solicitor General of the U. S. on whether to appeal to the Supreme Court.

The Commission feels that the Appeals Court order jeopardizes the authority of administrative agencies to overrule examiners. This was a key point in the 2-1 appellate decision last month.

An FCC memorandum on the reasons why the decision should be appealed to the high tribunal is scheduled to be sent to the Department of Justice this week. If the Justice Dept. and the Solicitor General agree, a writ of certiorari will be asked immediately. The Supreme Court will then decide whether the question is significant enough to warrant a hearing. Request for certiorari automatically stays the effectiveness of the lower court's ruling.

Last month's Appeals Court ruling remanding the case to the FCC was the second time that court had overruled the Commission in the seven-year-old 1230 kc controversy. The case involves competing applications of Allentown Broadcasting Corp. and Easton Publishing Co. for the local frequency. The Commission granted the facility to Allentown in 1947 (call letters WHOL). Easton appealed, and in 1949, the Appeals Court remanded the case to the Commission to determine the comparative needs of the two communities for new radio service and the relative ability of the applicants to serve the greater need. After a hearing in 1950, the examiner recommended the grant again be made to WHOL. The FCC reversed the examiner and issued a final grant to Easton Publishing (licensee of WEEX-FM-TV Easton). Allentown Broadcasting appealed this decision, and was sustained by the court last month.

The court held in its split decision that the Commission erred in holding that no significant difference existed in the ability of the applicants to serve their respective communities. It upheld the examiner's findings that Easton Publishing was uncertain regarding program plans, reluctant, evasive and lacking in candor, and susceptible of being found monopolistic in the concentration of communications media. The court majority further held that the Commission had no right to reverse the examiner's rulings regarding the credibility of witnesses.

It is this point that the Commission attorneys feel should be clarified by the Supreme Court.

Circuit Judges David Baselon and Wilbur K. Miller were the majority; Judge E. Barrett Prettyman dissented.

LAMB RENEWAL CASE HEARING WEDNESDAY

WICU (TV) application for license renewal set Wednesday after FCC refuses to delay case or supply new facts on charges against Mr. Lamb.

HEARING on the license renewal application of Edward Lamb's WICU (TV) Erie, Pa., is to commence Wednesday before FCC Examiner Herbert Sharfman, after refusal by the Commission last week to delay the case or supply additional facts on the charges against Mr. Lamb.

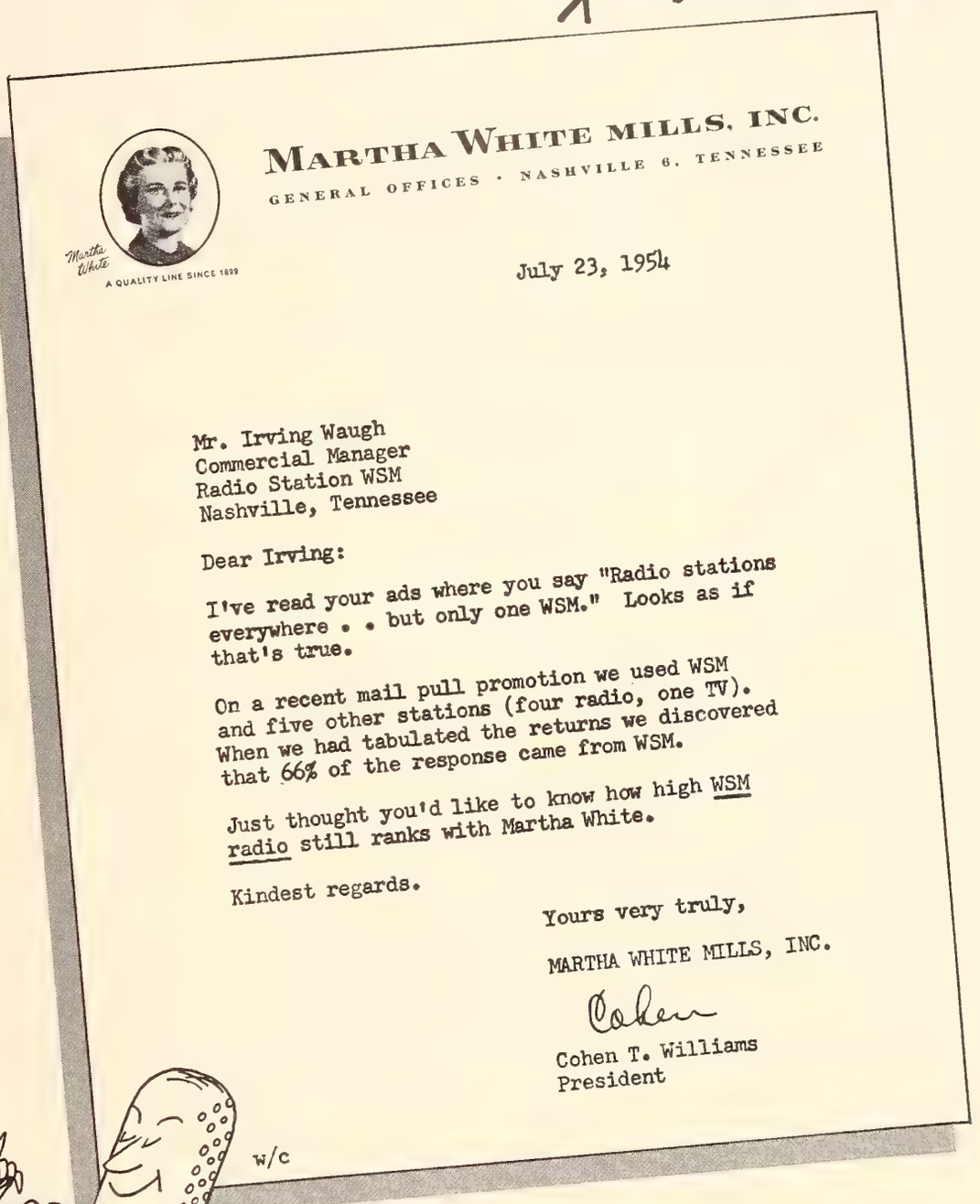
Th broadcaster-publisher, according to issues in the hearing order, is charged with making false statements to the Commission about former alleged communist associations. These ties he repeatedly denies.

Mr. Lamb asked for a continuance of the case until he was supplied what he considered would be a more proper bill of particulars rather than the "resume" issued in early August by the FCC Broadcast Bureau at the Commission's direction [B•T, Aug. 30, 16, 9].

FCC's order last week approved in part a request by the Broadcast Bureau that the burden of proof be shifted to Mr. Lamb to sustain his charges that certain members of the Commission making investigations in the case caused at least one bribe to be offered to secure evidence against Mr. Lamb. On all other issues the Broadcast Bureau is to proceed first with presentation of evidence, the order indicated.

The Commission gave two reasons for turning down Mr. Lamb's plea for a further bill of particulars. FCC felt the Broadcast Bureau's resume "fairly apprises the applicant of the nature of the charges against him. Second, we expect that the hearing examiner, in the ex-

"Radio and TV stations everywhere . . but still only one WSM!"



MARTHA WHITE MILLS, INC.
GENERAL OFFICES · NASHVILLE 6, TENNESSEE

Martha White
A QUALITY LINE SINCE 1899

July 23, 1954

Mr. Irving Waugh
Commercial Manager
Radio Station WSM
Nashville, Tennessee

Dear Irving:

I've read your ads where you say "Radio stations everywhere . . but only one WSM." Looks as if that's true.

On a recent mail pull promotion we used WSM and five other stations (four radio, one TV). When we had tabulated the returns we discovered that 66% of the response came from WSM.

Just thought you'd like to know how high WSM radio still ranks with Martha White.

Kindest regards.

Yours very truly,

MARTHA WHITE MILLS, INC.

Cohen

Cohen T. Williams
President

w/c



Maybe we've been too modest — never having claimed that WSM can do twice as well as five other stations put together! But that's what the man says — more evidence that WSM covers the rich Central South market like no other advertising medium. For the full story, contact WSM's Irving Waugh or any Petry Man.

WSM *Nashville*
Clear Channel • 50,000 Watts

ercise of his discretion and with due regard for the rights of the petitioner for ample opportunity to protect its interests in the matter, will afford petitioner upon request reasonable continuances or the right to recall witnesses in the event such procedures are required by applicant in the circumstances as they are then presented.

"This procedure will, we believe, conduce to the prompt dispatch of the matter and, at the same time, adequately protect petitioner's rights and interest, in this manner best serving the public interest which it is the business of the Commission to protect."

Meanwhile, it was reported last week that Mr. Lamb has filed still another damage suit in Nashville against Rep. Pat Sutton (D-Tenn.) as a result of comments by Rep. Sutton on a political talkathon on several local radio-tv stations [B•T, Aug. 2, July 19]. The new suit, charging slander and asking $500,000 damages, was filed in federal court at Nashville. It named co-defendants WSM-AM-TV Nashville and National Life & Accident Insurance Co., licensee.

Earlier, Mr. Lamb filed three separate $500,000 damage suits in Davidson County Circuit Court against the Congressman, each suit naming as co-defendants different radio-tv stations said to have aired the talkathon. These were WSIX-AM-TV and WLAC there in addition to WSM-AM-TV.

KRIC, KTRM Ask FCC For Ch. 6 Rehearing

APPLICANTS who lost out to KFDM Beaumont, Tex., in FCC's final decision for ch. 6 there petitioned the Commission last week to reconsider the action which had reversed the earlier recommendation of a hearing examiner [B•T, Aug. 9]. KRIC and KTRM, both denied in the final decision, requested rehearing.

In the final ruling, FCC favored KFDM on the sole factor of diversification and concentration of control of the media of mass communication, finding no significant difference among the applicants on other claims of superiority, the pleading of KRIC noted. This is contrary to the evidence, the petition said.

KRIC is owned by the Enterprise Co., publisher of the only daily paper there. W. P. Hobby, president-chief stockholder of the *Houston Post*-KPRC-AM-TV Houston, is director and holds option for up to 35% interest in KTRM while D. A. Cannan, president-chief owner of KFDX-AM-TV Wichita Falls, is president-29.7% owner of KFDM.

KRIC charged the ruling is "nothing less than outright discrimination against a newspaper because it has a newspaper, and for no other reason," noting the other applicants have tv station affiliations.

KTRM pointed out that the Commission arrived at different conclusions without pointing out where the examiner was in error.

Seek KMO Sale Approval

APPLICATION for FCC approval to the sale of KMO Tacoma, Wash., by Carl E. and Carl D. Haymond to Charles D. Hunter Jr. and J. Archie Morton and their wives for $200,000 was filed with the FCC last week.

Sale of KMO-TV by Messrs. Haymond to J. Elroy McCaw for $300,000 presently is awaiting FCC approval [B•T, July 19, 12].

Mr. Hunter is a law partner of Edgar Eisenhower, brother of President Eisenhower. Another brother, Earl Eisenhower, has interests in WESA Charleroi, Pa., and WLIO East Liverpool, Ohio.

Mr. Morton presently is executive assistant to the president of KIRO Seattle, Wash.

BMI ISSUES DATES FOR 1955 CLINICS

DATES for the 47 radio program clinics set by BMI for 1955 were announced last week by Glenn Dolberg, vice president in charge of station relations, who said the early release was made to comply with requests of many state broadcasters associations that want to schedule their own meetings around those of BMI.

The 1955 clinics will open Feb. 21 at Vancouver, B. C., and in Arkansas. With two teams of speakers traveling simultaneously in different parts of the country, 39 clinics will be completed in the U. S. and Canada by April 22. The remaining eight will be held in June, consisting of those for states where weather conditions do not encourage earlier meetings.

BMI has asked state broadcasters associations, many of which plan to hold their own state meetings a day before or after the program clinic, to confirm acceptability of the dates and select clinic cities and meeting places as soon as possible so that all arrangements may be completed well in advance.

During the 1954 series of 51 clinics, it was pointed out, overall attendance reached a record peak, some 15% above that of previous years.

The 1955 schedule is as follows:

February—Feb. 21, Vancouver and Arkansas; 23, Washington (state) and Louisiana; 25, Oregon and Mississippi; 28, California (San Francisco) and Alabama.

March—March 2, California (Los Angeles) and Georgia; 4, Arizona and South Carolina; 7, New Mexico and North Carolina; 9, Texas and Virginia; 11, Oklahoma and West Virginia; 14, Kansas and Indiana; 16, Missouri and Michigan; 18, Iowa and Ohio; 21, Nebraska and Maryland-District of Columbia; 23, Illinois and Pennsylvania; 25, Wisconsin and Montreal; 28, Kentucky and New Jersey; 30, Tennessee and Rhode Island.

April—April 1, Florida and New York (Utica); 18, Massachusetts; 20, Maine; 22, Amherst, N. B.

June—June 6, Winnipeg, Man.; 8, Regina, Sask.; 10, Calgary; 13, Idaho; 14, Montana; 15, Utah; 17; Colorado and Minnesota (latter also for North and South Dakota).

BOTV, Actors Agree On C-C Theatre Tv

DETAILS were announced last week of an agreement between Actors' Equity Assn. and Box Office Television Inc., New York, under which Broadway legitimate theatre productions will be presented throughout the country by closed circuit television.

William Rosensohn, executive vice president of BOTV, revealed the company plans to bring a series of at least three Broadway productions to theatres throughout the nation via closed circuit tv in the near future. He added that presently some 100 theatres are equipped for presenting closed circuit telecasts.

Terms of the agreement, reached by Actors' Equity and BOTV, are as follows:

(1) The minimum payment to each actor shall be $342.50 or the contractual weekly salary involved, whichever is higher, for a telecast to 40 or fewer theatres;

(2) The maximum number of hours of rehearsal for actors shall be 20 hours within a span of ten consecutive days, including the day of the telecast, with a payment of $5.60 per hour for each hour or fraction thereof of rehearsal in excess of 20 hours;

(3) The minimum payment to each extra, as defined by Equity, shall be $83.50 for a telecast to 40 or fewer theatres;

(4) The maximum number of rehearsal hours for extras shall be ten hours, with a payment of $3.40 for each hour or fraction thereof of rehearsal in excess of ten hours;

(5) Payment shall be made to each member of the company for each theatre in excess of 40 theatres in which the closed circuit telecast is shown, at a pro rata of the original fee in an amount to be negotiated at a later date;

(6) Because of the experimental nature of closed circuit telecasts, Clause 5 above is waived for these three telecasts only;

(7) Each time Clauses 5 and 6 become operative, a $500 contribution will be made to the Equity Welfare Fund;

(8) All members of the company, including stage managers, shall be engaged for the closed circuit telecast unless Equity gives its consent otherwise;

(9) No kinescope or other recording of the telecast shall be used commercially, and if such kinescope or recording is made, it shall be used only for review by officials and technicians of Box Office Television Inc. to correct mistakes that may have been made. Any other use of a recording shall only be permitted with the consent of Equity;

(10) The members of the company shall receive the same billing as they receive in the current production;

(11) The audience will be arranged so as to allow free movement of the cameras, to give due regard to the artistic results.

Fitzgibbons Offers Plan in Record Dispute

A PLAN whereby manufacturers would press releases on standard 10-inch vinylite discs with speed of 33⅓ rpm on standard groove has been suggested by a former broadcast industry veteran as a compromise in the current 45 rpm record controversy.

The proposal is being offered by L. O. Fitzgibbons, former part owner of WBEL Beloit, Wis., who plans to set up his own agency for distributing specially-selected manufacturers' records to stations for a nominal fee. He compares his plan to the record counterpart of a transcription service.

Mr. Fitzgibbons said he has talked with representatives from a number of major record companies, including RCA, Columbia, Capitol, Mercury, MGM and Decca and Midwest distributors. He said plans for such an agency would hinge on approval by at least one or two major record concerns and a favorable decision by AFM President James C. Petrillo.

Question has been raised whether Mr. Petrillo would consider the proposed discs as transcriptions or as phonograph records, in which case royalties would be required.

He said that, under his proposal, companies would save the expense of shipping records directly to stations, which in turn would benefit from getting the most suitable music for their libraries. Additionally, the method could save filing space and avert expense of 45 rpms.

The proposal calls for pressing of two musical selections on each side, or four per record. The best of the old 78 rpms would be rerecorded and new releases could be culled for an efficient, compact library, Mr. Fitzgibbons added.

'Mr. D. A.' in 201 Markets

SALES of *Mr. District Attorney* radio show in a total of 201 markets were announced last week by Alvin E. Unger, vice president in charge of sales of the Frederic W. Ziv Co. The total is said to establish "a new high for Ziv radio dramatic shows." Mr. Unger commented that the high point reached by *Mr. District Attorney* represented "renewed and alert interest in regional radio by local advertisers." Among the new advertisers of the show are Zenith distributors and dealers, who signed contracts for Washington and six new markets in Pennsylvania.



nothing **W***orks* **L***ike* **W***antmanship*

Might-buys become *must-buys* when the Crosley Group's three-way **W***antmanship* gets dollars headed your way. 1, program promotion builds maximum audiences for your advertising. 2, talent selling adds *personality force* to your commercials. 3, merchandising works with you all the way to the cash register.

Typically WLW-T, Cincinnati, proves that Crosley Group **W***antmanship* moves more merchandise faster, *at less cost,* than any other medium or combination.

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

the CROSLEY GROUP

Exclusive Sales Offices:

New York, Cincinnati, Dayton,

Columbus, Atlanta, Chicago

©1954, The Crosley Broadcasting Corporation



Born with an "electric spoon" in his mouth!

The fairy-tale "silver spoon" was nothing compared to what a baby is born with today. He's born into the Electric Age, with hundreds of electric friends ready to help him live a life that old-time kings would envy.

Plenty of low-price electricity has boosted his family's standard of living. To save work and time and money, they're using twice as much as they did eight years ago. And he'll have more to work for him—half again as much more by the time he gets to school.

Some $16 billion worth of new power plants and lines built by electric light and power companies—*and more on the way*—make such an abundance of electricity possible.

Remember this abundance when you hear people claim that the federal government ought to build more power projects. Wouldn't they be unnecessary additions to the public debt?

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

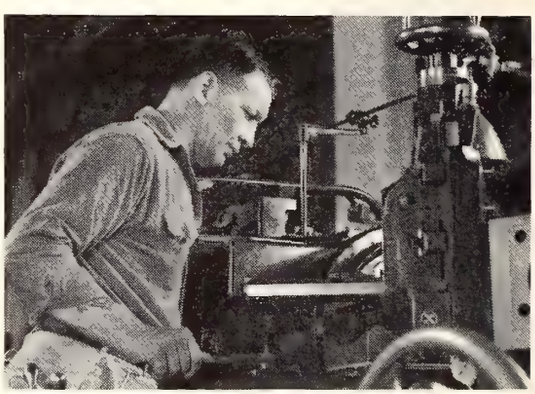
"YOU ARE THERE"—*CBS television—witness history's great events*

LIGHT'S DIAMOND JUBILEE 1879 1954

LIGHT FOR FREEDOM—POWER FOR PROGRESS



EVERY WOMAN today has about 8 "servants" helping with housework—electricity equal to that many maids. Her daughters will grow up to have at least twice that many.



EVERY MAN in industry has 236 "helpers"—electric power equal to that many men working for him. Today's babies, when they go to work, will have more than twice as many.

Radio-Tv Again Cited For Holiday Traffic Aid

National Safety Council lauds broadcasters for messages that helped to hold down the Labor Day traffic toll.

BROADCAST media once again have won the commendation and appreciation of the National Safety Council for their assistance in keeping the Labor Day holiday traffic death toll down below earlier estimates.

The council lauded radio-tv networks and stations alike, as well as press and other media, for "pounding home safety to the public through news reports, caution messages and special appeals" before and during the Labor Day weekend. President Eisenhower's personal appeal to the public to "fool the experts" gave the campaign a "big push," it added.

The Labor Day traffic death mark hit 364, or 26 under the pre-holiday estimate of 390 made by NSC. It was the second straight holiday weekend where the toll fell below predictions [B•T, July 12] and the lowest for Labor Day since 1948. The 364 mark was described as "tragically high" but "definitely encouraging."

Council spokesmen also credited use of an hour-long documentary, "Dead Stop," by 198 radio outlets as one factor for success of the campaign. The recording originally was produced by CBS Radio last December and donated to the council. Total of 833 stations have aired it thus far.

Additionally, spot announcements and warnings by news editors were cited, along with an Advertising Council allocation for highway safety. MBS was cited by spokesmen for a special drive by its various commentators, as were special enforcement activities by states, counties and cities.

Special mention was made of the July 12 B•T editorial reprinted and sent out by the council to news editors of stations throughout the country.

Sir Winston Remembers

WHEN Hazel Markel, woman commentator for WWDC Washington and MBS, asked Prime Minister Sir Winston Churchill for his autograph at a luncheon given in his honor by the Washington news corps, during his visit to the nation's capital last June, he is said to have replied, "My dear lady, I never give autographs, but when I get back to London if you will write me a letter, I'll answer it." A month later Mrs. Markel did. Last fortnight she received a reply from the British Prime Minister on his personal stationery from No 10 Downing St. The note said in part, referring to the luncheon, "It was an occasion I shall long remember." Mrs. Markel, who was then president of the National Women's Press Club, had first met Sir Winston more than a year ago when she was in England to cover the coronation of Queen Elizabeth II for Mutual.

WMVT (TV), Vermont's First, Scheduled for Start Sunday

VERMONT viewers were scheduled to receive the state's first tv station yesterday (Sunday) with the start of commercial programming by WMVT (TV) Montpelier. Two other stations, WMBV-TV Marinette, Wis., and WTWO (TV) Bangor, Me., were to start regular programming over the weekend, increasing to 395 the number of operating tv outlets. The number of operating tv stations is expected to pass the 400 mark before the end of the month.

Ch. 3 WMVT is affiliated with ABC and CBS and represented by Weed Tv. It began test patterns Sept. 3.

WMBV-TV, the first local tv for Marinette, was scheduled to begin operations last Friday. The ch. 11 station is affiliated with NBC and represented by Venard, Rintoul & McConnell.

WTWO, operating on ch. 2, is the second tv at Bangor. It was scheduled to begin regular programming yesterday. Venard, Rintoul & McConnell is its national representative.

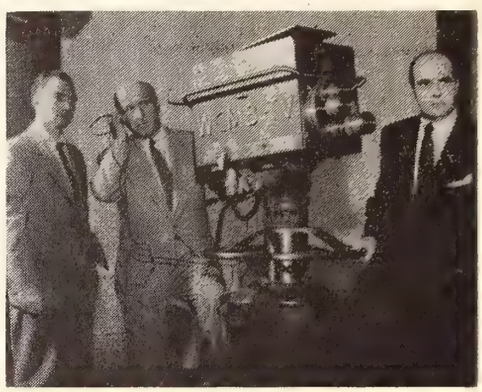
Another outlet, WCMB-TV Harrisburg, Pa., began regular programming last Thursday. The ch. 27 outlet is represented by Donald Cooke Inc.

Reports from other stations:

CKLW-TV Windsor, Ont. (Detroit), is now on test patterns and expects to begin programming Sept. 16, it was reported last week. Test patterns of the ch. 9 outlet are transmitted daily from 11 a.m. to 1 p.m.

Beaumont Broadcasting Corp., licensee of KFDM Beaumont Tex., and grantee of ch. 6 there, expects to have test patterns on the air Dec. 1, according to an announcement by C. B. Locke, executive vice president and general manager.

KCTS (TV) Seattle, educational outlet on ch. 9, plans to air test patterns early in November. Regular programming is set for December, Loren Stone, station manager, has announced.



CHECKING operations a few hours before WCMB-TV Harrisburg, Pa., began programming last Thursday are (l to r): E. K. Smith, vice president; J. W. I. Cody, district manager for General Electric broadcast equipment, and Edgar T. Shepard Jr., president. The ch. 27 outlet will operate with 240 kw, the station said.

Larkin to Eastern Post With CBS Tv Spot Sales

EDWARD A. LARKIN, midwestern sales manager of CBS Television Spot Sales, last week was appointed eastern sales manager, and Jack Schneider, an account executive on the New York staff, was promoted to succeed him in Chicago.

The changes were announced by Clark George, general sales manager of CBS Television Spot Sales and Mr. Larkin's predecessor as eastern sales manager. Mr. George was promoted to general sales manager a short time ago to succeed Sam Cook Digges, who was named general manager of CBS-owned WCBS-TV New York.

Meanwhile, Mr. Larkin announced the appointment of Raymond M. Peritz, a member of the Chicago office of CBS-TV Spot Sales since 1953 and formerly with The Katz Agency, station representatives, and NBC Spot Sales, as Mr. Schneider's replacement in the New York office.

Mr. Larkin has been associated with the CBS-TV Spot Sales organization since 1949, when he joined the New York office as an account executive. He was named sales manager of the Los Angeles office in 1952 and mid-western sales manager in Chicago in 1953.

Mr. Schneider joined the Chicago office of CBS-TV Spot Sales as an account executive in 1950, transferring to the New York office two years later.



A TWO-ALARM fire has completely destroyed the Whittle Springs Supper Club, which WNOX Knoxville, Tenn., recently purchased and planned to have wrecked to clear a site for its new studio-auditorium building. The blaze, which started the morning of Aug. 18, threatened the Whittle Springs Hotel, 75 feet away, which WNOX has acquired and intends to remodel for offices and studios. The planned studio-auditorium building will be 85x152 ft. and will seat 1,200 people.

WJPB-TV Completes Staff; Drummond Named to Top Post

STAFF of WJPB-TV Fairmont, W. Va., ch. 35 outlet owned by J. Patrick Beacom, is now complete, according to the station. Other Beacom stations are WVVW and WJPB (FM) Fairmont; WETZ New Martinsville, W. Va., and WBUT Butler, Pa.

Recent staff additions include: Robert Drummond, who has been vice president-general manager, WVVW-WJPB (FM), now in same capacity at WJPB-TV; James R. Pridemore, tv department, United Nations, named director of tv; Joseph Strelauski, chief engineer, WMMN Fairmont, in same capacity; Ed Watkins, formerly with NBC, New York, named head maintenance engineer; Sheldon Loner, formerly with WVVW, named engineer-announcer; Dick McBride, formerly with WVVW, named transmitting engineer; Byron Parrish to film department; Al Grassi, Bob Baruch and Jennings Martin, named studio technician, control room technician and announcer, respectively.

Doubling from WVVW and WJPB (FM) are Robert Frazier, program manager; Emily Peed, director of woman's activities; "Doc" Fabre, production manager-sports director; George Fowler, commercial manager; and announcers Nick Fantasia, Bob Finnerin and Jack Tennant.

T. W. Lee, KSIJ Owner, Dies

T. W. LEE, 59, owner of KSIJ Gladewater, Tex., and publisher of the *Gladewater Daily Mirror,* died Sept. 2. He is survived by his wife, Helen.

NEW - POWER
- TOWER
- AUDIENCE

At last—WIBW-TV's new 1010 foot tower is up! We're on the air with full 87.1 KW power! Your sales message now reaches well over 110,000 TOP TV homes . . . half of them NEW TV HOMES! You get TWICE THE AUDIENCE—at a lower-than-ever cost per thousand.

TOPEKA MARKET DATA

The rich Topeka market is "virgin timber" . . . just waiting to be exploited. This vast retail and wholesale trading center is America's 14th "buyingest" city*. And WIBW-TV is Topeka's ONLY TV station. Better place your order NOW!

*Consumer Markets '54.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

NBC Spot Sales' Booklet Presents Market Breakdown

MARKET STATISTICS for the eight cities in which NBC Spot Sales represents radio stations are contained in a new pocket-piece "fact book" published by the sales group. Titled "Markets, Money and Radio Facts," the book provides information to timebuyers, agency clients and advertisers on total population in the eight areas, number of families, buying income, farm income, food sales, and furniture, home, radio and automotive sales.

NBC Spot Sales represents WNBC New York, WMAQ Chicago, KNBC San Francisco, KSD St. Louis, WRC Washington, WTAM Cleveland, WAVE Louisville and KGV Honolulu, in addition to 10 tv stations.

Material contained in the fact book was obtained from the Nielsen Coverage Service, "Sales Management's Survey of Buying Power, 1954," RETMA and BAB, according to H. W. Shepard, new business and promotion manager of NBC Spot Sales. Copies of the book have been distributed to advertising agencies, and additional copies are available upon written request to Mr. Shepard at NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

WWOR-TV Worcester Owners Buy WORC for $120,000

SALE of WORC Worcester, Mass. (1310 kc with 1 kw), by C. George Taylor and associates to the owners of WWOR-TV that city for more than $120,000 was reported last week. Sale is subject to stockholders and FCC approval.

WORC, founded in 1925, is affiliated with ABC and is represented by the Headley-Reed Co.

WWOR-TV, which began operating on ch. 14 in December 1953 and is affiliated with ABC and DuMont, is owned by 25 stockholders. Fox, Wells & Co., New York investment firm, owns 26.7% of the station. John Z. Buckley is president and Ansel E. Gridley is vice president and general manager.

Fox, Wells & Co. is the principal stockholder in KFSD Inc., newly formed company which is buying KFSD-AM-TV San Diego for $2.8 million from Thomas W. Sharp and associates [B•T, Aug. 23]. It also is the largest single stockholder in Olympic Radio & Television Inc., manufacturer of radio and tv receivers, and owns in whole or in part of several community television systems in Pennsylvania, West Virginia and Alabama.

WADK, WERI Forced Off By Hurricane Carol

TWO Rhode Island stations last week reported they were forced to suspend operations temporarily due to power failure when Hurricane Carol ripped through New England Aug. 31 [B•T, Sept. 6].

WADK Newport was off the air for eight hours, but suffered no damage to equipment. It resumed operations after being supplied a 10 kw generator by the U. S. Navy at Newport and acted as a filter center for storm messages.

WERI Westerly lost about 11 hours of airtime, but at 7:15 p.m. was able to broadcast from its transmitter site and shortly thereafter was back at its studios. The station then cleared messages for the police, National Guard and Red Cross, operating throughout the night, it reports.

Bonus from Mt. Washington TV

$8,500 PENOBSCOT CABIN



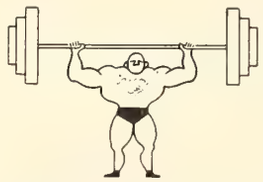
Use America's only "3-state one station TV network" and save . . . in just 12 weeks of a 10 per week 20 second spot campaign . . . the complete cost of an $8,500 prefabricated hunting lodge by The Penobscot Cabin Co.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 54% less than the combined cost of the next 3 TV stations which together give only second best coverage.



COVERS ALL THREE

Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequalled by any other television station in the country. TV sets: 229,884, RETMA — July 2.



CARRIES MORE WEIGHT

WMTW serves a market with retail sales of over one and a half billion dollars . . . offers primary coverage of 445,000 U. S. families, many of whom have never received television before. Provides the national or regional advertiser with unequalled coverage of northern New England's 3 states.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

Construction Underway On New WCAN-TV Quarters

STORAGE space for props and scenery in the $290,000 WCAN-TV Milwaukee building now under construction will cover 24,000 sq. ft., as large as the entire present quarters of the station. The building, which will house both studios and offices of WCAN-TV, should be completed in about eight weeks, according to Lou Poller, president of licensee Midwest Broadcasting Co.

Plans call for a 60 x 60 ft. studio, large enough so that 10 automobiles can be driven in for commercials, and another studio 40 x 45 ft. Both will be equipped with its own control room and announcer's booth. A 1,500 sq. ft. master control room will contain specially-designed and custom-built electronic equipment. The ultra-modern television building will be completey equipped for both CBS-TV and local color transmission. WCAN-TV is presently transmitting all CBS-TV color programs. The fire-proofed building will house 20 offices and provisions have been made for an additional 15,000 sq. ft. for future expansion.



ARTISTS' sketch of the planned $290,000 air conditioned and color-equipped building which will house both studios and offices of WCAN-TV Milwaukee. Construction is expected to be completed in about eight weeks (see story). Rene Brugnoni, New York, is architect and Charles Capps, Los Angeles, is the designer.

Sutherland WILD Gen. Mgr. As Campbell Goes to KXXL

GEORGE SUTHERLAND, former manager of WAYS Charlotte, N. C., and sales manager of WAYS-AM-TV, has been appointed general manager of WILD Birmingham, Ala., it was announced last week by George Mattison Jr., WILD president.

Mr. Sutherland succeeds Don D. Campbell who has purchased an interest in KXXL, Monterey, Calif., new 1 kw fulltime outlet on 630 kc. KXXL will commence operation in the fall. In his new enterprise, Mr. Campbell will be associated with Steve Cisler, operator of KEAR San Francisco.

Mr. Campbell, a 25-year veteran of radio and tv, had been in Birmingham broadcasting for the past 20 years.

Mr. Sutherland, before holding the Charlotte position, was general manager of WILM Wilmington, Del., for two years, and then was a major stockholder and principal executive of WAMS Wilmington. Mr. Sutherland was for four years manager of the then WFCI Providence-Pawtucket, R. I.

RRN Drops WQXR-FM

PROGRAMS of WQXR-FM New York will be dropped from Rural Radio Network's "upper New York state fm stations," beginning Sept. 6, according to the station, which said the action was taken so that RRN "may concentrate on its original function of serving the farm and rural population of the state." Other stations of the network will continue to carry the same programming as previously.

Vandals Damage KBIG Studios

CATALINA ISLAND studios and transmitter of KBIG Avalon, Calif., suffered damage estimated at several thousand dollars when night-prowling vandals smashed equipment, broke windows and smeared the premises with black paint. The station escaped without broadcast interference, however, because key transmitting equipment was protected by special covers.

WOR-TV Sets Record For Month's Billings

LARGEST month's billings in the history of WOR-TV New York was achieved in the past 30 days with new business during the period exceeding $500,000, it was announced last week by Gordon Gray, general manager of WOR-AM-TV.

The record-breaking sales month, Mr. Gray said, was marked by the signing of "blue chip" advertisers for WOR-TV's package of 30 first-run motion picture films series called *Million Dollar Movie*. He noted that within 10 days after the station announced that Liggett & Myers (via Cunningham & Walsh) and Piel's beer (through Young & Rubicam) each had bought one-eighth of the package, four other sponsors were added. They are: Rival Dog Food (Charles Silver Co.), Pellex Cream (Dowd, Redfield & Johnston), Vick Chemical Co. (Morse International), and Sterling Drug Co. (Dancer-Fitzgerald-Sample).

Contributing to WOR-TV's sales upsurge, Mr. Gray continued, was increased business activity in spot announcements. Among sponsors who have purchased announcement schedules during the last two weeks, he said, are the New York Telephone Co., Grove Labs, Plough Inc., William Wrigley Co., Drackett Co., Melton Industries, American Chicle Co., Kiwi Polish Co., Hassenfeld Bros. and Burry Biscuit Co.

Mr. Gray announced that one account executive has been added to the sales staff and another will be hired shortly. The new account executive is Frank Kizis, previously with the station's television sales service department.

Mr. Gray also disclosed plans for an extensive campaign to promote *Million Dollar Movie*, which will begin on Sept. 21. Each of the feature pictures will be shown a total of 16 times a week (daily at 7:30 p.m. and 10:30 p.m., with an extra "family matinee" on Saturday and Sunday at 4:30 p.m.).

In addition to advertisements in local newspapers and in fan magazines, the station plans to launch a saturation on-the-air promotional effort on WOR-AM-TV. The station also will print and distribute about one million "banknotes" showing program times and feature film line-up.

In conjunction with *Million Dollar Movie* is the WOR-TV "Grand Plan," which offers eight advertisers an opportunity to purchase a package of eight 20-second spot announcements a week immediately adjacent to the film series for $1,000 per advertiser.

Super 'Scraper—Antenna

CONSTRUCTION of a building that would out-do the Empire State Bldg. in height and office space and perhaps compete with it as a tv antenna site is being considered by Robert R. Young, new board chairman of the New York Central Railroad, who said last week he is thinking of putting up such a structure on the site of Grand Central Terminal in New York. The firm of Webb & Knapp, consulting with Mr. Young on the idea, was reported to have come up with a plan for an 80-story building approximately 1,000 feet in height, topped by a combination observation and television tower of about 600 feet. Thus the structure would be approximately 1,600 feet from street to tip, compared with the 1,472-foot height of the Empire State Bldg. and tower on which are located the transmitting antennas of all seven New York metropolitan area tv stations.

Pusey Goes to West Coast As WBC Realigns Auditing

REALIGNMENT of Westinghouse Broadcasting Co.'s station auditing personnel, attributed to WBC's recent acquisition of KPIX (TV) San Francisco, was announced last week by I. C. Ruby, WBC headquarters auditor.

Robert E. Pusey, auditor of KDKA Pittsburgh, effective Sept. 15 becomes assistant headquarters auditor in charge of WBC's West Coast stations, KPIX and KEX Portland, Ore. Glenn Kelley, chief accountant at KPIX, assumed new duties as auditor of that station on Sept. 6. R. W. McCorkle, auditor for KEX, moves to the same position at KDKA on Oct. 15, and Rodric Smith, KEX accounting department, replaces Mr. McCorkle as auditor.

Hoag-Blair Appoints Ward

APPOINTMENT of Don Ward to Chicago as office manager is being announced today (Monday) by Robert Hoag, President of Hoag-Blair Co., New York, station representatives. Mr. Ward has been an account executive in the Blair-Tv Chicago office since December 1951. Before that time, he was associated with WIND Chicago, KSD St. Louis, ABC, and WBKB(TV) Chicago. Hoag-Blair is a new tv station representation firm formed by Blair-Tv to handle video outlets outside of the major markets. Mr. Hoag also announced leasing of space for the Chicago office at 737 N. Michigan Ave.



TOPSOIL is our BLACK GOLD in the Red River Valley

Pretty words and lilting phrases all aside, there's only one basic source of wealth, *and that's the earth.*

We could tell you that people in the Red River Valley are extraordinarily prosperous because they are thrifty and hard-working. Or because they are shrewd, or energetic. Or because this radio station keeps their money whirling, by putting avaricious ideas into their pretty little heads. Etc., etc.

Actually, the Red River Valley is prosperous because of our thick, black topsoil. Through endless prehistoric ages, it was deposited in what was once the bed of a vast lake. This earth is as good or better than the humus-laden soil in your rose garden. It grows every kind of "crop", including hogs, lambs and cattle — *like mad.*

And our farmers don't work ten-acre or fifty-acre plots. They work our eye-filling flat fields with the kind of power equipment you ordinarily see only on big engineering projects. They make as much money in their overalls as lots of city guys do in their gray flannels!

The *average* farm in this area produces a gross income of $9,518 as compared with the Average National Farm Income of $6,687.

We hayseeds who have run WDAY since 1922 use big facilities to farm our *audience*, too. We dominate this territory so completely that you can't even mention any other station in the same breath. If that sounds exaggerated to you, you have only to investigate a little. For example, you might ask us about the fan mail that pours into here at the rate of 400 letters a day, including Sundays and holidays. You might ask why more than 10,000 families pay cash subscriptions to receive our "Mike Notes", WDAY monthly newspaper, etc.

But it all goes back to the topsoil, and there we rest our case. Ask Free & Peters!

WDAY FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC.
Exclusive National Representatives

EVEN WEBSTER WATCHES



en-ter-tain'ment, *n.* A source of amusement, a diverting performance. Synonym, according to Webster, for WHEN-TV.



Webster can't find words to describe WHEN-TV. But the folks of Webster (literate, sensible people that they are*) don't scrabble around looking for new ways to say "Great! Terrific!"** As in 250 similar upstate N. Y. communities*** they just sit back and enjoy themselves, so receptive they purr.

You can learn from Webster and improve your spelling on words like "profit." Better still, take a short course on Channel 8.

* Just *love* Channel 8.
** There aren't any.
*** 2¼ million total population.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES
W·H·E·N
CHANNEL 8
SYRACUSE, N.Y.

New Katz Color Tv Report Relates WKY-TV Experiences

SECOND of a series of reports on color tv, this one titled "Close-Up on Color Tv" and detailing the experiences of WKY-TV Oklahoma City as the first independently-operated station to telecast live studio color, has been prepared by The Katz Agency, national advertising representative.

A follow-up to Katz' earlier "Focus on Color-Tv," the 16-page new booklet reviews the three primary stages of color development at the station level: relaying network programs, originating slide and film material, and telecasting live studio color.

"Close-Up" describes, among other things, lessons learned by Katz-represented WKY-TV in producing its hour-long five-times-a-week cooking show colorcasts, "Cook's Book;' discusses engineering and control room problems, camera technique, lighting, set and costume design, rehearsal time, and product display; gives WKY-TV's reasons for thinking its entry into local live color at this time was a good investment and that nation-wide color is closer than many people think; summarizes WKY-TV's promotion activities in behalf of color tv, and gives some of the reactions of Oklahoma City advertisers who have seen it.

The booklet invites interested persons to visit WKY-TV and "spend some time *talking* color" with Station Manager P. A. Sugg and Assistant Station Manager Hoyt Andres. Copies of "Close-Up" are available from The Katz Agency, 477 Madison Ave., New York 22.

REPRESENTATIVE APPOINTMENTS

WHOL Allentown, Pa., appoints Paul H. Raymer Co., N. Y.

WILY Pittsburgh appoints Stars National Inc., N. Y.

KOLD Yuma, Ariz., appoints Tracy Moore & Assoc., Hollywood, as west coast representative and Hal Holman Co., Chicago, as eastern and midwest representative.

REPRESENTATIVE PEOPLE

Dwight William Whiting, West Coast sales manager, Official Films, Beverly Hills, to Blair-Tv L. A., as account executive; **Theodore C. Johnson,** manager, W. S. Grant Co., L. A., to John Blair & Co., same city, as account executive.

Roland Kay, eastern sales representative, CBS o&o KNX Hollywood and Columbia Pacific Radio Network, returns to CBS Radio Spot Sales, N. Y., as account executive, succeeding **Frank Orth,** who moves to Campbell-Ewald Co., Detroit.

Robert B. Hardenbergh, Crosley Broadcasting Corp., Chicago, to The Bolling Co., same city, as account executive.

Henry W. Simmen, U. S. Army, returns to Weed & Co., N. Y., as account executive.

STATION SHORTS

WTRI (TV) Schenectady, N. Y., installing $150,000 studios in present office building, reports the station.

WKY-TV Oklahoma City announces installation of "color stripe generator" to allow servicemen to adjust color tv sets.

WJR Detroit announces dividend of 10¢ per share paid Sept. 10 to shareholders of record as of Aug. 31.

KBIG Avalon, Calif., signs with City News Service of Los Angeles for local news coverage.

CHSJ-TV St. John, N. B., issues second rate card, effective Sept. 15, with class A starting at $200 an hour, $55 for 5-minute program and $45 for one-minute announcement.

CJCB-TV Sydney, N. S., scheduled to start operations early this month, issues first rate card with class A time starting at $200 an hour and one-minute spot at $40, with station offering 15% discount on daily spots on one year non-hiatus basis.

CKSO-TV Sudbury, Ont., issues third rate card Oct. 1 with class A one-hour at $170 and $35 for one-minute announcement.

WTTM Trenton, N. J., acquired RCA cutting table and now offering transcription and recording service to general public, according to station.

CFGP Grande Prairie, Alberta, since 1937 picking up Canadian network programs through special receiving station, now connected by landline to rest of Canada.

WIND Chicago completed arrangements with local City News Bureau for metropolitan coverage by teletypewriter equipment on 24-hour, seven-days a week basis.

KNXT (TV) Hollywood starts color test bar stripes as part of daily 8 a.m. to 5 p.m. black-and-white programming permitting servicemen and Southern California color receiver owners to adjust sets before color program is broadcast.

Walter Reade Theatres, owner, WRTV (TV) Asbury Park, N. J., and chain of theatres, moves offices from New York to Mayfair House, Deal Road, Oakhurst, N. J. Telephone: Kellogg 1-1600.

WWLP (TV) Springfield, Mass., announces acquisition of new remote-pickup mobile unit.

WSLS-AM-FM-TV Roanoke, Va., elected to sustaining membership in Advertising Federation of America, N. Y.

KHOL (TV) Kearney, Neb., changes Mon.-Fri. operating hours from 2:50-10:30 p.m. to 12 noon-10:30 p.m.

KBES-TV Medford, Ore., will occupy new and enlarged studio and office facilities in downtown Medford Sept. 15.

KPTV (TV) Portland, Ore. (ch. 27), reports it has received driver and power supply units for its new RCA 12 kw uhf transmitter.

CBS
KGGM-TV
Channel 13
ALBUQUERQUE,
NEW MEXICO

KGGM-TV, telecasting to more than 42,000 TV homes in the nation's top Southwestern market, proudly announces live CBS network programs effective September 26.

WRITE FOR FURTHER DETAILS

National Representatives
WEED & CO.



Club.

Five KVTV spots, promoting a special offer, recently sold 120 sets of golf clubs for Schindler's *Jewelry* Store. Nine members of our staff fell in line, bought clubs themselves. How's that for merchandising support?

Rather unexclusive itself, the KVTV club is limited to advertisers exercising their right to join a wealthy market. (Last year, Sioux City Sue-land produced $653 million in annual retail sales.) For membership details call on The Katz Agency, our national reps.

CBS, ABC & DuMont

Represented by The Katz Agency

KVTV Channel 9

SIOUX CITY, IOWA

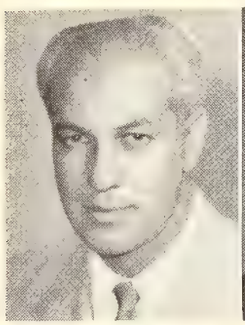
KVTV, *a Cowles Station, is under the same management as* **WNAX-570**, *the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

FOUR-MAN GROUP TO MANAGE WMGM

Director Arthur Tolchin announces associates Frank Roehrenbeck (management), Raymond Katz (programming) and Sam Faust (sales).

FORMATION of a four-man executive committee to manage WMGM New York, 50-kw station operated by Metro-Goldwyn-Mayer, was announced last week by Arthur M. Tolchin, new director of WMGM [B•T, Aug. 16]. Mr. Tolchin succeeded Bertram Lebhar Jr., who had been associated with WMGM 15 years.

Frank Roehrenbeck has been appointed



MR. TOLCHIN

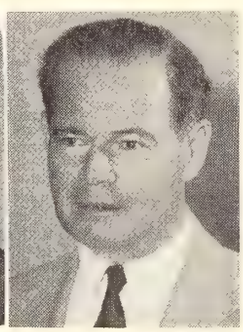


MR. ROEHRENBECK

associate director in charge of station management; Raymond Katz, associate director in charge of programming, and Sam Faust, associate director in charge of sales. Working together with Mr Tolchin, these officials will



MR. KATZ



MR. FAUST

form the new executive group of the station.

Mr. Roehrenbeck has been associated with Loew's Inc., the parent organization, for 34 years. He was appointed business manager of Loew's Metro-Goldwyn-Mayer eastern studios in 1929, and three years later was named production manager of Loew's Theatre stage production units. He held that post four years until his appointment as general manager of WMGM.

Mr. Katz joined the Loew's organization as assistant manager of the Capitol Theatre in New York. He became assistant nighttime operations manager and later daytime program supervisor of WMGM (then WHN) before his induction into the U. S. Navy in 1942. After his release from service, he was appointed program director in 1946.

Mr. Faust, who has been a WMGM account executive 19 years, is credited with having sold $6 million in air time during his career at the station. Before joining WMGM, he was sales manager of WRNY and WKBQ, then New York outlets.

Meanwhile, WMGM's parent Loew's Inc., last of the major film companies to go through divorcement proceedings as required by Government consent decree, has announced separation of its motion picture production and distribution activities from its domestic theatre operations. WMGM remains with the production-distribution company, which continues as Loew's Inc., spokesmen said. The theatre holding company will be known as Loew's Theatres Inc.

STATION PEOPLE

Judy Lawton, program manager, WTRF-TV Wheeling, W. Va., to North Dakota Broadcasting Co. (KXJB-TV Valley City, KCJB-AM-TV Minot, KSJB Jamestown) as operations manager.

William R. Walker, sales manager, WBEV Beaver Dam, Wis., to WMBV-TV Marinette, Wis., as manager; **Howard L. Emich,** commercial manager, WMAM Marinette (WMBV-TV am outlet), promoted to manager.

LeRoy Stahl, tv director, KFBB-TV Great Falls, Mont., promoted to manager, KFBB-AM-TV; **W. C. Blanchette,** radio director, KFBB, promoted to commercial manager, KFBB-AM-TV.

John W. Powell, formerly manager, KRES St. Joseph, Mo., to KWBW Hutchinson, Kan., in same capacity; **Bill Scott,** formerly sports director KSCB Liberal, Kan., to KWBW in same capacity; **Larry Finley,** formerly newscaster, KCMO-AM-FM-TV Kansas City, Mo., to station as news editor; **Bob Bassett,** formerly chief engineer, WGLC Centreville, Miss., to station in same capacity; **Gren Darling,** formerly salesman, KWHK Hutchinson, to station as announcer; **Dick Fraley,** formerly student announcer, Kansas State College, Manhattan, Kan., to station as announcer.

Harry Hayman is general manager, WPGC Morningside, Md., in personnel realignment; others: **Robert Bankston,** assistant manager, sales manager, sports and news director; **Donald Nork,** program and farm director and chief announcer; **Edith Hayman,** women's director; **Edward Walker,** production supervisor.

Thomas C. McCray, general manager, KNBH (TV) Hollywood, additionally appointed supervisor of KNBC San Francisco operation with **George Greaves,** general manager, KNBC, reporting to Mr. McCray.

Jack Thompson, commercial manager, CKOY Ottawa, promoted to manager, succeeding **Dan Carr,** who resigns to enter drug business.



MR. HOESSLY

Harry H. Hoessly, sales manager, WHKC Columbus, Ohio, to WRFD Worthington, Ohio, in same capacity; **Bill Arthurs,** announcer, WRFD, promoted to program director, succeeding **Bob Geis,** who moves to Fred A. Palmer Co. (radio consultants), Worthington; **Arthur L. Jacobs,** sales staff, WJEL Springfield, Ohio, to station as local account executive; **Rita Thomas,** continuity director, WFTL-AM-TV Fort Lauderdale, Fla., to station as sales secretary to Mr. Hoessly.

Floyd S. Nelson, production and promotion director, World Publishing Co., Shenandoah, Iowa, to KMA same city, as promotion and merchandising director.

Charles E. Friar, WAYS-TV Charlotte, N. C., to WIST same city, as promotion and merchandising director.

The Birth of the Pitch

THAT oft-maligned institution — the radio commercial—had its day in New York last Tuesday. Special ceremonies were held in Battery Park to commemorate the 32d anniversary of what was said to be "the first radio commercial broadcast." Dr. M. E. Strieby, director of technical demonstration of AT&T, gave details of the event as it occured in 1922 at WEAF New York (now WNBC), which was then operated by Bell Labs. He recalled that the first commercial was "a sales pitch" for tenant-owned apartment houses in Jackson Heights, Queens. Dr. Strieby remarked that "some people didn't like it, but it soon became the American way of providing good programs." The ceremonies were broadcast over New York-owned WNYC-AM-FM.



MR. ALAGOOD

Oscar Alagood, sales manager, KLRA Little Rock, Ark., to KATV (TV) same city, as commercial manager.

John Quinlan appointed promotion director, KGMB-TV Honolulu.

Lionel Wittenburg, remote studio supervisor, WCCO-TV Minneapolis - St. Paul, to WTVW (TV) Milwaukee (target date Oct. 31), as chief engineer.



MR. BUTLER

Jack Butler, recently separated from USN with commander's rank, to KLAC Hollywood as sales service representative.

Robert H. Prigmore, sales manager, KEX Portland, Ore., to KGW same city, as commercial manager.

Jay Faggem, Hollywood freelance publicist, to KFWB Hollywood as promotion manager.



MISS MacCRACKEN

Gayle E. MacCracken, film dept., WSAZ-TV Huntington, W. Va., promoted to film director.

Francis J. Haney, research engineer, classified projects, Langley Field, Va., returns to WCAU-AM-FM-TV Philadelphia, as general engineer.

Howard Mitchell, conductor, National Symphony Orchestra, becomes music program com-

Come and Get it!

Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH	WKHM	WKMF
DEARBORN	**JACKSON**	**FLINT**
5000 Watts (1000 WATTS — NIGHTS)	1000 Watts	1000 Watts



WREX-TV 13

47,000 WATTS E.R.P.

FALL SCHEDULE

ASSURES YOU THE "Lion's Share" of the big ROCKFORD - MADISON AREA AUDIENCE

I LOVE LUCY
U. S. Steel Hour
PROFESSIONAL FOOTBALL GAMES
Jackie Gleason Show
Voice of Firestone
N.C.A.A. Collegiate Football
Robert Q. Lewis Show
Blue Ribbon Bouts
Bob Crosby Show
Bill Shiel, Sports
Toast Of The Town
PERRY COMO
Arthur Godfrey
Make Room For Daddy
Meet Millie
I've Got A Secret
WHAT'S MY LINE



WREX-TV 13

NOW SERVING OVER 214,992 TELEVISION SETS

ROCKFORD - ILLINOIS

NETWORK AFFILIATIONS CBS • ABC

REPRESENTED BY H-R TELEVISION, INC.

mentator and will conduct series, WGMS Washington.

Busby Berkeley, musical comedy motion picture director, signed as producer-director, *Harry Richman Show,* KTTV (TV) Los Angeles.



MR. PERCER

Tom M. Percer, sales staff, WABT (TV) Birmingham, Ala., promoted to local sales manager.

John Dee Loudermilk, commercial artist, Durham Display Studios, Durham, N. C., to WTVD (TV) same city, as art director.

Sid Slappey to WOL Washington, as a sales executive.

William K. Winterable, timebuyer, Erwin, Wasey & Co., L. A., to KNX Hollywood *Housewives Protective League,* as merchandising manager, succeeding **Richard deVarennes,** to *Good Housekeeping* magazine as account executive.



MRS. CAVIN

Patty Cavin, beauty editor and special events reporter, *Washington Post and Times-Herald* to WRC Washington as women's commentator.

Edgar L. Franciscus, KXOK St. Louis, to sales dept., WTVI (TV) same city; **Seral A. Smith,** accountant, KSTM-TV, that city, to station in same capacity.

Helen Madamba Seeman, journalism graduate, Oklahoma A&M U., Stillwater, Okla., to WKY Oklahoma City as continuity writer; **James R. Haskin** to WKY-AM-TV; **Jack Todd,** announcer-disc m.c., returns to station after summer absence.

Edward Hayden appointed promotion writer, KCBS San Francisco; **Connie Halter** appointed sales promotion assistant, succeeding **David Bogard,** who moved to BBDO, same city, as account executive.

Charles Tarkinson, WEEI Boston, to WMTW (TV) Poland, Me., as news announcer; **Robert Brown,** formerly with WOC-TV Davenport, Iowa, to WMTW as weather announcer; **Hugh Webster Babb,** sports director, WPOR Portland, Me., to station as sports announcer; **Bob Joyce,** announcer, WPMT (TV) Portland, Me., to station as announcer.

Austin Williams, former newscaster, KLZ Denver, to KLZ-TV in similar capacity.

Frank Allen, KFEQ St. Joseph, Mo., to WOW Omaha as disc m.c.

Bill Mayer, disc m.c., WGAR Cleveland, to WTAM same city, in similar capacity.

Sidney Gunter, disc m.c., WJLD Birmingham, Ala., to WWVA Wheeling, W. Va., in same capacity.

Jim Thomas, personality, WKRC-TV Cincinnati, to WCPO-TV same city.

Jim Hawthorne, disc m.c., KTLA (TV) Hollywood, adds duties as host-m.c., *Hawthorne at Ciro's* KABC same city; **Bob Stevenson,** Hollywood radio-tv announcer-actor, to KABC as disc m.c.

Joe Hasel to WRC-WNBW (TV) Washington as sportscaster, succeeding **Arthur Bergman,** who relinquishes duties excepting one weekly tv show to devote time to outside interests.

Kimball Kinney, formerly continuity director, KOAT Albuquerque, to promotion dept., WFMY-TV Greensboro, N. C.; **Fred Fischer,** formerly sales representative, WBRC Birmingham, Ala., to sales dept., WFMY-TV; **Judy Betz** to promotion dept. of station.

Donna Austin, KSWS Roswell, N. M., to continuity staff, KEX Portland, Ore.

Harry B. Hughes, former producer-director, WSJS-TV Winston-Salem, N. C., to WBTW (TV) Florence, N. C.

Herbert A. Waters, formerly assistant manager, WKJF-TV Pittsburgh, and **S. Roy Lewis,** appointed to sales staff, WILY same city.

Bill Travis, sales staff, WILB New York, and **Irv Rantamen,** news dept., WSBC Chicago, to WAIT Chicago in similar capacities.

Joseph R. Buffer, recently discharged from U. S. Marine Corps, to sales dept., WPEN Philadelphia.

Hal Howard to sales staff, WOV New York.

Glen N. Mauldin to sales staff, KROD-TV El Paso, Tex.

Jack Stanley, former musical director for Roxy and Capitol Theatres, N. Y., to KTTV (TV) Hollywood *Harry Richman Show,* in same capacity.

Carlton Fredericks, nutrition expert and conductor, *Living Should Be Fun* program, WMGM New York, signed to new five-year contract with station.

Mahalia Jackson, gospel singer, signed by WBBM Chicago for CBS Radio network *Ma-*



ARTIST's conception of KNBH (TV) Hollywood's new transmitter tower, now under construction on Mt. Wilson, is shown by Thomas C. McCray (l), station general manager, to George Greaves, general manager of sister NBC o&o station KNBC San Francisco. The tower, when completed in October, will be five times the height of the present one.



George T. Baum, Construction and Service Manager of Carrier Corporation, tells why he's . . .

The man who raced the thermometer!

"This summer really put the heat on us," says Carrier Corporation's George Baum.

"Take a phone call we got from Chicago: refrigeration machinery stopped — and the mercury going up on 70 tons of expensive beef! Or a theatre is without its air conditioning; a laboratory's vital supply of penicillin is in danger.

"We raced those rising thermometers — and beat them — with Air Express!

"To back up our local stock depots, we maintain one *complete* inventory of over 15,000 different parts in Syracuse. From May to September, Air Express handled 15 to 20 shipments a day for us, from a 1 oz. gasket to a 900 lb. rotor.

"With more Carrier air conditioning and refrigeration in service than any other make on earth, Air Express plays an indispensable role in preventing emergencies — and in meeting the inevitable few.

"Yet the average shipment costs *least* by Air Express. 25 pounds from Rochester to Chicago, for instance, is $5.65. That's $1.20 *less* than the next best price for any air service — and Air Express service can't be beat!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS *. . . division of* ***RAILWAY EXPRESS AGENCY***

TO SELL JACKSONVILLE
(and the rich Northeast Florida market . . .)
BUY



WJHP-TV
Channel 36

62,500 UHF SETS-IN-USE

ABC • NBC • DuMONT
Television Networks

For rates, availabilities, and other information, call Jacksonville 98-9751 or New York MU 7-5047.

WJHP-TV
JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

Represented nationally by John H. Perry Associates

halia Jackson Show starting Sept. 26.
Robert Brookins to KFBB-TV Great Falls, Mont.

Virginia Gagan to KFAC Los Angeles as assistant music librarian.

Fred M. Dodge, comptroller, KFWB Hollywood, resigns to open public accounting office, Studio City, Calif.

Bill Wellwood, assistant manager, CJOR Vancouver, resigns to open management consultant service in Vancouver.

Jim Raser, writer-producer, *Jane Todd* show, KCBS San Francisco, appointed editor, *University of San Francisco Alumnus* and sports editor, *Argonaut,* San Francisco news magazine.

Roger Clipp, president and general manager, WFIL-AM-TV Philadelphia, elected to board of directors, Junior Achievement of Philadelphia. Mr. Clipp also appointed chairman of Philadelphia's radio-tv committee for 1954 Pennsylvania week in October.

John Fulton, general manager, WQXI Atlanta, appointed chairman, 10th annual Georgia Radio and Television Institute at Henry W. Grady School of Journalism, Georgia U., Jan. 26-28.

Fred E. Walker, director of public affairs, WTTM Trenton, N. J., appointed chairman, Booster Publicity Committee, Delaware Valley United Fund.

Harry Maizlish, owner-president, KFWB Hollywood, appointed special events committee chairman, forthcoming Los Angeles Community Chest campaign.

Ruth M. Eddy, assistant promotion manager, WJAR-TV Providence, R. I., appointed member, American Women in Radio & Television and simultaneously named publicity chairman, New England chapter.

Betty Ross, singer, *WLS National Barn Dance,* WLS Chicago, started column in *Downbeat* magazine.

W. T. Valentine, executive, CFRB Toronto, elected national president, Kinsmen Clubs, at 33d annual convention at Saskatoon, Sask.

Frank D. Ward, disc m.c., WKBW Buffalo, N. Y., recipient of RCA Victor 15-inch color-tv set as grand prize winner of RCA's nation-wide record promotion contest.

John Ott, conductor, *How Does Your Garden Grow,* WNBQ (TV) Chicago, subject of articles in *Business Screen, Popular Gardening* and *Living With Flowers* magazines last month.

Patti Searight, program director, WTOP Washington, designated "Ambassadoress of Good Will" by Greater National Capital Committee of Washington, and is on five-week tour of resort areas in Europe.

Martha Crane, women's director, WLS Chicago, selected as judge in international cotton bag sewing queen contest for International Dairy Show in Chicago Oct. 9-16.

Chuck Norman, disc m.c., WIL St. Louis, recovering in St. Lukes Hospital, same city, from boat accident.

Grace Ramsower, continuity staff, WOAI San Antonio, Tex., and John Lincoln were married Aug. 28; **Arlie Patton,** technician, WOAI-TV, father of boy, Layne Arlington.

Guy Reily, account executive, KHJ-TV Hollywood, father of boy, Kevin Michael, Aug. 29.



A FAIR day's haul of tuna was garnered by these radio-tv industry executives off the coast of New Jersey. L to r: Chris Witting, president, Westinghouse Broadcasting Co.; Rolland Tooke, general manager, WPTZ (TV) Philadelphia, licensed to Westinghouse; H. P. Peters, president, Free & Peters; Lloyd Griffin, tv vice president, F & P, and F. Van Konynenburg, executive vice president-general manager, WCCO-AM-TV Minneapolis.

Rodric Smith, accounting clerk, KEX Portland, Ore., father of girl, Terri, Aug. 28.

Jack Wormser, staff director, KABC Hollywood, father of girl, Sandra Elizabeth, Aug. 26.

Charlie O'Donnell, program director, WHAT-AM-FM Philadelphia, father of girl, Patricia.

Vince Lee, disc m.c., KYW Philadelphia, father of boy, Stephen Nelson.

Bob Powell, *Dawn Patrol* program, WIP Philadelphia, father of girl, Deborah Jane.

Buddy Moore, photographer, WFMY-TV Greensboro, N. C., father of boy, Michael Vann.

Ken Alford, KGMB-TV Honolulu, father of boy.

Bill Patton, assistant chief engineer, WJAR-TV Providence, father of boy.

Roy Coombs, art director, WJNO-TV West Palm Beach, Fla., father of twin boys, Donald Vincent and David Winston.

Leo Tevlin, cameraman, KWK-TV St. Louis, father of girl.

Vince Murphy, disc m.c., WELM Elmira, N. Y., father of girl, Maureen.

Joseph Thomas, chief engineer, WWSC Glens Falls, N. Y., died Aug. 26.

MUSICIAN EMPLOYMENT LAGS IN RADIO, TV—AFM

Comparison of figures published in 'Official Proceedings' indicates continuation of downward trend that has been in effect for some years.

CONTINUING downward trend in employment of musicians in radio and television and in total earnings for musicians in these media is pointed up in the 1954 American Federation of Musicians' *Official Proceedings* of the 57th annual convention of the union.

Figures compiled by B•T last week from current *Official Proceedings* (covering the 1953 year) and the 1953 edition (covering the 1951 year) indicate the extension of a trend toward employment of fewer musicians each year. A detailed study published earlier this year [B•T, March 15] reported the declining employment from 1944 to 1951, with number of staff musicians having been reduced from 2,719 in 1944 to 1,976 in 1951. Though salaries in that time rose from $11,911,981 to $14,262,858 in 1951, the latter figure, representing post-war inflation, was believed to reflect little or no increase in "real" wages.

A comparison could not be made between the 1952 and 1953 year because the federation, which usually reported on activities of two years back, decided to omit 1952 statistics and keep record of the preceding year. In comparison with 1951, it is revealed that the number of staff musicians on radio and tv stations had declined from 1,976 to 1,759 in 1953 and salaries from $14,262,858 to $13,152,858.

Similarly, with respect to single engagement commercial employment on radio and television, there emerges a downward trend in the use of musicians and in their earnings. In 1951, 122 leaders and 2,163 musicians were employed in radio for total salaries of $4,651,152, while in 1953, 104 leaders and 1,200 musicians were used for total salaries of $2,605,518. In television, no breakdown was provided for the number of musicians employed for single engagements in 1951, but their earnings were listed at $4,024,544, while in 1953 earnings had dropped to $2,461,347 for 149 leaders and 1,771 men.

Total musician earnings for employment in all phases of radio and television for 1951 were reported at $26,259,646 as compared with $24,677,409 in 1953.

AFM Adds $100 Royalty For Radio Musical Spots

AMERICAN Federation of Musicians has revised its radio spot announcement policy to one requiring $100 royalty payment for each announcement using musicians and produced on or after Aug. 1, 1954.

Although the union has had a similar royalty payment on all television spot announcements since October 1952, AFM permitted the recording of radio announcements without the contribution to the union trust fund until the recent changeover.

In a statement to B•T last week, Bob Swanson, vice president of Goldswan Productions, said to be one of the larger firms in the national radio and tv spot musical field, pointed out that "It's too early to measure overall sponsor and agency resistance to AFM's new policy." He noted that when AFM instituted its tv rules for spot announcements, there was "scattered agency resistance," but added the trend has been toward the increased use of musicians.

"One thing, however, emerges clear," Mr. Swanson declared. "With so many musical spot users planning their campaigns in terms of adaptability to both media, there is little doubt that agencies and sponsors will devote considerable time and thought to comparative cost breakdowns of spots using musicians and those using vocalists who also can "make like musical instruments."

O'Brien Statement 'Premature'

STATEMENT attributed to British film union leader Tom O'Brien in New York, following a meeting with the AFL Film Council in Hollywood two weeks ago, that the council had agreed to discontinue its campaign against U. S. motion picture production in Great Britain, was labeled as premature by Carl Cooper, business agent for IATSE Local 33, Los Angeles. The labor spokesman said the Hollywood meeting was merely exploratory with both sides exchanging views and explaining their positions in a friendly manner. However, the council has made no final decision yet, Mr. Cooper said.

SDG Tv Series Studied

TELEVISION series, similar to its hour-long NBC Radio *Screen Directors Playhouse* broadcasts during 1949-51, is being studied by Screen Directors Inc., newly-reactivated, fund-raising subsidiary of Screen Directors Guild. A director from the membership would be made available for each program, according to SDG spokesman, who added this will mean the entry into tv of some of the top motion picture directors, ordinarily not planning to do any video.

Income from the proposed series, as with the radio program, will go to SDG's Educational and Benevolent Fund.

RTDG, WGN in Tiff; NLRB Drops WRRR Case

CHARGE of unfair labor practices was flung at WGN-AM-TV Chicago last Wednesday by the Chicago local of the Radio-Television Directors Guild.

The local filed the charge with the National Labor Relations Board's Region 13 in Chicago. It claims that the stations management refused to bargain with certain employes and discharged three tv directors in recent weeks without cause.

Frank Schreiber, manager of WGN Inc., was not immediately available for comment late Thursday and spokesmen declined to discuss the charges. WGN Inc. was served with a copy of the notice Thursday.

The charge claims that an "overwhelming majority" of tv directors employed by WGN Inc. chose the RTDG Chicago local as its bargaining representative in June 1952, and that the management refused to bargain with the guild this past July. Management officials then met with the employes involved Aug. 5.

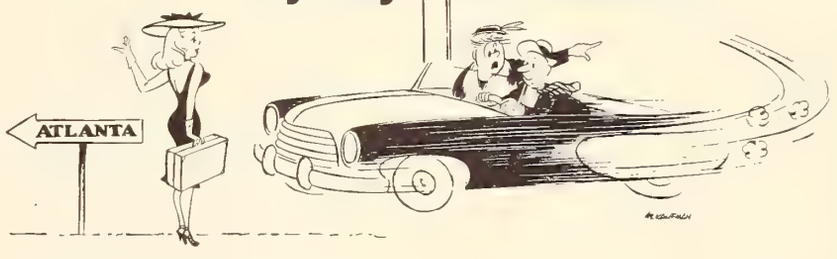
Subsequently, the charge continues, two directors—Barry McKinley and Ernie Lucas—were discharged on Aug. 21 and another—Chris Erskine—on Aug. 27 "for attempting to exercise their legal right to unionize."

NLRB Chief Examiner Martin Schnide (13th Region) assigned Field Examiner Richard Simon to the case.

Before accepting the case for study, NLRB Region 13 satisfied itself that the case was within its jurisdiction on the basis that WGN Inc. had done $200.000 or more worth of business last year.

In another instance, Region 13 had thrown out the case involving WRRR Rockford, Ill., a new station, because this new requirement

You can't get to MACON by way of Atlanta!



Macon is 93 miles from Atlanta! So it stands to reason that Atlanta TV stations are not covering the Macon area with an adequate signal. If you want to reach this middle Georgia market, heretofore untapped by TV, there's only one station that can do a job for you — WMAZ-TV!

Only WMAZ-TV adequately serves the well-balanced industrial and agricultural Macon market for you!

Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station. Significantly, the remaining 37 counties in WMAZ-TV's 47-county area represent...

...80% of this area's population!

...81% of retail sales!

NOW — ON WMAZ-TV's FIRST ANNIVERSARY*

FULL POWER — 316 kw ERP

NETWORK COLOR PROGRAMMING

WMAZ-TV dominates the Macon Area audience, Morning, Afternoon and Night. (Pulse)

*September 27th

WMAZ-tv

MACON, GEORGIA • CHANNEL 13

CBS, DUMONT & ABC NETWORKS

Ask your

AVERY-KNODEL

man

had not been met. NABET has filed a charge that the station had committed unfair labor practices. The union subsequently withdrew its charge at the Labor Board's request and the case was dismissed.

In other labor activity of Region 13, it was reported, elections have been set at WKJG-AM-TV Fort Wayne, Ind., by mutual consent of the stations and IBEW Local 1225, which seeks to represent its engineers, technicians and other personnel. Elections will be held Sept. 22.

IBEW-IATSE Hearing Set

HEARINGS are scheduled today (Monday) in Los Angeles before NLRB examiner Norman Greer on the jurisdictional dispute between IBEW Local 45, Hollywood (broadcast-tv recording engineers), and IATSE. Also contesting IATSE jurisdiction over KTLA (TV) Hollywood engineering and production employes will be NABET, Hollywood, which has intervened as an interested party in the IBEW petition.

PERSONNEL RELATIONS PEOPLE

Pat Somerset, assistant executive secretary, Screen Actors Guild, Hollywood, and William Sutherland, executive, IATSE, San Francisco, elected president and secretary-treasurer, respectively, California State Theatrical Federation.

Adolph Deutsch, president, Screen Composers' Assn., starts six-week tour of Europe as SCA representative, conferring with performing rights societies and other composer groups.

ABC-TV SETS $1 MILLION FALL CAMPAIGN

Extensive budget for printed media promotion and advertising to stress network's fall lineup signals ABC-TV entry into current NBC-CBS struggle for increased fall billings. Emphasis is on full lineup, aimed at converting 'channel hoppers' to fulltime viewers.

ABC-TV unveiled plans last week to spend more than $1 million in a national effort to convert the "channel hopper" to a fulltime evening viewer of that network's programs.

The costly promotion-advertising campaign, stressing ABC-TV's fall lineup of video fare as well as channel habits, comes precisely in the period when NBC and CBS have squared off in their latest competitive fight for increased fall billings both in tv and radio.

Ranking third in network tv billings, ABC must attract some of the "Big Two" audience to bolster its business. Convinced it now has the "name" programs to "sell" the viewing public, ABC-TV has launched a campaign that is designed to build a nightly network audience as contrasted to its last year's drive, which promoted individual shows and stars.

Details were announced Tuesday at a network news conference presided over by the campaign's two field captains, Mitchell DeGroot, ABC-TV director of advertising and promotion, and Jack Pacey, director of the network's public relations.

The campaign in behalf of the network and its five o&o stations uses newspaper, billboard, transit card, on-the-air and station advertising. Cost breakdown, according to Mr. DeGroot, is $375,000 for newspapers; $20,000 in billboards; $50,000 in transit ads, and $475,000 for time costs (networks,. etc.). Production costs for material prepared and dispatched by the network for stations total $30,000. Production costs of its newspaper-billboard-transit advertising effort are estimated to be more than $90,000. Thus, the total, including all advertising expenditures plus production costs, comes to more than $1 million.

The major tv drive starts Sept. 17 in New York, Chicago, Los Angeles, Detroit and San Francisco, the five cities in which ABC owns stations (WABC-TV, WBKB (TV), KABC-TV, WXYZ-TV and KGO-TV in that order), Mr. DeGroot said.

At the same time, the network's 209 affiliates will be receiving promotion-advertising "packages" and the owned stations will conduct a special on-the-air promotion campaign.

In preparing its so-called "night block advertising" campaign, ABC-TV built around certain "keystone" evening programs—for example—Monday: *Voice of Firestone* and *Jamie;* Tuesday: Danny Thomas, U. S. Steel-Elgin alternating drama series, and *Stop the Music;* Wednesday: *Disneyland-Tv,* Stu Erwin and *Masquerade;* Thursday: *Treasury Men in Action* and the Kraft plays; Friday: *Ozzie and Harriett,* the new *Ray Bolger Show* and Jan Murray *(Dollar a Second);* Saturday: programs following afternoon NCAA football, and Sunday: Walter Winchell, Martha Wright and *Break the Bank.*

Mr. DeGroot speculated that ABC-TV's newspaper ad expenditure on a single campaign would be "longer (in duration) and more extensive" than any other network and "certainly more than ABC ever did in the past."

Promotion Pace Quickens

The newspaper promotion actually began the first week in September, but it gains momentum with the Sept. 20 addition of Ray Bolger to the ABC-TV fall season lineup, and runs over into November. Some 20,000 lines will be placed by the network in 15 newspapers located in five cities with nine million circulation, he said. Each ad will be similar in design, stressing ch. 7 with the theme "Tonights Best Tv Shows Will Be on 7—Will You?" All of ABC-TV's stations are on ch. 7. When *Disneyland* comes on the tv screen Oct. 27, an additional promotion will be used as that program will be treated as a "special event," Mr. DeGroot explained.

Visual attraction of the ads will be sought by picturing all stars and personalities of ABC-TV programs grouped around a big "7," on top of which will be pictured an outstanding star or feature of that night's ABC-TV program roster. This large-space newspaper advertising will be in the five cities in which ABC owns stations.

The network's top shows will be advertised over a 90-day period in the billboard campaign, centering in Los Angeles. Mr. DeGroot said he believed the billboard promotion is the first on this scale for any network in that city. This drive also starts Sept. 20, with the first 30 days including all top ABC-TV shows and the second 30 days (beginning Oct. 20) devoted to the Disney series' premiere and first three shows. After Nov. 20, the billboard advertising will revert for 30 days to calling attention to regular programs.

A similar pattern will follow in the transit

WWKO
Ashland, Kentucky
announces
the appointment of
W. S. GRANT CO., INC.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
as
exclusive national representatives
WWKO
the 5000 watt Music and News Station for the BOOMING Tri-State Area! of Kentucky, Ohio and West Va.
WWKO
5000 watts
1420 KC
P. O. Box 848, Ashland, Ky.
Chas. F. Trivette, Pres. & Gen. Mgr.
"WWKO Covers the Tri-State Like the Sun"



THERE'S A LITTLE RED BARN IN INDIANA

that'll sell big for you in WOWO-land

This Little Red Barn is a radio program on Fort Wayne's WOWO. It's a farm program so real to its listeners that they can almost tell you the pitch of the roof. Matter of fact, a blind listener built a scale model of the barn and sent it to Jay Gould, who runs the program.

From the sounds that go on, you'd think Jay was talking from his own farm in Allen County. He uses words probably never heard on any other program. But his listeners understand. Because good farming is next to good religion with Jay and his friends in Indiana, Michigan and Ohio.

And do they like it! Here's a typical comment from the hundreds of letters that come in each week: "The very first door I open *every* morning is the door to the 'Little Red Barn' on WOWO."

You, too, can open the door—for bigger sales of your product. "Tommy" Longsworth, WOWO Sales Manager, will gladly lift the latch. Call him at Anthony 2136. Or call Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, *Fort Wayne;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ**, *Philadelphia;* **KDKA**, *Pittsburgh;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives—Free & Peters, Inc.
KPIX Represented by The Katz Agency, Inc.

WWJ
NBC AFFILIATE IN DETROIT
Owned and Operated by THE DETROIT NEWS
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

THE SPOTLIGHT'S ON WEHT
CBS TELEVISION
IN THE EVANSVILLE MARKET
THRIFTY FIFTY PARLAYS CBS ADJACENCIES INTO CASH SALES
WEHT brings 28 CBS shows exclusively to the Evansville, Indiana Tri-State on U.H.F. in this U.H.F. dream market, isolated from ANY consistent V.H.F. coverage.
REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.
WEHT Channel 50

ad campaign which will be conducted in greater New York only. The promotion will appear in subways, commuter trains and ferries. Side car posters, measuring 21x22 inches, will be used with a total circulation for three months estimated to be more than 600 million.

In station promotion, each ABC property will use special film trailers as well as promotion slides, telops and balops built around art work used for the campaign itself. The package sent to affiliates includes advertisements which can be placed in local newspapers. This series is built around the "A" in ABC and runs the gamut of the network's top shows. Also offered are "block" ads emphasizing a single evening's programming. All the newspaper ad offerings will have accompanying slides for screen presentation. For stations in ABC-TV's "basic" network, which includes some 20 major markets, special promotion slides underscoring the individual station's channel number will be offered. This special effort in the major cities will be backed by both Mr. DeGroot and Mr. Pacey making personal visits, working with stations on promotion and advertising.

Affiliate stations will receive 20-second films featuring the show's star talking about the advertising campaign and in certain instances, mentioning the channel number; recorded announcements; newspaper ad mats; promotion slides; promotion telops; photographs of the shows' stars; publicity stories and promotion continuity. The material is housed in a steel cabinet which is shipped to the station.

The Disney promotion, which is both an addition to and in conjunction with the overall advertising campaign, will get underway in earnest Oct. 1, will increase in intensity as show time approaches and will be sustained until the latter part of November.

23-City Closed Circuit To Carry Medical Panel

DISCUSSION of hypertension by a panel of five physicians will be telecast Sept. 23 over a closed circuit to 5,000 physicians in 23 cities under the sponsorship of American College of Physicians and Wyeth Labs.

The program will originate in CBS-TV studios in New York, 6-7 p.m. EDT. That network's facilities are also being used in televising the program. Invitations to attend the closed circuit showings have been sent.

Showings will be held in the following cities, with the location of the gathering as indicated: Atlanta, Dinkler-Plaza Hotel; Baltimore, Sheraton-Belvedere; Boston, Sheraton-Plaza; Charlotte, Charlotte Hotel; Chicago, Sheraton; Cincinnati, Sheraton-Gibson; Cleveland, Hotel Cleveland; Colorado Springs, Broadmoor; Dallas, Adolphus; Detroit, Sheraton-Cadillac; Houston, Shamrock; Los Angeles, CBS Television City; Memphis, Peabody; Minneapolis, Raddison; New Orleans, Roosevelt; New York, CBS Studio No. 60; Philadelphia, Union League; Pittsburgh, Sheraton; St. Louis, Sheraton; Salt Lake City, Newhouse; San Francisco, Sir Francis Drake; Washington, Broadcast House.

Although Smith, Kline & French Labs has used closed circuit color tv to bring operations and other techniques to medical men at large conventions, this is believed to be the first time a major pharmaceutical house has joined with a medical society to underwrite a national closed circuit hookup.

Early this year, the Sheraton Hotel chain announced that it was entering the closed circuit tv field as part of its convention activities [B•T, March 22]. This probably is the reason for the large number of Sheraton hotels in the ACP-Wyeth program.

NBC-TV DEDICATES NEW COLOR STUDIO

New York's Mayor Wagner cuts the ribbon opening the $3.5 million production center.

IN A COLORFUL ceremony Thursday, New York's Mayor Robert Wagner dedicated what NBC-TV claims to be "the world's largest" tv studio as a new NBC production center for color tv. Address is 1268 E. 14th St., Brooklyn.

After cutting the ribbon, Mayor Wagner said the studio, a former Warner Bros. sound stage converted and equipped to handle NBC's color spectaculars at a cost of $3.5 million, was "a fine new showcase for the best this city has to offer in the theatre arts." He said the huge studio—it measures 178x88 feet and can accommodate sets more than 35-feet high—was a "great contribution" by NBC to keeping New York the capital of tv production.

According to NBC, the network's fall schedule produced at the Brooklyn studio will keep some 6,300 performers and production personnel occupied with more than a $3 million payroll for the season. First spectacular to originate at the Brooklyn studio was "Satins and Spurs," produced by Max Liebman, and telecast yesterday (Sunday) only three days after the dedication.

Other speakers at the ceremony were NBC President Sylvester L. Weaver Jr. and Executive Vice President Robert W. Sarnoff.

Mr. Weaver echoed the mayor's sentiments about maintaining New York as a tv production center and predicted: "The 'spectacular' programs in color which will originate here will explode television entertainment to a new high. The influence of these shows will spread through the entire industry—and through allied entertainment industries as well. And this studio provides the physical wherewithal for these shows to come into being."

Mr. Sarnoff, in his talk noting the size and modern equipment of the studio, said they "will allow producers to give free reign to their imagination when they are building the exciting new 'spectaculars' and other great shows we will have on our schedule."

As the ceremony concluded, rehersals for "Satins and Spurs" which starred Betty Hutton in her tv debut were underway. The event was covered by the studio's color cameras and relayed into a color set placed before the official party.

The studio's lighting system, which, according to NBC, "is the most elaborate and modern in television," has 900 circuits with a capacity of 960 kw and sufficient to light a 3,000-home community.

CBS Names Maier, LaPorte

APPOINTMENTS of Milton L. Maier as general manager of real estate and real estate matters for CBS Inc., and of Louis R. LaPorte as general manager of construction and building operations have been announced by Daniel T. O'Shea, CBS vice president.

"Both of these functions are new ones and have been created to serve the growing and complex needs of the organization in these areas," Mr. O'Shea said. Mr. Maier has been with RKO Theatres Corp. and its predecessor B. F. Keith Corp. for 26 years in legal and real estate management capacities. Mr. LaPorte has 25 years of construction and maintenance engineering background, most recently as assistant to the president of Design Services Co., architectural and engineering design organization.

KCMO
KANSAS CITY

Radio and TV Present...

THE MOST EXTENSIVE FOOD MERCHANDISING PLAN IN GREATER KANSAS CITY!



4-Step Feature Foods Merchandising in 200 Top-Volume Food Supers in Greater Kansas City

The KCMO Feature Foods Merchandising plan offers you *merchandising with a point,* featuring a complete on-the-scene staff and solid in-the-store selling push over full 13-week cycles.

Here's the merchandising you get FREE in 200 high-volume independent and chain markets:

1. Point-of-purchase merchandising—a minimum of 200 store calls in 13 weeks.
2. A minimum of 75 special one-week displays in top-volume stores each 13 weeks.
3. 50 days of Bargain Bar promotions each 13 weeks, plus demonstrating, sampling, couponing, distribution of recipes or product literature.
4. Full reports twice each cycle on all activity in each individual store.

Nothing is left to chance — the KCMO Feature Foods merchandising staff works in the stores, actually handles the promotion, arranges shelf displays and stocks, pushes your product at the Bargain Bar, and *reports fully on every step!*

Wrap up the Kansas City market *now* for your product by calling KCMO or your nearest Katz Agency representative.

KCMO
KANSAS CITY, MO.

Radio - 810 Kc. 50,000 WATTS
TV - Channel 5

Affiliated with Better Homes and Gardens and Successful Farming • The Katz Agency, representatives

The best way to sell the KANSAS FARM MARKET



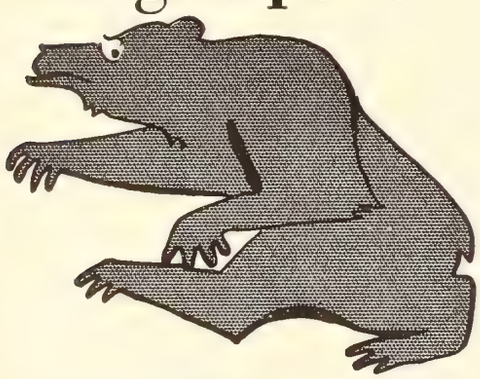
use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

"I got power"



But down in Northwest Alabama and Northeast Mississippi WERH dominates 14,695 square miles within its 0.1 MV/M contour.

Yes, speaking of power, WERH has the most powerful signal in these parts. Folks are eager listeners to its entertainment loaded programs. So you'll capture all of Northwest Alabama and Northeast Mississippi with the most powerful station, WERH.

WERH: putting out a signal that pulls in the sales.

WERH 5000 watts 970 KC

National Representative: Hil F. Best Co.

MUTUAL AFFILIATES VOTE SEVEN TO MAAC

ELECTION of seven new members to the Mutual Affiliates Advisory Committee was announced last week by Robert W. Carpenter, MBS director of station relations, who said the next fall meeting of the full, 14-man committee will be held in mid-November.

New officers for MAAC will be elected at that session. Retiring officers are Victor C. Diehm, WAZL Hazleton, Pa., chairman; Rex Howell, KFXJ Grand Junction, Colo., vice chairman, and Robert McRaney, WCBI Columbus, Miss., all of whom were among the seven committee members whose terms expired this year.

Formed in June 1951 by Mutual to develop stronger network-affiliate relationships and help assure continued growth of radio broadcasting, MAAC is composed of one metropolitan market representative and one non-metropolitan market representative from each of seven geographical districts.

Those chosen last week were elected in mail ballots sent to each Mutual affiliate by the accounting firm of Lybrand, Ross Bros. & Montgomery, New York. All from non-metropolitan markets and to assume office immediately, they are:

District I, Harold P. Kane, president, WJOC Jamestown, N. Y.; District II, Robert M. Wallace, president, WOHS Shelby, N. C.; District III, J. W. Betts, general manager, WFTM Maysville, Ky.; District IV, Ray Butterfield, general manager, WLOX Biloxi, Miss.; District V, George T. Frechette, general manager, WFHR Wisconsin Rapids, Wis.; District VI, Jack Hawkins, president, KIUN Pecos, Tex.; District VII, Ken Nybo, general manager, KBMY Billings, Mont.

The seven committee members whose terms expired this year are Chairman Diehm, Vice Chairman Howell; Secretary McRaney, and Wendell Mayes, KBWD Brownwood, Tex.; E. J. McKellar, KVOX Moorhead, Minn.; Hugh Potter, WOMI Owensboro, Ky., and Jack Younts, WEEB Southern Pines, N. C.

Oppenheim Succeeds Jacobson As CBS-TV Dir. of Press Inf.

CHARLES OPPENHEIM, with CBS since 1948, succeeds David Jacobson, who has resigned as CBS-TV director of press information, Jack L. Van Volkenburg, CBS-TV president, announced last Wednesday.



MR. OPPENHEIM

Mr. Oppenheim has been administrative manager of advertising and sales promotion for CBS Radio for the past two years following his appointment as director of program promotion in 1949.

Mr. Jacobson, who was with CBS-TV for three years, has organized his own publicity office, Public Relations International. Before joining CBS-TV, Mr. Jacobson for six years was public relations supervisor at Young & Rubicam.

Mr. Oppenheim, prior to joining CBS, was promotion and publicity director of WINS New York and publicity director of WOR New York.

ABC Radio Expands News

EXPANSION of its weekend news package—22 five-minute newscasts each Saturday and Sunday—from a summertime to a year-around basis was announced last week by ABC Radio. The announcement noted that Vitamin Corp. of America had bought into the package for the period from the past weekend through Oct. 31 [B•T, Sept. 6] and said sponsors for periods after Oct. 31 will be announced later.

NBC-TV 'First Nighters'

NBC reported last week that NBC-TV affiliates throughout the country were planning "first night" treatment of the network's color television spectacular series, which was scheduled to begin last night (Sunday), 7:30-9 p.m. EDT. Typical of the opening night promotion set for "Satins and Spurs," first of the Sunday night series, produced by Max Liebman, was that planned by WKY-TV Oklahoma City, according to the network. The station issued engraved invitations to civic and business leaders to view the premiere on color sets in the WKY-TV studios and also presented "first nighters" with NBC-TV's "playbills" for the production. Other NBC-TV stations prepared for "Satins and Spurs," in which Betty Hutton was to make her tv debut, by showing ten-second kinescope trailers of the show.

Another plan designed to stimulate viewer interest is to send "audience promotion mailing pieces" giving pertinent data on color spectaculars to owners of RCA color receivers and to key distributors and dealers of color sets. NBC-TV's national audience promotion department already has mailed the first promotion piece on "Satins and Spurs," and this will be followed by one on the second spectacular, "Lady in the Dark," starring Ann Sothern, on Sept. 25. Similar promotional mailing pieces are planned for upcoming spectaculars.

DuMont Signs WUSN-TV

SIGNING of WUSN-TV Charleston, S. C., as a DuMont Tv Network affiliate has been announced by Elmore B. Lyford, DuMont's director of station relations. The station, owned by Southern Broadcasting Co., licensee of WUSN, is expected to commence commercial operations on Sept. 25. It is on ch. 2.

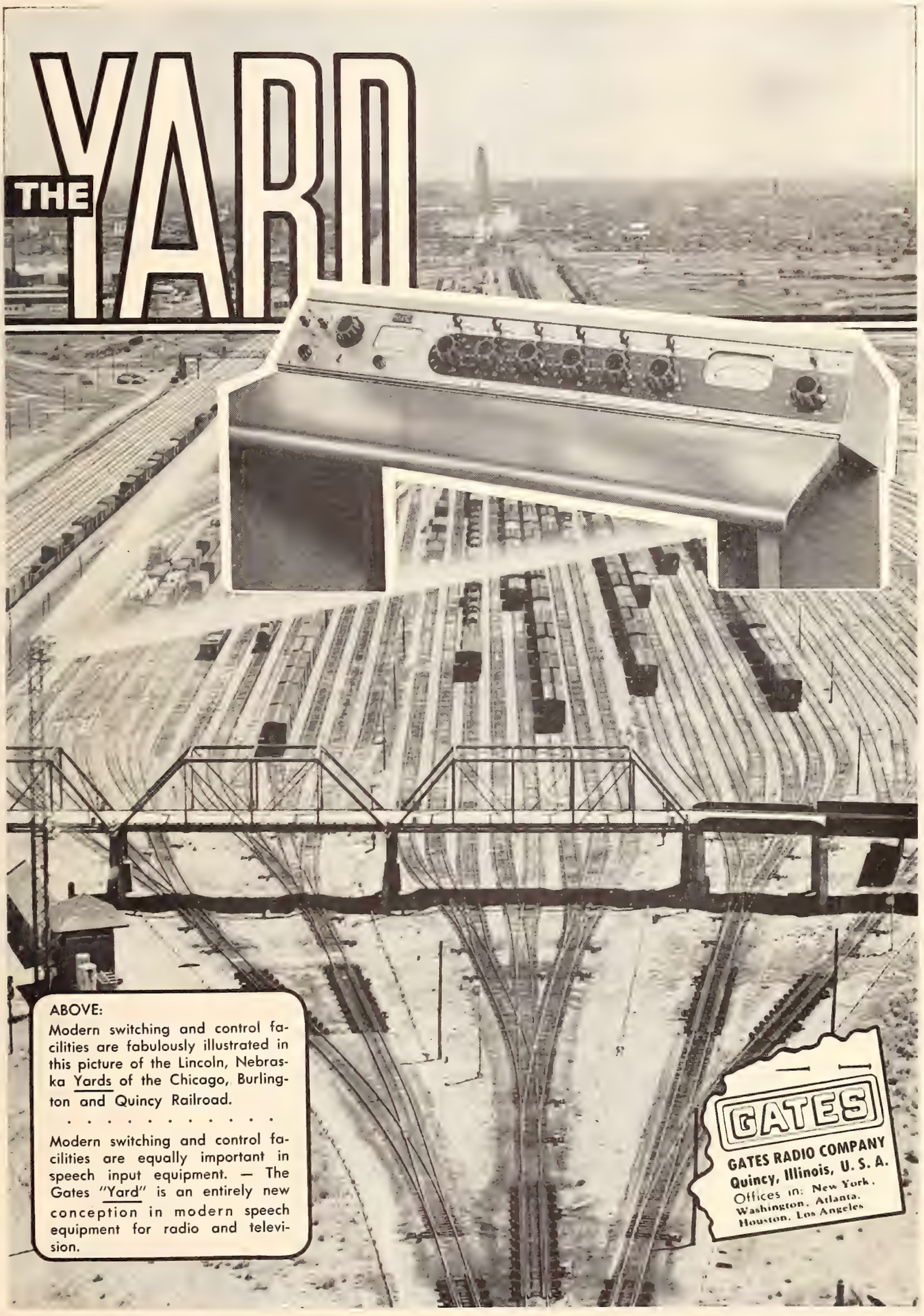


KFRO LONGVIEW TEXAS

Only 30 miles from vast new $80,000,000 Lone Star Steel mill.

James R. Curtis, President

THE YARD



ABOVE:
Modern switching and control facilities are fabulously illustrated in this picture of the Lincoln, Nebraska Yards of the Chicago, Burlington and Quincy Railroad.

. . . . . .

Modern switching and control facilities are equally important in speech input equipment. — The Gates "Yard" is an entirely new conception in modern speech equipment for radio and television.

GATES

GATES RADIO COMPANY
Quincy, Illinois, U. S. A.
Offices in: New York, Washington, Atlanta, Houston, Los Angeles

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

BMI
"Pin Up" Hit

DEVIL LIPS

RECORDED BY

THE VOICES THREE.....MGM

PEARL EDDY......"X"

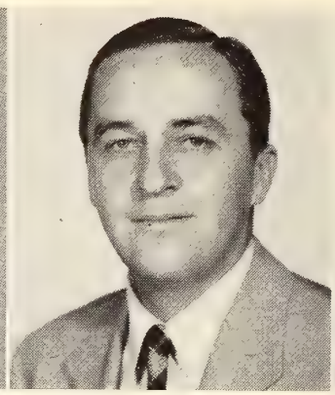
PUBLISHED BY

VILLAGE MUSIC CO.

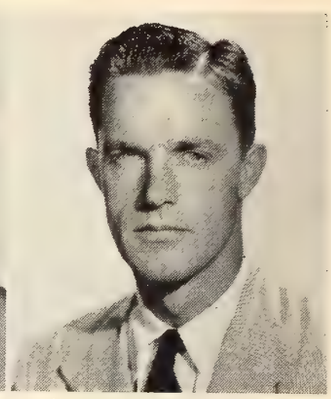
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



MR. TAYLOR



MR. BILBY



MR. PINKHAM

NBC has announced the election of three new vice presidents [AT DEADLINE, Sept. 6]: Davidson Taylor, former director of public affairs, named vice president in charge of public affairs; Kenneth W. Bilby, representative of Carl Byoir & Assoc. Inc., named vice president in charge of public relations, and Richard A. R. Pinkham, director of participating programs, who now is vice president in charge of participating programs for NBC.

NBC-TV Lauds Entertainers

NBC-TV will present a special one-hour tribute to performers who have entertained troops overseas on Sept. 20 during its *Operation Entertainment* program (8-9 p.m. EDT). The program, which will be offered by the U. S. Armed Forces in conjunction with the American Federation of Television & Radio Artists, will be presided over by William Holden, Ronald Regan and Tyrone Power as masters of ceremony.

Among those who will appear on the show are Gen. Matthew B. Ridgway, chief of staff of the U. S. Army; George Meany, president of the American Federation of Labor, and entertainment personalities including Frank Sinatra, Danny Kaye, Ray Bolger, Dorothy McGuire, Ray Milland, Jack Carson, Keenan Wynn, Jerry Colonna, Jack Haley and Pat O'Brien.

Florida AT&T Link Opens

NEW 146-mile microwave system between Jacksonville and Orlando, Fla., has been opened for long-distance telephone service and eventually, when all 12 channels on the route are fully developed, will have a potential capacity for several television programs as well as hundreds of telephone circuits, AT&T's Long Lines Dept. announced last week. The Jacksonville-Orlando link is the first section of a projected route that eventually would extend to West Palm Beach.

Racing Network Ups Schedule

OPERATION of the Thoroughbred Broadcasting System, Louisville, Ky., will begin on Sept. 28, on a six-times-a-week basis, with a broadcast from Belmont Park, N. Y., according to an announcement by Clem McCarthy, president of the new network. Original operation called for tri-weekly operation [B•T, Aug. 9]. The revised schedule will not affect the talent charge to radio stations for the feature horse race presentations the network will offer.

AB-PT Declares Dividend

BOARD of directors of American Broadcasting-Paramount Theatres has declared dividends of 25 cents a share on outstanding preferred and 25 cents a share on outstanding common stock of the corporation, payable Oct. 20 to holders of record on Sept. 24, President Leonard H. Goldenson announced last week.

One Block Around World

ABC has hailed its star record player, Martin Block, as "disc jockey of the world." By today (Monday) the network announced, the *Martin Block Show* will be carried daily by the Armed Forces Radio Service' 72 stations to the Alaska area, the Caribbean area, Europe, Pacific area (including Korea, Japan, Midway, Hawaii, Australia, and all other Pacific spots where U S. troops are stationed), North Atlantic area (Labrador, Iceland, Goose Bay) and the Middle East (Tripoli to Dhahran).

All told, ABC estimated the show—a half-hour taped and excerpted version of the *Martin Block Show* carried from 2:35 to 4 p.m. on ABC Radio and also heard on Canadian stations—would be available to 90 million listeners overseas.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

Moore Named Director Of NBC Press Division

ELLIS MOORE, manager of business publicity for the NBC Press Dept., has been named director of that department [CLOSED CIRCUIT, Aug. 30], Sydney H. Eiges, vice president in charge of press and publicity, announced last week.



MR. MOORE

At the same time Mr. Eiges announced an expansion of the institutional activities of NBC's Dept. of Information under the supervision of Michael Horton, director of information.

Mr. Moore succeeds Richard T. Connelly, who resigned as director of the press department a few weeks ago to return to Young & Rubicam, New York, as assistant manager of the radio-tv department [B•T, Aug. 16].

Although no formal announcement had yet been made, Joe Derby, staff writer in the press department, was slated to succeed Mr. Moore as business publicity manager.

Krolick Named As NBC Expands Participating Dept.

EXPANSION of the scope of NBC's new Participating Programs Dept. to include one NBC Radio show as well as the three NBC-TV series sold under the participations plan was revealed last week. The network announced that Richard Krolick, former tv director for *Life* magazine, had joined the department as producer of the two-hour *Sunday with Garroway* radio show (Sun., 8-10 p.m. EDT).

Spokesmen said inclusion of *Sunday with Garroway* in the new department was "a natural." Aside from the fact that it is sold on the participations basis, its principal, Dave Garroway, is featured on NBC-TV's *Today*, participations-plan series, and advertisers on *Today* are being urged to add the Garroway Sunday program to their list. Other NBC Radio programs sold on a participations basis—*Weekend, Roadshow,* and Three Plan shows—have not yet been brought into the new department, spokesmen reported. The three tv shows in the department, set up early last month [B•T, Aug. 9], are *Home, Tonight,* and *Today*.

Mr. Krolick, who succeeds James Fleming as producer of the *Sunday with Garroway* program, during his tenure with *Life* produced *Inside Our Schools,* presented in 13 cities in cooperation with NBC; *We the People* for 13 weeks in 1952; *Life in New York* series over NBC's WNBT (TV) New York, and similar "Life in. . . ." programs over other stations.

Elmer Davis Named Consultant To Fund for the Republic

ELMER DAVIS, ABC news analyst and author, was appointed Thursday as a consultant to the Fund for The Republic, according to Robert M. Hutchins, president of the fund. Mr. Davis, a news analyst with ABC since 1945, was director of the Office of War Information during World War II and received the Medal of Merit for his service.

He also won the Peabody Award and the Overseas Press Club Award three times for his news broadcasts on current events. The Fund for The Republic, established in 1952 with a $15 million grant by the Ford Foundation, is an independent, non-profit corporation, founded to work for the preservation of freedom of thought, inquiry and expression in the U. S.

NETWORK PEOPLE

Joseph C. Cook, sales promotion manager, KSTP-AM-TV Minneapolis-St. Paul, to national audience promotion dept., NBC-TV, as network on-the-air promotion supervisor.

Harold C. Martin, news service manager, AT&T, Washington, to Mountain States Telephone & Telegraph Co., Denver, as assistant vice president, public relations; **James M. Freeman,** public relations supervisor, AT&T, N. Y., succeeds Mr. Martin.



MR. FREEMAN

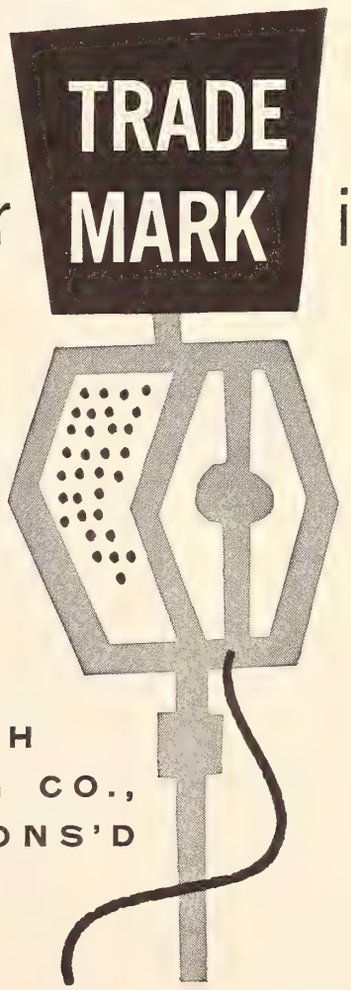


MR. MARTIN

Bob Marx, formerly with John Guedel Productions, Hollywood, named manager network program promotion, CBS Radio, same city.

Richard Drummy, tv sales director, Edward Petry & Co., Dallas, to ABC-TV Pacific Coast

We pause for TRADE MARK identification



CHESEBROUGH MANUFACTURING CO., CONS'D

Even if it's in the script, please don't use the word 'Vaseline' alone.

'Vaseline' is the registered trade mark of the Chesebrough Manufacturing Co., Cons'd. It is *not* a synonym for petroleum jelly, but is the *brand* identifying an entire line of products.

So whenever you use the word 'Vaseline,' please remember to use it together with the specific product it designates, such as 'Vaseline' Petroleum Jelly . . . 'Vaseline' Hair Tonic, etc. Thank you!

Regional Network, Hollywood, as sales manager.

Robert Carson, author and motion picture script writer, to CBS-TV, Hollywood, as producer-writer.

Johnny Carson, appearing this summer as m.c., *Earn Your Vacation,* CBS-TV, signed to contract by network as writer-performer.

Hilliard Marks, associate producer, CBS-TV *Jack Benny Show,* and producer, CBS Radio *Jack Benny Show,* assumes producer duties of tv version, succeeding **Ralph Levy,** producer-director, who will continue to direct except during two-month leave of absence.



AKUHEAD

Hal Lewis, disc m.c., KHON Honolulu, and known to Hawaii listeners as "J. Akuhead Pupule," signed to two-year contract by All Islands Radio Network for KGU Honolulu, KIPA Hilo, KMVI Maui and KTOH Kauai.

George Charles to NBC-TV's *Caesar's Hour* as associate producer; **Herb Andrew** to program as assistant director.

Johnny Grant, disc m.c., KMPC Hollywood, to NBC-TV, same city, as host-m.c. of West Coast program *7-to-8.*

James Mason, stage and motion picture star, signed as host, NBC-TV *Lux Video Theatre.*

David Broekman, radio, tv, motion picture and concert stage conductor, composer and arranger, signed to compose and conduct music for CBS-TV's *Best of Broadway* color series.

Bill Stern, sportscaster, to conduct quarter-hour broadcast over MBS before and after each 1954 World Series baseball game.

Jack Baker, assistant choreographer, NBC-TV *Saturday Night Revue,* signed as dance director for Republic Pictures' film, "Timber Jack."

Merriman H. Holtz, manager, cooperative programs and film sales, DuMont Tv, resigns with future plans to be announced later.

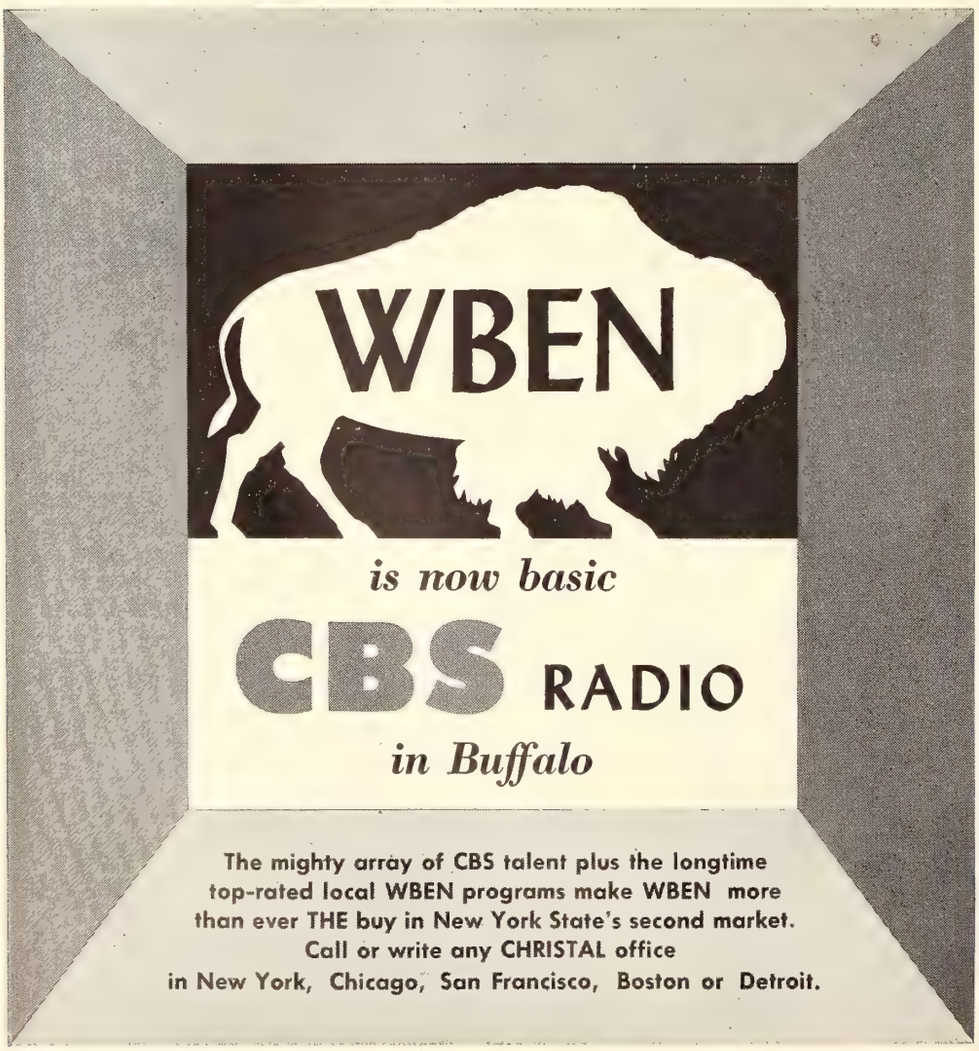
Tom Ward, Chicago publicity man for ABC-TV's *U. S. Steel Hour,* to teach journalism at Sheil Institute, same city.

Tom Harmon, sports director, Columbia Pacific Radio Network, Hollywood and former All-American football star, appointed to College Football Hall of Fame by honors court of National Committee.

Danny Thomas, star ABC-TV *Make Room for Daddy* film series, appointed honorary West Coast chairman, Save the Children Federation's doll contest, to provide Christmas dolls for needy children throughout world.

Bill Thompson, account executive, MBS midwestern operations, new member, Civitan Club of Chicago.

R. Meldrum Sewart, 75, credited with having designed equipment which daily for almost quarter-century has sent out "beep" time signals over Canadian radio networks, died Sept. 2.



RCA Color Caravan Sets National Tour

RCA plans to bring color tv to the public—not only via the airwaves but also on wheels. Charles M. Odorizzi, executive vice president, RCA corporate staff, said Wednesday a "color television caravan," complete with control room and technical equipment, is ready to roll on a nationwide tour to introduce the color medium to audiences at fairs, expositions and other large public gatherings.

The unit is equipped to produce on-the-spot programs and is contained within a specially-designed 32-foot trailer. Included are a quantity of color receivers, two color cameras, a tv film-scanner and microwave apparatus. It can originate any type of program, live or film, Mr. Odorizzi said.

The caravan will make its bow Sept. 25 when it rolls to a stop at the Mid-South Fair in Memphis. From there, the unit will continue on its cross-country trip and will be available to conventions, department stores and other business and service organizations in addition to fairs and exhibitions. A staff of engineers, technicians and program production experts has been assigned to the caravan. A color tv projector showing color on a 15-by-20 foot screen will be used.

According to Mr. Odorizzi, the caravan will mark "another important step in RCA's plans for the nation-wide introduction of color television." He said the mobile unit duplicates a similar caravan that toured more than 50,000 miles starting in 1947 to introduce black-and-white tv. Most programs will be originated by the unit and carried closed-circuit via cables to receivers. The caravan, however, also can "feed" color signals to a commercial tv station or to a network. Caravan supervisor is Richard H. Hooper, manager of RCA shows and exhibits (Camden N. J.), and the director is Julius Haber, RCA's director of community relations.

Hausman Claims Monochrome Sales Will Hold Their Own

BELIEF was expressed last week by Louis Hausman, vice president of CBS-Columbia, that there will be "as much black-and-white television receiver business as there will be color, at least for the next five years."

Mr. Hausman offered this opinion in New York at a showing of CBS-Columbia's three new large-screen color receivers [B•T, Sept. 6] and the company's new black-and-white "Century" series, with sweep tuning.

Mr. Hausman said his confidence in continued sale of black-and-white sets in the color era is based on the belief that the consumer who wants a television set and cannot afford a color receiver will buy a black-and-white model.

Admiral Announces Use Of Robot Equipment

ELECTRONICALLY - controlled automation equipment, comprising high-speed robot machines that assemble printed circuits equivalent to about one-half of a tv receiver chassis within mere seconds, was announced by Admiral Corp. last Wednesday.

John B. Huarisa, Admiral executive vice president, said development and use of these machines could mark a trend comparable to that generated by Henry Ford's moving chassis assembly line techniques over 40 years ago. Admiral has been working on printed circuits for television set usage in recent months as part of what it calls "automation." Hundreds of thousands of dollars were spent to pu

automation into actual use.

With automation and robots, Admiral has been able to turn out, for the first time, a receiver with an aluminized 21-inch, 90-degree tube good for a 270-inch picture, with full 18-tube vertical chassis, at only $149.95. The company also has produced two vertical chassis table models with this method.

A 30-ft. long battery of machines has been built and installed by Admiral, with the result that resistors and wire jumpers can be fed automatically and a completely assembled printed circuit board turned out in a few seconds. Eight tubes are included in the section.

The robot machines feature printed circuit boards photo-etched and stamped in one of Admiral's 12 plants. Two other robot machines will be installed next year to supplement the one presently in use.

RCA Markets Accessories For Community Tv Systems

FIVE electronic accessories for community television systems, designed to increase and improve their service, have been placed on the market by RCA's Engineering Products Div.

They include a converter for transmitting uhf signals over vhf channels; a broadband sweep converter for alignment operations; a low-noise preamplifier for stepping up weak vhf signals; an Antenaplex crossover network for mixing and dividing low- and high-band vhf signals; an Antenaplex crossover network regulating the AC line voltage.

The uhf-to-vhf crystal controlled converter was said to eliminate the customary need for a separate converter or uhf tuner for each receiver in community-tv areas.

Individual brochures describing each of the new accessories are available from Engineering Products Div., RCA, Camden, N. J.

Collins Appoints Schinkel

MELVIN SCHINKEL, for the past four years director of industrial publications, Collins Radio Co., has been appointed advertising manager, it has been announced. Mr. Schinkel replaces Paul E. Condon, who resigned effective Sept. 1. The firm is located at Cedar Rapids, Iowa. Agency is W. D. Lyon Co., Cedar Rapids.

Watters Elected RCA V.P.

ALBERT F. WATTERS, director of Associated Company Operations for RCA International Div., has been elected vice president and operations manager of the division, Meade Brunet, vice president of RCA and managing director of RCA International Div., announced last week. Mr. Watters joined RCA in 1935 and served in various administrative posts in personnel and manufacturing before becoming director of Associated Company Operations for the international division last February.

Chapman to New RCA Post

APPOINTMENT of Hadley C. Chapman as vice president and manager of the Southern California branch of the RCA Victor Distributing Corp. was announced last week by Walter M. Norton, President. Ned A. Corbett was named to succeed Mr. Chapman as vice president and manager of the Chicago branch.

Transmitting Equipment

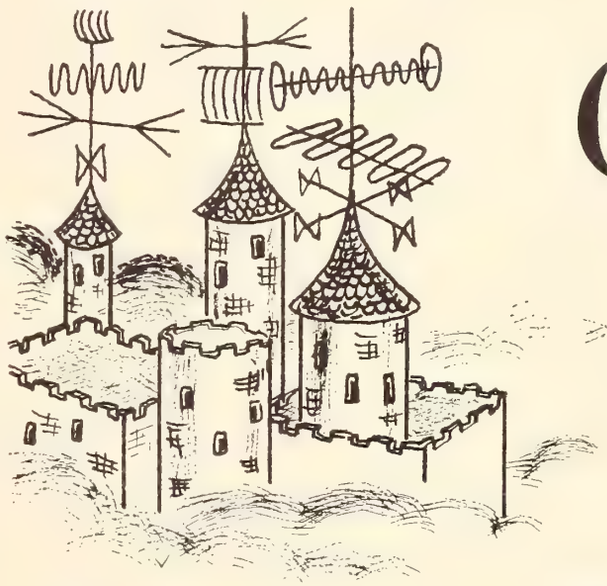
Station	Power	Band	Use
Transmitter Shipments			
Allen B. DuMont Labs			
WFMY-TV Greensboro, N.C.	25 kw	tv (ch. 5)	---------
Gates Radio Co.			
WTYN Tryon, N. C.	250 w	am	new station
KEBE Jacksonville, Fla.	250 w	am	replacement
KMDO Fort Scott, Kan.	500 w	am	new station
WWKY Winchester, Ky.	1 kw	am	new station
KTCB Malden, Mo.	1 kw	am	new station
CJGX Yorkton, Sask.	1 kw	am	replacement
WACR Columbus, Miss.	1 kw	am	power increase

OTHER EQUIPMENT: DuMont also has reported the shipment of Cinecon sections of Multi-scanners to WREX-TV Rockford, Ill. (ch. 13), and WNAM-TV Neenah, Wis. (ch. 42).

MANUFACTURING PEOPLE

Richard T. Orth, vice president, RCA, and general manager, tube div., Harrison, N. J., to Westinghouse Electric Corp., Pittsburgh, as vice president in charge of electronic tube division.

Austin Rising, vice president and sales manager, O. A. Sutton Corp., Wichita, Kan., appointed general manager, air conditioning dept., RCA, Camden, N. J.; **Walter B. Varnum,** broadcast equipment sales representative, engineering products div., RCA, appointed to newly-created post, manager of broadcast equipment sales of



Once upon a time in GREEN BAY PACKERLAND

Millionaires and mechanics who could afford tall antennas and super boosters used to overlord the Packerland peasants who couldn't see TV for snow. But in August 1954 white knights carrying the NBC banner rode throughout the area with great tidings: "Channel 11 is on the air! Now you can enjoy the programs of your choice!"

Now Packerland viewers with their $159.50 sets and rabbit ears tune to Channel 11 and smile smugly as the tall antennas come crashing to the ground. Everybody's watching for you to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION

MARINETTE -:- WISCONSIN

GREEN BAY: Phone HEmlock 5-9389

MILWAUKEE Phone WOodruff 4-3587

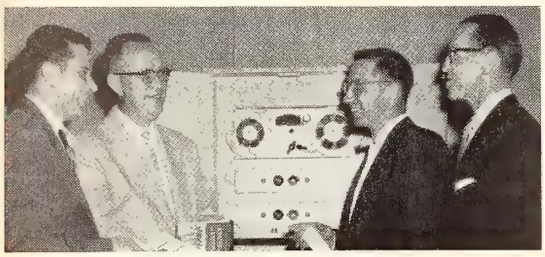
National Representatives

VENARD, RINTOUL & McCONNELL, Inc.

New York - Chicago - Los Angeles - San Francisco - Boston



MAYNARD SPEECE (l), farm service dir., WCCO Minneapolis-St. Paul, shows Roy Larsen, pres., Twin City Federal Savings & Loan Assn., copy of highway safety campaign instruction kit being sent county agents in tri-state area. Also cooperating in station's summerlong drive are agricultural extension services of Minnesota, South Dakota and Wisconsin, Northeast Ford Dealers and Twin City.



BINAURAL broadcasts on WXYZ-AM-FM Detroit are discussed in front of a Magnecord binaural tape machine by (l to r) Hal Neal, WXYZ dir. of radio sales; Kermit Lagman, sls. mgr., Palace Model Laundry, sponsor of Saturday afternoon binaural broadcasts; Joseph Caruso, agency representative for laundry; H. E. McKnight, Palace president.



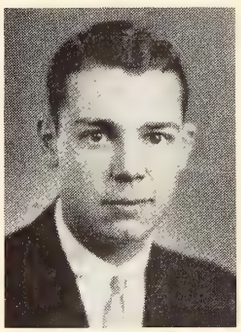
LAUNCHING *Richfield Reporter* for 24th year, renewal for six times weekly quarter hour on 23 NBC Radio outlets in West is completed by (l to r): seated, Kai Jorgensen, vice pres., Hixon & Jorgensen, Richfield agency; John K. West, vice pres., NBC Pacific Div.; Fred M. Jordan, Richfield adv.-prom. mgr.; standing, Leon Thamer, agency acct. exec., and John Williams, mgr., network sls., NBC Pacific Div.

SOCIETY For Savings, mutual savings bank, arranges for co-sponsorship of *Kiddie Corner*, six mornings a week, and *Good Evening, Good Music*, seven evenings a week, on WCCC Hartford. L to r: seated Charles Lyons, sponsor pres., and William M. Savitt, WCCC pres.; standing, Ivor Hugh, kiddie show m. c., and Ralph H. Klein, WCCC manager



division; **J. Edgar Hill,** broadcast equipment sales representative, appointed manager, northern broadcast field sales; **John Almen,** formerly in broadcast engineering section, succeeds Mr. Varnum; **Joseph P. Ulasewicz,** broadcast equipment home office sales group, succeeds Mr. Hill.

William A. Gothard appointed president and general manager, Gothard Mfg. Co. (DC equipment), Chicago.



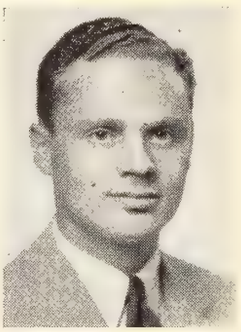
MR. GOTHARD

Albert J. Frankel, purchasing agent, CBS-Columbia Inc., N. Y., appointed vice president in charge of purchases.

Charles W. Bowden Jr., chemical industry sales manager, market extension div., industrial div., Minneapolis-Honeywell Regulator Co., Minneapolis, appointed manager of division.

Dudley M. Day, secretary, Federal Telecommunications Labs, N. Y. div., International Telephone & Telegraph Corp., same city, and counsel IT&T, appointed secretary-treasurer, FTL.

Seymour Reich, tv service manager, New York div., Zenith Radio Corp., Chicago, appointed general service manager of division.



MR. REICH

Frank Adams, ORRadio Industries Inc., Opelika, Ala., appointed sales manager mid-Atlantic div., headquartered in Philadelphia.

Tom Blackburne to Transicoil Corp. (control system components and assemblies), N. Y., as engineering sales representative for New England states, headquartered in Hartford, Conn.

Robert Finlay, communications equipment line factory representative for Maryland, New Jersey, Delaware, Virginia, Washington, D. C., and eastern Pennsylvania, Hallicrafters Co., Chicago, additionally appointed to metropolitan New York area.

Everett E. Leedom, formerly with Acme Steel Co., Chicago, to Electro-Voice Inc. (electro-acoustic products), Buchanan, Mich., as advertising manager.



MR. LEEDOM

Theodore Rossman appointed industrial sales manager, Pentron Corp. (tape recorders), Chicago.

Irwin M. Koenigsberg, manager, purchasing dept., Emerson Radio & Phonograph Corp., N. Y., appointed director of purchases.

John D. van der Veer, manager, initial equipment electron tube sales, Tung-Sol Electric Co., Newark, N. J., appointed assistant general sales manager of company.

J. L. Albers appointed distribution manager, Capehart-Farnsworth Co., Fort Wayne, Ind.

L. T. Lincoln, sales engineer, Carl A. Stone Assoc. Inc., L. A., to general apparatus dept., Union Switch & Signal, Swissvale, Pa., div. of Westinghouse Air Brake Co., Wilmerdale, Pa., in same capacity for West Coast area, headquartered in Los Angeles.

L. F. Hickernell, chief engineer, Anaconda Wire & Cable Co., Hastings-on-Hudson, N. Y., appointed chairman, Committee on Planning & Coordination, American Institute of Electrical Engineers.

Benjamin Abrams, president, Emerson Radio & Phonograph Corp., N. Y., elected to board of trustees, Long Island U.

MANUFACTURING SHORTS

Electrovert Inc., N. Y., introducing new line of Austrian manufactured microphones to American market including: 60 K omnidirectional dynamic pressure receiver coil type studio microphone with aperidoic spherical response characteristic and uniform sensitivity over 50-15,000 c.p.s. frequency range, intended for high fidelity reproduction electro-acoustical installations; D 20 cardioid dynamic high fidelity microphone, employing single transducer only and incorporating one moving coil and one diaphragm; D 25 cardioid dynamic microphone, identical to D 20 cardioid dynamic microphone except being shock mounted in cage for studio booms; C 12 polydirectional condenser microphone with remote controlled directional characteristics; D 10 omnidirectional microphone incorporating high grade transformer which transforms m.c. impedance of 60 ohms to value of 40,000 ohms; D 11 cardioid microphone designed to cut down reverberation of room or extraneous interfering noises, such as suppression of projection noise in magnetic track sound-on-film recordings and D 36 dynamic microphone with eight remote controlled directional patterns (2 cardioids, 1 omnidirectional pattern, 1 bidirectional pattern and 4 intermediate patterns, among which are 2 hypher cardioids), all having rotational symmetry and selectable and adjustable during sound receiving without switching noise, according to company.

Electronic Tube Corp., Phila., announces six-channel oscilloscope for automatic analysis of dynamic stress and strain.

Sorensen & Co., Stamford, Conn., announces tubeless magnetic amplifier d.c. supply.

Eastman Kodak Co., Rochester, N. Y., announces development of two high-speed movie films, designed for use under extremely poor lighting conditions.

RCA tube div., Harrison, N. J., announces revised edition of *RCA Receiving Tube Manual,* providing basic technical information on more than 500 entertainment-type electron tubes used in radio, tv and sound equipment. Firm's engineering products div., Camden, N. J., announces five electronic accessories: converter for transmitting uhf signals over vhf channels; broadband sweep converter; low-noise preamplifier; Antennaplex vhf crossover network and voltage regulator.

Sylvania Electric Products Inc., N. Y., announces two 21-inch, aluminized, all-glass, 72° deflection, rectangular tv picture tubes being offered to manufacturers for experimental use.

CBS-Hytron, Danvers, Mass., announces two spherical-face, rectangular, 90° deflection, direct-view, all-glass picture tubes, models 21ALP4 and 21ALP4A.

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION



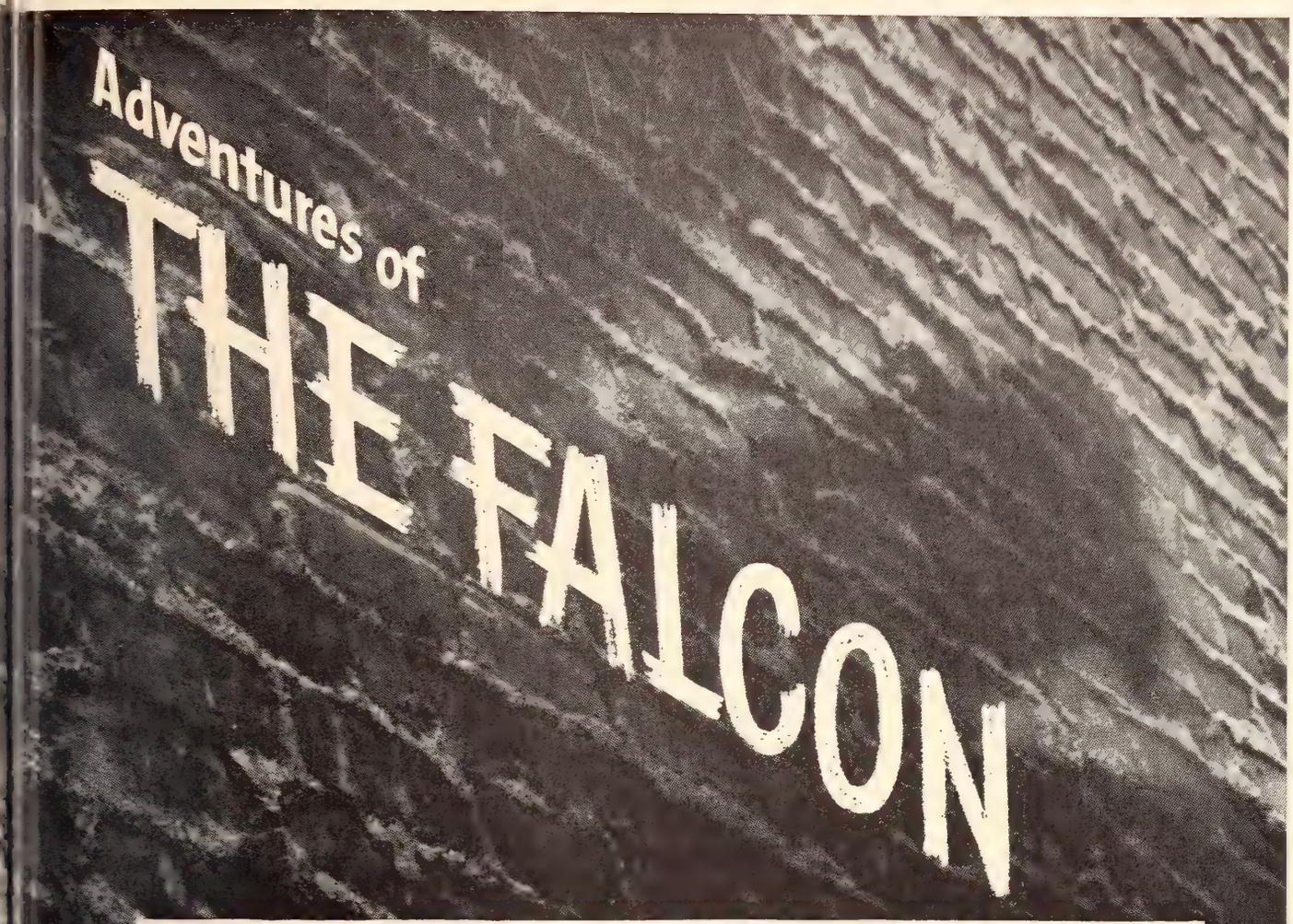
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

A section of
August 9, 1954
BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C.





39 REASONS WHY THIS IS THE HOTTEST SHOW SINCE DRAGNET

Each of these 39 half hour films packs trigger fast action, set in exciting locales all over the world. Charles McGraw, as THE FALCON (an undercover intelligence agent for the government) is being hailed as TV's greatest personality since Jack Webb. No wonder everyone who sees "THE FALCON" agrees that it's a startlingly new and exciting experience in television mystery-adventure.

TITLE	LOCALE
Backlash	Macao
A Very Dangerous Bedfellow	An Iron Curtain Country
A Drug On The Market	Vienna
Case of the Babbling Brook	London
The Furious Lady	Berlin
The Picture in the Case	Rome
Borderline Case	Germany
The Case of the Lonely Hunter	Cairo
Tangiers Finale	Tangiers
Out of All Evil	Rome
Double Identity	London and North France
Decision in Red	Paris
Rocky's Asylum	Capetta, Italy
Deadly Welcome	Atlantic Ocean en route to U.S.
The Case of the Big Heist	New York
Kiss Me Not	A City in the U.S.
The Wheel of Fortune	Chicago
The Baby Sitter	New Jersey
The 4.98 Buddha	San Francisco
Murder With HiFi	Any big U.S. city

TITLE	LOCALE
The Invisible Destroyer	Arizona
False Faces	Florida
The Golden Phoney	Los Angeles
Case of the Guilty Stamps	New York
Eyes In My Back	A prison in U.S.
Paper Finger	Los Angeles
Small Hotel	U.S. City
The Blonde Bomber	Miami
Target	Honolulu
The Reckoning	Denver
The Big Break	A Prison in U.S.
Green Means Danger	Railroad train in the U.S.
Snake Eyes	Las Vegas
Hot Cargo	Chicago
Rare Editions	New York
Reunion	New Orleans
Grab-Bag	San Diego
The Stevedore Kid	New York Docks
Buried Treasure	Washington Pentagon

Call, write, or wire today!

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, N.Y. 20, N.Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
IN CANADA: RCA Victor, 225 Mutual St. — Toronto • 1551 Bishop St. — Montreal

RERUN PAYMENTS: ACTORS LOVE 'EM

A STATUS REPORT ON WHAT RESIDUAL FEES MEAN TO TELEVISION

By Leo Kovner

THE LIFE of ease for the tv film actor, broken only by trips to the bank to cash his residual payment checks for video films he made years ago, is still a dream, most tv observers agree.

For one thing, residual payments in any appreciable amount have been received only since last December, according to the Screen Actors Guild, which has jurisdiction over tv film, and acts as collection and disbursing agency to actors for payments from producers and advertising agencies.

Payments for film shot especially for tv are the result of a contract between SAG, leading independent producers and the Alliance of Tv Film Producers made in July 1952. It applies only to films made since that date, which are just reaching third and fourth run.

Briefly, the contract provides that actors be paid for runs subsequent to the first two in each market, which the producer gets for his initial salary payments. For the third and fourth runs, he must pay the actor an additional 50% of his basic minimum salary; for the fifth run, another 25%, and for the sixth, the last run covered by the contract, an additional and final 25%.

The basic premise that the player is entitled to additional compensation for subsequent tv performances was decided as a side issue during 1948 negotiations between SAG and the major studios. These studios, then and now, have held the position they will not release their product to tv, so they were quite willing to grant the actor an adjustment for showings they didn't intend to permit.

However, independent studios were not covered by this contract and especially independent Monogram Pictures (now Allied Artists Pictures) were willing to sell their old product to video. The major studio provision was then written into the Monogram contract, which has served as the basis for all such feature film showings since.

The contract provides that actors appearing in pictures released before August 1948 are not entitled to further pay; those in pictures released since that date receive either 12½% or 15% of their original salaries, depending on whether the feature grosses less or more than $20,000 on tv.

However, by far the lushest residual crop for the tv player lies in the filmed commercial, both program and spot. Actors may decry the lack of emotional satisfaction in selling soap, but they look with great favor on the checks these commercials produce for months, sometimes years, afterward.

Apparently, fortune has favored some under the present standard SAG contract established one and one-half years ago and to which 350 agencies and film producers adhere. One report tells of an actor who finished his shooting stint in 15 minutes and in the following six months received a total of $2500. He called to thank the agency, and was informed that the agency intended to use the spot for another six months and he could expect another $2500.

However, this is an isolated case, Guild executives say, and usually results when the agency is engaged in an intensive program and spot announcement campaign.

Basically, minimum payments are computed on city use. Class A commercials involve 20 or more cities. (For purposes of computing, Los Angeles, Chicago and New York each constitutes the equivalent of seven cities. Any two used in a campaign constitute the equivalent of 20 cities). Class B use consists of from six to 19 cities and Class C, from one to five cities.

A single actor making a spot announcement before camera receives $70 for 13-week Class C use, plus $35 for each 13-week renewal; $105 for each 13-week Class B use; and $140 for each 13-week Class A use. Off-camera voice payments are halved.

Program commercials run higher, with a single on-camera player receiving $105 for each 13-week Class C use, or $185 with a 26-week guarantee; $140 for each 13-week Class B use; and $70 for a single Class A use, plus an additional $50 for each individual reuse, or $150 if three uses are guaranteed within three weeks, or $350 if eight uses are guaranteed within 13 weeks. Off-camera voices receive approximately 2/3 the on-camera rates.

If the same commercial appears on both programs and spots, both rates apply.

Additionally, the actor has the privilege of killing further use of the commercial after 18 months. At that time the agency must ask his consent for continued use. However, SAG explains as an example, the player may have established himself as a dramatic actor in the meantime and may not care to have his face associated with, for example, corn flakes or a deodorant.

This applies as well to the indivdual who appears as part of a group in a commercial. In this case the agency has 24 months before it must approach all members of the group to gain their unanimous approval to continue use of the commercial. Should one member decline, the commercial must be abandoned.

Commenting on residual payments to players in tv commercials, John Gaunt, radio-tv director, Grant Advertising Inc., Hollywood, said, "Some industry disagreement exists as to the fairness of the present system of 'work session' and 'use' payments to players for filmed tv commercials.

"Some contend with SAG that an actor who demonstrates and convincingly 'sells' a product on a regularly repeated commercial tends to become identified with that product. To the extent he does, so is he less interesting to employers as a salesman of other products—especially competitive ones—and his employment opportunities are reduced. Consequently, he should be well paid by the product to which he has 'committed' his personality.

"Others in the industry feel that—except in the case of a star endorsement, or an oft-repeated 'hard-sell' commercial — the public doesn't identify a performer with a product at all, so non-name actors are paid a salary disproportionate to that of other production workers.

"Whatever his views in the matter, there's one point on which all agency men agree: the administration and bookkeeping neces-

sary to the present system of 'use' payments is a time-gobbling headache."

Increasingly, players are embracing a concept of property rights in their roles. Don Haggerty, star of the CBS-TV *Files of Jeffrey Jones,* and Tris Coffin, prominent tv and motion picture actor, explain as longtime tv film players, "We want something like the ASCAP setup. We want residuals to be something like an annuity."

Both appeared on tv during its formative stages and have continued as performers since. They regard residuals as a new factor in their professional income. Since neither lays claim to clairvoyance, they hesitate to estimate how much of their future income will come from post-payments for previous roles, since they have no way of knowing which series will achieve enough popularity to insure third and fourth runs.

"We're all learning," says Mr. Haggerty. "I'm able to negotiate more satisfactory terms to my contract because of my past mistakes."

One such mistake, in Mr. Haggerty's view, was his failure to secure additional payment for program commercials in which he appeared for *Jeffrey Jones.* If a series is successful, "the star makes more money from the commercial than from the program," he admits.

Present residual schedules, negotiated when there were only 80 tv stations on the air and perhaps 10 film series, are in urgent need of adjustment, in the opinion of Mr. Coffin. "The Guild made many concessions to the producers in video's infancy," he says. "They had little realization of how big or fast it would grow. The top SAG officers were big or near-big motion picture names, usually under contract to studios or producers who, at that time, had no intention of permitting tv appearances. Now that many top names have entered tv, they have a lively interest in its problems and future contract negotiations will show this."

Both SAG tv administrator Kenneth Thomson and field representative Douglas Smithers point out that many of these prominent names are not interested in tv residuals as such. Instead, they prefer a straight percentage-of-the-profits deal as part of their compensation. Outside of seeing that minimum standards are observed, SAG does not enter the picture in these deals.

However, other personalities who entered video film in its infancy—such as Edmund Lowe of the syndicated *Front Page Detective*—pioneered in residual payments before SAG entered the field because of the drawing power of their names. Some reportedly are still living comfortably off the periodic pay checks they receive for continuing showings of series made years ago.

But tv has created its own stars, as Mr. Haggerty can testify. In 1948, shortly after he appeared in the live NBC-TV *Mr. and Mrs. North,* first play televised in New York, he was starred in CBS-TV *Cases of Eddie Drake,* second tv series filmed. However, both *Eddie Drake* and the first 26 segments of *Jeffrey Jones* were filmed prior to the SAG agreement date and as one of tv's newer stars, Mr. Haggerty was unable to negotiate any residual deal himself.

While grateful to CBS, he does regret the absence of the comforting checks every time he sees a rerun of one of his old films.

Neither he nor Mr. Coffin have, as yet, received any residual payments from SAG, but they expect some shortly, with start of repeat runs of covered series. SAG told B•T that over $76,000 had been collected and disbursed to its members to August of this year. This figure includes all types of payments, including tv and feature films and tv commercials. It does not include certain preshooting arrangements increasingly popular among some producers. The producer agrees to pay the player his original salary, plus part or all of his residual rights, in one lump sum in advance to avoid bookkeeping headaches.

The $76,000 figure is a short range one and is probably not indicative of future residual payments, SAG warns, when newer series reach repeat runs and older feature films drop out of circulation. Again, Mr. Thomson points out, the major studios, with their larger talent budgets, would mean larger residual payments should their product be released to tv. When and if this happens, they would have to renegotiate their contracts with SAG and residual payments to the actors would undoubtedly play an important part in such discussions.

At present, residuals are possible only

film maker

LEON FROMKESS



A PRODUCT of Wall Street, Leon Fromkess entered the film industry in 1929 when he handled the refinancing of Columbia Pictures. Now executive producer for Television Programs of America, he seems a far cry from the New York City youth who had planned to become a stockbroker.

After graduating from Columbia U. in 1926, Mr. Fromkess worked for Bernard Scholle, international banking house, which association led him to Columbia Pictures. There he remained in an overall executive capacity until 1937.

Mr. Fromkess was instrumental in forming Monogram Pictures (now Allied Artists), later serving as treasurer and coordinator of distribution and production. Two years later, in 1939, he organized PRC Pictures (later Eagle-Lion) and as president made approximately 220 pictures. He joined forces with Samuel Goldwyn in 1945 as vice president in charge of production, spending the next five years associated with making such features as "Best Years of Our Lives," "Bishop's Wife" and "Foolish Heart."

Believing in "moving with the tide," it was only natural for Mr. Fromkess to enter tv. He took a trial run in 1950 with MCA, in charge of Revue Productions. The following year he formed Arrow Productions and in his usual methodical manner set up filming for *Ramar of the Jungle.*

In 1953, Milton Gordon and Edward Small, president and vice president, respectively, of TPA, bought into Arrow as partners and Mr. Fromkess assumed his current position with TPA.

With separate corporations for each series, Mr. Fromkess also serves as vice president and executive producer of Norvin Productions, formed in 1953 to make *Adventures of Ellery Queen,* and Hall Productions, formed last spring to film *Halls of Ivy.*

Mr. Fromkess, who guides a maximum amount of production with a seemingly minimum amount of tension, has completed 52 *Ramar* half-hours, currently seen in 164 markets, and plans an additional 26 to start in January. *Ellery Queen,* with the first 32 in the can and more scheduled for next year, was recently put into syndication and is set in 47 markets. *Ivy* starts Oct. 17 on CBS-TV for International Harvester and National Biscuit. There will be 30 of the Ronald Colman-Benita Hume films shot by January. As supervisor of production on *Lassie,* which is being filmed by Robert Maxwell Assoc. and will start in October on CBS-TV for Campbell Soup, he reports 18 of the first 26 films are completed.

Always in the market for good series, Mr. Fromkess is preparing three under Edward Small Productions banner. Aimed at a late September starting date is *Tugboat Annie,* and in October *Robin Hood* is scheduled to go before the cameras. *Genie Inc.,* an original comedy, has been assigned to writer Mary McCall Jr. to develop.

Despite his varied series, he is not shooting in color because he is strongly opposed to that practice at the current time. Though disliking to make predictions, he believes color is at least two to three years away commercially and that a product shot today in color will be obsolete as far as quality is concerned.

Operating on the premise that viewers will not accept "old hat" footage for *Ramar,* Mr. Fromkess secures new background and action shots, close-ups, stampedes, and the like from hunter-cameramen on the scene in Africa. The quiet-spoken producer also films much of the adventure series on stage. Declaring "lions are easy" (the only problem with the photogenic Jackie, it seems, is that he licks faces), Mr. Fromkess declares that black panthers are truly cats of another color. A recent attempt to photograph one in a jump took almost six hours.

In view of such excitement connected with film making, Mr. Fromkess considers business his hobby. He and his wife, Rita, make their home in Beverly Hills. Daughter Maxine, 24, was active in the business end of her father's activities until her marriage.



39 BRAND NEW FIRST RUN 1/2 HOUR TV FILMS

The Star and the

Setting a new standard of excellence for local and regional Sponsors

. . . and many, many more top Hollywood names . . . Judith Anderson . . . Keefe Brasselle . . . Stephen McNally!





. . . by the producers of 4 STAR PLAYHOUSE!



. . . included are 13 tales by Somerset Maugham!



Story

DON W. SHARPE, Executive Producer
Warren Lewis, Producer

OFFICIAL FILMS, INC.

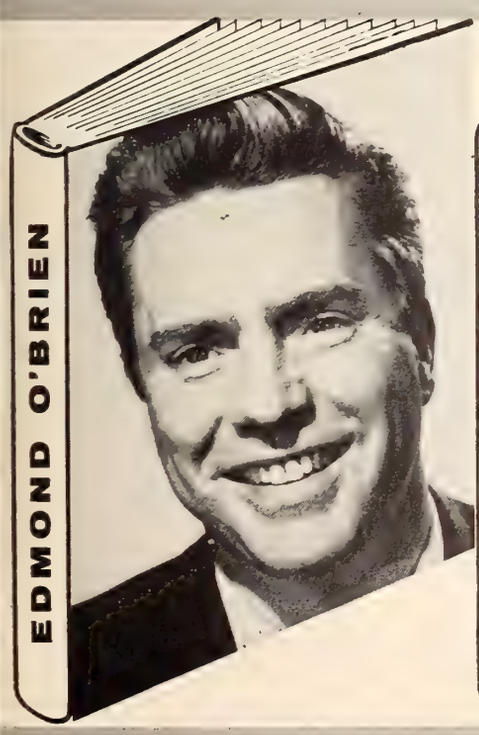
25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100

Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • St. Louis

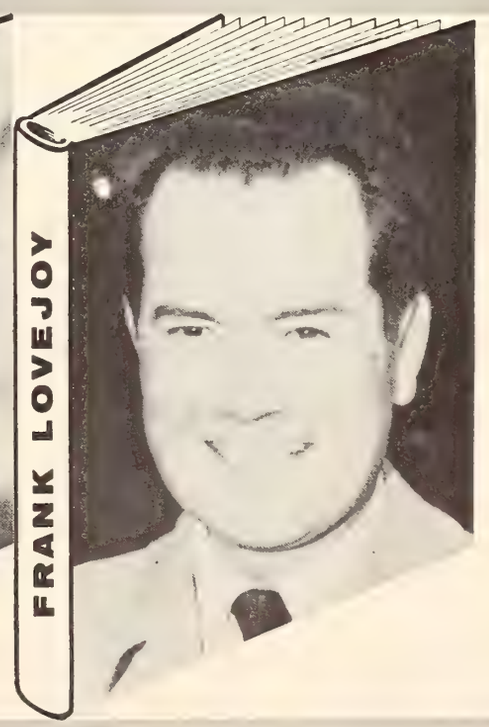
AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

COLONEL MARCH OF SCOTLAND YARD • MY HERO • TERRY AND THE PIRATES
TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY

FLASH! Bought by Liebmann Breweries for California, New York City, New Haven and Binghamton!







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Capital offers the creative producer the finest in motion picture laboratory facilities . . .
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with independent pictures, with their comparatively light acting budgets. An average western star receives approximately $2,500 to $5,000 per picture. When one of these pictures is released to tv, he gets about $700, which covers the first two showings in any number of markets in the U. S. For additional showings, he is paid on a sliding downward scale. Since such stars usually appeared in a series of from eight to ten pictures, this all adds up to a respectable sum.

Tv film salaries are growing higher as well, reports Mr. Thomson. However, a trend is growing among some stars to take a lower initial salary, with provision for a steady income from residuals, he notes. One such tv star recently signed a contract providing for initial payment of $2,250 an episode, plus payment of $500 for every subsequent showing after the first, "forever."

Both feature film and tv film producers are responsible to SAG for reporting correctly and paying for each station use provided for under their contracts. Generally, the station reports uses to the distributor, who passes on the information to the producer, who files the required forms and submits payment for distribution to SAG. Producers have complained they need up to 13 weeks to gather and submit this information, but SAG claims one month is sufficient.

Actors themselves play an important role in policing their tv appearances. Apparently they have become avid tv viewers because Guild officials are constantly bombarded with calls complaining that the actor has seen himself for the umpteenth time on this station and when does he get paid?

If they are watching theatrical releases which were repossessed by banks and later sold to tv, there is no contractual arrangement to collect residuals in such cases, SAG regretfully tells them.

Tv film commercials offer SAG the least collection trouble. Current practice is that the agency, for the advertiser, will purchase a commercial from the producer after shooting is completed. The agency thus assumes responsibility for reporting uses and paying residuals to SAG. Payment is usually prompt and the union's feeling can be summed up as "Y & R isn't going to cheat you."

Most agencies have signed letters of adherance with SAG, stipulating they will meet Guild requirements in showing tv film commercials. The actor's union says these requirements have had some adverse affect on smaller agencies, but general opinion in advertising circles is, "We can live with it."

"They may hire less actors, but employment is not the major factor in the cost of tv commercials. Time costs rank first," says SAG field representative Smithers.

With contract negotiations scheduled to reopen next year, both with majors and independents, that tv residual payments will play a major part in the talks is a foregone conclusion. Another factor to watch will be what residual arrangements major studios will ask. It could well indicate whether or when they will release their stored pictures to tv.

Tv producers generally are reluctant to discuss the residual question. One said: "I'm not going to stick my neck out. We've made the agreement and we're living up to it. It affects costs, but we get along."

Whether he will say the same thing after the upcoming negotiations seems to be the important question in Hollywood.



RESIDUAL payments from the filmed program commercials alone of CBS-TV's *Files of Jeffrey Jones series* would have brought more income to star Don Haggerty than his salary and residuals, were such a provision in his contract.

FRACTURED VIDEO

HARDLY a month goes by without some serious mind in the television business compiling a glossary of tv's new and growing language. The latest compilation is by Bruce F. Anderson, radio program manager of WMT Cedar Rapids, Iowa, but he takes a lighter approach. Herewith some samples of television talk in the manner of Mr. Anderson:

Film Clip: Practice of bilking television stations with inferior movies.

Flip Board: Informal society of sales personnel; name derives from expression: "Let's flip for the coffee."

I.D.: Abbreviation for intestinal disorder; *i.e.*, ulcer.

I.D. Card: Employe who jokes about ulcers.

Lap Dissolve: Instruction to seated actor; as, "Get up."

Mike Shadow: Affectionate name for tv detective.

Teleprompter: Viewer who notifies advertiser when somebody goofs.

Tight Closeup: refers to performer who appears crocked at close range.

Panning: Objective appraisal of tv program by radio personnel.

Feature Film: Three Mexicans shaking gourds in unison.

Flash Back: Reaction of sales person who has been notified at lunch of a prospective advertiser waiting at the office.

Rear Screen Projection: Sprung look acquired by overworked prop men.


You can teach
a bird to talk BUT–
Can you make him talk when you want him to? Can you be sure of what he will say? Of course you can't! Nor can you be sure with a lot of non-feathered "birds"! There's an answer, of course. A simple, easy answer. You're sure—and safe . . . when you
USE EASTMAN FILM.
For complete information, write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.
East Coast Division
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New York 17, N. Y.
Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois
West Coast Division
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Agents for the distribution and sale of Eastman Professional Motion Picture Films
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THE FIRST TOP RATED
AVAILABLE FOR LOCAL OR

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EXTRA POWER IN YOUR SALES PROGRAM!

Co-ordinated promotion with local offices of the public agencies featured in this series can give your product the broadest kind of tie-in with the "Man Behind The Badge" in your community!

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Contact your MCA-TV office TODAY!

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ATLANTA: 515 Glenn Building
BOSTON: 45 Newbury Street
CHICAGO: 430 North Michigan Avenue
CLEVELAND: 1172 Union Commerce Bldg.
CINCINNATI: 3790 Gardner Avenue
DALLAS: 2102 North Akard Street
DETROIT: 837 Book Tower
SAN FRANCISCO: 105 Montgomery Street
SEATTLE: 715 10th North
ROANOKE: 3110 Yardley Dr., NW
NEW ORLEANS: 42 Allard Blvd.
SALT LAKE CITY: 727 McClellan Street
CANADA: 111 Richmond Street, Toronto, Ontario

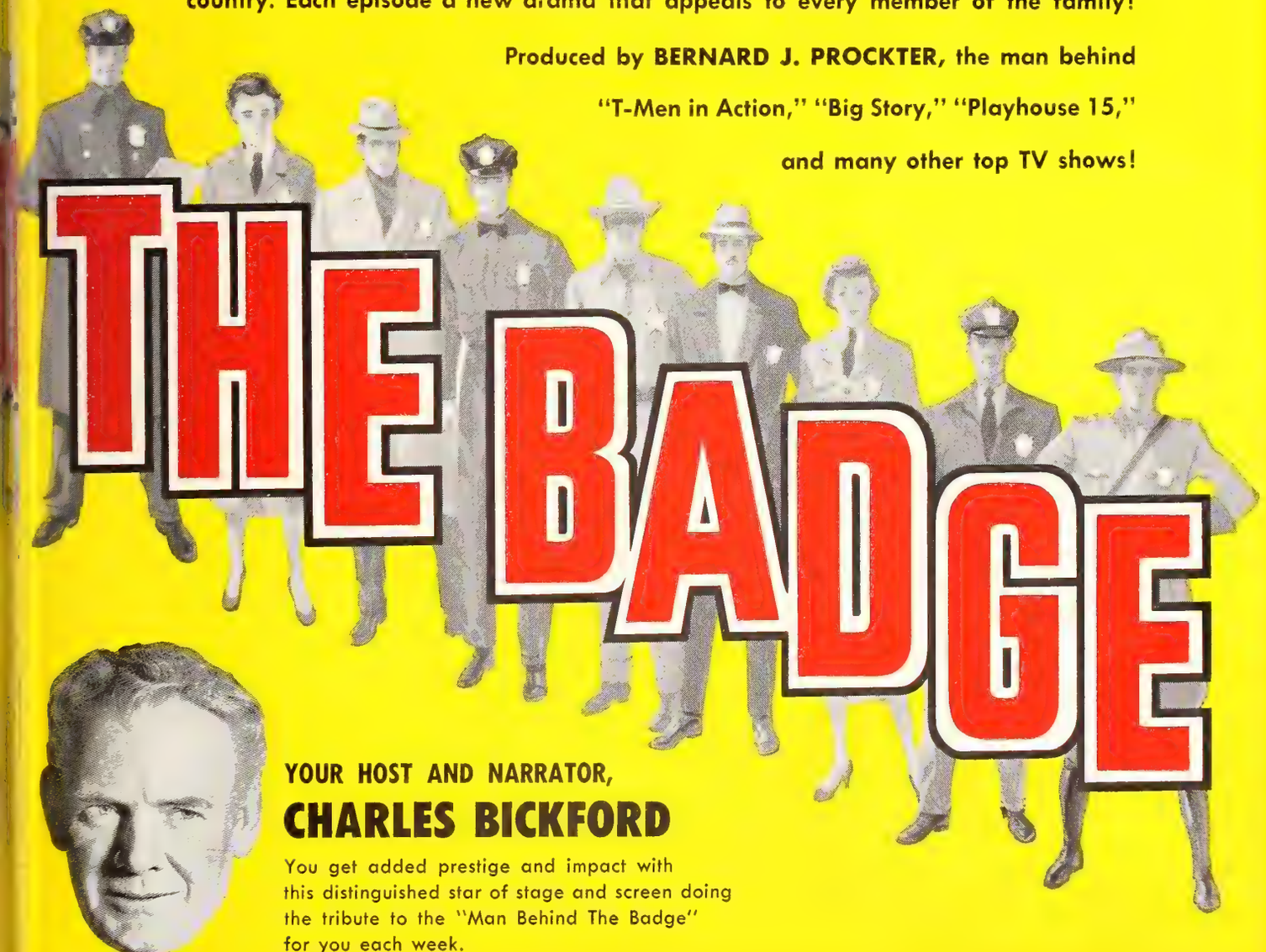
NETWORK TV SHOW
REGIONAL SPONSORSHIP

ALL NEW HALF HOUR DRAMAS,
MADE EXPRESSLY FOR TV

EACH WEEK, THRILLING, TRUE-LIFE MELODRAMAS DONE IN DOCUMENTARY STYLE.

All the facts taken from files of police, fire, and treasury departments, postal service, sheriffs' offices and many other agencies dedicated to public service throughout the country. Each episode a new drama that appeals to every member of the family!

Produced by **BERNARD J. PROCKTER**, the man behind "T-Men in Action," "Big Story," "Playhouse 15," and many other top TV shows!

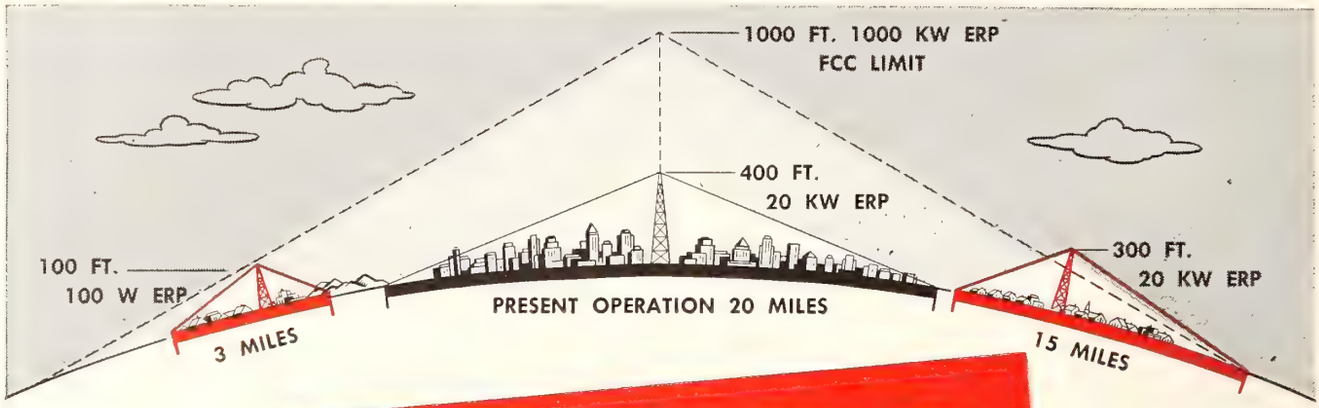


THE BADGE

YOUR HOST AND NARRATOR,

CHARLES BICKFORD

You get added prestige and impact with this distinguished star of stage and screen doing the tribute to the "Man Behind The Badge" for you each week.



FILL IN OR EXTEND YOUR CLASS A AREA with GPL SATELLITE EQUIPMENT

• With the relaxation of operational requirements for certain types of TV stations, it is now possible to doctor your service pattern . . . to extend your Class A contour, gain a bigger audience, a stronger market for both local and network sales.

To cover that nearby community with an additional slave transmitter operated as a *Special Service Authorization**; use GPL CONTINENTAL low-powered UHF equipment: 100 W to 1 KW. This equipment is offered as a complete package, including off-the-air receiver, transmitter and antenna plus associated video items.

Holes in the UHF pattern can be brought up to par by additional low-powered radiation in an *On-Channel Satellite** operation. For this, GPL offers Adler Communications Laboratories equipment: Models UST-10 or UST-100.

Contact GPL regional representatives for analysis and recommendations to solve your special problem.

*Nomenclature under consideration by FCC as recommended by RETMA.

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Emerson 6831

J. M. Cunningham
1607 Flower Street
Glendale, California
Chapman 5-6046

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GPL

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A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

WRESTLING ON KINES PAYS OFF FOR KTLA (TV)

PARAMOUNT'S HOLLYWOOD STATION STARTS THE SIXTH YEAR OF ITS WEEKLY SERIES OF KINESCOPED MATCHES.

SOON TO START its sixth year of successfully competing against filmed wrestling series is the video-transcribed *Wrestling from Hollywood with Dick Lane,* distributed by Paramount Tv Productions Inc.

Since KTLA (TV), Paramount Tv's Hollywood station, started kinescoping that station's weekly *Olympic Auditorium Wrestling* for sale to other stations in October 1949, a total of 35 U. S., Canadian, Alaskan and Puerto Rican stations have purchased the video-transcriptions, with an annual 75% renewal.

Largely responsible for the success of *Wrestling in Hollywood,* according to Klaus Landsberg, KTLA vice president and general manager, are Robert B. Forbes, director of transcription sales and of program distribution for Paramount Tv; film editor Dick Vosburgh, who also handles shipping and inspection, and Roy White, KTLA supervisor of studio engineering, who installed the video-transcribing set-up at the station.



THE video-transcription machine used by Paramount Tv Productions Inc., Hollywood, to record the *Wrestling from Hollywood with Dick Lane* series is demonstrated by (l to r) Roy White, supervisor of studio engineering for KTLA (TV) there, who was in charge of installation; Mr. Lane, station wrestling commentator, and Robert B. Forbes, director of transcription sales and of program distribution, Paramount Tv, Hollywood.

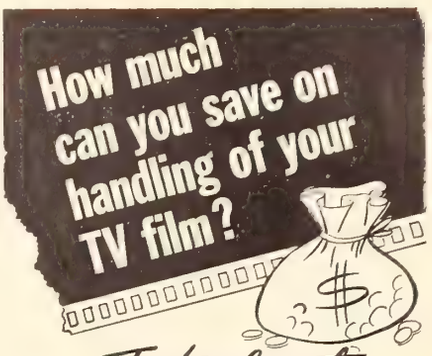
Three factors have contributed to the acceptance of the series, Mr. Forbes believes, starting with high quality of the kinescopes, which are said to offer as clear a tv picture as conventional film; the commentary of Richard Lane, KTLA wrestling commentator, whom Mr. Forbes considers one of the top men in the field, and the station's policy of covering only what it considers the best in Southern California wrestling, the Olympic Auditorium matches.

The experience KTLA has gathered in covering wrestling for over seven years and the KTLA-developed video-transcription equipment is responsible for *Wrestling from Hollywood*'s high quality kinescopes, Mr. Forbes states. "We use only two cameras, carefully pre-balanced so that no great lighting changes occur. By careful use, these two cameras are sufficient. We use the regular turrets. We don't try to get fancy; we just try to get the best picture possible," he says.

Film editor Dick Vosburgh tries to keep each match intact. However, since each video-transcription must run 54 minutes in length, often he will add a bout from a previous week, or save one for next week, to make up the 54-minute package.

Mr. Lane's commentary always includes biographical material about the wrestlers, for added interest. These have proven very popular, Mr. Forbes says. They usually are recorded at KTLA studios before the bouts and later inserted at the proper places. During one such recording session Mr. Lane video-transcribed 10 such sketches in a single 45-minute session, with only five breaks, an indication of his professional ability, Mr. Forbes submits.

The Paramount Tv executive is cautious on the technical future of video-transcription. He would like to see further demonstrations of video tape recording, especially of its practicability, before he commits himself to whether, or to what extent, tape will replace film in tv recording.



To find out take the **BONDED** *test!*

1. Estimate your total cost per *print* for the round trip — to station and return. If you know your total cost, enter here: $_____

If not, here's a check list of steps performed by Bonded to help you estimate your total cost. Enter what you think your cost is for each service, skipping those you do not now receive.

Attaching leaders	$_____
Mounting on reels	_____
Inserting commercials	_____
Cost of container, reels	_____
Shipping	_____
Print Control Record	_____
Confirmation of waybills	_____
Immediate check in on return	_____
Examination and repair	_____
Cleaning	_____
Removal of commercials	_____
Report of print condition	_____
Storage	_____
TOTAL	$_____

2. Next, estimate the number of prints (programs, features, or commercials) you use in an average month. Multiply. Put the total here. $_____. ***Don't just groan, move on to Step 3.***

3. Now phone, or write, for a Bonded TV Film Service estimate and plan for handling your film. It costs you nothing to find out. And — whether your needs are large or small, whether you now do your own film handling or not — you will find that Bonded can do the job better and cheaper.

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FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

'AD MATS' FOR TV

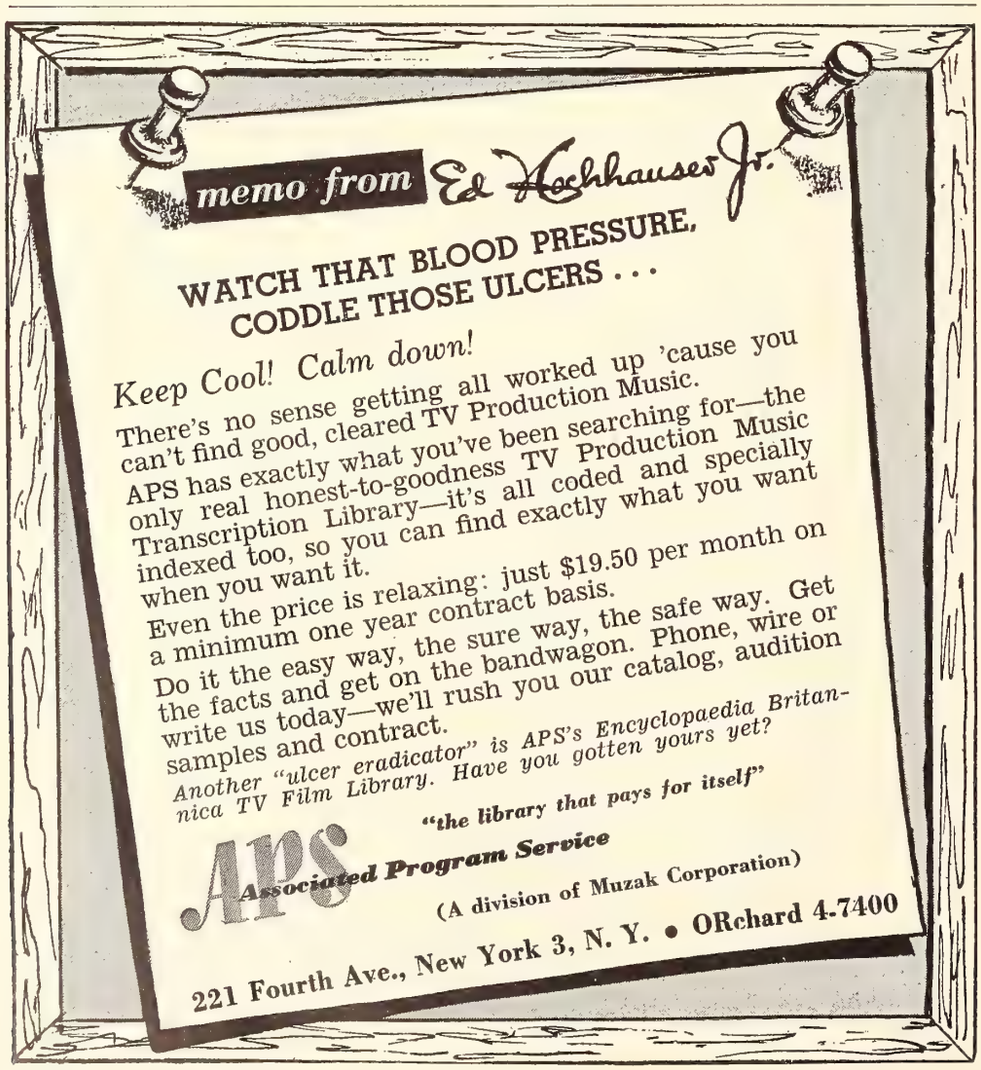
Kroehler furniture prepares silent commercials for dealers' use in local television advertising

FOR FURNITURE manufacturers, the newspaper ad mat has long been standard operating procedure for supplying local dealers with a variety of advertising services. Until recently television had posed a dilemma to dealers, perhaps because the visual medium had no such equivalent.

There might be a trend, however, in the experiences of Kroehler Mfg. Co., Naperville, Ill., reported by its agency, Henri, Hurst & McDonald, Chicago. The rough equivalent of the ad mat has finally arrived on the tv scene—and with appreciable success—with the use of specially prepared 45-second silent films actually passed on to dealers at no cost.

In March of 1953, Kroehler, one of the largest furniture firms of its kind, turned this problem over to its agency: how to attain greater effectiveness in its films for a reasonable price. Two months later the agency's audio-visual supervisor (or film director) Lee Randon, came up with a revolutionary idea. He recalls the situation:

"A check of tv advertising used by furniture stores showed that such stores went in for highly promotional advertising, designed primarily to build store traffic. They made use of brand names only in connection with special values they had to offer. If this were typical of dealers throughout the country, then the conventional tv spot, no matter how good it is, would spend its life in the can, not on the tv film projector."



Mr. Randon called for an "entirely new approach" on the basis of the clear need for dealer aids.

Mr. Randon's idea was this: Each six months, immediately after the furniture show, take a camera crew into Chicago's marts, and shoot short sequences with close-ups of featured suites, sofas, chairs, etc., on silent film. Prepare a brochure for dealers, giving them a choice of film clips to incorporate into their local programs, or as spots.

The idea was first tried in June 1953 and thus far three series of six films each have been prepared at the low cost (due partly to no sound track) of $350 per commercial. They have been used by Kroehler dealers in from 40 to 50 tv markets across the country. Response from dealers has been "extremely favorable."

Mr. Randon is quick to compare the $350 with the $2,000-$3,000 price range for many one-minute films, and adds: "It's significant that such films can be produced at such relatively low cost."

Kroehler pays for the production. The local dealer buys the time on the local station. He is not charged for film production, which is handled by Kling Studios, Chicago, with Mr. Randon supervising.

Along with the brochures or pamphlets, the dealer also gets a suggested script. The usual procedure is for the station to show a Kroehler suite or sofa line on film in short sequences—four, 12 and 17 seconds at a crack—and for the local announcer to cut in simultaneously on behalf of the dealer's own particular specialties on a given night. Film sections can be eliminated individually at the local dealer's discretion, based on the items he is pushing. Slides can be used if desired.

Video sequences usually open with long shots of Kroehler showrooms and the announcer's voice apprising listeners that buyers from store X have just returned from the furniture show in Chicago "where they selected the very newest styles and fabrics." Provision is made for a closing 15-second voice plug identifying the local dealer. Together, film with closing voice, the spot actually runs one-minute.

Each dealer is convinced by now, according to Mr. Randon, that the silent clips (35mm) "do a better job of displaying that particular furniture than he could get live in 95% of the stations, as well as doing it at a lower cost to him."

The six-film series can be shot in one day, with lower labor and other costs. The equipment used: a rear-screen type projector (built-in screen) and a repeater tape recorder contained within a case. The commercials can be used, with varying frequency, for three to six months between furniture shows.

Mr. Randon says that furniture dealers went on the air in the early days of television, evolving a "general format into which standard tv commercials would not fit" and that few dealers would devote an entire commercial to the products of a single manufacturer.

But, now, he reports, Kroehler's pioneering venture has rebounded to the mutual benefit of the company and its dealers—with tv ad mats that "take all the guess work out of your television commercials."



THE NEW KEN MURRAY SHOW...

Where were you?

...great heroes
...world personalities
...famous events
...daring exploits
...world shaking decisions
...unbelieveable records

SEE . . . the man described by General Pershing as the greatest hero of World War I.

SEE . . . the woman who brought greater glory to America by her exploits in 1927 . . . and nearly lost her life in the effort.

SEE . . . the man who made world headlines **twice** in one day . . . the day that Adolph Hitler refused to shake his hand.







This new exciting program, produced by Ken Murray is filled with drama, comedy, suspense, music, variety and the great events which set apart a special day in our history as belonging particularly to one man or one woman. The day they added one more document to American history in our century. The day that they were the talk of the world.

The most amazing list of great personalities ever put on television in one series . . . . . brought to you directly from their present homes throughout America.

26 HALF-HOURS...AVAILABLE NOW...for local and regional sponsorship. . . . for those sponsors and stations who want something NEW . . . REFRESHING . . . DIFFERENT . . . Call your nearest UTP office and screen Ken Murray's new television series . . . **WHERE WERE YOU?**

WHERE WERE YOU?
Produced by Ken Murray
for Bing Crosby Enterprises, Inc.

Distributed by
United Television Programs, Inc.

home office
HOLLYWOOD
650 NORTH BRONSON
HO 9-8321

NEW YORK
444 MADISON AVENUE
PL 3-4620

CHICAGO
360 NORTH MICHIGAN
CE 6-0041

COMPARATIVE NETWORK TV SHOWSHEET

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		*Shakespeare on Tv*		Revere alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie	Co-op Author Meets the Critics	Toni Co. People Are Funny L
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. Spectaculars (intermittently) Rynlds. Mtl H. Bishop Sunbeam L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Gruen-Amr. Safety Razor Winchell	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Packard Mtr. Martha Wright			
9:30	Jane Pickens Show L	Bristol Myers Man Behind the Badge L	Serutan Life Begins at 80	
9:45				
10:00	*Dr. I. Q.*	P. Lorillard The Web L	*The Music Show*	P&G Loretta Young Show F
10:15	Dodge Break the Bank			
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds The Hunter F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		7:15-7:30 Miles Labs Morgan Beatty and the News	Toni Co. Tony Martin Show L
7:30	*U.S. Highway* 1954 F	Amer. Home Prod. News		Camel News Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	Derby Foods Sky King	Carnation (alt.) Goodrich Burns & Allen L		Droodles L
8:15				
8:30	Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		TBA
8:45				
9:00	*Junior Press Conference News* L	Philip Morris Public Defender F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway Neutral Corner L	Gen. Foods Instant Maxwell Coffee Masquerade Party L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One Summer Theatre Studio One (ret. 9/20) L		
10:15				
10:30				
10:45			Co-op At Ringside	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	ReaLemon-News J. Daly		7:15-7:30 Miles Labs. Morgan Beatty and the News	
7:30	Men of Tomorrow	American Tobacco News L		*V. Monroe Show* L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	Wrigley Gene Autry Show F (off 9/21)	Vitamin Corp. of America The Goldbergs	Midwestern Hayride L
8:15				
8:30	Florida Citrus Twenty Questions L	Pharmaceuticals Inc. Juvenile Jury L (off 9/14)		Assoc. Products Arthur Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod alt. wks. O'Cedar Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	Nash-Kelvinator alt. wks. Block Drug Danger L		Armstrong's Circle Theatre L
9:45	Center Stage			
10:00		Pet Milk Co. alt. wks. Life With Father		*It's A Great Life* F
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music			
10:45		Alcoa See It Now		
11:00				
11:15 PM				

ABC

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

Tide Water Oil Daly–News
Soldier Parade L-S
No Net. Service
Eff. 9/29 Remington Rand-Knomark mfg. (Alt. wks.) Masquerade Party
Wrestling From Rainbo L

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45		*God's World* (off 9/26)		
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L	N.Y. Times Youth Forum	
12:45				
1:00			Johns Hopkins Science Review	Youth Wants to Know L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th) A. E. Staley Co. (Tu & Th)	The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				General Mills, Fri. Ding Dong School L Gerber Prods. Thursdays
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		
10:15				
10:30				*A Time to Live* L
10:45				
11:00				3 Steps to Heaven P&G L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsor Home L
11:30				
11:45		Gen. Mills (MWF) Sponsor Valiant Lady Toni (Tu&Th)		
12:00 N				Bob Smith Show NY L
12:15 PM		Amer. Home Products Love of Life		
12:30		P&G Search for Tomorrow		TBA
12:45		P&G Guiding Light		
1:00		Gen. Foods Portia Faces Life		
1:15		P&G The Seeking Heart		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Brown Shoe Smilin' Ed's Gang			
10:45				
11:00	Ralston-Purina-Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		
11:15				
11:30		Campbell Soup Abbott & Costello		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

FOR SEPTEMBER 1954

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
			Walter H. Johnson & Co. Capt. Video	
Coca-Cola Eddie Fisher L	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm	7:15-7:30 Miles Labs. Morgan Beatty and the News	V. Monroe Show L
Camel News Caravan L		Gen. Electric Jane Froman (ret. 9/16)		Camel News Caravan L
GE I Married Joan F	Melody Tour L-S	General Electric Ray Milland Show (ret. 9/15)	Consolidated Cosmetics Inc. They Stand Accused	DeSoto-Plymouth Groucho Marx F
Scott My Little Margie F		Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F		Borden Justice L
Krafts Foods Television Theatre L	Brillo—So You Want to Lead a Band	*What Do You Have in Common* S	DuMont Labs What's the Story	Chesterfield Dragnet F
	Kraft Foods Kraft TV Theatre	Sngr.-Pkr. P. Four Star Playhouse (st. 9/30)	Regional Sponsors Greatest Pro Football Plays of the Week	Ford Theatre F
Hazel Bishop This Is Your Life L		Philip Morris The Telltale Clue L		Lever Bros. Lux Video Theatre L
		Carter Prods Alt. Whitehall Name That Tune L		

FRIDAY

ABC	CBS	DuMONT	NBC
Tide Water Oil Daly–News		Co-op Capt. Video	
Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	Pharmaceuticals News Ligg. & Mys. Perry Como L	7:15-7:30 Miles Labs. Morgan Beatty and the News	Coca-Cola Eddie Fisher L
Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		Camel News Caravan L
Lehn & Fink Ray Bolger	R. J. Reynolds Topper F		*The Duke* L
Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. One Minute Please	Gulf—Life of Riley 9/18 F
In Our Times F	General Foods Sanka Our Miss Brooks F		Simoniz & Amer. C&C Big Story F
	Brown & Williamson Viceroy Star Theatre	P. Lorillard Lentheric Inc. Chance of Lifetime	Campbell Dear Phoebe F
	American Oil Hamm Brewing (alt. wks.) Noxzema It's News to Me	*Time Will Tell*	Gillette Cavalcade of Sports L
	Longines Chronoscope		Greatest Moments in Sports Mutual of Omaha F

SATURDAY

ABC	CBS	DuMONT	NBC
	Wrigley Gene Autry Show (st. 9/25)		*Mr. Wizard* F
Dotty Mack	Sylvania Beat the Clock L	GT&RCo. Gen. Sports Time	Sunbeam Ethel & Albert L
Enterprise USA	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Stage Show (7/3-9/18) L Jackie Gleason (ret. 9/25)	Participat'g Sponsors Professional Football	Pillsbury-Green Giant Mickey Rooney Show F
Greatest Sports Thrills			TBA
Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L		Armour&Co. Dow Chemi. Lemon Prod. Grillin Mfg. Amer. Chicle GE Gudahy Packing Saturday Night Revue
Fight Talk	Intrnl. Silver Alt. Simmons My Favorite Husband (ret. 9/11)		
Travel Corner	Chrysler Plymouth Div. That's My Boy L		
	General Mills Willy (st. 9/18)	11:05 Boyle-Midway Sports Showcase	Am. Tobacco Warner Hudnut Your Hit Parade L

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

DuMONT	NBC
	Religious Hour Frontiers of Faith L
GT&RCo. Gen. Sports Time	(9/19) *American Inventory* L
	TBA
Participat'g Sponsors Professional Football	TBA
	Comment L&F
	American Forum of the Air L
	Quaker Oats Zoo Parade L
	(9/5) Hall Bros. Hall of Fame (3 of 4) L
	TBA

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Participat'g Sponsors Paul Dixon Show	*The Greatest Gift* L
	Bob Crosby (See footnotes)		P&G Golden Windows L
	P&G The Brighter Day		*One Man's Family* L
	Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		P&G L Concerning Miss Marlowe
	P&G On Your Account 4:30-5		*Hawkins Falls* L
	Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		*First Love* L
			Betty White Show L
			Pinky Lee Show L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week			Canadian Pro Football
Carnation Co., Humble Oil-NCAA Football Games (Time Varies)	Racing Saratoga		

Explanation: Programs in Italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:45-4:00 p.m. Corn Products Refining Co.; Tues. 3:45-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Doeskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST. Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Miles Labs st. 9/28, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue Kellogg, Wed. Best Foods, Thu. Toni alt. wks Chun King, Fri. Economics Labs.
10:30-45 Fri. Bristol Myers.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Swift Peanut Butter.
Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-10:45 M. & W. Minnesota Mining & Mfg., Tu. & Th. Frigidaire.
10:45-11 M. & W. Kellogg, Tu. & Th. Toni.
11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.
11:15-30 M.—Thu. Pillsbury.
House Party
2:30-45 p.m., M., W., Fri.—Lever
2:30-45 p.m., Tu. & Th.—Kellogg
2:45-3 p.m., M.-Thu.—Pillsbury
2:45-3 p.m. Fri.—Hawaiian Pineapple

Tue.—Miles Labs st. 9/28.
Robert Q. Lewis, M.-F. 2-2:30 p.m.
2-2.15 Wed.—Best Foods; Thurs.—S. C. Johnson; Fri. -Doeskin.
2:15-30 Thu.—Swanson; Tues.—Helene Curtis; Wed.—Gen. Mills; Fri.—Gen. Mills.
Bob Crosby M.-F. 3:30-4 p.m.
3:30-45 Tue.—Toni
3:30-45 Fri.—Englander, alt. wks., S. O. S.
3:45-4 M., W., F.—General Mills
3:45-4 Th.—Am. Dairy

BROADCASTING TELECASTING

September 13, 1954

LOUIS D. SNADER
FIRST GAVE YOU
LIBERACE ON TV FILM
PRESENTS
KORLA

PANDIT
AVAILABLE IN BOTH ¼ & ½ HOUR
FILM MUSICAL SHOWS
SNADER PRODUCTIONS
9130 SUNSET — HOLLYWOOD 46

What To Ask Film Salesmen

By Jim Bentley

Program Director, KCEN-TV Temple, Tex.

A FILM SALESMAN once told me that his package, like all the other syndicated film packages, had the one and only basic requirement for television—definition and contrast range suitable for transmission! This particular salesman previously must have sold intangibles, because this statement is about as ambiguous as "What's the price of your film package for thirteen weeks?"

Foremost, the film package must accomplish the two proven purposes of the television medium by providing the station with high rated programming and selling the advertiser's goods at a proven profit. In order to rate your potential new film package, why not screen those film salesmen with some of the following questions:

WHAT IS THE NET PRICE OF THE FILM PACKAGE IN VARIOUS SEGMENTS? IS THIS A STABILIZED PRICE?

The cost of the film package must be not only a realistic cost but also a controlled cost for varying markets. In many cases the net cost of the package will vary 5% to 20%, depending on the immediate needs of the station. Some distributors stabilize their package price by a percentage of station rate time, taking into consideration coverage area and set count. There are other ways of computing fair, stabilized pricings. Make sure your market isn't overpriced due to past sales propaganda.

HAS THIS PARTICULAR FILM PACKAGE BEEN PLAYED IN THIS MARKET? HOW MANY TIMES?

There have been instances when film salesmen quoted a one-run film series in a multi-channel market and the film package ran on a rerun basis over a competing channel. It is extremely important for the sales staff of a station to quote the numbers of correct runs to the potential client, consequently the accurate number of runs in an area is a prerequisite to any sales presentation. As with any sales medium, the representative must know his product thoroughly and quote correct sales information.

Another APS exclusive
TV FILM LIBRARY SERVICE

The only complete film library of its kind available anywhere—comprised of the internationally famous Encyclopaedia Britannica Films.

Film Library Plan—permits you to choose any 100 or more subjects of your own choice, which you may program in any way you see fit for a full year at a single low unit rate—in most cases, less than $4.00 a month per title. Unrestricted use includes:

Unlimited repeat rights
Clip & stock shot rights
Rear screen projection rights, (loops, slides, etc.)
Commercial film leader privileges

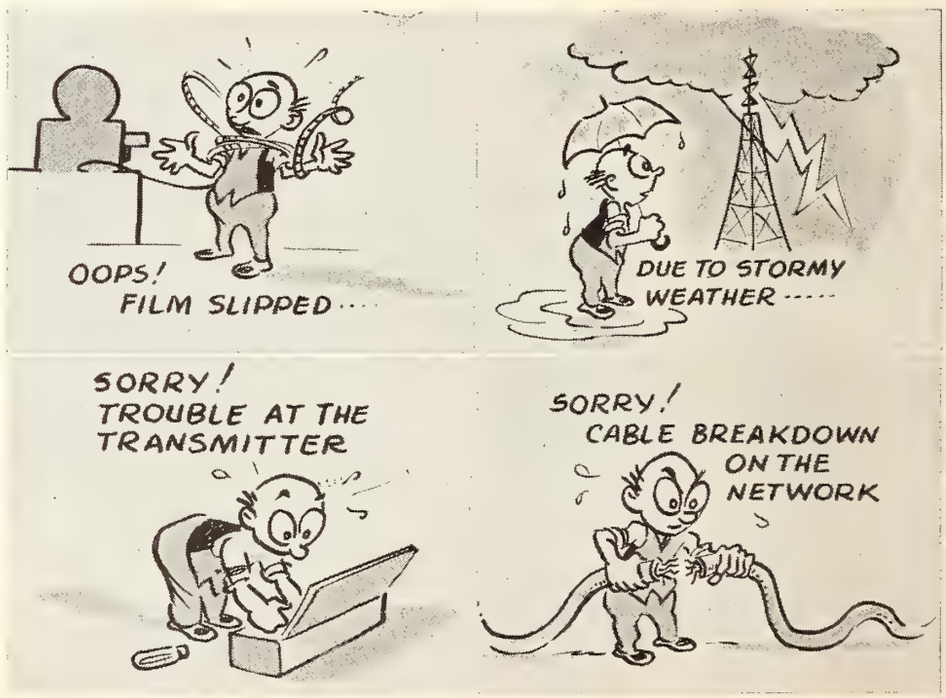
All films come complete with film guides containing scenarios and listing all pictorial footage sequences.

For TV Schools of the Air, for entertaining educational features, for commercial program packages, for dramatic film production aids, for local spots for stand-by purposes—this unique TV Film Library Service is unexcelled.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

DUE TO CIRCUMSTANCES. . .

TO TAKE the sting out of troublesome moments, WNBW (TV) Washington uses a set of cartoons, each dealing with a specific problem that interferes with tv transmission. All were drawn in rough form by Jay Royan, publicity director for the NBC o&o station, and then given to an artist for the finishing touch. Sam Newman, transmitter engineer, was the model. These four are typical of the set.



WILL YOU HELP IN THE INITIAL SALE AND SELL THE RERUN PHILOSOPHY TO LOCAL SPONSORS?

The responsible salesman will present his product to potential clients, reviewing ratings and data, to prove a lesser cost-per-thousand than competing media. Station management generally understands the great audience and sales rewards pertaining to reruns, but to sell this rerun idea to a local sponsor is a time consuming job in itself. A brief, concise sales presentation by distributor representative (with the help of station sales representative) inks many a new contract.

DO YOU SHIP FROM A LOCAL OFFICE OR MUST PRINTS BE SHIPPED FROM NEW YORK OR LOS ANGELES?

Since the net cost of the film package is the important figure quoted, the transportation cost is often overlooked. Scheduling and shipping can prove costly if handled poorly. Air express charges on prints from New York to midwestern states sometimes prove 20% of the net cost of the complete film package. Closer distribution outlets prove economical for both station and distributor.

DO YOU FURNISH PROMOTIONAL MATERIAL AND PROMOTIONAL AIDS WITH THIS FILM PACKAGE?

If so, it should include publicity photos with captions, publicity releases, and sales brochures. Correct, up-to-date ratings and success-story information, plus promotional audio announcements in various one minute, 20-second, 10-second and 8-second lengths, newspaper advertising mats, color posters and point-of-purchase material are required for ultimate sales successes.

DO YOU PERMIT STOCKING OF PRINTS?

Stocking of prints is not always necessary, but it is imperative that segments of the film package arrive well in advance of their playdates in order to recheck the quality of splices, video and audio track. Bicycling of prints is a "must" for the distributor, but complete distributor-station and station-station cooperation must prevail. A flexible shipping schedule not only allows grace time for complete print inspections, but gives an ample substitution period—a programming problem with every station.

HOW DO YOU MEASURE YOUR PRODUCT QUALITY AGAINST THE COST TO THE SPONSOR?

Tv films naturally contribute to good programming, and being good vehicles for coordinated selling, their use should be offered in good balance with "live" telecasts. Audience reactions in other similar markets prove the package an asset or liability, compared to the "live" camera rates and production costs. The film salesman should know your local ratings, as they always prove beneficial in comparing the quality vs. the cost and ultimate selling potential of the film package. Both small and large markets agree that the same old philosophy still prevails—quality sells, not quantity. Make the salesman prove this factor to you.

DO YOU GIVE COMMISSIONS TO ADVERTISING AGENCIES?

The few distributors that include agency commissions have just deducted this percentage from the film salesman's commission. In many cases, the agency must take the responsibility of bartering with the distributor's representative. A fixed agency commission would stimulate sales in most markets due to an increased agency incentive to sell film packages to local clients.

DO YOU SERVICE THE PACKAGE BOUGHT?

To service the proposed film package contract, the salesman should understand local problems of programming and promotion. He should be able to furnish advance material and aids for promotion purposes on a moment's notice. He should be non-biased in his views toward competing clients, and above all, this hypothetical film salesman should render undivided service until the termination of the new film package contract, at which time he may safely approach you—head held high—expecting an affirmative, "I'll Buy That" answer.

TELEVISION FILM SERIES

Wild Life In Action—52¼ hr. animal
Adventure Is My Job—13¼ hr. outdoor
Opera and Ballet —13¼ hr. music
Where In The World—52¼ hr. docu.
Reading The Bible —13¼ hr. H. Wilcoxon
The Magic Vault —52½ hr. drama
Out Of The Past —26½ hr. bible st.

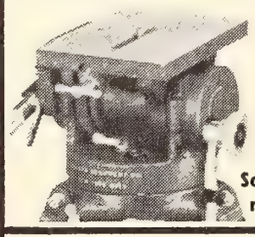
LAKESIDE TV CO., 1465 B'WAY N.Y.C.

NOW... A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT



Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.





ALL-METAL TRIPOD

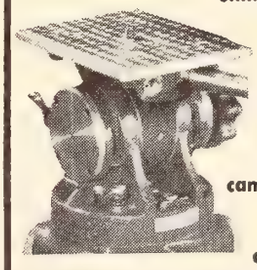
MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS



Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.



Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

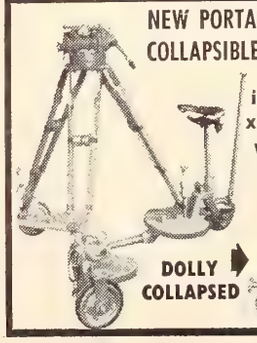


MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



DOLLY COLLAPSED



FRANK C. ZUCKER CAMERA EQUIPMENT CO.

DEPT. B-9-13 1600 BROADWAY • NEW YORK CITY

TIME IS RUNNING OUT...



...because MAJOR LEAGUE BASKETBALL GAME OF THE WEEK, TV's newest and most action-packed filmed sports feature, is going fast, *fast*, FAST!

Now, available for the first time, the pulse-stirring action of a selected National Basketball Association big league game, all of the skills, thrills and spills of basketball's big time. It's filmed on the spot by Standard Television's ace sports cameramen, edited down to a half hour of sheer excitement, and rushed to you as the smoking hot leader of your station's sports parade.

It's action all the way with MAJOR LEAGUE BASKETBALL GAME OF THE WEEK, featuring such outstanding hoop performers as George Mikan, Bob Cousy and other basketball greats, starring on nationally famous teams like the Minneapolis Lakers, the Boston Celtics, all of the top contenders that make up the National Basketball Association. Dick Enroth, veteran voice of the fast moving sport, adds colorful commentary.

MAJOR LEAGUE BASKETBALL GAME OF THE WEEK is the great winter sports feature you *need*. Basketball is the *only* important winter sport, and MAJOR LEAGUE BASKETBALL GAME OF THE WEEK brings it to you excitingly condensed to a half hour, a length that's kind to program schedules.

Plenty of promotional help, and priced right for fast *sponsor* action, too.

For remaining availabilities

write, wire, or, better yet, phone:

STANDARD TELEVISION

321 SO. BEVERLY DRIVE, BEVERLY HILLS, CALIF.

TELEPHONE: CRESTVIEW 4-6869

'IF WE HAD GOOD SENSE . . .'

MEMORANDUM from Odin Ramsland, commercial manager of KDAL Duluth, Minn., to Rex Hudson, station sales manager, advises "If we had good sense, we'd raise our rates . . ." The reasons outlined by Mr. Ramsland for the raise are: over 900,000 tourists are visiting "KDAL-land" during the summer and due to the station's "splendid coverage, top programs, 24-hour per day radio service" and highway billboards leading to Duluth inviting people to tune to KDAL, "we are assured of the audience"; more than four out of five cars in that city have radios; and the station's "dominance of radio listening" in the area. KDAL claims to rate 39 firsts out of a possible 40 quarter hours from 8 a.m. to 6 p.m.

CANADIAN FOOTBALL

TO HELP familiarize American football fans with the Canadian version of game currently being televised weekly over NBC-TV, Cleve Herman, KNBH (TV) Hollywood sports director, has started a policy of answering telephone inquiries about Canadian football during the entire season on his Saturday KNBH *Sports Lineup* program, which immediately precedes the Canadian games on the station.

KNX SERVES FREE LUNCHES

TO MEET competition for studio audiences in Hollywood, particularly against tv programs, Harry Koplan, host of the weekly KNX Hollywood *Meet the Music,* is serving free lunches provided by various local restaurants and bakeries. Contributors of the spaghetti, ravioli, hamburgers, coffee, cake and cheesecake receive

COLORCASTING

Advance Schedule

Of Network Color Shows

CBS-TV

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp., through McCann-Erickson

Sept. 19 (10:30-11 p.m. EDT): *What's My Line?*—alternate sponsors—Jules Montenier Inc., through Earle Ludgen; Remington Rand Inc., through Young & Rubicam.

Sept. 25 (9:30-10 p.m. EDT): *My Favorite Husband* — alternate sponsors—International Silver Co., through Young & Rubicam; Simmons Co., through Young & Rubicam.

Sept. 30 (7:45-8 p.m. EDT): *Jane Froman Show,* General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EDT) *Chrysler Show,* Chrysler Corp., through McCann-Erickson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

How many people does it take to make a steak?



When you plank the cash on the counter for a slice of sirloin, some of it may represent *your own pay* for the part *you* played in getting that steak to your table.

We'll make ourselves clear.

It takes a lot of people to help produce that steak in this mid-20th-century economy of ours.

The people we've put in the picture above, for instance. And many, many others. Though you may not realize it, some product you, yourself, help make or sell or service may play a part in producing steaks.

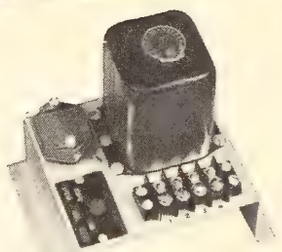
1. **The cowboy** or range hand who looks after the cattle.
2. **The banker** who finances land, herd and equipment.
3. **The chemist** who makes insecticides, serums and fertilizers.
4. **The oil refiner** who provides the fuel for the power machinery so many ranchers use.
5. **The steelmaker** who provides a multitude of items, from fencing and branding irons to filing cabinets.
6. **The brewer—7. The sugar refiner—8. The cotton ginner—9. The flour miller** who furnish some of the by-products used to make the livestock feeds with which ranchers and feeders supplement grass.
10. **The veterinary** who looks after the health of the cattle.
11. **The blacksmith** who shoes the horses and repairs ranch machinery.
12. **The airplane pilot** who sprays ranges and fields, destroying pests.
13. **The lumberman** who provides the wood for corrals and barns and pens.
14. **The windmiller** who makes the machinery that keeps man-made ranch water holes working.
15. **The feeder** who takes lean range cattle and puts about 25% more beef on them by intensive feeding.
16. **The truck driver—17. The railroader** who haul cattle to market and meat to you.
18. **The stockyards man** who provides "room and board" for the livestock, and the **commission man** who is sales agent for the producer.
19. **The meat packer** who processes and distributes the beef.
20. **The retailer** who is the final link between all these people . . . and *you.*

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.

Investigate before you buy . . .





RI-108-6 AC POTENTIAL UNIT — used in the Rust System to remotely indicate AC line voltage or regulated filament line voltage (which is proportional to actual filament voltage). The unit is designed for operation on either 115 volts or 230 volts 50/60 cycles.

and you'll choose rust!

If you are considering Remote Control for your transmitter, investigate before you buy. Choose the system that's designed for *you* — and you'll choose Rust. Here's why . . .

No two Rust systems are exactly alike. Rust remote control systems are *engineered* to fit *your* transmitter, whatever its make or model. Even the interconnection diagrams you get are especially drawn up for *your* equipment. Thirty different component units are stocked so that your specific problems can be solved by standard Rust units, *prior to installation.*

What does all this mean? It means that when you buy a Rust system it is *complete.* Your installation is easier and quicker. Because there are no tubes, there are no tube failures. Because there are no adjustments, there are no maladjustments. The Rust System functions as it should . . . with little or no maintenance.

When you shop around for Remote Control — take a peek behind the panel. You'll find Rust offers the best buy for *you.*

the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

air mention by Mr. Koplan during the two and one-half hour program. The success of the "feed 'em as you entertain 'em" policy is evident by the continued large attendance, the station reports.

KONA-TV 'FIRST'

RALLY for Mrs. Joseph R. Farrington, Republican candidate for the post of Hawaiian delegate to Congress, was telecast by KONA-TV Honolulu, said to be the first such tv coverage in the Islands' political history, the station reports. With Mrs. Farrington's victory at the polls the next day, political leaders predicted increased use of tv during future campaigns.

KNGS 'CLIENTS' DAY'

EXPERIMENTAL "Client's Day" promotion of KNGS Hanford, Calif., proved successful enough to warrent its becoming an annual feature, the station reports after several hundred local businessmen—clients and prospective clients—attended the day-long visit and luncheon there. As part of the show, visitors relieved staff announcers from duties for the day, reading commercial copy and newscasts, reporting weather and spinning records. Rival Ford dealers at one point read each others' commercials. KNGS reports many calls from the listening audience expressing approval of the program.

CHEF GOES COMMERCIAL

PROMOTION of products advertised by Ralph's Grocery and Von's Grocery Co. on personality-merchandiser-cooking expert Chef Milani's programs over KCOP (TV) Hollywood and KMPC same city is part of a long term contract between Mr. Milani and the Southern California supermarket chains, reports Mr. Milani. The chef will stage one of his weekly Saturday amateur shows every fourth week at Ralph's or Von's market, and additionally plug the market chains on his two five-weekly programs. Other weeks he will continue to stage talent shows at other supermarkets, bearing costs personally and placing winners on his programs as a non-sponsored public service.

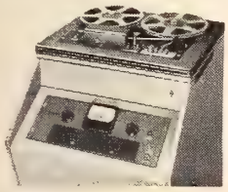
SPOTS HELP RED CROSS

SPOT announcement campaign has been credited by the American Red Cross for the increased enrollment in its swimming classes, WMAQ and WNBQ (TV) Chicago reports. The stations quoted a letter from Helen La Pat, radio-tv representative of the American Red

'Mom's Day Out'

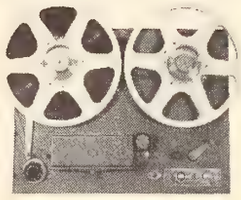
OVER 50,000 mothers and children flocked to the Alabama State Fairgrounds for a two-day "Mom's Day Out" promotion, sponsored jointly by The Birmingham News Co. (*News* and *Post-Herald*) and its affiliated stations, WAPI, WAFM (FM) and WABT (TV) there. Families from 45 Alabama counties and four states set what was said to be the record for the largest attendance in Birmingham history for an outdoor event. WAPI and WABT personalities provided entertainment for four free grandstand shows with the reigning "Miss Alabama" serving as co-m.c. Prizes were awarded every hour to mothers and children, some who traveled over 100 miles for the celebration. Henry P. Johnston, president of the stations, has announced that the successful event will become an annual affair.

What's your choice in fine tape equipment?



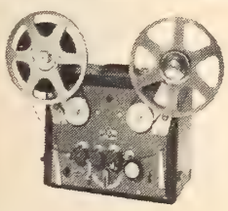
NEW PRESTO SR-11

Complete studio console tape recorder. Never before so much quality, operational ease and value at such a modest price. Embodies the famous PRESTO R-11 tape mechanism, matching amplifier — power supply in sturdy well-designed console cabinet. Three motors for complete flexibility; 15" and 7½" per sec. speeds.



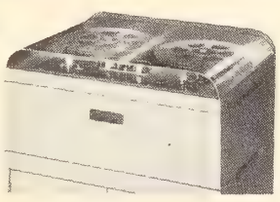
PRESTO R-11

A tape recording mechanism of truly modern design in engineering and operation. Mechanism includes three-head assembly, solenoid operated brakes and employs the exclusive Capstan drive unit. Tape reels mounted directly on heavy-duty torque motors.



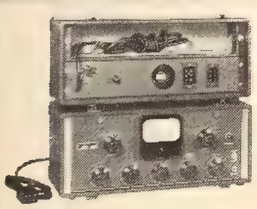
PRESTO R-7

Rugged, portable tape recorder with separate recording, reproduction, and erasing heads. Built around a sturdy, three-motor drive eliminating friction clutch, the RC-7 contains the same high-quality components found in PRESTO'S fine studio equipment. Heavy-duty construction throughout.



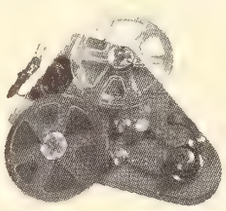
PRESTO PB-17A

Reliable, long-playing tape reproducing mechanism. Automatically reversible for continuous playback for background music in eight hour cycles. Frequency response uniform from 50 to 8000 cps. Tape speed: 3¾" per sec. Reels up to 14" diam. (4800' of tape) with dual track.



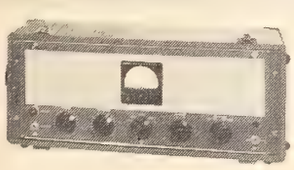
PRESTO 900-A

Precision tape amplifier for portable use or rack mounting. Composed of individual record and reproduce (monitor) amplifiers on a common chassis; separate power supply; three-microphone input, 250 ohm low level mixer; illuminated V.U. meter. Output of reproduce amplifier, 500 ohms, plus 20 db maximum. May be used with any model PRESTO tape recorder.



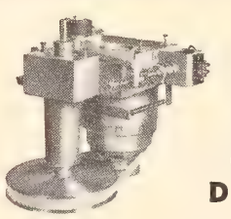
PRESTO TL-10

Turntable-driven tape reproducer. Unique, low-cost unit that adapts any 16" turntable for reproduction of tape at 7½"/sec. or 15"/sec. with exceptional accuracy. No pre-amplifier required; plugs into standard studio speed input equipment.



PRESTO A-920

More compact than the 900-A. In carrying case or for rack mounting. Consists of microphone preamp, a reproduce preamp, power amplifier and power supply — all on a common chassis. Two small speakers mounted behind front panel for playback. Single mike input: 250 ohms. Playback output: 15 ohms, 10 watts.



PRESTO CDR-200 CAPSTAN DRIVE UNIT

Heart of all Presto tape recorders and reproducers. Motor, capstan and flywheel, pressure pulley and pressure pulley solenoid are mounted on independent cast aluminum chassis. Positive, very quiet tape drive with minimum of parts.

Behind every piece of tape equipment are these PRESTO "extras"— painstaking craftsmanship, years of experience... quality control... and advanced production facilities that guarantee instruments of absolute precision and lifelong dependability.

PRESTO

RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

MAIL THIS COUPON TODAY

Presto Recording Corporation
Tape Equipment Sales Div.
Paramus, New Jersey

Please send full information and prices on the following Presto tape equipment:

☐ SR-11 Tape Recorder ☐ PB-17A Tape Recorder
☐ R-11 Tape Transport ☐ TL-10 Tape Reproducer
☐ R-7 Tape Recorder ☐ A-920 Tape Amplifier
☐ 900-A Tape Amplifier ☐ CDR-200 Capstan Drive

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____

STATE_____

Cross, Chicago chapter, to George Heinemann, program manager of the NBC o & o outlets, citing "the very positive results" from their promotion of the swim campaign. The spots were aired on both stations during July and August during the daytime hours. Additionally, WNBQ telecast swimming demonstrations each week on *The Bob & Kay Show*.

WIDE AWAKE CAMPAIGN

CONVINCED by KABC-TV Hollywood that a spot campaign was more advantageous than an orthodox participation in a "prestige" program, Eclipse Sleep Products Inc., Los Angeles distributor for Eclipse Springwall Mattresses, has placed through Stodel Adv. Co., same city, 17 rotating participations a week to appear on six daily live shows and five weekly programs over the station, reaching what KABC-TV estimates to be 1½ million people a week. Large posters with pictures of KABC-TV personalities also were distributed to local furniture dealers and department stores as part of the promotional campaign. Impressed by the advertising program, a number of new dealer outlets added the products to their line and others increased their stock of the firm's mattresses, reports the station.

'AS ADVERTISED'

WMFS Chattanooga has launched an "As Advertised" promotional campaign designed to supply its listeners with high quality merchandise at low costs. "As Advertised on WMFS . . . 1260 on your RADIO dial" cards have been placed in 200 stores in the city. Promotional signs advising shoppers to look for "As Advertised" cards which have been placed with products the station has inspected and found to be "of the highest quality at the most reasonable price . . ." are being circulated. As a result, advertisers have been "so impressed" that they have increased their budgets with the station, WMFS reports.

WXYZ ENTERTAINS KIDS

ONE HUNDRED youngsters were the guests of WXYZ Detroit and station personality Fred Wolf at a recent football game between the Detroit Lions and the Washington Redskins. The children were selected on the basis of their letters telling why they would like to see the "Lions in Action."

JUMP FOR JOY

TO HERALD its coming start of operations, KOSI Aurora, Colo., is sending to advertisers and agencies a Mexican jumping bean game with an attached note stating, "If you think these beans jump . . . just wait to see how your clients 'Jump for Joy' from KOSI results!!! On the air November 1st—start planning that KOSI budget now!"

'THE NASHUA STORY'

SPECIAL review of "The Nashua Story" was recently staged by WOTW-AM-FM Nashua, N. H., to show the progress made by that city since its industrial crisis in 1948. In that year Textron Inc., New York, manufacturers of wearing apparel, announced that it would cease its activities in Nashua, leaving one-third of the city's labor population unemployed. The event drew nation-wide publicity from an investigating committee set up by the late Sen. Charles Tobey (R- N. H.) to look into the problem. Citizens of the city then formed the Nashua Foundation, buying Textron's Nashua properties. Since then the foundation has offset the disruption caused by the shutdown and has added 300 more people to the payroll. For each of the past two years the foundation has paid $15,000 to its beneficiary, the Crotched Mountain Hospital for Crippled Children. The public's response to the program was gratifying, the station reports, and other stations in the area have requested transcriptions of the broadcast. WOTW-AM-FM has 50 transcriptions available on a first-come-first-served basis.



R. E. DUNVILLE (l), president of Crosley Broadcasting Corp., and Harry M. Smith, vice president in charge of sales, are avalanched by part of the 103,000 entries in the recent Crosley "Famous Face" contest. Persons competed to identify a "famous face" from clues and jigsaw pictures shown over WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. A 14-year-old girl from Bellefontaine, Ohio, correctly identified Arlene Francis, NBC-TV star, to win the contest. Among the prizes awarded her were a Packard Clipper automobile, living room suite, tv set, automatic washer, dryer, refrigerator, range, bedroom suite, dinette set, vacuum cleaner, bicycle, boat kit, boat trailer and outboard motor.

'MERCHANDISING PLUS'

PROGRAM offering "merchandising plus" for advertisers who buy time on its new Eddie Doucette cooking program is being presented by WNBQ (TV) Chicago. According to John M. Keys, advertising - promotion - merchandising manager of NBC o&o WNBQ and WMAQ, Mr. Doucette will appear three times weekly before women's and other organizations, using products advertised on his program, beginning Sept. 15. WNBQ is showcasing Mr. Doucette as a replacement for *Creative Cookery*, which moved to ABC's o&o WBKB (TV) same city.

BOLGER PROMOTION CONTEST

CONTEST for promotion managers of more than 60 ABC-TV affiliates in conjunction with the new *Ray Bolger Show*, which bows on the network Sept. 17, has been announced by Lehn & Fink Products Corp., N. Y., program's sponsor. Cash prizes totaling $500 will be awarded to promotion managers "who accomplish the best promotion and merchandising" for the Bolger series and the sponsor's products. The contest opens Sept. 13 and is a month long. Data can be sent up to Nov. 1 to the Merchandising Dept., Lennen & Newell Inc., 380 Madison Ave., New York 17.

OPPORTUNITY AT RCA ... FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

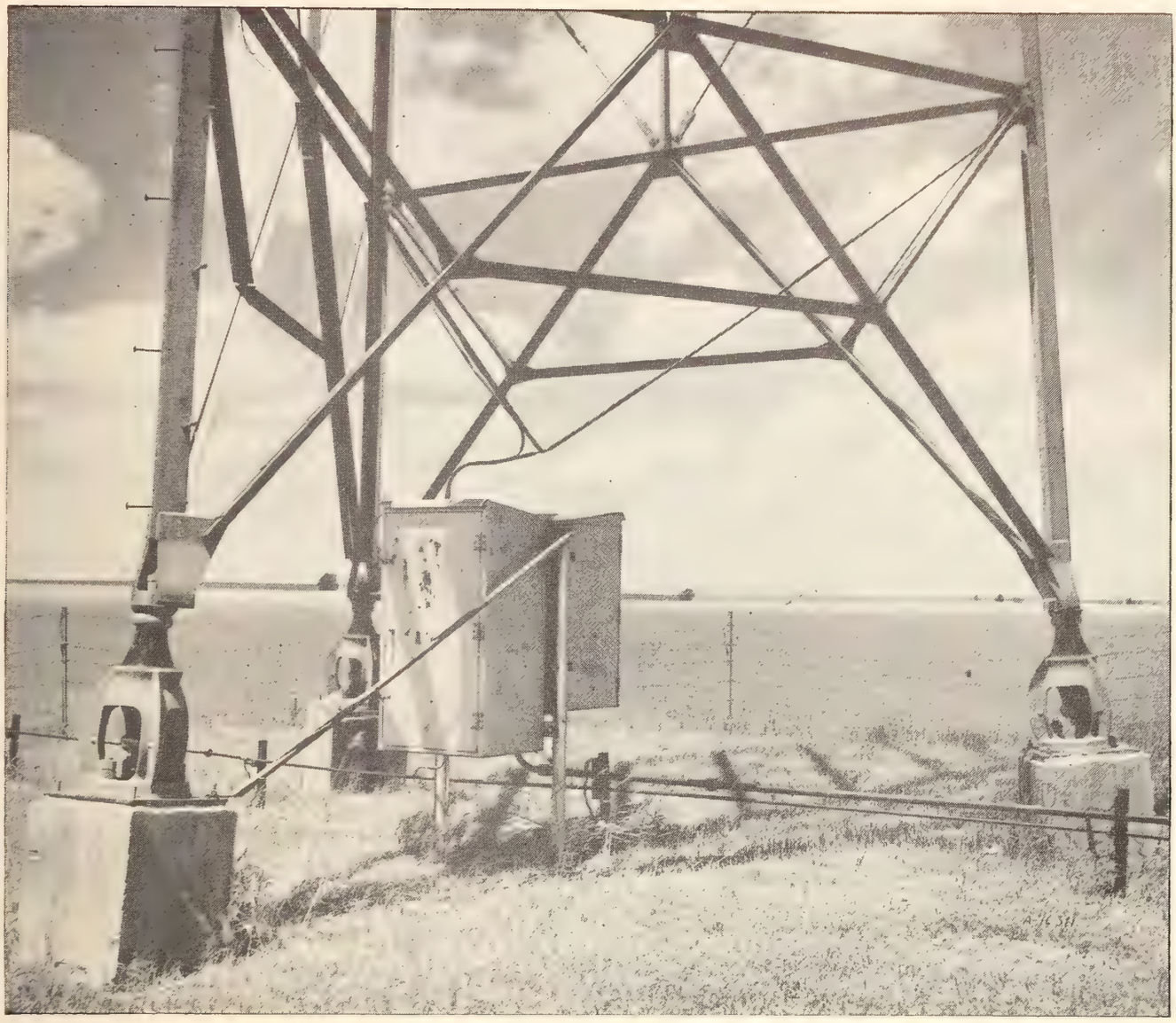
Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:
- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA Tmks. ®
RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.



Base for Broadcasting

This is the base of a Truscon Self-Supporting Steel Tower. Standing sturdy and staunch astride the heart of the wheat country, it helps broadcast the AM signal of KFRM, Concordia, Kansas.

This picture of a firm, solid base, securely anchored, is but part of the story of Truscon "towers of strength." From this base rises a beautifully engineered, precision-manufactured steel spire that stands strong and steadfast against wind and weather.

Truscon knows towers. Truscon builds them for you tall or small . . . tapered or uniform in cross section . . . guyed or self-supporting . . . for AM, FM, TV, and Microwave broadcasting. Your phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown, will get your tower program under way without delay. Truscon® is a name you can build on.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 Albert St., Youngstown 1, Ohio
Export Department: Chrysler Building, New York 17. N. Y.

TRUSCON STEEL TOWERS • AM • FM • TV • MICROWAVE

The Nation's Newest Network!

THE THOROUGHBRED BROADCASTING SYSTEM, INC.,

will begin operations on a 6-times-per-week basis, broadcasting the

"RACE OF THE DAY"

from major race tracks,

Mondays through Saturdays
(instead of tri-weekly
as originally planned)

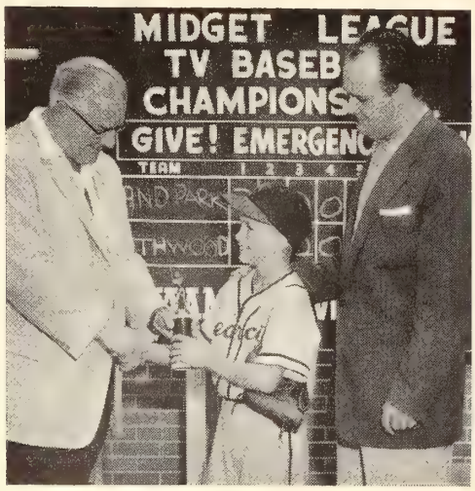
If you would like to carry this low-cost, money-making feature
with
CLEM McCARTHY
and
PHIL SUTTERFIELD
and guest announcers
phone, wire or write:

THOROUGHBRED BROADCASTING SYSTEM

315 Coleman Building,
Louisville 2, Kentucky

PHONE:
JACKSON 7431

First Broadcast September 28



KEN CARTER (l), general manager of WAAM (TV) Baltimore, with Joe Franz (r), WAAM announcer, presents Ronnie Taylor, 12, of the Roland Park Little League, with the "Most Valuable Player" award in the recent Tv Baseball Championships played on WAAM's regulation diamond at its Terrace Studio on Television Hill. Ronnie, who is the son of Claude (Bud) Taylor, WAAM account executive, showed that no favoritism was involved as he hit two doubles, a single, stole a few bases in the championship games, and won his league's batting title with a .600 plus season average.

WBTM-TV HOSTS CIVIC CLUBS

WBTM-TV Danville, Va., recently played host to the local Lions and Sertoma clubs with luncheons in their studios. Mary Nelson, conductor of *Southern Style* cooking school program over the station, prepared the meals for the organizations. Following brief business sessions, club members were given a back-stage look at tv production with short closed circuit versions of the cooking program, sports, weather and news features. Guests also examined the control room and other facilities of WBTM-TV. The station believes good will and increased interest in tv were promoted by the events and reports it is planning similar programs for other civic clubs.

KMMJ, KXXX, KIOA RATE CARD

KMMJ Grand Island, Neb., KXXX Colby, Kan., and KIOA Des Moines, Iowa (Town & Farm Co. stations), are sending to advertisers and agencies rate card No. 12 in the form of a blue, black and white booklet which additionally includes coverage data. The brochure promotes the stations as being "pioneers in the farm field . . . serving farm and home folks since 1925." A map shows the three stations' combined coverage area to be 310 counties in nine states . . . "producing the most responsive audience measured by *any* yardstick!"

WTRI (TV) 'TEASER' CARDS

ADVERTISERS and agencies are receiving "teaser" type postcards from WTRI (TV) Albany, N. Y., this month, acquainting them with the station's various programming and coverage details. National programs currently being carried by the station are billed on the cards in verse form, such as "Gary's here, so's Robert Q. At WTRI there's always room for you!" The card also relates such information as set count figures, audience-cost-per-thousand, effective radiated power and market standing.

CBC Changes Unite Radio-Tv Programming

AFTER operating program departments separately for radio and television for two years, the Canadian Broadcasting Corp. now appears to be moving towards joint operation of programming of these two divisions. Charles Jennings, CBC director of programs, at Ottawa headquarters, has announced a number of changes in program officials giving them charge of both radio and television programming.

Murray Creed, farm and fisheries commentator of CBC at CBH Halifax, has been moved to Toronto program headquarters to plan and coordinate farm and fisheries programs for all Canada. This will include a new weekly farm and garden show program for eastern Canadian tv stations, to be telecast Sundays at 1 p.m. with weather summary, market trends, how-to-do-it feature on farming practices, news for farmers and gardening tips. Regional programs of a similar nature are to be developed for the midwest and the Pacific Coast tv stations.

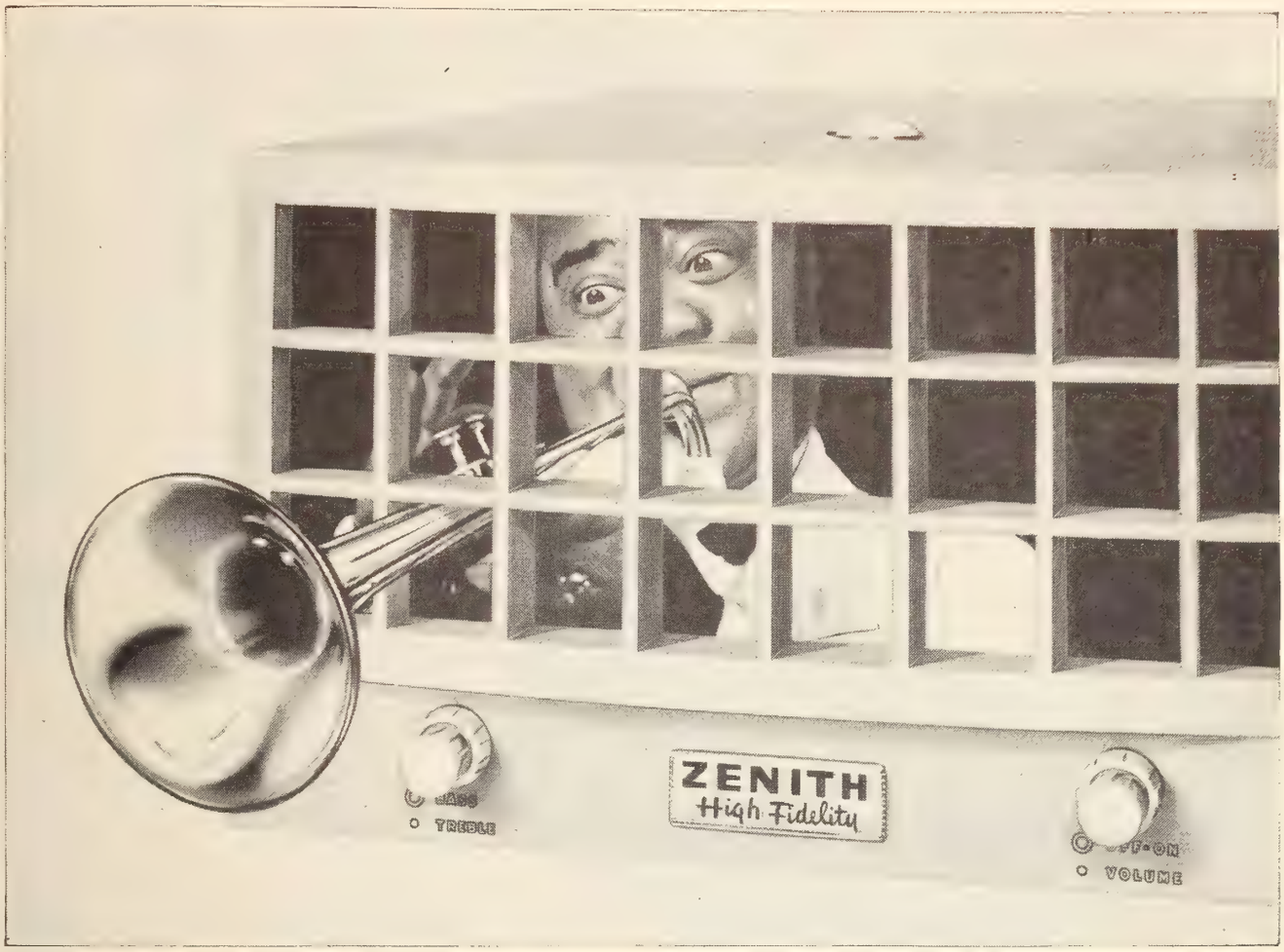
Jackie Rae, who has produced numerous CBC radio and tv shows, has been appointed supervisor of variety programs in both fields, with headquarters at Toronto. Andrew Allan, at one time with CFRB Toronto, and with experience as radio director of a London, England, advertising agency, has been drama producer for some years for CBC. He has now been appointed supervisor of drama at Toronto national program headquarters for both radio and tv. Hugh Kemp has been appointed script supervisor for radio and tv national programming at Toronto. For the past six years he has been executive producer and editor of the script division of NBC at New York. Prior to joining NBC he had worked for CBC. His new job will include developing and encouraging Canadian radio and tv script writers.

CBC Considers Change

CHANGES in regulations regarding the carrying of sponsored religious programs on Canadian Broadcasting Corp. radio and television stations are being considered at Ottawa by CBC top officials. The review of the regulations has resulted from the demand for the Bishop Fulton J. Sheen program, which is now carried by some independent Canadian tv stations but not by CBC outlets. CBC officials have been sending letters to complainants on the absence of the program from CBC stations, advising them of CBC regulations regarding sponsored religious programs. The letter also states that "the matter is currently under review by the CBC and will be discussed again by the National Religious Advisory Council" at its Toronto meeting Sept. 9.

Canadian Tv Set Sales Increase for '54 Period

SALES of television receivers in Canada are still booming. In the first seven months of this year 207,724 sets valued at $74,025,503 were sold, as compared to 134,472 sets for the same period of 1953, according to figures of the Radio-Television Manufacturers Assn. of Canada. Although southern Ontario has long had the most tv receivers, sales this year show that saturation has not yet been reached, for Ontario accounted for 94,502 sets of the total sold, with



Zenith brings HIGH FIDELITY down to earth... right in your room, right *now* for just $149.95*

You could spend hundreds of dollars for special, custom-made components, and get no more real High Fidelity than you have right here in the Zenith Custom Super-phonic!

This is it. This is the music that sounds so real the phonograph seems to disappear, and the performer himself take its place right in your living room. The Zenith Custom Super-phonic at $149.95* is *all* High Fidelity, complete with Zenith-built dual speakers—woofer and tweeter, acoustically sealed sound chamber, barium titanate pick-up and frequency range from 40 to 15,000 cycles per second.

Prove it at your Zenith dealer's. Compare the Zenith Custom Super-phonic with any phonograph you've ever heard, at *any* price.

You cannot have High Fidelity except by chance without these two Zenith exclusives:

1. Fully Variable Speed Regulator (10 to 85 RPM). Lets you make any needed adjustment in record speed. It's as necessary to perfect speed as the regulator on a fine watch.

2. Speedometer (Stroboscope). Amazing Stroboscope is your infallible turntable speedometer. Necessary for perfect pitch, tempo, timbre.

Individual stylus for both standard and long playing microgroove records assure longer record life. Extra-long playing diamond stylus and spindle for automatic changing of 45 RPM records optional at slight extra cost.

The model illustrated is the Custom Super-phonic in mahogany, $149.95*. In blonde, $159.95*. The Super-phonic starts at $129.95*.



ZENITH®

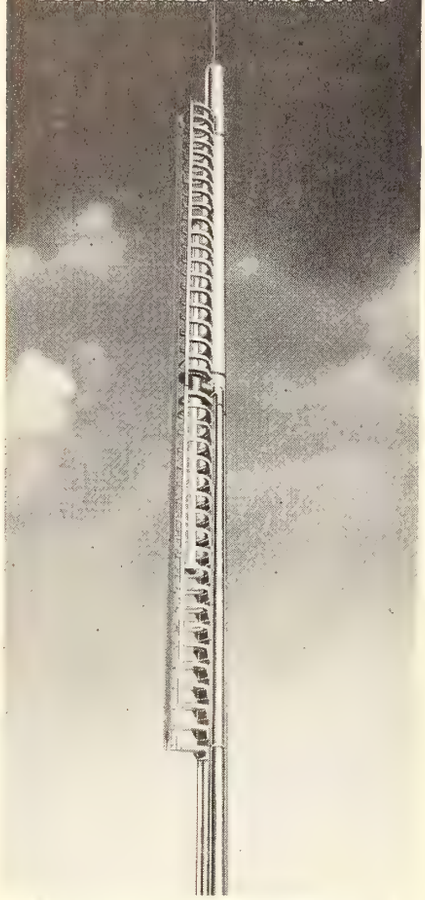
The royalty of television and RADIO

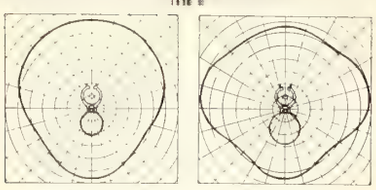
Backed by 36 years of Experience in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois.

*Manufacturer's suggested retail price. Slightly higher in South and Far West. Specifications subject to change without notice.

COPR. 1954

SLOTTED — RING
TV-broadcast Antenna
FOR CHANNELS 7 THROUGH 13





12" diam. mast 16½" diam. mast

The Type 1040 slotted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin B-654.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co, Inc
299 ATLANTIC AVE., BOSTON, MASS.

INTERNATIONAL

Quebec province accounting for 72,306 receivers, British Columbia 22,549 sets, the three prairie provinces 12,310 sets and the four Atlantic Coast provinces 6,057 sets. Average price of sets sold this year is $356.

While tv set sales have been booming, sales of radio receivers have dropped from 327,242 in the first seven months of 1953 to 223,971 in the January-July period of 1954.

11,176-Mile Remote

FROM HONG KONG to London to Minneapolis—11,176 miles—is the history of a shortwave signal rebroadcast on George Grim's *The Man Who Was There* show on KSTP-TV. The feature was an interview with the pilot of the British airliner shot down by Chinese planes several weeks ago. Mr. Grim happened to tune in the show on a shortwave receiver, and then transcribed it on his own tape recorder.

CKWS-TV, CKLW-TV Set Start of Operations

CKWS-TV Kingston (ch. 11) will begin telecasting about Oct. 15, according to the Canadian Broadcasting Corp. commercial department. CKWS-TV joins CBC-TV at that time. Initial rates for Class A time will be $190 per hour, and microwave interconnection charges will be $105 per hour from Toronto to Kingston, $180 per hour from Toronto to Kingston to Ottawa to Montreal. CKWS-TV will have 257 kw video and 154 kw audio power.

CKLW-TV Windsor-Detroit (ch. 9), which had expected to start operations Sept. 5, will debut Sept. 16, according to Ted Campeau, president. The station plans to be one of the most powerful on the continent, with 325 kw video and 180 kw audio power.

Spanish 'Three Lives' Ready

PRESENTATION film of the Spanish-language version of Ziv Television Programs' *I Led Three Lives* has been completed and Edward J. Stern, president of Ziv Tv International, is slated to start shortly on a sales tour of Latin America. He will visit Mexico, Venezuela, Cuba, Puerto Rico, and Colombia. Spokesmen said Spanish soundtracks, with lip synchronization, are now being prepared for all *Three Lives* episodes already filmed. The second year's series in English currently is in production.

EDUCATION

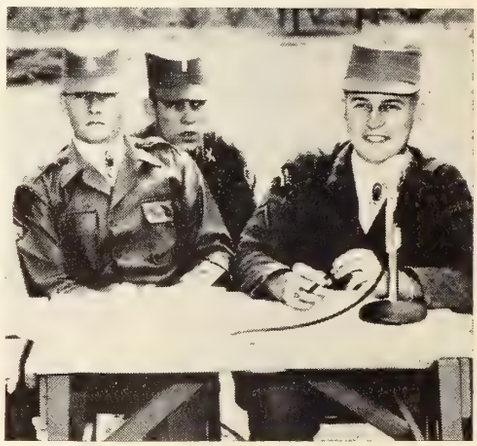
WKAR-TV Sets Programming

WKAR-TV East Lansing, Mich., this fall will begin its first full year of educational programming with the telecasting of three credit and four non-credit courses.

The credit courses offered are art, typewriting and a methods course in the teaching of reading in elementary school; non-credit courses are *You Wanted to Know, Modern American Sociology, Basic Humanities* and *Two Bits of Culture,* a book review-discussion program. Five courses are planned for the winter term.

RTES Offers Course

RADIO & Television Executive Society, New York, plans a series of courses in timebuying and selling at 13 Tuesday luncheon meetings to be held at Toots Shor's Restaurant, beginning Oct. 26. The course is open to members and non-members. Cost per luncheon is $3.50. Schedule of topics and speakers is in preparation. Registration cards will be ready at RTES headquarters, 420 Lexington Ave., in September.



THREE former students of the National Academy of Broadcasting, Washington, D. C., who had not seen each other since school days in 1950, met while working at a special event sponsored by the 25th Infantry Div. in Korea. L to r: 1st Lt. Robert Gordon, officer in charge of Radio Nomad, an Armed Forces Radio Service outlet; 1st Lt. Thomas Byrne, assistant public information officer, and Pfc Myron (Sandy) Pfoutz, Radio Nomad staff announcer and former chief announcer at WHED Washington, N. C.

THE LATEST WCKY STORY

THE DAILY HIT PARADE
FIRST in Cincinnati—6:15-7:00 pm

From Pulse May-June
WCKY—6.2
Net A—5.3
Net B—3.0
Net C—2.9
Net D—2.7

1947—1948
1949—1950
1951—1952
1953—1954

are YOU Buying a 6.2 Rating in Cincinnati?

WCKY CINCINNATI



A REED IS A REED IS A REED . . . if it's recorded on Soundcraft magnetic recording tape



A reed is never a flute . . . or a flue pipe. So, to be *sure* of capturing all the haunting brilliance of reed instruments—and the full range of sounds of the entire orchestra — always use Soundcraft Tapes! Why?

Because Soundcraft Tapes, and *only* Soundcraft Tapes, combine:

- Constant depth oxide for uniform middle- and low-frequency response.
- Micro-Polished® coating, a patented Soundcraft process that eliminates unnecessary head wear and gives uniform high-frequency response right from the start.
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- Chemical balance throughout to prevent cupping, curling, peeling, chipping.
- Uniform output of ±¼ db. within a reel, ±½ db. reel-to-reel.

SOUNDCRAFT TAPES FOR EVERY PURPOSE

Soundcraft Tape for all high-fidelity recording.

Soundcraft Professional Tape for radio, TV and recording studios. Splice-free up to 2400 feet. Standard or professional hubs.

Soundcraft LIFETIME® *Tape* for priceless recordings. For rigorous use. For perfect program timing. It's on a base of DuPont "Mylar" Polyester Plastic. A third as strong as steel. Store it anywhere. Guaranteed for a lifetime.

Get the Soundcraft Recording Tape *you* need today. Your dealer has it.

REEVES

SOUNDCRAFT

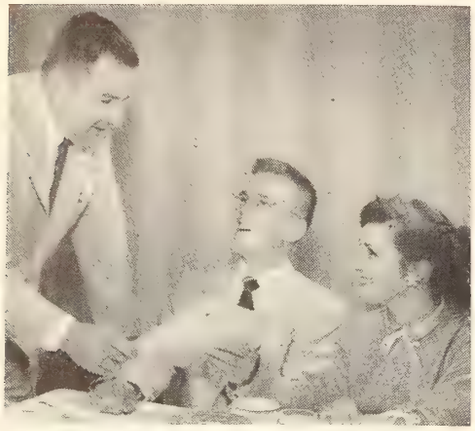
CORP. Dept. "Q9"

10 East 52nd St., N. Y. 22, N. Y.



FOR EVERY SOUND REASON

THE WORLD'S FINEST TAPES...YET THEY COST NO MORE



HUGH BOICE, general manager of WEMP-AM-FM Milwaukee, presents the annual $2,000 "WEMP Radio-Tv Scholarship" for the Marquette U. College of Journalism to Matthew Zale (c), 1954 winner. Ruthann Schefer, 1953 winner, looks on. Winners of the scholarship are determined through competitive examination from among Milwaukee area high school graduates.

Detroit Announcing School

A SCHOOL of practical technique in radio-tv announcing will be opened Sept. 17 in Detroit by Pierre Paulin and Shelby Newhouse, staff announcers at WWJ there. To be known as the Paulin-Newhouse School of Announcing, the school will be located at the United Sound System studios, 5840 Second Blvd. Classes will be limited to 28 students who must pass a preliminary aptitude audition.

WQED (TV) Schedules Courses

HIGH SCHOOL courses for credit, complete with examinations, will be telecast this fall by ch. 13 WQED (TV) Pittsburgh, noncommercial educational station. Starting Sept. 27, WQED will air three series of 18 weekly half-hour telecasts on English, algebra and world history.

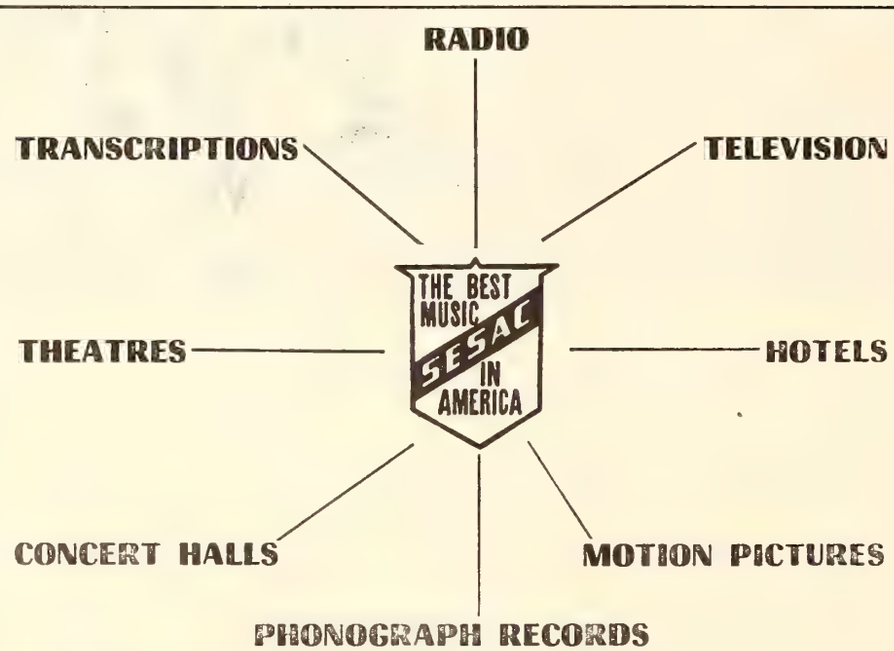
During the second semester starting Feb. 4, 1955, English, physics and U. S. history will be given. Registration fee for each course, including examination, is $5. Credits will apply toward high school diploma and college entrance.

To Repeat Tv Course

COURSE on "Problems in the Production of Television Programs" is being offered again this fall by Columbia College, Chicago, on 12-week basis starting Sept. 27. The course is designed for people with professional experience in advertising, merchandising, public relations, art and allied fields who are interested in "practical and usable knowledge" of television.

UCLA Offers Color Course

FORTHCOMING UCLA extension courses for the fall semester include one on color tv engineering, with Edward L. Michaels, supervisor, advance development group, Packard-Bell Co., Los Angeles, as instructor; and two tv writing courses on university campus, with beginners' class taught by Joyce Cook, story editor, Frank Wisbar Productions, and advanced class by David Dortort, vice president, Screen Writers Guild. The UCLA extension division also will offer both beginning and advanced writing courses in Hollywood under the tutelage of Marvin Young, radio-tv consultant.



SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE NEW YORK 17



BILL GIVENS (r), KYW Philadelphia farm director, receives a citation from Harvey Higley, veterans administrator, for work with hospitalized war veterans. Mr. Givens airs a four-hour show each week over the local VA hospital radio, with a transcribed version sent to 160 hospitals.

GE Receives Edison Entries

GENERAL ELECTRIC Co. tube department, Schenectady, N. Y., has announced that it is receiving entries for its third annual Edison Radio Amateur Award, which is to honor the nation's outstanding amateur radio operator. The winner and person responsible for his nomination will receive expense-paid trips to a centrally located city for presentation of the Edison award next February. Judges will be E. Roland Harriman, president, American National Red Cross; Val Peterson, administrator, Federal Civil Defense Administration; Comr. E. M. Webster, FCC, and Goodwin L. Dosland, president, American Radio Relay League.

AWARD SHORTS

Jules Herbuveaux, general manager, WMAQ-WNBQ (TV) Chicago, presented Eisenhower Prayer Award by U. S. Treasury Dept. for services in aiding sale and promotion of Savings Bonds.

Fred L. Bernstein, general manager, WTTM Trenton, N. J., awarded special citation from Mercer County Central Labor Union (AFL) and Central Jersey Industrial Union Council (CIO) for role in production and broadcasting of weekly *Labor Talks It Over.*

Bill Thompson, "Old Timer" on *Fibber McGee and Molly,* NBC Radio, presented Civilian Ground Observer Corps Merit Award for "Outstanding service during past two years."

Danny Thomas, ABC-TV *Make Room for Daddy,* selected by Publicity Club of L. A., to receive first annual "Keys" award for his efforts to found and publicize St. Jude's Foundation, Memphis.

KGO San Francisco, presented award by California State Fair for *Water—California's Liquid Gold* documentary program concerning California's water problem.

WCOL Columbus, Ohio, presented Outstanding Achievement Award from Ohio State Safety Council for station's holiday safety broadcasts aired prior to July 4.

Earl Godwin, commentator, WRC Washington, awarded citation by American Legion for distinguished service as member of Distinguished

SPECIAL DESIGN TOWER takes wave guide for UHF antenna

To operate on channel 41 at 269,000 watts, WROW-TV, Albany, New York, needed a wave guide to feed their UHF-TV antenna. And this required a special design tower to take the wave guide.

The result was a triangular Blaw-Knox Type TG-3 Tower as the basic design. Plus a number of major modifications to provide for the 7½″ x 15″ wave guide inside the tower. An inside climbing ladder permits easy inspection and maintenance of the wave guide for its entire length.

The tower has a number of features which enable it to carry heavy loads and yet withstand tremendous wind pressures. For instance, double laced structural angle bracing provides extra strong, rigid construction . . . pivoted or articulated base avoids excessive bending stresses . . . factory pre-stressed guys are proof tested to a load greater than ever required in service . . . and hot-dip galvanized coating protects against all weather conditions.

This 700 foot tower for WROW-TV is another typical illustration of the flexibility of Blaw-Knox design and construction which is readily available to you.

For further information on the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting—for AM • FM • TV • microwave • communications • radar

Distributed by GraybaR

Detail showing wave guide as it leaves the tower.



Note sturdy angle supports for both wave guide and ladder.



AWARDS

Guests Committee for 1954 Legion Convention in Washington.

KRON-TV San Francisco presented award from California State Fair for *Report on Narcotics* documentary program.

Franklin Mitchell, program director, WJR Detroit, presented Wayne U. Educational Broadcasting Award as the broadcaster doing most for educational broadcasts of Wayne University Guild.

WEEI Boston presented bronze plaque as expression of appreciation from CARE.

Sylvania Electric Products Inc., N. Y., radio and television div., presented awards of merit for "exceptional service operations" during past year to two company distributors, Walker Martin Inc., Raleigh, N. C., and C. R. Rogers Corp., Pittsburgh.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

Sept. 2 through Sept. 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	271	117	388
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	924	337	716	526	1,243[2]
Educational	55		28	27	55[3]
Total	979	337	744	553	1,298[4]

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

FCC Commercial Station Authorizations

As of Aug. 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	165
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	120	3	186
New station requests	163	6	14
New station bids in hearing	64	0	174
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

• • •

Am and Fm Summary through Sept. 8

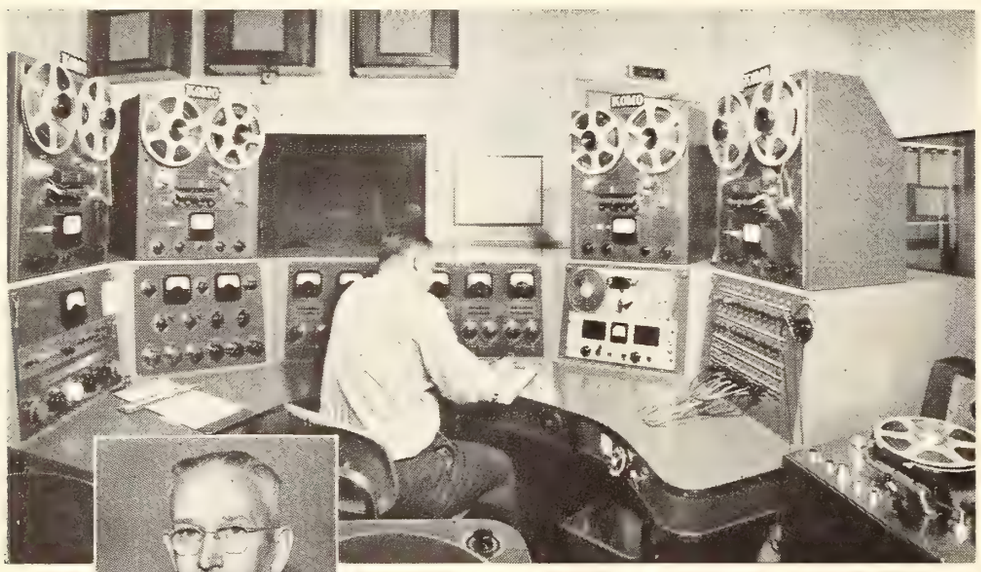
	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,603	2,590	129	163	64
Fm	561	537	36	6	0

ACTIONS OF FCC

New Tv Stations . . .

APPLICATION

Mayaguez, Puerto Rico—El Mundo Inc. (WKAQ-TV San Juan), vhf ch. 3 (60-66 mc); ERP 25.2 kw visual, 13.6 kw aural; antenna height above average terrain 695 ft., above ground 284 ft. Estimated construction cost $231,294, first year operating cost $25,000, revenue $75,000. Post office address P. O. Box 1072, San Juan. Studio and transmitter location Llanos Tunas, near Cabo Rojo. Geographic coordinates 18° 04' 12" N. Lat. 67° 08' 03" W. Long. Transmitter and antenna GE. Legal counsel Segal, Smith & Hennessey Washington. Consulting engineer George C Davis, Washington. Principals include Pres. **Angel Ramos** (70.38%); Sec. **Jose G. Gonzales,** and Treas. **Ramon Arendez.** Mr. Ramos has option to purchase remaining shares of stock. Filed Sept. 1





"18,000 HOURS and still within specs"

says Francis Brott, Chief Engineer, KOMO, Seattle

"Our first Ampex recorder showed us what a real professional machine can do. After 18,000 hours of heavy use, the frequency response and audio characteristics of our Model 300 head are still within the original published specifications. This kind of performance sold us completely on Ampex — that's why we've added four Ampex 350's."



This new Model 600 weighs 28 pounds — price $498 ($545 including carrying case. A matching amplifier-speaker unit, Model 620, weighs 16 pounds, price $149.50.)

• NOW an Ampex for every broadcast need

With the addition of the new lightweight Model 600 series, Ampex now offers your broadcast station a superior machine to meet every tape requirement . . . from distant field pickups to major network recordings. For top-ranking performances and rehearsals and programs involving extensive editing, dubbing and "spot" announcements, choose from the Series 350 . . . for recordings "on location" that assure studio fidelity and accuracy, choose from the Series 600. All Ampex recorders have the same basic head design.

THE ULTIMATE IN PRECISE TIMING WITH HIGHEST FIDELITY

Ampex timing accuracy is so excellent (± 0.2%) that tapes are always on speed — without program crowdings or cutoffs. Ampex reproduction is so faithful that it is indistinguishable from a live broadcast — the result of an unsurpassed combination of broad frequency response, wide dynamic range and imperceptible flutter and wow.

AMPEX CORPORATION

Accepted as the Signature of Perfection in Tape Machines

For a convincing demonstration, contact your Ampex Distributor today (listed in Yellow Pages of Telephone Directory under "Recording Equipment"
Canadian General Electric Company in Canada.
Write today for further information and complete specifications, Dept. D-1880

AMPEX CORPORATION, 934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

Existing Tv Stations . . .

ACTIONS BY FCC

WNBF-TV Binghamton, N. Y.—Clark Associates Inc. granted mod. of CP for ch. 12 to change ERP to 166 kw visual; 83.2 kw aural; antenna height above average terrain 1,210 ft. Granted Aug. 31; announced Sept. 8.

WBNS-TV Columbus, Ohio—The Dispatch Printing Co. granted CP to change ERP to 224 kw visual; 126 kw aural; antenna height above average terrain 710 ft. Granted Sept. 2; announced Sept. 8.

WHP-TV Harrisburg, Pa.—WHP Inc. granted mod. of CP for ch. 55 to change ERP to 182 kw visual, 100 kw aural; antenna height above average terrain 910 ft. Granted Sept. 1; announced Sept. 8.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp. granted STA to operate commercially on ch. 27 for the period ending Feb. 23. Granted Sept. 1; announced Sept. 8.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp. granted CP to change ERP to 186 kw visual, 105 kw aural; antenna height above average terrain 930 ft. Granted Sept. 1; announced Sept. 8.

KGBT-TV Harlingen, Tex.—Harbenito Bcstg. Co. granted mod. of CP for ch. 4 to change studio location to 2 miles SE of Harlingen; ERP to 93.3 kw visual, 50.1 kw aural; antenna height above average terrain 410 ft. Granted Sept. 2; announced Sept. 8.

WMTV (TV) Madison, Wis.—Bartell Tv Corp. granted mod. of CP for ch. 33 to change ERP to 209 kw visual, 112 kw aural; antenna height above average terrain 690 ft. Granted Aug. 31; announced Sept. 8.

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp. granted mod. of CP for ch. 12 to change transmitter location to 5201 N. 13th St.; ERP to 316 kw visual, 158.5 kw aural; antenna height above average terrain 990 ft. Granted Sept. 2; announced Sept. 8.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. informally requests STA to operate on ch. 15 in lieu of present assignment on ch. 74. Filed Sept. 1.

KDVO-TV Corpus Christi, Tex.—Coastal Bend Tv Co. seeks mod. of CP for ch. 22 to change ERP to 18.80 kw visual, 10.18 kw aural; antenna height above average terrain 316 ft. Filed Sept. 2.

KELP-TV El Paso, Tex.—Trinity Bcstg. Corp. seeks mod. of CP for ch. 13 to change ERP to 28.2 kw visual, 16.9 kw aural; antenna height above average terrain 120 ft. Filed Sept. 2.

CALL LETTERS ASSIGNED

WFLA-TV Tampa, Fla.—The Tribune Co., ch. 8.
KCRG-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co., ch. 9. Changed from KCRI-TV.

New Am Stations . . .

ACTIONS BY FCC

Prichard, Ala.—Prichard Bcstg. Co. granted 1270 kc, 1 kw daytime. Post office address % Herbert Johnson, 100 Chidester Ave., Mobile. Estimated construction cost $15,208, first year operating cost $55,660, revenue $103,470. Principals include President **G. V. Dismukes** (12.5%), mayor of Prichard; Vice President **Herbert Johnson** (37.5%), WKAB-AM-TV Mobile sales manager; Secretary **George E. Stone** (12.5%), attorney, and Treasurer **H. Eugene Miller** (10%), WKAB chief engineer. Granted Sept. 2.

Tampa, Fla.—H. C. Young Jr. granted 1150 kc, 1 kw daytime. Post office address 3418 Pleasant Valley Rd., Nashville, Tenn. Estimated construction cost $24,277, first year operating cost $60,000, revenue $85,000. Mr. Young is president-general manager and principal stockholder WSOK-AM-FM Nashville, Tenn. Granted Sept. 2.

Pittsfield, Ill.—Pike Bcstg. Co. granted 1580 kc, 250 w daytime. Post office address Box 481 Taylorville, Ill. Estimated construction cost $16,829, first year operating cost $25,000, revenue $30,000. Principals include **Roger L. Moyer** (45¾%), ½ owner WTIM Taylorville, **Keith W. Moyer** (45¾%), general manager WTIM· **Sam H. Morton** (5%), local drug store owner; **Warren W. Taylor**, insurance, and **Caterina Chesi** (2½%). Granted Sept. 2.

APPLICATIONS

Dublin, Ga.—Howard C. Gilreath, 1260 kc, 500 w daytime. Post office address P. O. Box 391, Vidalia, Ga. Estimated construction cost $13,842, first year operating cost $24,000, revenue $36,000. Mr. Gilreath is ⅓ owner and business and commercial manager of WBRO Waynesboro, Ga. Filed Sept. 1.

Fremont, Mich.—Paul A. Brandt, 1490 kc, 100 w unlimited. Post office address 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $16,380, first year operating cost $40,000, revenue $45,000. Mr. Brandt is licensee of WCEN Mt. Pleasant and WBRN Big Rapids, both in Michigan. Filed Aug. 23.

Advertisement



From where I sit
by Joe Marsh

City Hall Out for Clean Sweep

Seems the boys at City Hall decided to sit up and look around our town a bit. And they didn't like what they saw. Thought the town looked kind of littered.

The Mayor called for us to get busy on a big clean-up. He launched the campaign with an invitation to name the most untidy place in town. The vote was unanimous—for City Hall!

"Guess we should've taken a look here first," says Mayor Thomas. "But, between scrub brush and paint brush, we're going to make City Hall as spankin' clean as the day it opened."

From where I sit, more *reforms ought to start at home. Some folks get so wrapped up in their neighbor's business that they seldom get around to attending to their own. For instance, some people would deprive me of my right to enjoy an occasional glass of beer—simply because they prefer something else. Frankly, I think they ought to "brush up" on tolerance and good neighborliness and pay more attention to their living and less to mine.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

The Dalles, Ore.—C. H. Fisher & Edna E. Fisher d/b as The Dalles Bcstg. Co., 930 kc, 1 kw unlimited, directional night. Post office address 405 W. 9th St., The Dalles. Estimated construction cost $23,200, first year operating cost $60,000, revenue $70,000. Principals in equal partnership include **C. H. Fisher** (50%), owner of KIHR Hood River, Ore., and ⅓ owner KVAL-TV Eugene, Ore.; and his wife **Edna E. Fisher** (50%). Filed Sept. 2.

West Warwick, R. I.—Neighborly Bcstg. Co., 980 kc, 1 kw daytime. Post office address 205 Blackston St., Providence. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals include Pres. **Jack C. Salera** (47½%), 47½% owner-manager WNRI Woonsocket, R. I.; Secretary **Peter B. Gemma** (47½%), and Treas. **Lorraine M. Salera** (5%). Filed Sept. 4.

Morgantown, W. Va.—C. Leslie Golliday tr/as Morgantown Bcstg. Co., 1300 kc, 500 w daytime. Post office address P. O. Box 874, Martinsburg, W. Va. Estimated construction cost $13,608, first year operating cost $36,000, revenue $60,000. Mr. Golliday is ½ owner and manager of WEMP-AM-FM Martinsburg, W. Va. Filed Sept. 1.

APPLICATION AMENDED

Rosedale, Md.—1360 Bcstg. Co. amends bid for new am station on 1360 kc 1 kw daytime, directional to change station location to Dundalk, Md. Filed Sept. 3.

Existing Am Stations . . .

ACTIONS BY FCC

WMTM Moultrie, Ga.—Colquitt Bcstg, Co. granted CP to change from 1 kw to 5 kw on 1300 kc daytime. Granted Sept. 2.

WCED DuBois, Pa. — Tri-County Bcstg. Co. granted CP to change from 1230 kc 250 w unlimited to 1420 kc 500 w night, 5 kw day, unlimited, directional. Granted Sept. 2.

WCOJ Coatesville, Pa.—Chester County Bcstg. Co. granted CP to change from 1 kw daytime to 5 kw unlimited, directional night on 1420 kc. Granted Sept. 2.

APPLICATIONS

WBUY Lexington, N. C.—Omar G. Hilton & Greeley N. Hilton d/b as Davidson County Bcstg. Co. seeks CP to change from 1450 kc 250 w unlimited to 1440 kc 5 kw daytime. Filed Sept. 1.

WALD Walterboro, S. C.—Walterboro Bcstg. Co. seeks CP to change from 1490 kc 250 w unlimited to 1220 kc 1 kw daytime. Filed Sept. 2.

New Fm Stations . . .

ACTIONS BY FCC

Atlanta, Ga.—Glenkaren Associates Inc. granted CP for new Class B fm station on ch. 225 (92.9 mc); ERP 11 kw; antenna height above average terrain 135 ft. Granted Sept. 2.

St. Louis, Mo.—Commercial Bcstg. Co. granted CP for new Class B fm station on ch. 273 (102.5 mc); ERP 9.5 kw; antenna height above average terrain 215 ft. Granted Sept. 2.

Existing Fm Stations . . .

ACTIONS BY FCC

KRKD-FM Los Angeles, Calif.—Radio Bcstrs. Inc. granted CP to change ERP from 15 kw to 54 kw. Granted Sept. 2.

WFMT (FM) Chicago, Ill.—Gale Bcstg. Co. granted CP to change ERP from 34 kw to 28 kw; antenna height above average terrain 550 ft. Granted Sept 2.

WENR-FM Chicago, Ill.—American Bcstg.-Paramount Theatres Inc. granted CP to change ERP from 14.5 to 4.3 kw. Granted Sept. 2.

WILL-FM Urbana, Ill.—U. of Ill. granted mod. of CP to change to ch. 215 (90.9 mc); ERP to 300 kw; antenna height above average terrain 500 ft. Granted Sept. 2; announced Sept. 8.

WUOM (FM) Ann Arbor, Mich.—Regents of U. of Mich. granted CP to change ERP to 92 kw, antenna height above average terrain 460 ft. Granted Sept 2; announced Sept. 8.

WJW-FM Cleveland, Ohio—WJW Inc. granted CP to change ERP from 19 kw to 2.8 kw. Granted Sept. 2.

Ownership Changes . . .

ACTIONS BY FCC

WMSL-AM-TV Decatur, Ala.—Tennessee Valley Bcstg. Co. granted voluntary assignment of license to Tennessee Valley Radio and Tv Corp. for $40,400. Purpose of application is to acquire additional capital. Principals include President **Frank Whisenant** (69.8%); Vice President **Bryon McAfee** (2½%), register of Morgan County (Ala.) Circuit Court; Treasurer **Alice A. Whisenant** (5%), and 19 other local stockholders. Granted Sept. 8.

KLOK San Jose, Calif.—E. L. Barker & Erwin L. Barker, administrator of the estate of Claribel Barker, deceased, Paul Grimm, administrator of the estate of T. H. Canfield, and Opal A. Canfield d/b as Valley Bcstg. Co. seek voluntary assignment of license to E. L. Barker (60%), individually, and as administrator of the Estate of Claribel Barker (40%). Erwin L. Barker purchases the Canfields 20% interest for $7,500. Granted Sept. 3; announced Sept. 8.

KAGR Yuba City, Calif.—John Steventon granted voluntary assignment of license to James Emile Jaeger for $20,000 plus 90% of account receivable. Mr. Jaeger is owner-manager KILA Hilo, Hawaii. Granted Sept. 8.

WGMA Hollywood, Fla.—Circle Bcstg. Corp. granted voluntary assignment of license to South Jersey Bcstg. Co. for $25,000 and assumption of certain obligations for approximately $9,000. South Jersey Bcstg. is owner of WKDN-AM-TV Camden, N. J. Principals include President-Treasurer **Ranulf Compton** (34%), Vice Presidents **Florence Compton** (20%), **William Ranulf Compton** (14%), and **Douglas M. Compton** (14%), and Secretary **Alice True Giffen** (14%). Granted Sept. 8.

KCOG Centerville, Iowa—The Centerville Bcstg. Co. granted voluntary assignment of license to Hiawatha Bcstg. Inc. for $65,000. Principals include President **S. A. Chesley** (28.6%), owner KJOE Shreveport, La.; Vice President **Jeannette Burch** (27.3%); Secretary **Harry L. Hanson Jr.** (6.6%), owner of radio repair shop, and Treasurer **Dale G. Chesley** (27.3%), ordnance works foreman. Granted Sept. 8.

WNRI Woonsocket, R. I.—Antoinette D. Mailloux, administrator of the estate of Raymond A. Mailloux, deceased, Jack C. Salera & Roger A. Nault d/b as Friendly Bcstg. Co. granted voluntary assignment of CP to Friendly Bcstg. Co. for stock interest in new company. Principals will now include **Jack C. Salera** (32%). Vice President **John Costa** (23%), engineer at WPAW Pawtucket, R. I.; Secretary **Roger A. Nault** (12%), Treasurer **Joseph Britto** (23%), engineer WRJ Newport, R. I., and **Daniel Rubino** (10%). Granted Sept. 8.

APPLICATIONS

WHOO-AM-FM Orlando, Fla.—WHOO Inc. seeks voluntary transfer of control through sale of all stock to Radio Florida Inc. for $295,000. Principal stockholder of Radio Florida is **Mowry Lowe,** former general manager of WEAN Providence, R. I.

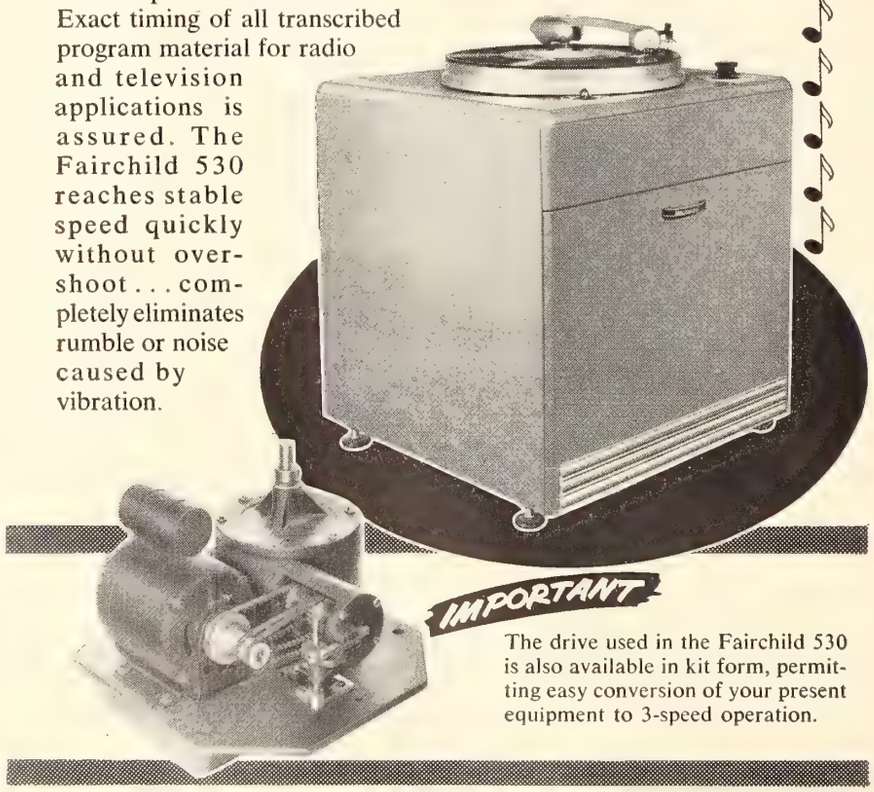
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KJRL Pocatello, Idaho—Radio & Tv Bcstg. Co. of Idaho seeks voluntary assignment of license to Pocatello Tv Corp. This is consolidation of standard stations KJRL to KWIK with KWIK facilities being surrendered and KJRL taking over the call letters. Each will now own 50% interest. Eastern Idaho Bcstg. & Tv Corp., licensee of KWIK-AM-TV, has purchased subject to FCC approval ch. 6 KISJ (TV) Pocatello. Filed Aug. 31.

KTRF Thief River Falls, Minn.—Henry K. Arneson seeks voluntary assignment of license to KTRF Radio Corp. for $55,000. Principals include Pres. **D. L. Olso** (28.8%), KTRF manager; Vice Pres. **O. D. Berch** (28.8%), optometrist; Treas. **L. A. Ihle** (28.8%), insurance agent, and Sec. **Robert A. Wurst** (13.4%), attorney. Filed Sept. 2.

Hearing Cases . . .

OTHER ACTIONS

Rules on Political Broadcast Rates—By Report and Order the Commission finalized its proposal in Docket 11092 and incorporated in its am, fm and tv broadcast rules a 1952 amendment to the Communications Act which stipulates that the charges made by any broadcast station for broadcasts by a legally qualified candidate for public office shall not exceed the charges made for comparable use of the station for other purposes. The amendments become effective immediately. Action Sept. 2.

Bluefield, W. Va.—Ch. 6 proceeding. By Order the Commission denied petitions by Daily Telegraph Printing Co. to enlarge issues and for further relief and waiver of Sec. 1.389 of Commission rules, in consolidated proceeding involving applications of petitioner and Southern W. Va. Television Inc., for construction permit for a new tv station on ch. 6 in Bluefield, W. Va. Action Sept. 2.

Hearing Calendar . . .

Sept. 13

Indianapolis, Ind.—Ch. 13, before Examiner Millard F. French—WIRE, WIBC, Mid-West Tv Corp., Crosley Bcstg. Corp.

Omaha, Neb.—Ch. 7, before Examiner Isadore A. Honig—KFAB, Herald Corp.

Latrobe, Pa.—New am, 1480 kc, before Examiner Herbert Sharfman—Latrobe Bcstrs., WARD Johnstown, Pa.

Hatfield, Ind.—Ch. 9, before Examiner Thomas H. Donahue—WOMI, WVJS Owensboro, Ky.

Sept. 14

Providence, R. I.—Ch. 12, before the Commission en banc — Cherry & Webb Bcstg. Co., (WPRO-TV), WNET (TV).

Shreveport, La.—Ch. 12, before the Commission en banc—Shreveport Tv Co., KRMD, Southland Tv Co.

Pittsburgh, Pa.—Ch. 11, further hearing before Examiner Charles J. Frederick—KDKA, WWSW, WJAS.

Sept. 15

Charlotte, N. C.—Ch. 9, further hearing before Examiner H. Gifford Irion—WSOC, Piedmont Electronics & Fixture Corp., Carolinas' Tv Corp.

Erie, Pa.—Renewal of License, before Examiner Herbert Sharfman—WICU.

Washington, D. C.—Ch. 20, before Examiner H. Gifford Irion—WGMS.

Sept. 16

Boston, Mass.—Ch. 5, further hearing before Examiner James D. Cunningham—WHDH, WEEI, WCOP, Greater Boston Tv Corp., Mass. Bay Telecasters Inc.

Sept. 17

Oakland, Calif.—Ch. 2, further hearing before Examiner Thomas H. Donahue—Tv East Bay, Channel Two Inc., San Francisco-Oakland Tv Inc.

Routine Roundup . . .

September 2 Decisions

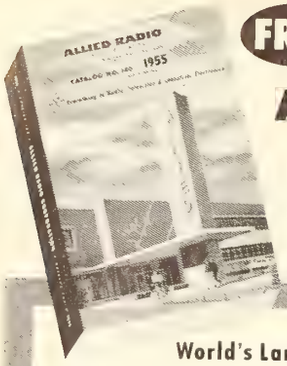
ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

Indianapolis, Ind., Crosley Bstg. Corp.—Granted petition for leave to amend its application for ch. 13 (Docket 10948; BPCT-1837) to reflect certain necessary personnel changes.

Indianapolis, Ind., Mid-West Tv Corp.—Granted petition for leave to amend its application for





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ch. 13 (Docket 10947; BPCT-1599) to reflect certain necessary personnel changes.

Ordered a hearing conference to be held Sept. 2, in re applications for ch. 13 in Indianapolis, Ind. (Dockets 8906 et al); and continued to Sept. 13 the hearing now scheduled for Sept. 8 in this proceeding.

By Hearing Examiner Isadore A. Honig

Klamath Falls, Ore., KFJI Bcstrs.; Klamath Falls Tv Inc.—Postponed from Sept. 13 to Oct. 11 the date for taking of testimony in re proceeding for ch. 7, and postponed to Oct. 6 the date for the exchange of exhibits by counsel for KFJI and for filing of exhibits by counsel for Klamath Falls (Dockets 10980-81).

Omaha, Neb., KFAB Bcstg Co.· Herald Corp.—The Examiner, on his own motion, postponed from Sept. 8 to Sept. 13 the date for commencement of the taking of testimony in proceeding re ch. 7 (Dockets 9009, 10909).

By Hearing Examiner William G. Butts

Paducah, Ky., Columbia Amusement Co., Paducah Newspapers Inc.—Granted motion of Paducah Newspapers for continuance of further hearing from Sept. 7 to Sept. 9, in re applications for ch. 6 (Dockets 10875-76).

By Hearing Examiner Charles J. Frederick

Pittsburgh, Pa., Westinghouse Bcstg. Co.—Granted petition for leave to amend its application for ch. 11, to reflect information re officers, etc. (Dockets 8694 et al). (Action of 8/30).

Granted in part, joint petition of City of Jacksonville, et al., applicants for ch. 12 in Jacksonville, Fla., for adjournment of hearing in this proceeding from Aug. 27 to Sept. 20 (Dockets 10833 et al). (Action of 8/27).

By Hearing Examiner H. Gifford Irion

WDON Wheaton, Md., Commercial Radio Eqpt. Co.—Upon request of WDON continued hearing from Sept. 3 to Sept. 17, in re applications for am facilities (Dockets 11104 et al).

Washington, D. C., Washington Metropolitan Tv Corp.—Advanced hearing now scheduled for Oct. 25 to Sept. 15 in re application for ch. 20 (Docket 11069).

By Hearing Examiner Elizabeth C. Smith

New Orleans, La., The Times-Picayune Pub. Co.—Granted petition for leave to amend its application for ch. 4 to reflect certain necessary personnel changes (Dockets 10795 et al).

By Hearing Examiner Herbert Sharfman

Ordered Oral Argument for Sept. 7 on petition and supplemental petition to reopen the record, filed by Public Service Television Inc., applicant for ch. 10 in Miami, Fla. (Dockets 9321 et al.)

On request of Columbia Bcstg. System Inc., and without objection by counsel for Zenith Radio, revised the timetable in the hearing order of June 30 as follows: Applicants to exchange written cases by Sept. 29; parties to notify each other of witnesses to be produced for cross-examination by Oct. 7, and testimony to start on Oct. 11, 1954, in re proceeding for ch. 2 in Chicago (Dockets 8917 et al.)

By Hearing Examiner J. D. Bond

KVMC Colorado City, Tex., Colorado City Bcstg. Co.—Ordered that KVMC and respondent KWOE and the Chief of the Broadcast Bureau or attorneys for said parties, shall appear on Sept. 21 for a conference to be held then in re am application (Docket 11075).

Zephyr Cove, Nev., Voice of Lake Tahoe—Ordered that applicant and the Chief of the Broadcast Bureau, or the attorneys for said parties in proceeding re am facilities (Docket 11029) shall appear for a conference on Sept. 21.

BROADCAST ACTIONS

The Commission en banc, by Commissioners Webster (Acting Chairman), Bartley, Doerfer and Lee.

Muleshoe, Tex., Blackwater Valley Bcstrs., Muleshoe Bcstg. Co.—Adopted a corrected order to include statement that both parties are found to be financially qualified as applicants for new am stations seeking 1570 kc, 250 w, D (BP-9055, 9203), which were designated for hearing Aug. 4.

Construction Permit

WJHL-FM Johnson City, Tenn., WJHL Inc.—Granted reinstatement of expired CP for a Class B fm station (BPH-1960), for a period of two months.

September 2 Applications

ACCEPTED FOR FILING

Remote Control

KCBQ San Diego, Calif., KCBQ Inc.—(BRC-512).

WMTR Morristown, N. J., Morristown Bcstg. Corp.—(BRC-510).

KRIS Corpus Christi, Tex., Gulf Coast Bcstg. Co.—(BRC-509).

Renewal of License

WIFM Elkin, N. C., Tri-County Bcstg. Co.—(BR-2761).

WEVA Emporia, Va., Stone Bcstg. Corp.—(BR-2758).

WHAP Hopewell, Va., Hopewell Bcstg. Co.—(BR-2235).

WJWS South Hill, Va., Old Belt Bcstg. Corp.—(BR-2884).

WWYO Pineville, W. Va., Wyoming Bcstg. Co.—(BR-2226).

September 3 Applications

ACCEPTED FOR FILING

Remote Control

KBLO Hot Springs, Ark., National Park Bcstg. Co.—(BRC-513).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—(Contingent on grant of BMP-6625). (BRC-515).

WWOK Charlotte, N. C., Queen City Bcstg. Co.—(Contingent on grant of BMP-6617). (BRC-516).

WSSB Durham, N. C., Public Information Corp.—(Contingent on grant and licensing of BP-9425). (BRC-511).

WTOB Winston-Salem, N. C., Winston-Salem Bcstg. Co.—(BRC-517).

KSML Seminole, Tex., Marshall Formby and Clinton Formby d/b as Seminole Bcstrs.—(BRC-514).

Renewal of of License

WBAL Baltimore, Md., The Hearst Corp.—(BR-152).

WDON Wheaton, Md., Everett L. Dillard tr/as Commercial Radio Equipment Co.—(BR-2883).

WKEY Covington, Va., Earl M. Key—(BR-1121).

Modification of CP

WFBC-TV Greenville, S. C., WMRC Inc.—Mod. of CP (BPCT-1132) as mod., which authorized new tv station for extension of completion date to 12-31-54. (BMPCT-2446).

KWFT-TV Wichita Falls, Tex., Wichita Falls Television Inc.—Mod. of CP (BPCT-1309) as mod., which authorized a new comm. tv station for extension of completion date from 9-22-54. (BMPCT-2447).

KRMA-TV Denver, Colo.,School District No. 1 in the City and County of Denver and State of Colorado—Mod. of CP (BPET-30) which authorized new noncommercial tv station for extension of completion date to 6-24-55. (BMPET-47).

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September 7 Applications

ACCEPTED FOR FILING

Renewal of License

WBAW Barnwell, S. C., Blue Ridge Bcstg. Co., (BR-2881).

Renewal of License Returned

WENC Whiteville, N. C., Whiteville Bcstg. Co. (BR-1311).

WOMI-FM Owensboro, Ky., Owensboro Bcstg. Co.—License to cover CP BHP-1817 which authorized change in ERP and antenna system. (BLH-995).

Modification of CP

WCAU-FM Philadelphia, Pa., WCAU Inc.—Mod. of CP (BPH-1903) as mod. for extension of completion date (BMPH-4944).

Renewal of License

WEVA-FM Emporia, Va., Stone Bcstg. Corp. (BRH-715).

KTVA (TV) Anchorage, Alaska, Northern Television Inc.—Mod. of CP (BPCT-1706) as mod., which authorized new tv station to extend completion from 9-29-54 (BMPCT-2449).

KRBB (TV) El Dorado, Ark., South Arkansas Television Co.—Mod. of CP (BPCT-1590) which authorized new tv station for extension of completion date to 4-24-55 (BMPCT-2461).

KABC-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1424) as mod., which authorized changes in facilities of existing tv station to extend completion date from 10-10-54 (BMPCT-2462).

KEYT (TV) Santa Barbara, Calif., Santa Barbara Bcstg. and Television Corp.—Mod. of CP (BPCT-1122) as mod., which authorized new tv station for extension of completion date to 11-26-54 (BMPCT-2448).

WFTL-TV Ft. Lauderdale, Fla., Tri-County Bcstg. Co.—Mod. of CP (BPCT-997) as mod., which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2456).

WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-1493) as mod., which authorized changes in facilities of existing tv station to extend completion date from 10-16-54 (BPCT-2460).

WIBW-TV Topeka, Kan., Topeka Bcstg. Assn. Inc.—Mod. of CP (BPCT-371) as mod., which authorized new tv station for extension of completion date to 4-3-55 (BMPCT-2458).

WAFB-TV Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—Mod. of CP (BPCT-1682) as mod., which authorized new tv station for extension of completion date to 12-31-54 (BMPCT-2452).

WNCT (TV) Greenville, N. C., Carolina Bcstg. System Inc.—Mod. of CP (BPCT-898) as mod., which authorized new tv station for extension of completion date to 1-31-55 (BMPCT-2454).

WAPA-TV San Juan, P. R., Jose Ramon Quinones—Mod. of CP (BPCT-904) as mod., which authorized new tv station for extension of completion date to April, 1955 (BMPCT-2459).

WSIX-TV Nashville, Tenn., Louis R. Draughon, etc. WSIX Bcstg. Station—Mod. of CP (BPCT-532) as mod., which authorized new tv station for extension of completion date to 3-29-55 (BMPCT-2451).

KROD-TV El Paso, Tex., El Paso Times Inc.—Mod. of CP (BPCT-673) as mod., which authorized new tv station for extension of completion date to 3-30-55 (BMPCT-2453).

WTAP (TV) Parkersburg, W. Va., West Virginia Enterprises Inc.—Mod. of CP (BPCT-1295) as mod., which authorized new tv station for extension of completion date to 4-1-55. (BMPCT-2455).

September 8 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Isadore A. Honig

Appalachian Bcstg. Co., Bristol, Va.—By Memorandum Opinion and Order, Appalachian's Petition of August 12, to enlarge the issues in the ch. 5 proceeding (Dockets 10879-80) was denied in all respects.

By Hearing Examiner Herbert Sharfman

WKAT Inc., Miami Beach, Fla.—Granted request for extension of time to October 15, to file proposed corrections of the transcript in ch. 10 proceeding (Dockets 9321 et al) (Action of 9/2).

Ordered a hearing conference to be held on Sept. 8 to discuss a "list of corrections" to its McFarland data, submitted by Zenith Radio Corporation with its letter of Aug. 19, 1954, and to which general objection has been taken by Columbia Broadcasting System, Inc. (WBBM-TV), Chicago, Ill., in its letter of Aug. 31, 1954 (Dockets 8917, et al—Channel 2 proceeding) (Action 9/3).

By Hearing Examiner H. Gifford Irion

Piedmont Electronics and Fixture Corp., Charlotte, N. C.—Upon oral request by Piedmont, ordered that the further hearing in ch. 9 proceeding be continued from Sept. 13 to Sept. 15 (Dockets 8837, et al).

By Hearing Examiner J. D. Bond

Great Lakes Bcstg. Co., Toledo, Ohio—Granted motion for extension of time from Sept. 7, to Sept. 13, for the exchange of further information in ch. 11 proceeding (Dockets 11084, et al.).

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of September 8

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WFBC-TV Greenville, S. C., to 3-29-55; KWFT-TV Wichita Falls, Tex., to 3-22-55.

Actions of September 2

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WMTR Morristown, N. J.; KCBQ San Diego, Calif.; KRIS Corpus Christi, Tex.; WTOB Winston-Salem, N. C.; KSML Seminole, Tex.; KBLO Hot Springs, Ark.

Modification of CP

WWBG Bowling Green, Ohio, Howard R. Ward—Granted Mod. of CP to change type transmitter and specify studio location; condition (BMP-6605).

KWTV (TV) Oklahoma City, Okla., Oklahoma Television Corp.—Granted Mod of CP for extension of completion date to 3-22-55.

Actions of September 1

Granted License

WMAR-TV Baltimore, Md., The A. S. Abell Co.—Granted license for changes in facilities of tv broadcast station (BLCT-183).

Modification of CP

KALB-TV Alexandria, La., Alexandria Bcstg. Co.—Granted Mod. of CP to make minor antenna and other equipment changes; antenna 560 feet (BMPCT-2439).

(Continued on page 139)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Laboratories and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
Registered Professional Engineer"
1 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
J. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Commercial manager; radio broadcasting station in midwest; experienced, high-calibre, well versed advertising man experienced in making agency calls in New York, Chicago, etc., and directing and trouble shooting local sales; excellent opportunity for the right man. Box 617E, B•T.

Excellent Pacific northwest opportunity cost-conscious manager; small market; preferably willing share earnings, buy interest. Write completely. Box 621E, B•T.

1 kw daytimer wants manager for Ozark, Alabama. Hard work, must sell, manage, announce. Good salary. Apply Bert Bank, WTBC, Tuscaloosa, Alabama.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Salesman—Top audience station in market has opening for energetic salesman. Liberal commission. This Pennsylvania station affiliated with number one network. Box 523E, B•T.

Can you sell radio in a north central city over a hundred thousand population? Leader of two stations, independent, salary, commission, permanent, best opportunity, no hamstringing. Send full details. Box 572E, B•T.

Guaranteed $300.00 monthly draw against 15% to experienced, hardworking, ambitious salesman. By local, livewire station in eastern Carolina, expanding sales force. No house accounts. Beautiful, booming small city. Competitive market. Prefer man familiar southeastern selling. Write or wire Box 616E, B•T.

Permanent position with North Carolina station for an aggressive, experienced salesman, willing to work. Must furnish references. Base plus commission. Box 638E, B•T.

Want salesman for 1000 watt midwest independent. Easy selling for man who can sell special events. Exceptional position with opportunity for advancement. Box 640E, B•T.

Experienced radio salesman wanted. Good opportunity for man willing to work. Potential high. Contact KASI, Ames, Iowa.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstanding income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

WKBH, 5,000 watt NBC, LaCrosse, Wisconsin, needs experienced local salesman. Permanent, attractive proposition. Send background, resume and recent photo to Robert Morrison, Sales Manager.

Announcers

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Radio announcer for NBC affiliate in southwest. Prefer married man with some experience. Write giving qualifications, references and salary expected. Box 577E, B•T.

Combination early morning man; sports announcer. Needed immediately for sports-minded, wide-awake, progressive station. Only experienced need apply. Box 602E, B•T.

Help Wanted—(Cont'd)

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Announcer-copywriter. 1st phone preferable. Arizona kilowatt. Mutual affiliate. $1.62½ per hour. Send audition and resume to Box 627E, B•T.

Local midwest network radio station wants experienced announcer. Box 635E, B•T.

Need experienced announcer, sports and general staff work. Permanent, good working conditions. Write D. A. Wommack, KALT, Atlanta, Texas.

Combination announcer-engineer, first class ticket. No maintenance, mostly announcing. Needed immediately. Write or wire Sam W. Anderson, Manager, KFFA, Helena, Arkansas.

Needed—announcer with good resonant voice. One year's experience necessary. Start $50 for 40 hours. Advancement depends on you. Send tape and picture to WBBB, Burlington, North Carolina.

Needed immediately, announcer. $60.00. week to start. Apply at WGWC, Selma, Alabama.

Hillbilly DJ wanted. Short hours, good pay. Position open in one of the south's richest counties. Good opportunity for extra compensation. WKUL, Cullman, Alabama.

If you're a good announcer, we need you. You must be experienced, you must know how to sell on the air. Competitive Washington, D. C., market. Salary plus talent. Send tape with first letter, WPIK, Virginia Theatre Building, Alexandria, Virginia.

Technical

Station needs first class engineer with ability to announce well. Apply by letter only. Box 548E, B•T.

First class technicians needed. Union scale. Am-tv newspaper owned operation. Box 561E, B•T.

First class engineer capable of keeping 250 watt station on the air. Must be able to announce. $85 for 48 hours. Apply WJIG, Tullahoma, Tenn., at once.

Wanted chief engineer and announcer, 1000 watt Gates equipped, daytime station. Remote control operated. Must be qualified to maintain equipment. Good salary and bright future for right man who wants to settle down. Apply KJIM, Box 2673 Beaumont, Texas.

First phone operator, network station. WSYB, Rutland, Vermont.

Production-Programming, Others

Executive secretary (female) with experience in radio for position in mid-Atlantic states. Preferable knowledge acquired in smaller operations. Unique opportunity. Box 802D, B•T.

Copywriter . . . male or female. Will also do airwork. Send sample copy, tape, photo to WBRN, Big Rapids, Michigan.

Working news director, man or woman, capable heading news bureau and gathering and writing local news and editing and rewrite wire news. Salary begins one hundred and fifteen per week. Air transportation advanced. Airmail resume, ability, experience and date available to Nancy Warner, Radio Anchorage Inc., Box 1960, Anchorage, Alaska.

Help Wanted—(Cont'd)

Television

Announcer

Michigan tv station needs immediately, one newscaster and one general announcer, latter preferably with farm, weather and hunting-fishing background, but will consider all. Applicants with Michigan background preferred. Box 611E, B•T.

Situations Wanted

Managerial

General manager—over 20 years experience. Familiar all phases radio-uhf tv. Excellent references. Box 606E, B•T.

Manager available. New or established small station. Excellent record, references. Box 629E, B•T.

Salesmen

Young man, background in sales, advertising, merchandising, copy, programming and production. Seeks position as time or film sales or buyer. Box 645E, B•T.

Salesman: 4½ years excellent experience. Desire to relocate in larger town but will consider right deal in small town. Will do combination work, DJ, or play-by-play. 27, married. Box 648E, B•T.

Salesman. Young—aggressive—dynamic. Wants good deal. Les Lazarus, 52 Cuttler Street, Winthrop, Mass.

Announcers

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Announcer, six years experience. Three years at present station. Seeking larger market. Excellent references. Box 515E, B•T.

Negro announcer-DJ. Tape, references. Trained voice. Mr. Rhythm Blues. Box 532E, B•T.

Announcer, combo, newscaster, DJ, can write good copy. Available immediately. Box 563E, B•T.

First phone. Write copy, edit news. Emphasis announcing. 4 years. Box 590E, B•T.

Staff announcer with four years experience desires Florida, will pay expenses. Box 592E, B•T.

Ambitious, experienced, versatile announcer. Married, veteran. Desire permanency. Chance for advancement. Box 593E, B•T.

Announcer, 2½ years radio experience. Desire locate east or south. Box 599E, B•T.

Experienced announcer, radio and tv, NBC trained, college grad. Married—now employed. Box 610E, B•T.

You name it, I've got it. Experienced radio-television-deejay, sports, news, continuity. Versatility plus! Dynamic personality. Sure fire promoter. Box 612E, B•T.

Announcer-combination. Four years experience as DJ, with CBS 10,000 watt affiliate. Can write selling copy. Age 29, college graduate, single. Box 619E, B•T.

No claim fame. Eight years proven; not liability. Versatile. Tv-radio. Employed major market. Married, not drifter. Box 622E, B•T.

Good music—newsman, 3 years. B.A. degree, married, draft exempt. Employed. Southern Florida. Tape, resume. Box 624E, B•T.

Announcer, control board operator. Reliable, two years experience—desires staff connection. Newsdeejay. Strong on commercials—travel. Available immediately. Resume, tape. Box 625E, B•T.

Situations Wanted—(Cont'd)

Open for offers—no commercial experience—former university staff. Box 634E, B•T.

Announcer—news, music, good selling voice. Tape, photo on request. Box 639E, B•T.

Experienced announcer, network, independent. Excellent news. Commercials, DJ. Deep voice. Relaxed delivery. Operate board. Tape, top references. Box 644E, B•T.

Announcer—smooth commercials, news, dee jay, experience light, future bright. Gerry Borak, 254 East 56th Street, Brooklyn 3, New York. EVergreen 5-4256.

Accomplished staff announcer, strong sports background, platter personality, experienced MC and vocalist. Married, veteran, tape, references. Ed Byrne, 167 E. 99th Street, New York 29, N. Y.

Announcer, 26, experienced. Strong on news, play-by-play, DJ. Operate board. Veteran. Travel. Tape, resume. Dick Kent, 1704 West Virginia Avenue N. E., Washington, D. C. Telephone LI 6-3890.

Negro DJ—experienced in commercial reading and writing, newscasting, control board. Holds 3rd class license—excellent health—single. Cambridge graduate. Resume and tape on request. Dave Oliver, 31-34 98th Street, Corona, Long Island, N. Y. HAvermyer 9-0957.

Early morning DJ team, man and woman, "kidnapers of competitors audiences". Large or small stations having tough morning competition should be interested. Staff or contract with talent. Capable on other shows. Both operate board, third tickets. Desire opportunity to sell, also. Present employer best reference. Available immediately. Phone Ted Roberts or Jan Evans, 8 to 12 noon, Spartanburg, S. C., 3-1400, or wire 260 Hydrick Street.

Announcer, some experience, smooth news, deejay, commercials. High potential. Mark Shore, 751 East 178th Street, Bronx 57, New York. CYpress 9-3437.

Experienced announcer. Network affiliate and indie background. Strong music, news, sports. College grad, single, 27. Summit 6-6306-J, New Jersey.

Technical

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Engineer, 1st phone. Five years experience, transmitter, remotes, maintenance. Available immediately. Prefer middle-west. Box 595E, B•T.

Straight engineer, 4 years experience, first phone, ham license, now available. Box 597E, B•T.

Engineer, single, first phone, two years experience am-fm broadcasting. Conscientious operator, thorough technician. Available for permanent employment anywhere. Wages secondary. Box 608E, B•T.

Have good straight engineer with 1st class license available for employment. Married, 40, has car, 7 years commercial radio experience. Can announce in emergency. Interested in position, Maryland, Virginia, Pennsylvania or West Virginia. Leaving us because of switch to combo operation. Recommend him highly. Contact C. Leslie Goliday, WEPM, Martinsburg, W. Va.

Engineer, experienced, 1st license, veteran, age 27, single, car. Write Robert Gray, 20-19 20th Street, Astoria 5, Long Island.

First phone, 5 years transmitters, remotes, console, recording. Age 27, married, car. Can't announce, prefer Carolinas. R. Munford, Box 257, Blythe Island, Brunswick, Georga. Phone 2242-XJ.

Studio technician—Television Workshop graduate. Experienced all technical phases. Go anywhere; salary unimportant; right opportunity. Warren Starr, 152 E. 94th Street, New York City, N. Y.

Production-Programming, Others, etc.

Continuity writer. Ten years radio. Experienced all phases station routine 250 w to 50 kw, including four years top rated DJ show. 34, single, college. Excellent recommendations. Presently continuity director Ohio kilowatt. Available two weeks. Box 542E, B•T.

Male copywriter-announcer, five years radio-tv. Available immediately all-around duty. Box 558E, B•T.

News editor-writer. Five years national radio network, 2 years newspaper, 1 year public relations, plus journalism degree. Thoroughly competent most phases radio. Single, 31. Will consider any offer. Box 604E, B•T.

Situations Wanted—(Cont'd)

Top man available Sept. 15th . . . radio or tv. News editor . . . DJ . . . spot sales results excellent . . . tv pitch man. Must be permanent. Box 609E, B•T.

Continuity writer, experienced, male with A.B. degree in radio, prefers south. Box 626E, B•T.

Successful, experienced PD seeks executive position, larger station. Best references. Box 630E, B•T.

Television

Situations Wanted

Announcers

Married, 31 years old, two children, 10 years experience radio and television as exceptionally good staff announcer. Extremely versatile as performer. Immediate availability. Desire permanent position with eastern television station. Box 545E, B•T.

Looking for a top radio-tv personality to head your tv sports operation?? Now "hear this"—highly successful in million plus market in twenty-five thousand bracket for past several years. Offer tremendous experience in all sports—radio-tv. Baseball—major league and triple A, both radio and tv. Ditto basketball, football, hockey, golf, tennis and boxing. Add daily shows in both media. Movie and production experience. Graduate school education and public relations training. Polished after dinner speaker. Interested? Any correspondence must be confidential. Box 618E, B•T.

Now available—sports director, all-around sports experience in tv and am. Now at 50 kw am, 100 kw tv, southwest metropolitan, NBC affiliate. Economy wave eliminating job, desire relocation sports minded area, emphasis on tv. Good background as staffer, on camera commercials, can build sports audience. Discuss salary. Married. Tape, top references present employer. Location unimportant if conditions satisfactory. Box 628E, B•T.

Technical

Tv studio, transmitter, am, fm experience, first phone, announcer, married, veteran. East coast preferred. Box 594E, B•T.

Employed am transmitter engineer, first phone, two years' video education seeking tv opportunity. Box 601E, B•T.

Television transmitter engineer, 2½ years experience high power vhf, desires to relocate. Box 615E, B•T.

Production-Programming, Others

Television producer-director. Four years experience all phases television including engineering. Diversified background, sales promotion, teaching. Seeks position with progressive vhf tv station or agency. Family man, available immediately. Inquiries answered promptly. Box 598E, B•T.

TV producer-director—major market experience, competent, creative, commercial. Box 598E, B•T.

Film editor, year experience, single, vet. Have good photographic background. West Coast preferred but will relocate anywhere. Box 600E, B•T.

Programming. Feminine apprentice producer. Ideas. Continuity. Train talent. Promotion. Southern. Box 605E, B•T.

Top calibre program manager and announcer, 37, who programs for sales because he knows sales. Past 4 years partner Hollywood advertising agency. 17 years all phases tv-radio. Want permanent location tv-radio medium market. Finest references, photo, details. Box 620E, B•T.

Situations Wanted—(Cont'd)

Got CP? Thoroughly experienced PD put successful station on air. Can do same for you. Box 631E, B•T.

PD, five years' radio-tv experience, seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 632E, B•T.

For Sale

Stations

1000 watt Rocky Mountain daytime grossing about $75,000 annually. Excellent terms to capable operator. All or control. Box 551E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

One kw, Raytheon transmitter, four years old. Excellent condition—tuned for 960 kc. Available immediately. Make offer. Michigan. Box 607E, B•T.

Remote control unit for transmitter operation. Meets FCC requirements. Only $795.00. Box 636E, B•T.

20 kw, high band vhf transmitter available 1 January. Also, channel 11, 12 bay antenna and diplexer. Box 641E, B•T.

400 records and transcriptions—plus audio equipment for quick sale. List on request. Box 643E, B•T.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

103 ft. Blaw-Knox self-supporting tower and insulators, available dismantled—highest bidder. Also 2 bay General Electric antenna and mast. Graydon Ausmus, WUOA, University, Alabama.

480′ of 6⅛" Andrew's coaxial feedline, complete with gas barriers, angle bends, hangers and all miscellaneous hardware. A fraction of original cost. Tower Contracting Company, Greenville, Mississippi.

(Continued on next page)

THIS IS A TRUE STORY!!!

There was a salesman working for a station in a large Southern city making $6000 a year. With the same amount of sales, he would have made $9000 working for us. He joined our organization and after three months, during which he demonstrated superior sales ability, he moved up as manager of one of our stations at better than double his last year's pay. We need two experienced, sincere, capable salesmen, as we are expanding our organization. High ratings, aggressive promotion, competitive rates and specialized appeal make our station highly salable. Now carrying more local and national business than competitive indies. Excellent guarantee, 15% commission, car allowance, annual performance bonus. Your past performance record will be carefully checked. Give full details first letter, including late photo.

The OK Group

505 BARONNE, NEW ORLEANS, LA.

NEW ORLEANS HOUSTON BATON ROUGE LAKE CHARLES

Wanted to Buy

Stations

Experienced broadcaster wants radio station, small or medium market, east or south. Prompt action on all replies. Confidential. Box 562E, B•T.

Private party will purchase 250 w-1000 w established am station. Eastern Pa., N. J., Delaware, or Md. Box 614E, B•T.

Equipment Etc.

5 kw am transmitter, must be in good condition and reasonably priced. Box 581E, B•T.

250 watt am transmitter with monitors, limiting amplifiers and two insulated guyed towers, one 200 feet and the 300 feet with lights. Also 160 feet Andrew type 452 3⅛ inch transmission line. Box 613E, B•T.

Low power fm transmitter and associated equipment. Advise lowest cash price and full particulars. Box 637E, B•T.

Studio transmitter link with transmitter and receiver for am. Please state condition, frequency and asking price. Contact WMPM, Smithfield, North Carolina.

Want good used 1000 watt FCC approved, commercially built am transmitter. A. P. Marsh, Box 406, Bedford, Va.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

SALES EXECUTIVE

WE WANT TOP-FLIGHT EXECUTIVE WORTH AT LEAST $12,000 TO $15,000 PER YEAR TO MANAGE SALES DEPT. MIDWEST RADIO-TELEVISION OPERATION. Must have outstanding administrative ability and be thoroughly experienced in sales. We are a pre-freeze-network-VHF-100,000 watt-first-50-market station-radio 20 years. Include photo and detailed record of your experience in application.

Box 511E, B•T

This is a story about a Texas Cancellation

G. F. Roberts of KGKL, San Angelo, Texas, writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

Help Wanted—(Cont'd)

LIVE MAN NEEDED IN HAWAII

Don't wait till you're dead to go to Heaven! Come to heavenly Hawaii as Sales Manager if you can sell radio for HAWAII'S BIG STATION, with ideas, gimmicks, promotion. Air mail experience, references, salary requirements to: Fin Hollinger, KPOA, Honolulu. Send carbon copy of your letter for interview appointment to: Radio Hawaii Inc., 420 Lexington Ave., New York City, N. Y. Telephone MUrray Hill 6-4686.

Announcer

CALIFORNIA RADIO STATION NEEDS ANNOUNCER WITH FIRST PHONE

Experienced, top-flight announcer for top station in ideal California market. Must have first ticket. Authoritative news, competent, friendly DJ work, strong on commercials of all kinds, including production know-how. Excellent opportunity. Send complete resume including schooling, all jobs held, references, photo and tape demonstrating commercials cut at 7½ RPM to

Box 642E, B•T

WOMAN RADIO PERSONALITY

. . . who can project herself to a woman's radio audience. Must be attractive, pleasant disposition and capable of calling on housewives in conjunction with program production. Also must have air-work record.

Permanent position available in Midwest. Send resume and tape, if available, for interview to:

Radio Hawaii Inc.
420 Lexington Avenue
New York 17, N. Y.
MUrray Hill 6-4686

Help Wanted—(Cont'd)

VIRGIN ISLAND STATION NEEDS EXPERIENCED ANNOUNCER

If you are looking for a veritable "paradise" in which to live and work we have an immediate opening for a thoroughly experienced announcer. Send complete details first letter to Bill Greer, General Manager, Radio Station WSTA, St. Thomas, Virgin Islands.

Situations Wanted

Managerial

experienced radio-tv-newspaper

MANAGER

available september 1st

Would like chance to manage station. Prefer radio-TV combination but can handle either radio or TV management. Background include 15 years, sales manager; 2 years TV (opened station) plus several years newspaper selling. Active in civic affairs; director state broadcasters, symphony orchestra, sales managers club, well known among networks, national agencies. If you want a hard-working, economy minded manager, an interview can be arranged promptly. Free to go anywhere (unmarried).

Box 487E, B•T

Production-Programming, Others

NEWSCASTER

NEWSCASTING that's colorful, warm, authoritative, distinctively different, plus enterprising news-sense hold highest ratings & A-I sponsors at 5 kw Midwest net where I'm employed. Long, thorough experience. Highly competent all phases broadcast news, special events. Mature; B.S.; former newspaperman; award winner; good appearance. SDX & RTNDA. Want major market, radio or TV, where my ability & work investment can produce greater returns.

Box 646E, B•T.

DIRECTOR OF EDUCATION AND RESEARCH

For the past ten years, broad experience with KMBC-KFRM and KMBC-TV of Kansas City—stations long noted for activities in public service and research. . . . Earlier background includes 15 years teaching in music department major university. Ph.D. degree in Education, Radio Education and Music . . . Can plan educational broadcasts in Radio-TV, with school, university and civic officials, and/or develop market-audience research valuable to management and sales.

Charles F. Church Jr.
809 W. Truman Rd. Independence, Mo.
Telephone: Clifton 8947

Television

Situations Wanted

Managerial

FUTURE WANTED

Experienced broadcasting executive offers unique versatility in AM and TV in exchange for opportunity in preferred market. Now General Manager of profitable VHF, seeking management or other key position in TV or AM-TV operation. Will consider agency or network opening where broad knowledge gained in 19 years station experience can be utilized. Family man, sober, responsible, best references. Ready to permanently re-establish with an organization offering a future.

Box 647E, B•T.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

SALES UP 400%!

Do you believe sales result from hard work? I do. Presently TV Sales Manager of NBC Basic in one of the top ten markets, one of the nation's toughest. Quadrupled station sales in two years. Aggressive, shirt-sleeved Sales Manager who believes in making calls and training his salsmen. Outstanding record of accomplishment which will speak for itself. Seek Sales Management position with station which has the will to win.

Box 591E, B•T.

— Experienced TV Experience —

Young highly experienced television executive desires managerial position preferably on West Coast. Currently employed. Television career started 1939 with Eastern TV station. 15 years definite, competent television experience in EVERY department. Formerly New York City, now on West Coast. Ability-character references available. Offer: smooth running, meticulous operation, happy personnel, profitable programming, excellent agency contacts, top direction, proved creative ability producing, precise film editing, top video-audio direction, plus live announcer background many top commercial network television shows. Happily married family man seeking permanent salaried-percentage offer in growing market. Would consider position under manager, if attractive. Personal interview upon request. Write Box 603E, B•T.

Production-Programming, Others, etc.

Continuity Director
Client Service Director
Commercial Production Manager

Large & small station radio-TV experience. Supervised & handled copy, clients, campaigns, cameras. Successful record. Top references include previous employer. College. Desire supervisory position, larger market. Box 633E, B•T.

Exclusive for TV News!

- Personable authoritative newscaster available.
- Distinctive "Murrow manner."
- Impressive international assignments.
- Let's build prestige news program together!

Write or Wire
JOHN H. LERCH
404 Laurel Avenue
Wilmette, Illinois
PHOTO — TAPE — RESUME

For Sale

FOR SALE

404 foot tower, ideal for TV, now used for FM. IDECO, triangular, non-insulated, self-supporting, perfect condition. Located in Midwest. Reasonably priced for prompt disposal. Direct inquiries to:

KRIEGER & JORGENSEN
514 Wyatt Building
Washington 5, D. C.
Phone: Executive 3-1635

(Continued from page 134)

The following were granted Mod. of CP's for extension of completion dates as shown: KRMA-TV Denver, Colo., to 3-1-55; WSVA-TV Harrisonburg, Va., to 3-28-55; WKDN-TV Camden, N. J., to 3-28-55; WJDM (TV) Panama City, Fla., to 3-21-55; WOI-TV Ames, Iowa, to 3-11-55; WOOD-TV (main and antenna) Grand Rapids, Mich., to 3-30-55; KVOL-TV Lafayette, La., to 3-24-55; WHCU-TV Ithaca, N. Y., to 3-7-55.

Actions of August 31

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WLEU-TV Erie, Pa., to 3-30-55; KFIA, (TV) Anchorage, Alaska, to 3-1-55; WQXN-TV Cincinnati, Ohio, to 3-25-55.

Actions of August 30

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KTUE Tulia, Tex.; WGKV Charleston, W. V.; WSAZ Huntington, W. Va.; WPGH Pittsburgh, Pa.; WJAC Johnstown, Pa.; WGRV Greeneville, Tenn.; WDLP, Panama City, Fla.

McFarland Letters

KLYN-TV Amarillo, Tex., Plains Empire Bcstg. Co.—Is being advised that, unless KLYN-TV informs the Commission within 20 days that it desires a hearing on its application (BMPCT-2394) for additional time to construct tv station on ch. 7, said application will be dismissed, CP cancelled, and call letters deleted. (Commissioner Hennock dissented.)

KHTV Hibbing, Minn. North Star Television Co.—Is being advised that, unless KHTV informs the Commission within 20 days that it desires a hearing on its application (BMPCT-2412) for additional time to construct TV station on ch. 10, said application will be dismissed, CP cancelled, and call letters deleted. (Commissioner Hennock dissented.)

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of Dade County Board of Instruction—Is being advised that application (BMPET-38) for extension of completion date for non-commercial educational tv station (ch. *2) indicates necessity of a hearing. (Commissioner Hennock dissented.)

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

KFDX Wichita Falls, Tex.; WRTI-FM Philadelphia, Pa.; WCED-FM DuBois, Pa.; WDLA Walton, N. Y.; WKPA New Kensington, Pa.; WHYN-AM-FM Springfield, Mass.; WUSJ Lockport, N. Y.; WEED-FM Rocky Mount, N. C.; WARE Ware, Mass.; WAFC Staunton, Va.; WAJR-AM-FM Morgantown, W. Va.; WANN Annapolis, Md.; WARL-AM-FM Arlington, Va.; WASA Havre de Grace, Md.; WSAL Annapolis, Md.; WAVY Portsmouth, Va.; WAYB Waynesboro, Va.; WBBL Richmond, Va.; WBLK Clarksburg, W. Va.; WBLT Bedford Va.; WBOB Galax, Va.; WBOC Salisbury, Md.; WBRW Welch, W. Va.; WBTH Williamson, W. Va.; WBTM-AM-FM Danville, Va.; WCAW Charleston, W. Va.; WCBM Baltimore, Md.; WCEF Parkersburg, W. Va.; WCHS Charleston, W. Va.; WCHV Charlottesville, Va.; WCOM Parkersburg, W. Va.; WCUM-AM-FM Cumberland, Md.; WCVA Culpeper, Va.; WDJB-AM-FM, Roanoke, Va.; WDNE Elkins, W. Va.; WDYK Cumberland, Md.; WEAM Arlington, Va.; WEIR Weirton, W. Va.; WELC Welch, W. Va.; WEPM Martinsburg, W. Va.; WETZ New Martinsville, W. Va.; WFBR Baltimore, Md.; WFHG Bristol, Va.; WFLO Farmville, Va.; WFMD Frederick, Md.; WFTR Front Royal, Va.; WFVA Fredericksburg, Va.; WGH-FM Newport News; Va.; WGKV-AM-FM Charleston, W. Va.; WLSD Big Stone Gap, Va.; WLVA-AM-FM Lynchburg, Va.; WMAL-AM-FM Washington, D. C.; WMBG Richmond, Va.; WMMN Fairmont, Va.; WMVA-AM-FM Martinsville, Va.; WNAV Annapolis, Md.; WNNT Warsaw, Va.; WNOR Norfolk, Va.; WNRV Narrows-Pearisburg, Va.; WNVA Norton, Va.; WOAY-AM-FM Oak Hill, W. Va.; WPAR-AM-FM Parkersburg, W. Va.; WPDX Clarksburg, W. Va.; WPGC Morningside, Md.; WPIX Alexandria, Va.; WPLH Huntington, W. Va.; WPTX Lexington Park, Md.; WPUV Pulaski, Va.; WRAD Radford, Va.; WRC-AM-FM Washington, D. C.; WRIC Richland, Va.; WRIS Roanoke, Va.; WRNL-AM-FM Richmond, Va.; WRON Ronceverte, W. Va.; WROV-AM-FM Roanoke, Va.; WSAZ Huntington, W. Va.; WSIG Mount Jackson, Va.; WSIS Roanoke, Va.; WSSV Petersburg, Va.; WSVA Harrisonburg, Va.; WSVS-AM-FM Crewe, Va.; WTAR Norfolk, Va.; WTIP Charleston, W. Va.; WTON Staunton, Va.; WTTR Westminster., Md.; WVEC Hampton, Va.; WVVW Fairmont, W. Va.; WWDC-AM-FM Washington, D. C.; WWIN Baltimore, Md.; WWNR Beckley, W. Va.; WWOD-AM-FM Lynchburg, Va.; WYVE Wytheville, Va.

For Sale—(Cont'd)

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

MANAGEMENT CONSULTANTS

Is Your Station Losing Money? We Will Put it in the Black; If it is Making, We Will Make More!
All Station Problems Handled
Box 436E, B•T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TI' & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Texas Network
$160,000.00

Fulltime facility in rich Texas area. Market represents ideal situation for continued top earnings. Good net quick position included with sale, and financing available to qualified buyer.

Midwest Independent
$50,000.00

Owner-manager can really make progress with this daytime station. Profitable operation with economical combined facility. Excellent one station market with diversified income. Terms only $20,000.00 down and balance over five years.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5671-2

DUDES AND DON'TS

or, grammar takes a vacation



A grandmotherly librarian, new to farm life, was out to learn everything in two vacation weeks.

"Which is correct," she asked an old hand, "the hen is sitting or the hen is setting?"

"Lady," said the oldtimer, "I don't know and I don't care. All I wonder about is when she cackles, is she laying or is she lying!"

* * * *

An Advertising Man came to a dude ranch for a well-earned rest. Very first morning they shook him awake at 4 a.m., told him it was time to saddle up.

"We goin' to ride wild horses?" he yawned.

"Nope."

"Then why we have to sneak up on 'em in the dark?"

* * * *

Wild horses couldn't drag us from the commercial:

Re. tv: NBC now ranks KGNC-TV first among affiliates for total primary area coverage.

Re. a.m.: KGNC reaches 78 counties with 1 million people in Texas, New Mexico, Kansas, Oklahoma and Colorado.

Re. $: Amarillo is *1st in the nation—again—in per family* retail sales.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: channel 4. Represented Nationally by the Katz Agency

TELESTATUS

September 13, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 260,000
► WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
► WMSL-TV (23) Walker; 15,942
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC, DuM; Raymer; 95,300
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 96,300
► KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown
Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 29,443
► KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
► KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
KATV (7) (See Pine Bluff)
Pine Bluff†—
KATV (7) ABC, CBS; Avery-Knodel; 67,852
Texarkana—
KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
KBAK-TV (29) ABC, DuM; Forjoe; 72,000
KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
KQED (*9)
Chico—
KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
KJEO (47) ABC, CBS; Branham; 123,354
KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
KCOP (13) Katz; 1,882,304
KHJ-TV (9) DuM; H-R; 1,882,304
KNBH (4) NBC; NBC Spot Sls.; 1,882,304
KNXT (2) CBS; CBS Spot Sls.; 1,882,304
KTHE (*28). See footnote (d)
KTLA (5) Raymer; 1,882,304
KTTV (11) Blair; 1,882,304
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starters

The following tv stations are the newest to start regular programming:

KOVR (TV) Stockton, Calif. (ch. 13), Sept. 6.

WTVD (TV) Durham, N. C. (ch. 11), Sept. 2.

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 998,260
► KPIX (5) CBS, DuM; Katz; 998,260
► KRON-TV (4) NBC; Free & Peters; 998,260
► KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

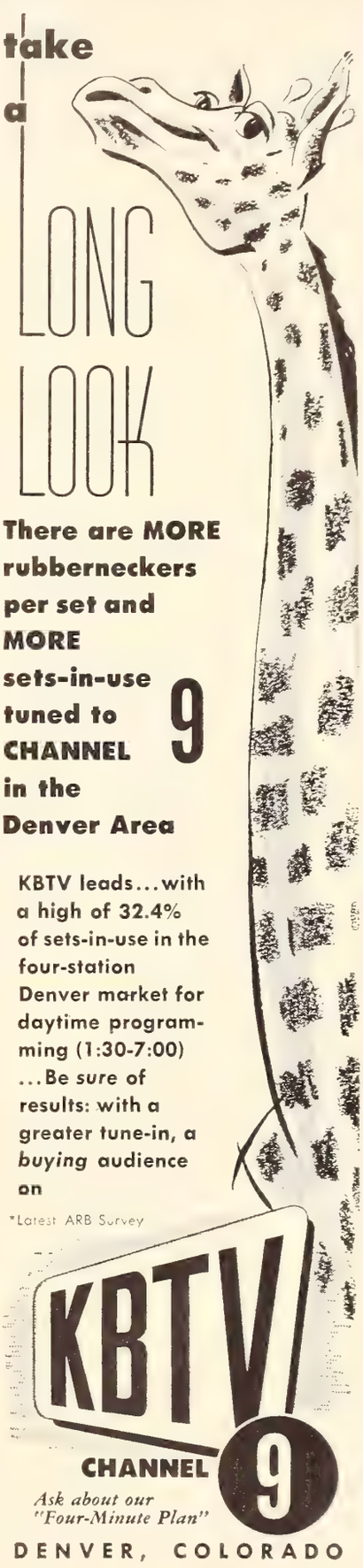
COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
► KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
► KBTV (9) ABC; Free & Peters; 227,882
► KFEL-TV (2) DuM; Blair; 227,882
► KLZ-TV (7) CBS; Katz; 227,882
► KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54
New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 147,200

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...



Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of August 1
100 micro-volt contour 92,412

Represented by Weed Television

LEE STATIONS
National Sales Offices
WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM
KHQA-TV, WTAD-AM-FM — Quincy, Ill.

FOR THE RECORD

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 628,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 110,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,250
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 28,900
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling 476,601
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 121,227
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) CBS; 4/6/53-9/26/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 95,692
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) NBC; Headley-Reed; 124,419

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 144,802
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 55,150
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
► KTAG (25) CBS, ABC, DuM; Young; 20,500
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 52,800
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) Venard; 5/5/54-9/12/54
Lewiston—
WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54
Portland—
WCSH-TV (6) NBC; Weed; 116,627
WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 55,810

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
► KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 477,000
► WMIN-TV (11) ABC, DuM; Blair; 467,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 90,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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Local Programs
have
MAIL PULL?
AND HOW!

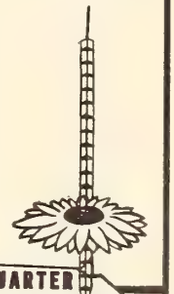


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FOR THE RECORD

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 120,475
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/19/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 405,706
► KMBC-TV (9) CBS; Free & Peters; 405,706
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 405,706
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS,ABC, DuM; Headley-Reed; 12,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 41,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 100,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 347,000
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/18/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,650
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls. 415,313
Durham†—
► WTVD (11) ABC, NBC; Headley-Reed
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington Righter & Parsons; 235,740
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery Knodel; 83,400
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 224,064
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 20,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 500,000
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) CBS; Katz; 288,132
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 130,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/15/54 (granted STA Aug. 24)
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 103,095
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,190
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 218,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 29,173
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 193,150
New Castle†—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,870
Scranton—
►WARM-TV (16) ABC; Hollingbery; 168,500
►WGBI-TV (22) CBS; Blair; 172,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 166,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,127,595
►WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 51,000
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 115,137
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 58,500
►WIS-TV (10) NBC; Free & Peters; 122,488
►WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
►WFBC-TV (4) NBC; Weed; 277,632
►WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 81,723

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Highest Antenna in the South – 6,089 Feet Above Sea Level



COVERAGE OUT OF THIS WORLD

WLOS-TV

CHANNEL 13
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The most powerful station in the Southeast*
On the Air September 18th!

Serving 204,907 TV Families** in an area of 2,058,000 People

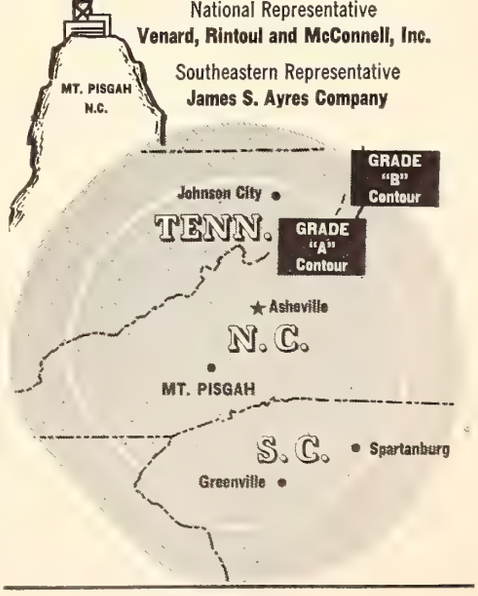
Covering four rich Piedmont states with Effective Buying Income of $2,411,466,000***

*operating at 170,000 watts, 2,850 feet above average terrain (FCC maximum for this altitude).
**A.C. Nielsen Co. Report U.S. Television Ownership by Counties as of November 1, 1953 and RTMA set sales figures for Western North Carolina, January through April, 1954.
***Sales Management Survey of Buying Power, May 10, 1954.

WLOS-TV, CHANNEL 13
ASHEVILLE, N.C.

National Representative
Venard, Rintoul and McConnell, Inc.

Southeastern Representative
James S. Ayres Company





BIG IN POWER

operating with 316,000 watts, channel 7, the most powerful TV station in W. Va., Southwestern Penn. and Eastern Ohio.

BIG IN PROMOTION

WTRF-TV program schedules are published regularly in more than 55 newspapers, including 3 daily and 2 Sunday Pittsburgh papers. Consistent promotion for all clients has won for WTRF-TV top prizes for outstanding efforts.

BIG IN PUBLIC PREFERENCE

Latest Telepulse survey in 6 counties adjacent to Wheeling gives WTRF-TV 1st 25 most popular one-a-week shows and 1st 15 most popular multi-weekly shows—plus audience preference in every time category.

WTRF-TV

NBC Primary • ABC Supplementary
represented by Hollingbery
Robt. Ferguson • VP & Gen. Mgr.
Phone Wheeling 1177
Radio Affiliates WTRF & WTRF-FM

CHOICE AVAILABILITY:

Calling All Cars

A bright afternoon program designed for a woman's audience.

Show features

Bob and Jan Carr

in a fast-moving program of variety features.

Time: 4 to 4:30 PM,
Monday through Friday

FOR THE RECORD

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 83,076
► WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 192,969
► WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 53,885
► KGNC-TV (4) NBC, DuM; Katz; 52,885
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,591
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 400,704
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 53,481
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 381,550
Texas State Network (11) Initial Decision 8/23/54
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 357,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 37,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 40,375
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 164,100
► KTVT (4) NBC; Blair; 164,100
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
WMVT (3) ABC, CBS; Weed; 3/12/54-9/12/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 71,697
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 363,100
► KOMO-TV (4) NBC; Hollingbery; 363,100
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) ABC, CBS, DuM; Avery-Knodel; 87,027
KREM-TV (2) Bolling; 3/18/54-10/15/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 363,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Bolling; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; Venard; 11/18/53-9/10/54 (granted STA Aug. 12)

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 393,600
► WOKY-TV (19) ABC, DuM; Gill-Perna; 293,750
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) ABC; Petry; 6/11/54-10/31/54

Neenah—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 65,000

Montreal, Que.—
► CBFT (2) CBC French; CBC; 166,000
► CBMT (6) CBC; CBC; 166,000

Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 8,250

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 394; total cities with stations on air: 265. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,286,183.
*** Indicates educational stations.**
† Cities NOT interconnected to receive network service.
(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Alantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.
(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

SEPTEMBER

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.
Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.
Sept. 17: National Appliance & Radio-Tv Dealers Assn., San Francisco regional meeting, Merchandise Mart, San Francisco.
Sept. 17-18: Democratic National Committee, Claypool Hotel, Indianapolis.
Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 20: Radio-tv advertising workshop, sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.
Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

SPECIAL LISTING

NARTB District Meetings

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

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Bottom-Dollar Politics

IT'S GOING to be tougher, and less profitable, for stations to do business with politicians henceforth.

The FCC has finalized new rules to provide that candidates for public office may not be discriminated against as to rates charged for time on radio and tv. They also are to get all discount privileges accorded regular accounts.

The new rules, which became effective upon announcement last Tuesday because of the upcoming November elections, were adopted pursuant to the Congressional mandate of 1952. Congressmen complained about the purported high costs of political campaigning and appeased themselves by writing a new law.

The rules appear to be as reasonable as the FCC could make them under the instructions received from Congress. But that doesn't make them just. It costs more to do business with candidates, notably the unsuccessful ones. Even under the former practice of charging premium rates and out-of-pocket costs for cancellations, talent and other overhead, stations often have found themselves holding the bag.

Moreover, the new rules seeking to end one species of discrimination, actually create another. Many newspapers charge double or even treble their regular rates for political advertising. While politicians have howled, they've never done anything about this "discrimination," even though there's been desultory talk about denying second-class mailing privileges to "offenders."

Adoption of the new rules imposes upon stations the necessity of exercising extreme vigilance in scheduling political business. The station cannot require the candidate to post indemnity bonds or insurance against libel unless all commercial accounts are so required. It cannot assess recording or other fees unless regular accounts are required to do so. And it cannot deviate from established practices as to local or national rates.

Stations must be assured of this bare income to which they are entitled. A manager would not give credit to a new account placed direct, if the account had no established credit rating. He would require his money in advance.

Obviously, the same should hold for purchase of political time. It should be cash on the barrel-head. Where the business is placed through an accredited agency, whether commercial or political, the usual billing practices must be pursued.

Because radio and tv time in the campaigning henceforth will be so much cheaper many stations may find themselves deluged with this business. The question of program balance will arise. Stations should appraise such requests carefully because the allotment of time to the first candidate for a particular office will control allotments to all others for the same office—and at the same price.

So, chalk up the bi-election year 1954 as the political headache year for broadcasters. Radio and television will have to live with the politicians, because the politicians know they can't live without radio and television.

The Radio Set: 120 Million

IT WOULD be unfortunate if, as a result of Brig. Gen. David Sarnoff's speech in Chicago [B•T, Sept. 6], the impression spread that the bears had taken over in radio. True, Gen. Sarnoff was bearish about the future of radio networks, but he gave no indication of a similar attitude toward radio as a whole. If others are bearish about the future of radio or any of its parts they concealed their feelings perfectly at the other Chicago meetings.

It cannot be denied that the radio network business today is less profitable than it was in the pre-television era and may never recover its former affluence. For the past several years radio network volume has been decreasing. The important thing to remember is that coincidentally the volume of spot and local radio advertising has been increasing—more than enough to offset declining network revenue. It is not a catastrophe that has occurred in radio; it is merely that a change has taken place.

Eventually that change may be so significant as to call for a reorganization of radio networking and the development of wholly new patterns of programming and selling. If so, the situation would still represent a transitional trend rather than a disaster. Whatever alterations are made in the structure of broadcasting, radio—as an advertising service and a medium of entertainment and information—is too basic to the habits of the American people to be discarded now or in the future.

As John F. Meagher, NARTB radio vice president, pointed out last week at the first NARTB district meeting, there are 120 million operating radio sets in the U. S.; 12 million radios were manufactured in the past year; in the average radio home (meaning almost every home) a full day of each week is devoted to radio listening. "There is nothing else like radio," Mr. Meagher said. If anything, that's an understatement.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I want you to notice the fine upholstery job!"

The Color Picture

ALTHOUGH a respectable number of shows have been telecast on CBS-TV and NBC-TV in color in the past year, the first NBC-TV "spectacular," scheduled last night (Sunday), may be said to identify the true beginning of the color television era. From now on color will be on schedule and in increasing quantity.

A new era does not come about without disturbances. Color television is bound to create dislocations (but again not disasters) in the advertising world.

Some radio men we know have been apprehensive about the effects that color tv will have on their business. They know that black-and-white tv has shaken radio, and they fear that color will intensify the agitation.

If we were guessing about color's effects, and we might as well join the crowd, we'd say they would be less disturbing to radio than to other media.

Color will enable television stations to go after local accounts which have been space users in newspapers—specialty shops, department stores, all kinds of retail outlets that like to show their wares in advertisements. At present stages of mechanical development, newspapers cannot prepare color ads as fast or as faithfully as color tv. Color tv also will attract national advertisers who now are using color ads in national magazines. The difference in cost between black-and-white and color television will be infinitely less than the difference in cost between black-and-white and color printing.

We do not predict grave consequences for newspapers and magazines, nor would we wish them. What will happen is that adjustments will be made to accommodate the effects of color tv. So far no new medium has killed an old one.


Up! Up! Up!
Up goes KOTV's new tower . . . up to 1,328 feet above average terrain, replacing the original 490-foot tower.
Up too, goes KOTV's power after October 31 . . . from 17 KW to 100,000 watts.
Up away up, goes KOTV's 0.1MV/M coverage area . . . from 9,548 to 23,902 square miles.
Up most of all, your advertising on KOTV . . . to a populace of 1,116,790; to 345,014 families in the rich oil-agriculture-industrial sector of Eastern Oklahoma*, and parts of Kansas, Missouri and Arkansas.
Tulsa is a quality market and ranks . . .
45th in population among the 51 cities with at least one television station with basic CBS or NBC affiliation, but . . .
7th in consumer spendable income per household.
7th in consumer units with incomes over $6,000 per year.
11th in 1950 to 1954 population growth.
6th in percentage increase in retail sales from 1948 to 1953.
KOTV, the only VHF station serving this productive market for the past five years, features only the best of the national and fine local programs . . . soon to be enjoyed in many more homes in a much larger area.
* Excluding Oklahoma County.
KOTV, inc.
Channel 6
TULSA, Okla.
BASIC CBS TELEVISION NETWORK AFFILIATE
ABC
Represented By
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

WEED
and Company

RADIO STATION REPRESENTATIVES

NEW YORK CHICAGO DETROIT BOSTON
SAN FRANCISCO ATLANTA HOLLYWOOD

PTEMBER 20, 1954 35c PER COPY

BROADCASTING TELECASTING

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23 RD year

E NEWSWEEKLY
RADIO AND TV

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!



Iowa has six Metropolitan Areas which, all combined, do 32.8% of the State's Retail Sales, as shown at the right.

Quite a number of radio stations can give you high Hoopers, etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

RETAIL SALES PERCENTAGES

5.4%	Cedar Rapids
4.2%	Tri-Cities
11.4%	Des Moines
2.9%	Dubuque
4.6%	Sioux City
4.3%	Waterloo
32.8%	TOTAL METRO. AREAS
67.2%	REMAINDER OF STATE
100.0%	

(1954 Consumer Markets figures)

At 9 a.m., WHO gives you 74,526 Actual Listening Homes for only $47.50 (15.7 LISTENING HOMES per PENNY!)

According to the authoritative 1953 Iowa Radio-Television Audience Survey, 74,526 homes *all over Iowa* are actually tuned to WHO at 9 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 15.7 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking*, here at WHO.

Ask Free & Peters for all details!

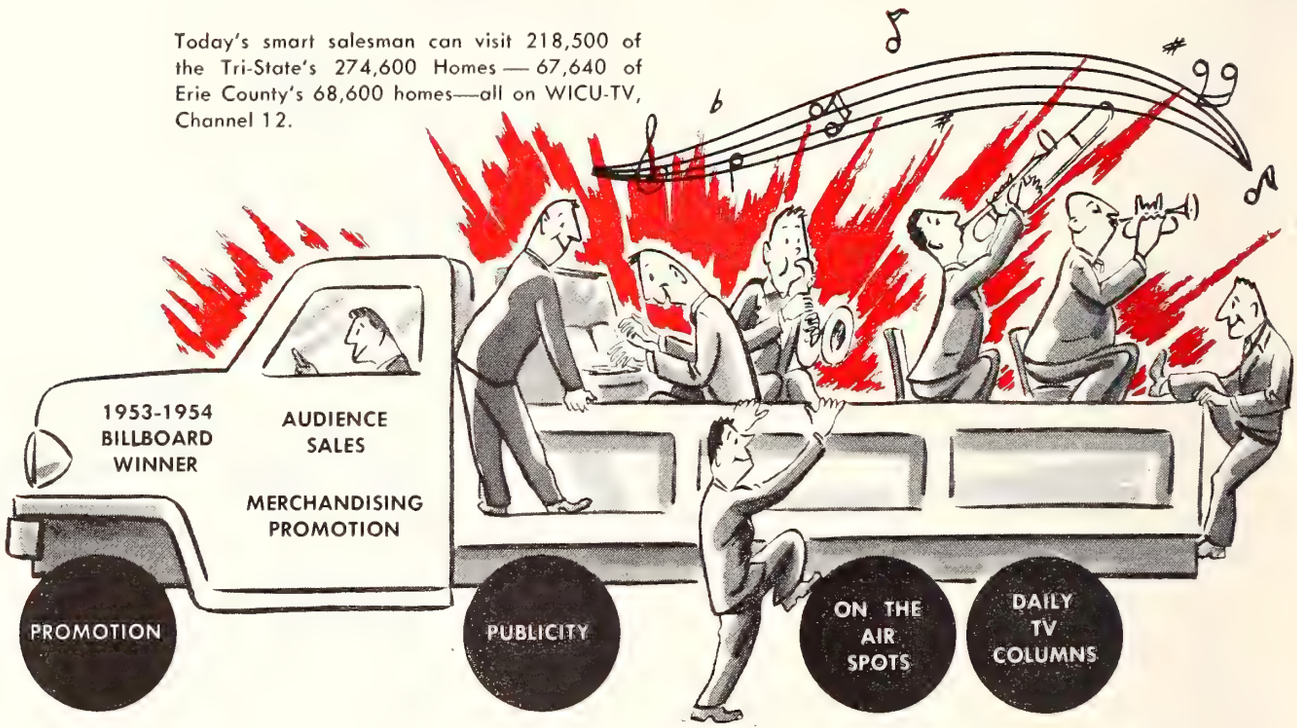


FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

. . . CLIMB ON WICU's BAND WAGON

Today's smart salesman can visit 218,500 of the Tri-State's 274,600 Homes — 67,640 of Erie County's 68,600 homes—all on WICU-TV, Channel 12.



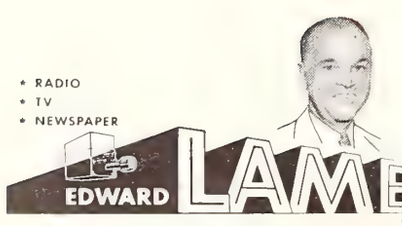
A Smooth Ride on Four Solid Wheels

What Harmony! Erie's famed WICU-TV works with the 125-year old Erie Dispatch. There is an average of eight newspaper advertisements promoting WICU programs daily, plus a newspaper column on television subjects, plus a big 10-page WICU-Television Section every Sunday. And—to sell our audiences, our sponsors, their TV stars and their excellent products, WICU-TV averages more than 27 on-the-air promotional announcements every day of the year!

• • •

WICU-TV ERIE, PA. ABC • NBC • DUMONT

Radio Station WIKK, 5,000 watts
now affiliated with NBC



• RADIO
• TV
• NEWSPAPER

EDWARD LAMB *Enterprises* INC.

HOME OFFICE—500 EDWARD LAMB BLDG. TOLEDO, OHIO WASHINGTON OFFICE 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
Edward Petry & Co., Inc.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

TERRIFIC!

. . . Telepulse Report for the Wilkes-Barre-Scranton TV Market

Reveals *that WBRE-TV has* 15 of the Top 15 Night-time Shows!

Reveals *that WBRE-TV has* 34 of the Top 40 Night-time Shows!

Reveals *that WBRE-TV* During 140 quarter hour periods, from 6 to 11 pm, Monday through Sunday leads in 117 periods!

Reveals *that WBRE-TV* During 44 daily daytime quarter hour periods leads in 32 periods!

Audience . . . ! Audience . . . ! Audience! . . . that's what you get when you buy WBRE-TV in the Wilkes-Barre-Scranton, Pennsylvania market.

SET COUNT SEPTEMBER 1, 171,000

The revealing facts of the current Telepulse Report proves what WBRE-TV has been saying about its Colossal Coverage . . . its Stupendous Set Count . . . its Superior Quality Picture . . . its full line-up of N. B. C. shows . . . its highly-rated local shows . . . plus engineering know-how . . . and now first in COLOR-TV in N. E. Pennsylvania.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

NBC National Representative The Headley-Reed Co.

blished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 Sales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 watts

Increased sales and added profits are as simple as A B C when you use the strong, clear voice of Mr. Channel 8 to tell your story to almost three million people with a yearly buying income of $4½ billion.

Channel 8-Land

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin

STEINMAN STATION

Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

closed circuit®

HIGH ON agenda of Bricker Senate Investigating Committee will be what to do about intermixture of uhf and vhf in same markets. Most experts agree that this was big mistake of final tv allocations report but problem is how to unscramble intermixture eggs at this late date.

★ ★ ★

COMR. ROBERT E. LEE, who has been uncorking hot topics in recent talks, expected to open up new can of worms in scheduled speech before NARTB 4th District meeting this week at Virginia Beach. He'll continue in his free competitive enterprise vein and will blast those who espouse subsidies for loser stations, pointing out that government cannot guarantee financial success to applicants. New area, however, will be pitchmen, exaggerated advertising claims and what broadcasters are doing to police themselves. He may sound warning that legislation may be ahead if excesses are not curbed voluntarily.

★ ★ ★

DESPITE intermittent reports of affiliate opposition, Mutual assures that its plan to add half-hour "multi-message" participations program in daytime (Mon.-Fri., 10:30-11 a.m.) has been given approval by at least 85% of its stations and will be launched Oct. 4 as scheduled. One affiliation cancellation (WRAL Raleigh) has been received and is attributed to number of reasons, but MBS officials deny reports that up to half-dozen other defections impend.

★ ★ ★

BASIC affiliation contract signed Friday by ABC-TV with KTLJ (TV) Houston, ch. 13, which has Nov. 13 target date. John T. Jones, president and publisher of *Houston Chronicle*, signed for outlet with Lee Jahncke, ABC vice president and assistant to president.

WITH APPROVAL by FCC Friday of new tv multiple ownership rule (five vhf's and two uhf's per entity) speculation arose as to what uhf markets would be sought by each of networks and by other multiple owners. Rule, however, does not become effective for 30 days, or until Oct. 22. (Story page 7).

★ ★ ★

"AT LEAST" two other radio networks may subscribe soon to A. C. Nielsen's new reports on national car radio listening and in-home audience data on network programs. CBS Radio was first to sign for "first such regular reports in the broadcasting industry," to be issued early in 1955, on long-term basis.

★ ★ ★

WITHIN MONTH, Senate Subcommittee on Juvenile Delinquency, headed by Sen. Hendrickson (R-N. J.), will resume hearings and proposes particularly to look into tv and whether "thousands of letters" on crime and horror programs received by committee have any basis of fact. It's expected that activities of Television Code Review Board will be surveyed. In addition to Chairman Hendrickson, committee members are Langer (R-N.D.), Hennings (D-Mo.) and Kefauver (D-Tenn.) Chief counsel is Herbert Beaser, who reportedly has staff monitoring programs preparatory to hearing.

★ ★ ★

DEMOCRATIC leaders turning handsprings over victory of Edmund S. Muskie for governor in Maine elections. They see in it harbinger of victory in November elections and control of both houses of Congress. Democratic control of Senate would place Warren G. Magnuson, of Washington, in chairmanship of Senate Interstate and Foreign Commerce Committee. It's openly predicted that one of his first actions would be to kill Bricker investigation of communications. But Republicans discount notion that any change in Congress control is imminent.

★ ★ ★

IF THERE's been any clarification of political broadcast rules as result of FCC report, it wasn't apparent at last week's NARTB district meetings in mid-Atlantic area. Speaking privately after off-record discussions, many radio-tv managers felt they would have to figure out some sort of fair-play policy of their own.

★ ★ ★

PLAN OF Comr. George E. Sterling to return to Washington last Monday to close out his affairs preparatory to his retirement Sept. 30 [B•T, Sept. 13] blocked by tail-end of Hurricane Edna which struck hard at Maine Coast where Commissioner has his home. Mr. Sterling returns to Washington this Thursday but, having submitted his resignation to President Eisenhower, does not plan to participate in FCC actions prior to his month-end retirement.

★ ★ ★

ALTHOUGH NARTB backers of new million-dollar plan to measure tv circulation conceived project originally as tv-only, they now feel it may also apply to aural radio. Report due within month on field-testing of Cawl formula to show tv circulation and viewing. Home and telephone interview technique of Cawl plan now being checked against findings from 125 meters placed in tv receivers.

★ ★ ★

CC ITEM last week on Edgar Kobak's answer to Brig. Gen. David Sarnoff on network radio (see page 55 this issue) erred in stating Mr. Kobak serves without compensation as president of Advertising Research Foundation. He does receive remuneration, but maintains his own offices removed from ARF headquarters.

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KTHS
can even sell
INSURANCE
in Arkansas!

WHEN you buy time on KTHS—the only 50,000-watt station in Arkansas—you naturally expect real results—even if you are selling such difficult "products" as auto and fire insurance. Hence we're proud of this quote from W. Judd Wyatt, Advertising Director of the MFA Mutual Insurance Company, proving that KTHS delivers—*and then some!*

> **"During our first year with KTHS and Bill Neel's noontime news, the volume of MFA Mutual's new business increased 195%! An expanded agency force contributed to this increased volume, but a large share of the credit is justifiably deserved by KTHS and Bill Neel."**

KTHS delivers primary daytime coverage of more than a million people—interference-free daytime coverage of more than 3¼ million people!

Ask your Branham man for all the KTHS facts.



KTHS newscaster, Bill Neel, chats with Carrol Fenton, a young fan, while W. Judd Wyatt, MFA Mutual Insurance Company Advertising Director, looks on.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

FCC BOOSTS TV OWNERSHIP LIMITS: SEVEN ALLOWED, FIVE VHF, TWO UHF

SECOND MOVE in FCC's activity to help uhf television came Friday when Commission amended multiple ownership rule (effective Oct. 22) to permit ownership of five vhf and two uhf stations by single entity. Vote was four to one, with Comr. Frieda B. Hennock dissenting. Comrs. George E. Sterling and Robert T. Bartley did not participate.

In amending previous limitation of maximum five to one person or company, FCC said it was convinced move would help in "rapid and effective development" of uhf band.

Plight of uhf is most serious in larger pre-freeze markets, now heavily saturated with vhf receivers, Commission said. It is in those markets, FCC said, that uhf needs prestige, capital and know-how of networks and other multiple owners.

"We are persuaded," Commission said, "that the entry of these multiple owners into such key markets will furnish a substantial impetus to uhf."

Commission pointed out that it was departing in no way from its policy regarding undue concentration by permitting ownership of seven tv stations by same person. This is same as in am and fm. Also, it said:

"The multiple ownership of broadcast stations does play an important role in our nation-wide broadcast system. The ownership of broadcast stations in major markets by the networks, for example, is an important element of network broadcasting. Our nation-wide system of broadcasting as we know it today requires that some multiple ownership of broadcast stations be permitted. We have always recognized these needs and have by rule permitted multiple ownership of broadcast stations in the light of such (and other and competing) considerations. Here too it is our view that the greater good which will flow from the proposed rule offsets the disadvantage resulting from permitting individual licensees to own a larger number of stations."

Comr. Hennock protested that additional ownership by multiple owners would not aid uhf. She held that revised rule permitted monopoly, and questioned wisdom of numerical limitation without taking into account locations and markets of singly-owned outlets. Comr. John C. Doerfer, in statement, agreed with majority, but said he thought rule should be reconsidered as it regards flat numbers maximum. Commission should have more flexibility by weighing all factors in case-by-case method, he said.

FCC's post-war multiple ownership consideration began in 1948, when it proposed weighting degree of ownership which would have permitted a single person to own up to 10 tv stations. This proposal hung fire for five years. In 1953, FCC came out with new proposal suggesting ownership of five vhf and two uhf tv outlets to single entities as aid to struggling uhf operators. Favorable comments were filed by ABC, CBS, DuMont, NBC, Storer Broadcasting Co. and Uhf Tv Assn., among others. Objections came from Sen. Edwin C. Johnson (D-Colo.), senior Democrat on Senate Commerce Committee; WSAY Rochester, N. Y., and others. Subject received general endorsement at Potter subcommittee hearing last spring. Friday's action, approving its 1953 proposal, came nine months after it was first proffered.

Entire concept of FCC's right to set numerical limits on group ownership of broadcast stations was attacked in U. S. Circuit Court by Storer last June [B•T, June 7]. Storer maintained Commission has no legal right to set up specified number of outlets permitted to be owned by a single person, but must carry out anti-monopoly law on case-by-case basis.

CBS RADIO RATE CUT SET FOR OCT. 3

LONG-IMPENDING rollback of national radio network evening time costs to approximate level of prime daytime charges is due to occur early October. CBS Radio is announcing today (Mon.) that its evening reductions, averaging about 20%, will become effective Oct. 3. NBC Radio and ABC Radio have made clear they will "keep competitive" by making comparable reductions at approximately same time CBS Radio's changes go into effect, and Mutual, while reported to have no present plan to cut charges, was said to be studying situation.

Oct. 3 effective date for CBS Radio's changes, plans for which were disclosed to and given approval by network's affiliates last spring [B•T, May 31, *et seq.*], are being announced by John Karol, vice president in charge of network sales. Reductions are accomplished by changes in discount structure and will vary from advertiser to advertiser, depending on particular schedules.

Gross dollar volume discounts being changed from annual to weekly basis, which Mr. Karol said conforms to general industry practice. On total day and night weekly gross volume up to $3,000, nighttime discount becomes 46% of night gross billing; $3,000 to $5,000, 47%; $5,000 to $12,000, 48%; $12,000 to $24,000, 49%; $24,000 to $34,000, 50%; $34,000 to $44,000, 51%; $44,000 to $54,000, 52%, and from $54,000 up, 53%. Lower scale of discounts applies on daytime gross billings in each bracket. Network's 52-consecutive-week discount will be retained but for evening time will be computed on basis of net billings rather than gross billings.

Asserting new structure will provide substantial nighttime savings to both year-round and seasonal or other short-term network radio users, bringing evening radio within reach of more advertisers and paving way for increase in network's total dollar volume, Mr. Karol said that "with this new schedule of nighttime charges, CBS Radio will continue to deliver highly effective advertising messages at a lower average cost-per-thousand than any of its broadcasting or print competitors."

Both NBC and ABC Radio have served notice they intend to follow suit on CBS Radio's cost reductions. William H. Fineshriber Jr., NBC vice president in charge of radio network, has said NBC "will match them dollar for dollar," also via nighttime discount changes rather than rate cut. ABC Radio, which similarly has had its plans in works for months, is expected to adopt single rate for day and evening periods instead of boosting nighttime discounts, and to make change effective in early October, possibly on Oct. 1, ahead of CBS Radio's. Mutual spokesmen say MBS has no present plan to reduce charges but is "studying its rate structure to make absolutely certain that it remains consistent with values delivered by its competitors."

• BUSINESS BRIEFLY

B&W GOES FOR RADIO • Brown & Williamson, Louisville, planning to use radio for two separate campaigns to run for 52 weeks, to promote Viceroy and Kool cigarettes. Viceroy schedule will start on Sept. 20 in some areas and Sept. 27 in others, using morning and evening spots in about 96 markets. Kool starts its newest radio schedule on Oct. 1 in 60 markets.

CO-SPONSORSHIP SET • Whitehall Pharmacal Co. (Anacin) will co-sponsor with The Toni Co. *Our Miss Brooks* which returns Sept. 26 to CBS Radio. Program shifts from Sunday 7:30-8 p.m. EST to same day, 8-8:30 p.m. EST. Whitehall Pharmacal agency: John F. Murray Adv., N. Y.; for Toni: Weiss & Geller, Chicago.

LORILLARD RENEWS • P. Lorillard Co., N. Y., renews NBC-TV's *Truth or Consequences* (Tues., 10-10:30 p.m. EST) for 52 weeks, starting Sept. 28. Agency: Lennen & Newell Inc., N. Y.

COLD CURES CAMPAIGN • Union Pharmacal Co., Montclair, N. J., using radio spot announcement campaign to start Oct. 11 and run through March, during cold season, for three of its products, Inhiston ABC (cold tablet), throat lozenges, and special packet which includes both products and sells for special price of 79 cents. Campaign will break in about 25 markets, is being placed by Grey Adv., N. Y.

KARO FOR THE WOMEN • Corn Products Co. (Karo syrup), N. Y., planning radio spot announcement campaign in women's participation shows starting early in October to run for 10 weeks in number of markets. C. L. Miller, N. Y., is agency.

LIPTON'S SOUP IN 25 • Lipton's Soup Mix, N. Y., effective Oct. 4 launching four-week spot schedule using minutes and station breaks, daytime, in 25 major radio markets. Young & Rubicam, N. Y., is agency.

SOLD OUT FORE-AND-AFT • Completion of sales of ABC-TV's two 10-minute *Pre-Game Huddle* and *Football Scoreboard* programs, respectively carried before and after network's 13-game NCAA telecasts, was announced Friday. R. J. Reynolds Tobacco Co. (for Camel, Winston cigarettes), through William Esty & Co., N. Y., will sponsor both pre- and post-game programs nationally; Carnation Co. (dairy products), through Erwin Wasey & Co., L. A., will pay tab for Pacific Coast coverage of *Pre-Game*, and Colgate-Palmolive Co. (for Instant Barber Shave), through Lennen & Newell, N. Y., will share national sponsorship with Reynolds of *Scoreboard*.

Something to sell ??

Evening Varieties

will sell it!

The familiar organ strains of "Time On My Hands" brings Jane Schroeder, lovely femmecee of ***Evening Varieties***, into each WSPD-TV home, sometimes with a bit of reminiscence and sometimes with a twinkling sparkle of anticipation.

The early evening program features Ralph Brunk at the organ, Cliff Johnson as vocalist, and professional entertainers, in various fields, as weekly guests.

Evening Varieties highlights a different theme each program. Sometimes Jane takes viewers to Florida; to a school prom; on a roast; to a circus; out West. Every guest is dressed to fit the theme and works in as part of it.

No matter the mood, hundreds of letters have proven Jane's ability to reach out, grasp her audience and make them part of her show.



Jane Schroeder

The Toledo-area billion dollar market is SOLD on ***Evening Varieties.*** For further information, call your nearest Katz office or ADams 3175 in Toledo.



WSPD

RADIO TELEVISION
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Opposing Counsel Clash In Lamb Renewal Hearing

CONFLICT between counsel in FCC renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., heightened Friday afternoon as counsel for Mr. Lamb began cross examination of Broadcast Bureau's initial witness, William G. Cummings, said to be ex-FBI plant in Toledo Communist Party. Case opened Wednesday before Examiner Herbert Sharfman (early story page 27).

Earlier in day, Broadcast Bureau attorney Walter R. Powell protested to examiner that Mr. Lamb, in audible aside during verbal fight among counsel, "called me a little rat."

Incident occurred during extensive argument over Mr. Powell's technique of making offers of proof as to what witness would have testified if he had been allowed to continue when stopped by examiner upon objection on grounds of hearsay or relevance. Examiner cautioned about further emotional outbursts.

J. Howard McGrath, attorney for Mr. Lamb, defended aside as natural indignation in view of counsel's technique of making offers of proof, charging play for press. He particularly attacked invitation on record by Mr. Powell for former party member, mentioned by witness and said to be in Canada, to return to U. S. and give testimony.

Mr. Cummings, who earlier testified he saw Mr. Lamb's name on "lists" used by party in solicitation of funds in mid-1940s, under cross examination could not recall name he personally used then while FBI plant. Lamb counsel began lengthy testing of memory in other areas.

In final hour of session, witness said "several other agencies" of government had approached him during past year and he admitted "subjects" they covered were similar in nature to those inquired by FCC. Asked if he was "professional witness," Mr. Cummings replied, "I wouldn't define it that way." He refused on security grounds to answer if he now is engaged by agency other than FCC "as consultant on subversive matters."

No Love in Bloom for Benny And Internal Revenue Dept.

IF U. S. government makes case stick, Jack Benny owes another $1 million in taxes on famed "capital gains" deal in which CBS got him from NBC in 1948. Issue is whether $2,260,000 CBS paid Mr. Benny for stock in Amusement Enterprises Inc. is subject to income taxes, as government now claims, or much lower capital gain taxes.

At opening of tax hearing in Los Angeles federal court last week, Taft Schreiber, MCA agent, testified Mr. Benny was not only asset of Amusement Enterprises. Other assets included Mary Livingston, Phil Harris, Eddie (Rochester) Anderson and Dennis Day, he said. Mr. Benny owned 60% of Amusement Enterprises.

WGMS Favored for Ch. 20

FCC ACTIONS FRIDAY:

Hearing examiner issued initial decision recommending grant of Washington's ch. 20 to WGMS that city. Action followed withdrawal of WEAM Arlington, Va. (Washington).

FCC issued final decision granting Fort Worth's ch. 11 to Texas State Network (KFJZ Fort Worth), with Comr. Frieda B. Hennock dissenting. GE equipment and 1,000-ft. antenna will be used. H-R Television Inc. is representative.

Petition by ch. 35 WTRI (TV) Schenectady, N. Y., to move to Albany, N. Y., held up by protest of ch. 41 WROW-TV Albany, granted following withdrawal of WROW-TV protest. Comr. Hennock dissented.

WEIGHTY LINEUP

ABC-TV Friday claimed "greatest tv station lineup ever amassed for any sport event"—150 stations cleared as of pregame time—in advance of its first telecast (Oklahoma vs. California) last Saturday of this season's NCAA slate. ABC-TV's researchers also estimated that telecast would be available to "upwards of 100 million persons in more than 30 million tv homes in the country."

Autry, Rogers Film Suit Goes Before Supreme Court

SUPREME COURT has been asked by Gene Autry and Roy Rogers to halt use on television of 138 old films that cowboy movie actors made for Republic Pictures Corp.

U. S. Circuit Court in San Francisco turned down injunction that Messrs. Autry and Rogers had filed against Republic, Republic Productions Inc. and Hollywood Television Service in which it was contended that contracts they made with movie studio prohibited telecasting films for commercial advertising purposes.

Mr. Autry's contract with Republic does not allow editing, so use of his films on tv is impractical.

23 Kw Uhf Transmitter Put on Market by GE

GE announced Friday inclusion of 23 kw transmitter in uhf line, with delivery promised in 150 days. Equipment, comprising three operating klystron tubes (two visual, one aural), is priced at $175,000, but is $130,000 if added to existing 1 kw uhf, or $85,000 if added to GE 12 kw transmitter. GE now has entire range of uhf transmitters—from 500 w driver, through 1 kw, 12 kw, 23 kw and 45 kw. Latter is due for delivery by end of year.

Coincidentally, GE has included in uhf antenna line new 50-gain helical radiator. Fourteen-bay, 110-ft.-long antenna is priced at $75,000, with delivery promised within six months. Other uhf GE helical antenna is 25 gain.

UPCOMING

Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 21-23: RETMA fall industry conference, Roosevelt Hotel, New York.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.

For other Upcomings see page 121.

PEOPLE

HAROLD BODKIN, on loan from AT&T, succeeds **WILLIAM A. PORTER** as assistant director for telecommunications, Office of Defense Mobilization.

R. C. CONNELL, sales director for Norge Div. of Borg-Warner Corp., elected vice president in charge of sales.

JOHN NEWMAN, formerly with promotion-publicity staff of MCA-TV, N. Y., to Official Films, N. Y., in similar capacity.

WKY Interests Buy WSFA, Plus Tv Permit, for $562,000

ACQUISITION of 100% of stock of Montgomery Broadcasting Co., licensee of WSFA Montgomery, Ala., and holder of cp for ch. 12, by WKY Radiophone Co., Oklahoma City (WKY-AM-TV), for $562,000, plus cost of contracted tv equipment, announced Friday. Sale, negotiated by Blackburn-Hamilton Co., is subject to FCC approval.

WSFA, 5 kw day, 1 kw night, 1440 kc, was founded in 1930, is NBC affiliate. Tv station, now under construction, is scheduled to go on air about Dec. 1. Company ownership: David E. Dunn, president (11⅔%), R. F. Hudson Sr., vice president (25%), H. S. Durden, secretary-treasurer (38⅓%), R. F. Hudson (16⅔%), Sebie B. Smith (8⅓%). Last year, before tv grant was issued, Howard E. Pill sold his 25% interest in WSFA for $100,000.

WKY has operated radio station since 1920, tv since 1949, is owned by Oklahoma Publishing Co. (*Oklahoma City Oklahoman and Times, Farmer-Stockman*). E. K. Gaylord is president. P. A. (Buddy) Sugg is executive vice president of WKY operations and handled negotiations.

District 3 Considers Anti-Beer, Wine Threats

THREATS to beer-wine advertising and problems of carrying political campaign accounts dominated closed-door discussions of NARTB District 3 delegates at Pittsburgh meeting, concluded Friday afternoon (see page 40).

In closed-door business huddles Dist. 3 delegates were concerned, too, about attempts by record manufacturers and distributors to levy special charges on discs for broadcast use. At Friday business session, Dist. 3 adopted resolutions opposing censorship of radio and tv in covering public events and demanding equal rights with other media; urging broadcasters to use own facilities to acquaint public with industry's public service activities; stressing need for adherence to NARTB radio and tv codes; warning of need to resist legislation that would restrict radio-tv advertising; praising NARTB leadership in meeting attacks on industry; lauding stations that have resisted switch of record firms from 78 to 45 rpm discs; calling on record firms to reappraise role of broadcasters in aiding disc sales and opposing growing practice of levying service charges.

RCA's Zworykin Retires; Is Honored for Inventions

DR. V. K. ZWORYKIN, RCA vice president and technical consultant and father of tv kinescope and iconoscope and host of other electronic inventions, named honorary vice president (first in RCA's history) and continued as technical consultant when his retirement as of Aug. 1 was announced Friday.

Saturday night, Dr. Zworykin was scheduled to be guest of honor at David Sarnoff Research Center, Princeton, N. J. Brig. Gen. David Sarnoff, RCA board chairman, was to be principal speaker.

WTVH-TV Joins CBS-TV

WTVH-TV Peoria, Ill. (ch. 19), signed as primary interconnected affiliate of CBS-TV effective immediately, CBS-TV station relations vice president Herbert V. Akerberg announced Friday. Station is owned by Hilltop Broadcasting Co. Edward G. Smith is general manager.



POPULATION
1940 88,415
1953 197,000

RETAIL SALES
1940 ... $ 20,251,000
1953 ... $184,356,000*

the FIGURES

RANKS 92nd IN EFFECTIVE BUYING INCOME

HIGHEST PER CAPITA INCOME IN LOUISIANA

WORLD'S MOST COMPLETE OIL CENTER

CHEMICAL CENTER OF THE SOUTH

DEEP WATER PORT

and FACTS

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the *only* TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB-TV Channel 28
BATON ROUGE, LA.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar; John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office
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I buy Only UHF stations



...when they give me

- the greatest audience*
- the most-watched programs*
- allied newspaper publicity
- follow-through merchandising
- quality that results from TV "know-how"

That's what advertisers are getting right now from WJTV. And here's what's in preparation for the future:

- color transmission
- satellite operations
- increase to 250,000 kw in a matter of days
- increase to half-a-million kw by 1/1/55

* Most recent *Pulse*

WJTV
CHANNEL 25 • JACKSON, MISS.

Jay Scott, General Manager • Frank Willis, Commercial Manager

Owned by Mississippi's two statewide newspapers
The Clarion-Ledger JACKSON DAILY NEWS

BASIC CBS AFFILIATE and DUMONT

REPRESENTED NATIONALLY BY THE KATZ AGENCY

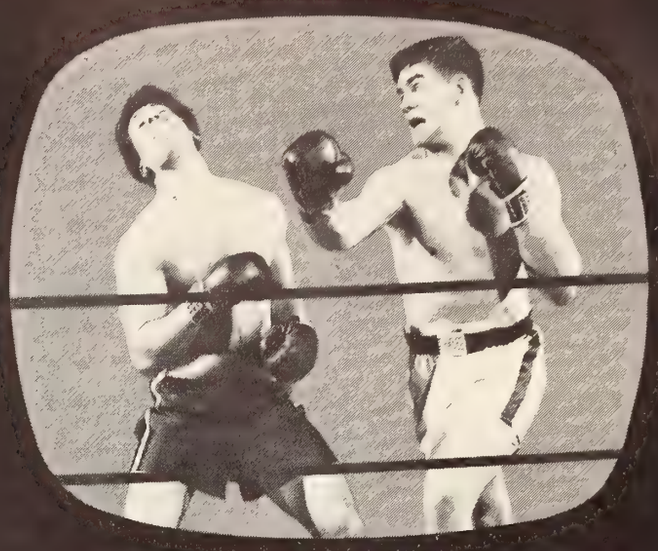
For a man's product... **a man's**

High in popularity among men in every TV market is the locally produced sportscast. For fans just can't get enough news about their favorite local and national sports, players, and teams. The local sportscaster—the man with the scores, inside information, and predictions—is a super-salesman, too.

For in a man's world...a straight-from-the-shoulder word of advice from one man to another can make a sale. No fancy phrases, star-studded productions, or expensive commercials needed. Men are loyal to the local sportscaster; they have high regard for the products he personally endorses. Each of these TV stations has a strong sports show. Each one is a sure bet to sell your product to men in these markets.



program





WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
KOA-TV	Denver
WICU	Erie
KPRC-TV	Houston
KARK-TV	Little Rock
KABC-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WABC-TV	New York
WTAR-TV	Norfolk
KMTV	Omaha
WTVH-TV	Peoria
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita

Also Announcing The Addition of

WJIM-TV Lansing | WTVW Milwaukee | ABC PACIFIC TV Regional Network

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO

IN HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000* SETS EVERY MINUTE IN EVERY DAY!

Share of Audience in Cost Per 1000 Sets, Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24c

IND. STA. "A"	60c
IND. STA. "B"	50c
IND. STA. "C"	60c
NET. STA. "A"	35c
NET. STA. "B"	35c
NET. STA. "C"	44c
NET. STA. "D"	28c

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	48c
IND. STA. "B"	42c
IND. STA. "C"	60c
NET. STA. "A"	29c
NET. STA. "B"	29c
NET. STA. "C"	47c
NET. STA. "D"	50c

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22c

IND. STA. "A"	60c
IND. STA. "B"	(OFF)
IND. STA. "C"	$1.20
NET. STA. "A"	48c
NET. STA. "B"	35c
NET. STA. "C"	49c
NET. STA. "D"	72c

*APRIL-MAY PULSE Share of Audience against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per 1000 Sets Saturday and Sunday, too.

OPEN MIKE

Unstinted and Wholesome

EDITOR:

Knowing the long-time interest that your magazine has taken in sound public service broadcasting and telecasting, I thought you might like to read what Alfred F. Wilcox, commercial manager of WHOL Allentown, Pa., said about the subject in a recent letter to our office:

"We at WHOL have always been conscious of the fact that a radio station is considerably different from a newspaper or a magazine. We are fully aware of the fact that we pay no rent for the air waves that connect our microphones with the tens of thousands of radio sets within our primary coverage area. In return for this free rent, we have always considered that we owe our listeners a full measure of unstinted public service and wholesome entertainment."

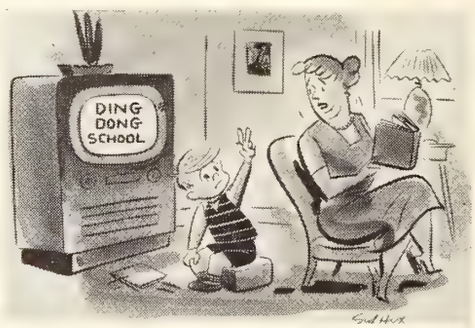
Bernard Posner, Asst. Dir.
Information—Radio & Tv
Veterans Administration
Washington, D. C.

Art Appreciation

EDITOR:

I subscribed to B•T only the other day, and already I am asking a favor.

A fan of my program sent me a Ding Dong School cartoon clipping from the Jan. 4, 1954, issue of BROADCASTING • TELECASTING. Quite naturally, as teacher of Ding Dong School,



"Miss Frances," I would very much like to have the original of this cartoon. I want to frame it and hang it in my study.

The cartoon is very good, and I do appreciate the recognition. I hope you will be able to oblige, for I know you will if you can.

Frances R. Horwich
Ding Dong School
Chicago

[EDITOR'S NOTE: We're obliging. Original cartoon has been sent to "Miss Frances."]

WTMJ Not In QRG

EDITOR:

You carried a paragraph to the effect that WTMJ was definitely committed to the Quality Radio Group venture. While representatives of the station have attended a number of meetings of the group and there have been extended telephone conversations, our final decision is not to go along with the group at this time.

Walter J. Damm, V.P. and
Gen. Mgr.
WTMJ-AM-TV Milwaukee

Color Correction

EDITOR:

Understandable enthusiasm probably colored the WBTV (TV) [Charlotte] release about being the first station in the South to originate and transmit a colorcast [B•T, Sept. 6].

We commend our fellow Confederates for another demonstration of the vigor of the new South.

To keep the record straight, however, it should be pointed out that as one of America's pioneer television stations, WSB-TV transmitted live color Jan. 31, 1951. We have also been transmitting network color since July 15, 1954.

Incidentally, our $1,500,000 expansion program now underway calls for complete color operation next year.

J. Leonard Reinsch, Exec. Dir.
WSB-AM-TV Atlanta, Ga.
WHIO-AM-TV Dayton, Ohio
WIOD Miami, Fla.

He Likes It

EDITOR:

I have just read the 1954 TELECASTING YEARBOOK-MARKETBOOK from cover to cover and now consider myself the most throughly informed guy in the industry. . . .

It certainly is a monumental job, and once again you and your crew deserve all manner of compliments for putting together so much valuable material inside of one book.

Claude Barrere
Broadcast Music Inc.
New York City

Lost

EDITOR:

I'm lost! Some ungrateful wretch walked away with all the BROADCASTING • TELECASTING Yearbooks in the office.

I can't live without them!

Will you rush two yearbooks to me . . . along with the bill . . . as soon as possible? Many thanks.

Lansing B. Lindquist
Vice President
Ketchum, MacLeod & Grove
Pittsburgh

[EDITOR'S NOTE: Replacement Yearbooks have been sent. Mr. Lindquist, and other subscribers. will receive the 1954-55 TELECASTING Yearbook-Marketbook, just published.]

Most Effective

EDITOR:

Radio and television are our most effective methods of informing the public of the need for their continued support in the fight against tuberculosis, our country's number one infectious killer.

Your outstanding cooperation is of inestimable value to us and an important contribution in the nation's effort to combat tuberculosis.

James E. Perkins, M.D.
Managing Director
National Tuberculosis Assn.

Power Loss

EDITOR:

I have noted your news item headed "Two Fm Stations Authorized" on page 64 of the Sept. 6 issue of B•T.

The ERP of the Atlanta grant to Glenkaren Assoc. was incorrectly shown to be 3 kw. The correct ERP is 10.878 kw.

C. E. Strain, Consultant
Strain Engineering Service
Atlanta, Ga.

[EDITOR'S NOTE: B•T based its report on an FCC release which turned out to be wrong and has since been corrected.]

Plan for

MORE *spots*

MORE *commercials*

MORE *profits*



...with RCA's *low-cost, high-efficiency broadcast studio control console* BC-4A



features of RCA's BC-4A

- Easily expanded for dual-channel broadcast use
- Single BC-4A controls 9 inputs—four simultaneously
- Paired BC-4A's double facilities—provide dual-channel operation
- Entirely self-contained, completely wired unit—no separate desk required
- Program and audition facilities
- Talkback or program cue to remote lines
- Three preamplifiers—all amplifiers RCA Broadcast "plug-in" type
- High degree of accessibility

Designed originally to meet the need for economy in the smaller station, RCA's Audio Central BC-4A also fills an important place in medium and large stations.

For example—the BC-4A can carry the whole station during slack hours. It is useful as a low-cost, semi-permanent installation in remote locations, such as dance halls or fairs. It is adequate for a new studio, interview room, newsroom, etc. As an "add-a-unit" audio control, it permits "block-building" as needed.

A single BC-4A provides sufficient control and switching facilities for studio, announce booth, turntables, network, remotes and tape recorders. The addition of another BC-4A doubles these facilities and permits complete dual-channel operation.

Let your RCA Sales Representative tell you how the BC-4A can increase your facilities at low cost.

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

From DOGS to DOUGHNUTS!



Perhaps the variety of products hasn't been literally *that* broad yet! But the KQV-A & P Merchandising Plan has already boomed sales on this diversified list of products. And look at the happy results!

"Sales up 81.9% during promotion"
—Breakfast Food

"Biggest month in our history"
—Dog Food

"Almost double normal case sales"
—Ginger Ale

"Biggest sales gain we ever had with A & P" *—Root Beer*

"3,120 extra cases from warehouse"
—Coffee

All this, plus *high, high* KQV-CBS ratings in Pittsburgh. Better contact KQV or your Raymer man for full details.

KQV
CBS Radio IN PITTSBURGH
5000 W—1410 KC
National Representatives:
PAUL H. RAYMER Company

SATINS & SPURS

Network: NBC-TV
Time: Sat. Sept. 11, 7:30-9 p.m. EDT
Written by Max Liebman and Billy Friedberg
Producer and Director: Max Liebman
Music and Lyrics: Jay Livingston and Ray Evans
Musical Numbers: Devised and directed by Charles O'Curran
Art Director: Frederick Fox
Musical Director: Charles Sanford
Costumes: Paul Du Pont
Orchestration by Nelson Riddle
NBC Supervisor: Hal Janis
Assistant to Producer: Max Siegel
Associate Producer-Director: Bill Hobin
M.C.: Leonard Elliott; Cast: Betty Hutton, Kevin McCarthy, Neva Paterson, Guy Raymond, Josh Wheeler, Joe Ross, Genevieve and Ethel Owen
Production costs: $200,000.

THE FIRST of NBC-TV's much heralded color tv "spectaculars," *Satins and Spurs,* was a smash triumph for Betty Hutton, its star, and a victory, though somewhat less impressive—perhaps because one was led by advance fanfare to expect too much—for the vehicle and the tv color.

This 90-minute musical comedy, created especially for television—and for the energetic Miss Hutton, who was making her tv debut—was adequate but not sensational entertainment. The color, while a definite contribution to viewing pleasure, was not consistent among the various sets which NBC had installed for an invited audience at its New York headquarters.

As an example of the color variations, drapes



Star and Tars

used in a ballet scene appeared bronze on one receiver, deep red on another. Similar discrepancies were evident, as between the pictures on various sets, throughout most of the production. On several sets a lack of sharpness left one viewer, at least, with unclear pictures in the long and even medium shots, only closeups providing the clarity and quality that show off color tv's advantages at their best.

For her own debut, as well as the debut of the NBC "spectaculars," Miss Hutton was given a musical comedy which had its high spots in both music and dialogue. Unfortunately, it had its low spots too. It was the story of a rodeo star and the involvements one might expect to develop when a *Life* magazine photographer undertakes to make her the subject of a picture layout. Miss Hutton succeeded in carrying her part of the show, which was most of it.

Quick Critical Rundown:

James O'Neill Jr., *Washington Daily News*—". . . the people in charge of television's answer to colored, super Cinemascope better throw everything out the window, take a two-week vacation on a head-feeler's couch and start anew . . . 'Satins and Spurs,' with the exception of the presence of Betty Hutton, was strictly nothing."

John Crosby, *New York Herald-Tribune*—"Whenever things started running down—and they started running down all the time—Miss Hutton sprang up and started shaking like a bowl of jelly . . . They'll have to do better than that with $1,000,000 if this color business is going to catch on . . . Some of the color shots—notably a fashion show and a scene in a saloon—were lovely. Others were pretty muddy . . ."

Val Adams, *New York Times*—"Although the musical had its good moments, when the tunes were lively and the action imaginative, it bore no positive indication that NBC's 'spectaculars' are as yet spectacular enough to revolutionize the television art."

Larry Wolters, *Chicago Tribune*—" . . . Bouncing Betty was actually spectacular in an original musical comedy . . . The show came out in gorgeous colors, exciting dances and catchy tunes . . . in black and white [this] plot was revealed for what it was—ordinary . . ."

Ethel Daccardo, *Chicago Daily News*—" . . . colorwise there have been better shows, but on the other hand, much more was attained in this program. Color values changed at times, as different cameras were used. Even so, it was sheer magic . . ."

Lucia Carter, *Chicago Sun-Times*—" . . . as an exercise in what the color cameras can do, the show reminded me of small-scale Cinemascope . . . It was a bright, sparkling music production if you like Betty Hutton—I can't imagine anybody who doesn't—but if there is such a person, he must have had a dull time . . ."

Janet Kern, *Chicago American*—"NBC producer Max Liebman and comedy songstress Betty Hutton beat down a number of major handicaps to present a rollicking, 90-minute musical comedy . . . *Satins and Spurs* was a huge success . . ."

EDGAR BERGEN SHOW WITH CHARLIE McCARTHY

Network: CBS Radio
Time: Sun., 9-10 p.m. EDT.
Origination: Washington, D. C.
Star: Edgar Bergen
Producer: George Dyslin
Sponsor: Kraft Foods Co.
Agency: J. Walter Thompson
Estimated Production Costs: $8,000.

WELL, now Washington is an origination point for radio network comedy shows.

Last week, Edgar Bergen and his two supporting characters, Charlie McCarthy and Mortimer Snerd, began their weekly hour-long radio show from the Nation's Capital. If anyone had an idea that this was going to be a change in Mr. Bergen's approach, he was disappointed. It was the same show that could have, and should have, emanated from New York or Hollywood.

Why Washington? No one seems to know.

W. A. Bissell Jr.

President, Bissell Carpet Sweeper Company, says:

"We're proud that our business is 78 years young . . . still growing and still contributing to the growth of this thriving community. We're proud of the healthy expansion of business as a whole, throughout the entire WOODland area. WOOD-TV's increased facilities are the natural result of this sound continuous area development."





WOODland-TV is big territory!

Bissell Carpet Sweeper Company may be old in years, but it's "young in heart" — and the firm's creative thinking continues to pay off. The new Bissell "Sweepmaster" has won good design awards from New York to California — and sales are still climbing!

Throughout the entire WOODland area, you'll find ample evidence of creative thinking — and increased sales. It's no accident that Grand Rapids, trading center of Western Michigan, ranks consistently among the nation's top ten in general business increase. And this rich, growing Western Michigan market is all yours with WOOD-TV . . . first station in the country to deliver 316.000 watts from a tower 1000′ above average terrain. For top coverage of the primary Grand Rapids market — plus Muskegon, Battle Creek, Lansing, and Kalamazoo, schedule WOOD-TV, Grand Rapids' *only* television station!

WOOD-TV

GRAND RAPIDS, MICHIGAN



GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

Pulse* Shows You where to put your radio dollars



WTAR IS FIRST



585 out of 700 Daytime Minutes
All of the 300 Nightime Minutes

From 7 A. M. to Midnight no station can challenge the dominance of WTAR with a powerful line-up of the full CBS schedule and established local personalities. Pulse proves this conclusively showing WTAR first in 82.1% of daytime minutes and 100% at night. Profit by these facts — choose only WTAR, for radio in Norfolk.

* The Norfolk Pulse Survey, February, 1954.

Buy Only WTAR RADIO to Sell America's Miracle Market

NORFOLK

Represented By Edward Petry & Co., Inc.

Speculation runs the gamut from "Mr. Bergen likes Washington and intends to make his home there," to "Oh, some bright young guy at the agency thought it would be a good gimmick to originate the show from Washington." We'd still like to know why Washington? To us it seemed strange hearing a melange of entertainment stamped with a dateline that means news and special events. Anybody know the answer?

The show itself was pretty much the usual insofar as Mr. Bergen and company were concerned. There were two innovations, however.

The first, bearing the Washington coloration, were interviews with government officials. One was with Joseph B. Parker, Dept. of Agriculture dairy husbandman, who discussed the government's efforts to increase the quantity and quality of bossy's lactation and exchanged pleasantries with "farm expert" Mortimer Snerd. The other was with Lt. Gen. H. R. Harmon, USAF, who "interviewed" Charlie McCarthy as a prospective candidate for the new Air Force Academy.

The other innovation was that Mr. Bergen played records, repeat, records, during his 60-minute presentation. He played six popular tunes during the hour and interviewed vocalist Sunny Gale. We are not unmindful that Martin Block has been networked since early this year, or that Amos 'n Andy have commenced their new network show along the d.j. route. We were not aware, however, that an established radio star found his material so sparse that platter spinning was required to fill time.

There is a place in Washington for a good satirist. Will Rogers and Peter Finley Dunne come to mind. We don't know whether Mr. Bergen has that talent, but he may have the idea. We give it to him.

Summing up, we'd say this is middlin' network radio.

BEST OF BROADWAY

Network: CBS-TV
Time: Every fourth Wednesday, 10-11 p.m. EDT
Premiere: The Royal Family (Sept. 15)
Cast: Helen Hayes, Frederic March, Claudette Colbert, Charles Coburn, Nancy Olson, Kent Smith
Authors: George S. Kaufman, Edna Ferber
Adaptor: Ronald Alexander
Producer: Martin Manulis
Director: Paul Nickell
Production Designer: George Jenkins
Costumes: Mildred Trebor
Lighting: Salvatore Bonsignore
Set Decorator: Mike Bleam
Make-up: Robert Jiras
Special Effects: Hunt Rylander
Sponsor: Westinghouse Electric Corp.
Agency: McCann-Erickson Inc.
Product Demonstrator: Betty Furness
Estimated Production Cost: $100,000.

THE COMBINATION of plays of proved box-office value, top flight stars and first rate production is one that should spell success in tv as well. That combination is exactly what Westinghouse has in *Best of Broadway*, which opened its every-fourth-Wednesday run on CBS-TV last week with "The Royal Family." And, if the rest of the series keeps up the pace set by the opener, its success is a foregone conclusion.

Ronald Alexander's adaptation of the Kaufman-Ferber farce retained the full frantic flavor of the original play, a satire on the home life of America's most famous theatrical family, obviously, if perhaps libelously, based on the Barrymores. Helen Hayes, Frederic March, Claudette Colbert, Charles Coburn, Nancy Olson Kent Smith and the supporting cast gave the show the exact amount of overacting it calls for, but no more, which speaks well for the ability of director Paul Nickell to keep his performers, even such top stars as these, in line.



To a TV station manager who's losing his sleep . . . . . .

If you're losing sleep over profits, Studio Telescriptions will cure your insomnia. The Studio Telescription Library, consisting of over 1,100 three minute films featuring top musical artists, is basic to profitable TV operation.

Program costs are slashed! With all talent on film and with complete programming material, you can build an unlimited variety of top quality shows in a matter of minutes.

Sponsors are quickly, easily sold! For Studio Telescription programs are high in ratings—low in cost. Find out today how Studio Telescriptions can boost your profits.

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

FIRST
IN RADIO!



NOW
FIRST
IN TV!



KWFT-TV
CHANNEL 6

in Wichita Falls ☆ Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

As an added fillip, the *Best of Broadway* series is being telecast in color and it is to the everlasting credit of Martin Manulis, producer of "The Royal Family," that he used this added asset to accentuate and embellish the play's action without splashing on color for its own sake, as has been done far too often in the past few weeks. The clothes the actors wore were tasteful and believable, not garish costumes shouting to the viewer, "Look, we got color!" This was one colorcast which accepted the fact that most of its audience is as yet electronically colorblind and gave them their full hour's worth of entertainment, without depriving the few fortunate colorviewers of their color bonus.

This noteworthy restraint carried over into the commercials. Refrigerators, washers and stoves were white, just like real life, accentuated by the colors of the backgrounds and their metal trimmings. Betty Furness even wore a grey dress!

From every angle, in *Best of Broadway* Westinghouse has made what its commercials call the "Best of Buys."

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Sept. 25 (9:30-10 p.m. EST): *My Favorite Husband* — alternate sponsors—International Silver Co., through Young & Rubicam; Simmons Co., through Young & Rubicam.

Sept. 30 (7:45-8 p.m. EST): *Jane Froman Show,* General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EST) *Chrysler Show,* Chrysler Corp., through McCann-Erickson.

Oct. 4 (8-8:30 p.m.): *Burns and Allen,* alternate sponsors — Carnation Co. through Erwin Wasey and B. F. Goodrich through BBDO.

Oct. 4-8 (10-10:30 a.m.): *Garry Moore Show,* participating sponsors.

Oct. 12 (7:45-8 p.m.): *Jo Stafford Show,* Gold Seal Co. through Campbell-Mithun.

Oct. 13 (10-11 p.m.): *The Best of Broadway,* Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Sept. 24 (11-12 noon): *Home,* 15-minute pickup.

Sept. 25 (9-10:30 p.m.): Max Liebman's "Lady in the Dark," General Motors Oldsmobile Div. through D. P. Brother.

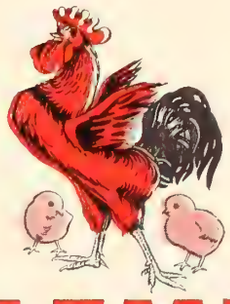
Oct. 8 ((11-12 noon): *Home,* 15-minute pickup.

Oct. 10 (7:30-9 p.m.): *Max Liebman Presents,* TBA, Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Oct. 14 and each Thursday thereafter (indefinite period) (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Sunday is Family Day on WJAR-TV



"SUNDAY SUPPLEMENT"

A NEW CONCEPT IN PROGRAMMING
For the first time anywhere, a 2 hour program integrating morning devotion and family entertainment.

SUNDAY MAGAZINE SUPPLEMENTS
Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

PIPSQUEAK PARADE
Talented youngsters perform. Cartoons and Westerns, too!

NEWS AND WEATHER
The latest news plus weather reports for Sunday drivers and sports enthusiasts.

RELIGION
Sunday morning devotions, inspirational messages, Bible Stories for the entire family.

GUESTS
People who make the Sunday Supplement news.

TIME PERIOD
10 a.m. to 12:00 noon starting September 19th.

COST
One minute slide, live or film participation $65.00.

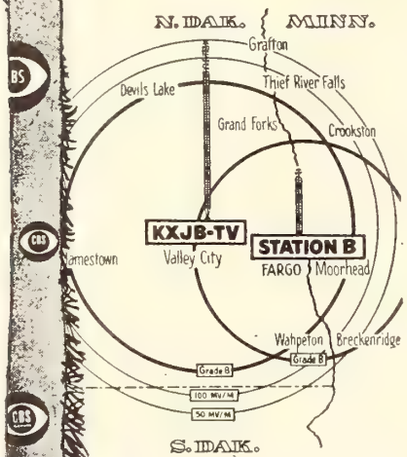
★ **Starring Betty Adams**
known to thousands of WJAR-TV viewers for over 2 years!



National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont-Supplementary

it takes
TOWER
and
POWER
to cover the Dakota area

KXJB-TV
gives you more of both



COMPARE	KXJB-TV	Station B
Tower	1085 ft.	433 ft.
Power	100 KW	65 KW
Above sea	2495 ft.	1383 ft.
In 100 MV/M Area		
Pop.	327,500	256,900
Families	86,300	69,700
Retail Sales	$397 mi.	$292 mi.

In the 100 MV/M area KXJB-TV will give you 27% more people, 23% more families; 36% more retail sales.

Live interconnected Sept. 26th.

KXJB-TV
CBS Primary—DUMONT
Channel 4
VALLEY CITY
FARGO

NO. DAK. BDCST. CO. INC.
Box 626 Fargo, N. Dak.
Phone Fargo 4461
KSJB-600 KC, Jamestown
KCJB-910 KC, Minot
KCJB-TV-Ch. 13, Minot
REPS: WEED TELEVISION

our respects

to HARRY MASON SMITH



HARRY MASON SMITH, vice president in charge of sales for the Crosley Broadcasting Corp. (subsidiary of Avco Mfg. Co.), is a soft-spoken sales plugger who deplores the "shoeshine and smile" selling approach. He believes that salesmanship can be scientific—that a sale should be handled with the skill of a trained laboratory technician conducting an experiment.

"It's just the mixing of the right amounts of aggressiveness, creativeness, clear thinking and good rural common sense that makes a good salesman," he has been quoted as saying. "It's up to a sales manager to see that the mixing is in the right proportions."

Mr. Smith refuses to become what has generally been expected of a man in his position—a barking sales executive with ulcers and a rasping voice. In his position as director of sales for the Crosley radio-tv properties he has nearly a hundred salesmen under his control. But with the many problems that his responsibilities present, Mr. Smith tries to keep some semblance of balance. "The more I worry, the less I think," he says.

Mr. Smith feels that the days of the buyers' market are once again with us and, considering his position, he likes it that way. As he explains, "Fat cats do a lot of sleeping. That's what it's been for years. Now salesmen have to hit the pavement again. It's good. They'll get lean and thinking, and that's when I'll be happiest."

Born in Chicago on a hot day in August 1898, Mr. Smith gave little indication throughout his early years that he would make a career of selling. He was a studious youngster whose thoughts were along the academic line rather than the hard-cash road. He was a student at Northwestern U. until World War I. As a member of the National Naval Volunteers, he found himself on a Navy tanker in a matter of a few days. When the war ended he was discharged as a lieutenant, senior grade.

Mr. Smith completed his studies at Northwestern and then joined the advertising firm of Ostenreider Inc. as a copywriter. Then Mr. Smith decided to lay aside the copy pencil and pursue a selling career in the path of Otto Ostenreider, the man he chose to emulate.

He joined the newspaper representative firm of Knill-Burke Inc. as a salesman. Two years later he helped found the Hilmer V. Swenson Advertising Co. and became vice president and director of sales. In his 10 years there he helped establish the Florists' Delivery Assn., the Independent Grocers' Alliance and the Independent Druggists' Alliance. At Swenson, he recounts, he wore five hats—salesman, copywriter, merchandising specialist, promotion consultant and general trouble shooter. "It was fun but you needed a program to tell what position you were playing," Mr. Smith recalls.

He later served as vice president in charge of sales for the Henri, Hurst & McDonald Agency. While there he built up an acquaintanceship with Jack Van Volkenburg, then assistant to the vice president in charge of CBS Midwest operations, and it was he who offered Mr. Smith his first opportunity in radio. There was an opening as commercial manager for WBBM Chicago. Mr. Smith promptly accepted and claims "the biggest sale I ever made was landing the job."

Working in the same North Wrigley Bldg. was a man who was to play an important role in Mr. Smith's future. James D. Shouse, who is presently chairman of the board of Crosley Broadcasting Corp. and executive vice president of Avco, was then a salesman for CBS.

Mr. Shouse later was transferred to CBS' KMOX St. Louis as general manager. He then became general manager of Crosley's WLW Cincinnati. In the spring of 1940, Mr. Shouse and Bob Dunville, who was then assistant general manager, went to Chicago to offer Mr. Smith a position as a sales executive with WLW. He accepted.

Two months later, Mr. Smith was sent to New York to set up the eastern division office of WLW. He more than doubled the projected billings and at the end of 1940 returned to Cincinnati as WLW sales manager. Six years later he was named vice president in charge of sales. Television's arrival caused him, he claims, "Just more thinking, not worry."

When asked about the greatest sale he ever made, Mr. Smith will reply:

"Can't remember too well the good ones. The bad ones stay with me. Like the time back in 1937 [Mr. Smith joined Crosley in 1940] when Crosley began experimental television operations. People were really excited. Every advertiser we had on radio wanted to be the first on television. Letters poured in . . . then along came the war and we had to stop the progress of television for a spell.

"After the war. . . . I dusted off the stack of letters and prepared for my biggest day in selling. . . . I didn't get one order. Know why? I was asking instead of selling. . . ."

Every year is the best year to Harry Mason Smith, whose best known sobriquet is "Uncle Harry." This summer he went into every advertising agency in the U. S. without leaving his office. As part of Crosley's "Operation Sunburst," he has been the subject of talking tapes, recordings and mailers giving his selling messages.

He has been married to the former Edith Marie Kendrick for 34 years. They live in a Cincinnati suburb.

MANN-ELLIS INC.

Advertising

201 EAST FIFTY-SEVENTH STREET, NEW YORK 22, N. Y., PLAZA 1-2323

July 16, 1954

Mr. Edward Cossman
W A A T
Newark 1, N.J.

Dear Ed:

We like to give credit where credit is due... Thought you may like to know about the fine job Brenner and Larkin are doing for Easco Auto Seat Covers.

As you know we tried many stations with many gimmicks...and got only fair results. Since we switched to your station...the results have been immediate.

I'm convinced, if anyone can pull...Brenner and Larkin can...and at a low cost.

Cordially yours,

MANN-ELLIS, INC.

Edward Shapiro

Edward Shapiro
Account Executive

es/hs

PULL...at Low Cost

In Metropolitan New Jersey & New York



PAUL BRENNER
REQUESTFULLY YOURS
Monday thru Saturday
10:30 am - 12 noon
5:05 pm - 7 pm

DON LARKIN
HOME TOWN FROLIC
Monday thru Saturday
7:45 am - 9 am
1:05 am - 3 pm

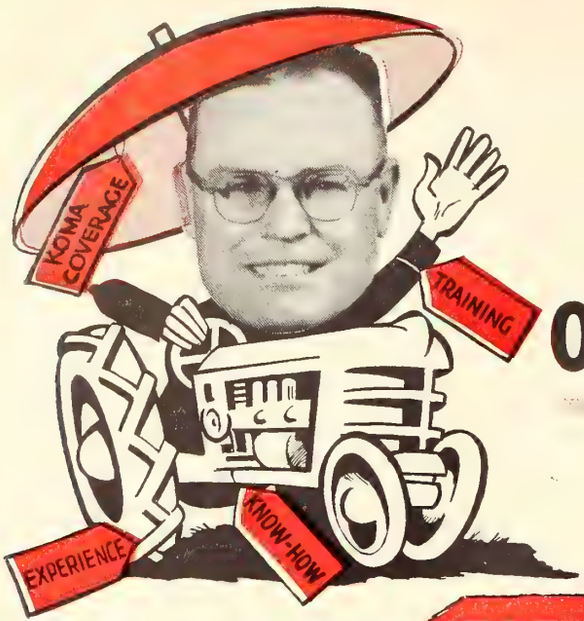


for the FAST WALLOP in sales

waat

1020 BROAD STREET, NEWARK 1, NEW JERSEY

REPRESENTED BY WEED AND COMPANY



TO SELL OKLAHOMA FARMERS

USE THE **FARM DIRECTOR** KOMA'S WAYNE LILES

WHO HAS WHAT IT TAKES:



KOMA COVERAGE KOMA is Oklahoma's "saturation" station serving 1,321,800 people in its .5 mv. area.

EXPERIENCE Farm Director Liles for 8 years was a County Farm Agent, served as state president of Oklahoma County Farm Agents Association.

TRAINING Wayne Liles is a 1937 graduate of Oklahoma A&M College, Stillwater.

KNOW-HOW Liles is not a "drugstore farmer." When he's not on the air, he's *down on the farms* living up to his reputation of "Oklahoma's No. 1 Farm Director."



Let us tell you more . . . wire or phone today!

koma

OKLAHOMA CITY

50,000 WATTS
CBS RADIO
REPRESENTED BY AVERY-KNODEL, INC.

EDGAR T. BELL
Executive Vice President

GENE RIESEN
Sales Manager

IN PUBLIC INTEREST

KLAC Stages Benefit

KLAC Hollywood staged its third annual benefit show for St. Anne's Foundation, Los Angeles, at the Hollywood Bowl last Friday. The station's top disc m.c.'s appeared along with Bob Hope, Loretta Young, Jo Stafford, The Robins, Tennessee Ernie Ford, Peggy Lee, Tony Martin, Danny Thomas, The Modernaires and Paula Kelly, and Paul Weston and his orchestra, the station reported.

Filmed Problem

"WHAT Are We Doing About It," a film series dealing with juvenile delinquency, is being inaugurated by NBC-TV's *Home* today (Mon.) to point up individual community problems and what has been done to successfully combat them. WTMJ-TV Milwaukee is originating today's film.

Hear Ye

WRNL Richmond, Va., news editor Roger Mudd recently aired a two-week series of recorded interviews with prominent jurists and lawyers in an attempt to acquaint the listening public with new changes in Virginia's court system.

WTRF-AM-TV Safety Program

WTRF-AM-TV Wheeling, W. Va., recently conducted a highway safety program in cooperation with the West Virginia State Police and the Ohio Highway Patrol. All motorists approaching Wheeling on U. S. Route 40 were stopped by state police and station staff members at two points—27 miles west and 12 miles east of the city. A folder, prepared by WTRF-AM-TV, which included a map, points of interest, details about the two-hour program that was aired and a warning to drive safely, was distributed to motorists. No accidents occurred in the area during the program, the station reports.

Cotton Pickers

KURV Edinburg, Texas, contributed a bale of cotton, hand-picked by station employes in 100 degree weather, to the recent March of Dimes telethon staged in the area. The bale brought $250 and the station raised another $250, all of which became part of the $60,000 collected during the telethon by radio and television stations in the Rio Grande Valley drive.

Doctors 'Sell' Drive

AS ITS PART in the Emergency Polio Fund campaign, WPTS Pittston, Pa., presented daily fifteen-minute programs featuring leading physicians from ten of the surrounding cities and towns. Twelve doctors and surgeons also tape-recorded messages which were presented for three weeks at the rate of five per day. Full-length March of Dimes transcribed shows and transcribed spots were also aired in the effort to make the drive a success.

'Racket Squad' Film Exposé

ABC FILM SYNDICATION and The Pure Oil Co., Chicago, regional sponsor of *Racket Squad* tv film series, have made available to the Health and Welfare Council of Indianapolis and Marion County one of the films in the series. Council currently is conducting a drive to gain public support for proposed legislation concerning licensing of nursery schools. Film sent to Council is titled "No Questions Asked," an expose of an illicit nursery school. It will be circulated among civic groups throughout Indiana.



1.
NETWORK COLOR...
LOCAL TEST PATTERNS
AND SLIDE COMMERCIALS

2.
COMPLETE
PROJECTION
SYSTEM
FOR LOCAL COLOR
FILM PROGRAMMING

3.
LIVE LOCAL
COLOR SHOWS—
THE G-E CHROMACODER
PLUS ONE CAMERA

4.
ADD COLOR
CAMERAS OR
CONVERT EXISTING
G-E B&W CAMERAS

P ackaged color television equipment that offers
Y ou *premium performance* plus
R ock-bottom *economy.*
A vailable now to
M eet any and all station requirements. Systems for
I nitial *network programming* and to answer the growing
D emand for *local color commercials...live local shows.*

P repare for the color boom in your market.
L earn all about the *Pyramid Plan* from
A n expertly qualified G-E field sales representative.
N ow's the time to act!

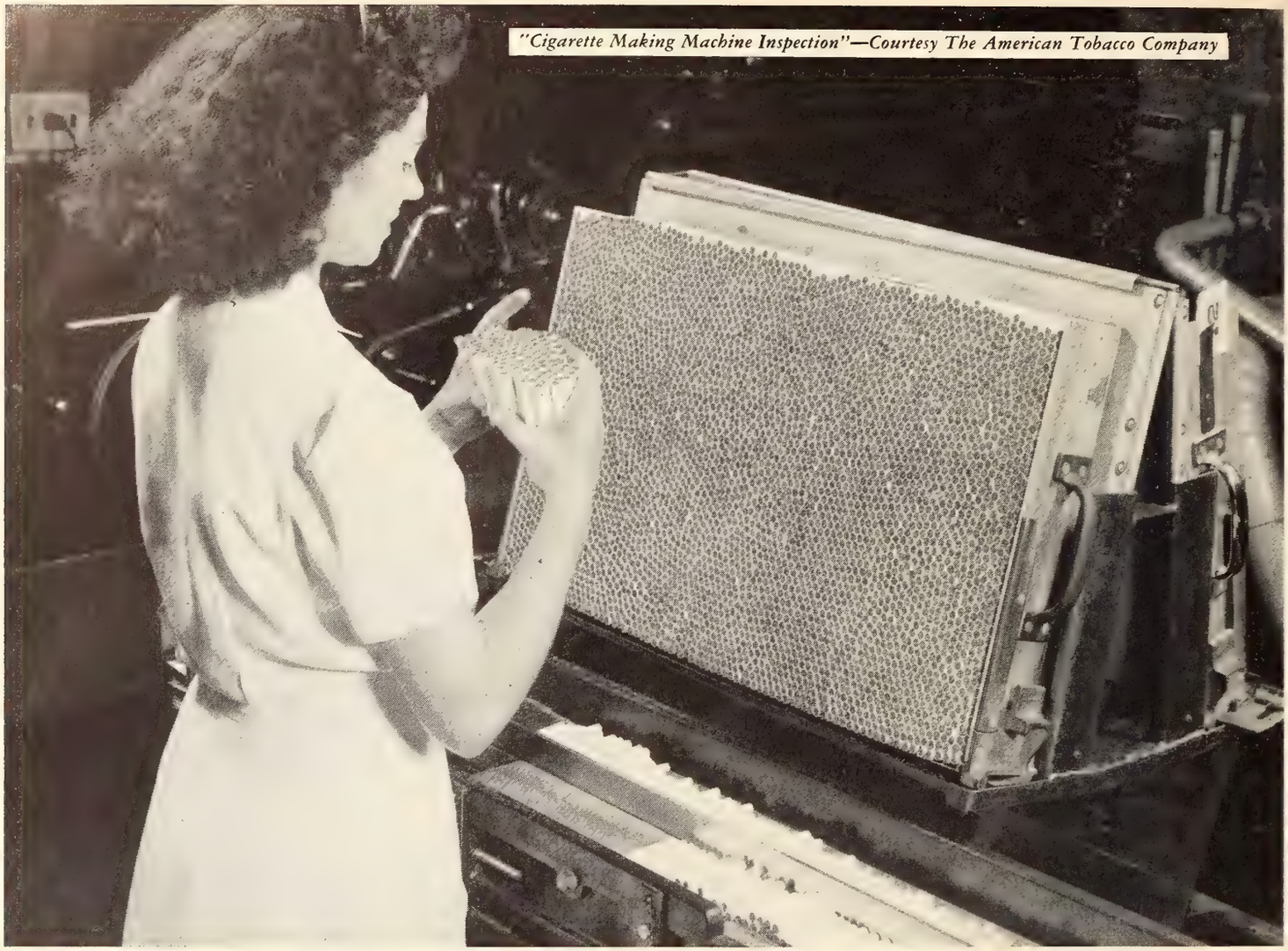
General Electric Company, Section X294-20,
Electronics Park, Syracuse, New York.

COMPLETE COLOR EQUIPMENT

PYRAMID PLAN FOR COLOR TV

Progress Is Our Most Important Product

GENERAL ELECTRIC



"Cigarette Making Machine Inspection"—Courtesy The American Tobacco Company

North Carolina Tobacco Companies Pay Uncle Sam $873 Million For Tax Stamps

North Carolina is the nation's largest tobacco growing and tobacco manufacturing state. (Last year, for example, Tar Heel tobacco manufacturing companies paid $873,453,277 for excise tax stamps, according to the Federal Internal Revenue Department.) And that's only one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this big, buying market is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

50,000 watts
680 kc

FREE & PETERS
National Representative

R. H. MASON, General Manager . GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

September 20, 1954 Vol. 47, No. 12

LAMB HEARING ENSNARLED IN LEGALISTIC BICKERING

Broadcast Bureau witness, said to have been an FBI undercover agent, testifies the broadcaster's name was on Communist Party 'lists' as prospective donor and that he was introduced to party gathering as 'Comrade Lamb' 10 years ago. Heated protestations came from the Lamb camp.

THE FCC's unprecedented license renewal hearing against Edward Lamb, who is charged with lying when he told the Commission he never had communist ties, began last week and at once developed into a lawyers' debate which promises to prolong it indefinitely.

The legal jousting was so intense the first two days that the only shreds of "evidence" produced were testimony by the Broadcast Bureau's first witness that:

- He saw Mr. Lamb's name on certain "lists" used in 1944 by the Communist Party of Lucas County (Toledo) for financial solicitations. The lists were destroyed, he said.
- While tending bar at the dedication of the party's local headquarters 10 years ago, he saw a man speak who he said was introduced as "Comrade Lamb" and who he claimed was the same Mr. Lamb in the hearing room.

The competency of identification was challenged at some length.

The Broadcast Bureau witness was William G. Cummings, who said he was an FBI plant in the Toledo party from 1943-49. Under constant attack and protest by Mr. Lamb's attorneys, his statements mostly amounted to answers of "I did" and "They was."

The hearing is on the renewal of license of Mr. Lamb's WICU (TV) Erie, Pa.

Substantial portions of his testimony were forbidden or stricken by the examiner as hearsay or improper after constant objection by Mr. Lamb's counsel, former U. S. Attorney General J. Howard McGrath and his law partner, Russell Morton Brown.

This left Walter R. Powell, chief of the Broadcast Bureau's Renewal & Transfer Division, with the alternative of making "offers of proof" as to what the witness would have testified if he had been allowed.

Such offers of proof—described by counsel for Mr. Lamb as not evidence but merely the opinion of Mr. Powell for which he (Powell) would be held "strictly accountable"—dealt chiefly with alleged verbal reports by party officials or conversations claimed to have been heard by the witness.

Wednesday Hearing

Protesting legality of the proceeding in his opening statement Wednesday morning, Mr. McGrath noted that FCC's McFarland letter to WICU, quoted in the June 4 hearing order, said the Commission had information containing charges Mr. Lamb was a member of the Communist Party in the period 1944-48. Terming this charge a "diabolical lie," Mr. McGrath observed the later resume of basic allegations, issued by the Broadcast Bureau at the order of the Commission and behest of the Senate Interstate & Foreign Commerce Committee, "ignored" the issue of party membership.

Mr. Powell replied the issue in the case involves "misrepresentation, pure and simple . . . We're not inquiring into Lamb's political philosophy . . . All we want is facts."

Mr. Powell explained the June 4 order stated FCC had "information containing charges" of party membership and said FCC itself is not making such a charge.

Ultimately turned down as out of order, by the examiner, Messrs. McGrath and Brown



MR. LAMB

sought to proceed first with testimony on the charge of bribery raised by Mr. Lamb against FCC investigators in the case.

It was presumed the witness would be Emmett Lee Wheaton Jr., described by Mr. Lamb's *Erie Dispatch* on Monday as voluntarily giving Mr. Lamb an affidavit on the matter. The newspaper quoted the affidavit to the effect Mr. Wheaton was offered $1,000 by Mr. Cummings if Mr. Wheaton would let his memory "remember" that Mr. Lamb had been seen at the dedication of Communist Party headquarters in Toledo and pledged financial aid.

Describing Mr. Cummings as an "ex-communist, a professional liar, a hired assassin"—later explained to reporters to mean "a character assassin"—Mr. Brown told the examiner, "we have evidence" that Mr. Cummings "has bribed and attempted to suborn perjury, and that he has otherwise misconducted himself."

Mr. Powell protested the attempt to impeach a witness before he takes the stand, commenting, "This is the darnedest thing I ever heard of."

Mr. Cummings testified he has lived in Toledo since 1930, is presently unemployed and last worked for Electric Auto-Lite Co. where he was chairman of the UAW-CIO Fair Practice Committee. A cut in production, he said, caused his unemployment after eight years with the firm.

The witness said he joined the Lucas County Communist Party in February 1943 at the request of FBI agent Jack Carroll and was active in the party until May 9, 1949, when he appeared as government witness in New York in the case of *U. S. v. Dennis,* the trial of the top 11 communists. He said he also testified before the Subversive Activities Control Board in what was described as Attorney General McGrath vs. the Communist Party.

Mr. Cummings testified he held many offices in the Lucas County party, including vice chairman, acting chairman and secretary, as well as state delegate to the national party convention in 1948.

Mr. Cummings said he was receiving $25 per day from FCC as a "consultant" and had received about $186 to date, exclusive of $50 on Tuesday for "maintenance."

Mr. Cummings recalled a January 1944 meeting at which Joe Friedman, local party chairman, gave a "main line report" including a quota for the local group to raise in a party financial drive. The witness said Mr. Friedman took names out of a "box" and dictated them for a "must list" of members and others "who could be counted on" when solicited for contributions.

Asked by Mr. Powell what names were on the list and the expected contributions thereon, the witness was delayed in answering for considerable time as Mr. Brown argued relevancy of the answer and competency of the witness to testify. Mr. Brown asked that before names were carelessly dragged about Mr. Powell must prove any contribution was made, since anyone can make up a list and put names on it.

"This witness makes his living by testimony," Mr. Brown charged "If he couldn't tell this story, he couldn't make a day's pay."

After eventual direction by the examiner to relate names he saw on the list, the witness said Edward Lamb's name was included and, at Mr. Powell's inquiry, said it was the same Mr. Lamb who was in the hearing room. This was stricken from the record the next day after protest by Mr. Brown on the ground of competency.

Mr. Powell's first offer of proof came when

the witness was prohibited by the examiner, on ground of hearsay testimony, from telling about an alleged report to the party's executive board by Mr. Friedman at a later date.

Next, when asked about a meeting with one Yetta Land, said to be a party member, the witness was precluded from relating conversation.

Mr. Powell complained to the examiner that he was being limited unduly in his effort to present the Broadcast Bureau's case, noting this was an administrative proceeding and not a jury trail. For this reason, he said, certain hearsay evidence can be given since the examiner is competent to properly weigh the evidence accordingly.

"You ask me to separate the wheat from the chaff," the examiner replied. "So far all I've heard is chaff."

Mr. Cummings related a meeting in late August or early September 1944 attended by local party officials and Arnold Johnson, Ohio state party chairman, to lay groundwork for financial support of newly acquired Lincoln House on 10th St., Toledo, described as the Lucas County party's headquarters at that time.

He said Mr. Friedman dictated another solicitation list which included Mr. Lamb's name and a notation of $100 to be solicited.

In describing that he took special note of names since he was reporting to the FBI, the witness related the method of using the list was similar to the earlier "1941 meeting."

Upon suggestion by Mr. Powell to the witness, "You mean 1944?" Mr. Brown again protested coaching of the witness and the attempt to "rehabilitate" his testimony.

"His memory is the heart and soul of this case," Mr. Brown said, noting his memory for certain things "is pin point" yet he couldn't give specific dates.

Mr. Cummings recalled that at the meeting there was a vote on speakers to be invited to talk at the dedication of Lincoln House in mid-September. He said he personally voted for Mr. Johnson, Mr. Lamb and J. B. Simmons (now Toledo city council member, according to *Erie Dispatch*).

"Was he elected as speaker?" Mr. Powell asked, apparently alluding to Mr. Lamb.

"They was," the witness replied.



BROADCAST BUREAU witness William G. Cummings (l), said to be an FBI plant in the Communist Party at Toledo, returns to the hearing room with FCC investigator Robert Leahy . . .

Lamb Statement

REPORTERS found the following statement on the press table at the start of FCC's license renewal hearing on WICU (TV) Erie, Pa., last Wednesday. Attributed to Edward Lamb, WICU owner, the statement said:

This is a story of what can happen to an American businessman who is the owner of a federal license.

Some of the evidence to be introduced will be downright shocking. After the testimony is all in, there will be complete vindication of my independent political, social and economic activities.

I am hopeful that at the conclusion of this hearing, or before, that certain persons responsible, will be big enough to apologize for the damage which has been caused to my family and myself.

Thursday Hearing

Mr. Powell renewed his plea on Thursday morning to be allowed to present testimony such as Mr. Cummings' recollection of Mr. Friedman's report on solicitations to finance Lincoln House, since it would be relevant but up to the examiner to determine weight.

Examiner Sharfman said there was "no doubt" about relevancy, only "necessity," since he understood Mr. Friedman was under subpoena to testify and could relate directly what he reported. He reaffirmed his ruling to deny such testimony.

Mr. Cummings testified that after the Lincoln House list was made up, he drove Messrs. Johnson and Friedman "to the Edison Bldg. and Mr. Lamb's office." Upon prompt protest by Mr. Brown, the examiner ruled to strike that part of the answer "and Mr. Lamb's office" as improper and outside the witness' knowledge.

Lengthy exchanges followed as the witness attempted to relate he understood that Messrs. Johnson and Friedman went to the Edison Bldg. to solicit Mr. Lamb. The examiner several times ruled to strike the testimony after objection by Mr. Brown.

"All that I can tell from this is that this group intended to see Mr. Lamb," the examiner observed, "not that Lamb expected them."

"But that's the vice of the whole matter," Mr. Brown said. "It doesn't prove any such thing. Only that they *said* they intended to see Mr. Lamb."

The witness was permitted to relate that Messrs. Johnson and Friedman each "said he was going to Mr. Lamb's office to get a contribution."

Mr. Cummings recalled that later when they re-gathered at Lincoln House "I asked Mr. Friedman if he had received any money?"

"From whom?" Mr. Powell questioned.

"Mr. Lamb," the witness answered, promptly followed by protest by Mr. Brown who charged Mr. Powell with leading the witness. The examiner cautioned Mr. Powell.

"What did Mr. Friedman say?" Mr. Powell continued.

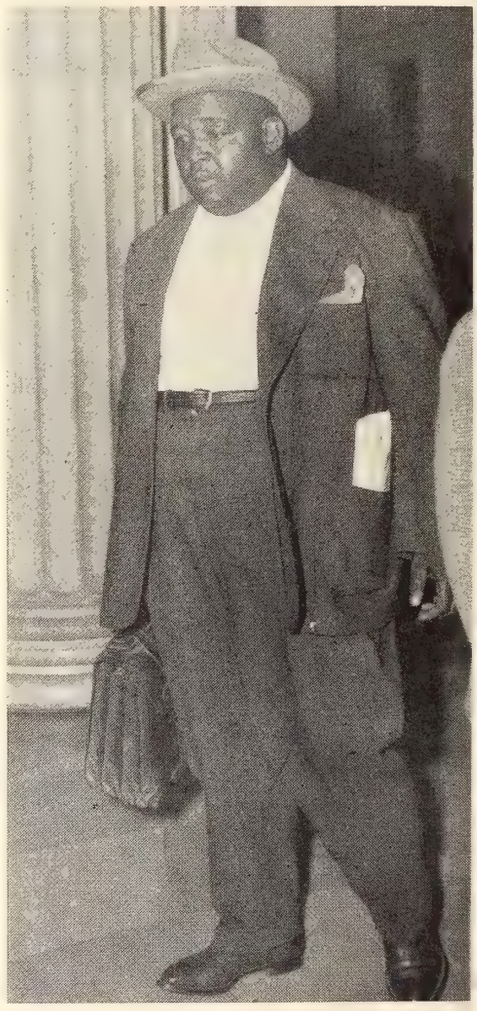
"He said . . ." the witness began, but was interrupted by Mr. Brown's objection and his motion to strike the testimony, both about the report at Lincoln House and the conversation enroute to the Edison Bldg.

The examiner ruled to strike only the testimony relating to the report at Lincoln House.

"You strike every foundation we are trying to lay here, sir," FCC counsel Powell complained to the examiner. "There will be nothing in the record."

Asked about another meeting at which reports were given, the witness indicated the "must list" was checked. Asked if he saw the list and saw names on the list, he replied each time "I did."

"Were there notations after any names?" Mr. Powell asked.



. . . followed by prospective witness Emmett L. Wheaton Jr., whom Edward Lamb's *Erie Dispatch* says was subject of a bribe attempt by Mr. Cummings.



CC Broadcast Bureau counsel (l to r): Attorneys Arthur J. Schissel nd Walter R. Powell Jr., accountant Robert Leahy and attorney homas B. Fitzpatrick. Mr. Powell led in presentation of the roadcast Bureau's case. He is chief of the Bureau's Renewal & ransfer Division.



COUNSEL for WICU (TV) Erie, Pa., and its principal owner Edward Lamb (l to r): J. Howard McGrath, former U. S. Attorney General; Russell Morton Brown, law partner of Mr. McGrath; Philip Bergson, associate counsel, and Vincent Gaughn, field representative in radio-tv matters for McGrath & Brown.

"I did," the witness responded.

"Well, he's one line ahead of the script," Mr. rown observed.

Mr. Powell, in offer of proof after objection testimony, said that if allowed to testify, he witness would have related that Mr. Lamb's ame was on the list and it showed he had con- ibuted $50.

Mr. Brown interposed to point out "the se- ious responsibility of a representative of the overnment in offering . . . these so-called offers f proof." Claiming an effort for headlines, he aid, "I want to warn counsel now and through ounsel the Commission, that if they do not ollow up and present evidence that will sus- ain these offers of proof, they will be held by Ir. Lamb and myself and those associated ith us to the strictest accountability both per- onally and as a government agency."

This is a "threat," Mr. Powell said. "That is ot the first time threats have been made in nis case." The FCC attorney cited Mr. Lamb's ewspaper editorials and commented, "I have o newspaper to reply."

Reciting his 17 years of service to the gov- rnment, Mr. Powell continued, "I want Mr. amb to know and I want the chairman to now that no threats are going to deter me rom attempting to get the truth in this case."

Contending Mr. Powell's offers of proof are nly a "publicity show," Mr. Lamb's counsel uggested, "Why don't you get yourself an ad- ertising agency?"

'Maybe I could use the same one you are sing," Mr. Powell snapped.

"We will be glad to loan you one," Mr. IcGrath said.

The examiner observed offers of proof are sual judicial practice.

Under questioning by Mr. Powell, Mr. Cum- ings related the dedication of Lincoln House ook place Sept. 18, 1944, and publicity was repared to promote the affair.

Mr. Powell offered as FCC Exhibit No. 1 Library of Congress photostat of a page om a contemporary edition of the *Toledo lade* which included a small story about the edication of Lincoln House, described as the ocal party's headquarters, and giving those nvited to speak, including Mr. Lamb. The xhibit was conditionally received by the ex- miner.

Mr. Cummings recalled that before the news- paper story appeared he saw the party's press release and testified the *Blade* story was "prac- tically the same."

The witness recalled that Mr. Lamb was among those present at the dedication of Lin- coln House and was promptly challenged by Mr. Brown as to his competency to identify Mr. Lamb.

Asked by the examiner how he knew it was Mr. Lamb he saw at the 1944 affair, Mr. Cum- mings said he was told by other party officials that the man he saw was Mr. Lamb.

After several efforts by Mr. Powell to ask the witness if the Mr. Lamb he saw in 1944 was the same Mr. Lamb as in the hearing room, the examiner granted motions to strike made by Mr. Brown and also ruled to strike the wit- ness' identification of Mr. Lamb in the hearing room on Wednesday. The examiner instructed Mr. Powell to "start over."

"Is the Mr. Lamb in the room now that you saw at Lincoln House?" Mr. Powell asked, to which the witness replied affirmatively and pointed out Mr. Lamb. Mr. Brown noted his objection.

Asked what he did during the dedication, the witness replied, "I was in charge of attending the bar. I was acting as bartender because I don't drink."

"Did you see anyone in the bar?" Mr. Powell asked.

"I did."

"Who?"

"Mr. Johnson, Mr. Lamb and Mr. Fried- man."

"What were they doing?"

"They was talking."

Asked who spoke at the meeting, Mr. Cum- mings related the chief speaker was Mr. John- son but Mr. Lamb and Mr. Simmons also spoke.

To further questions, the witness recalled Mr. Friedman introduced Mr. Lamb, referred to him as "Comrade Lamb" and said he was "a very good friend to the Communist Party."

Asked what the speeches were about, Mr. Cummings said he couldn't recall very much because he was "working backwards and for- wards in the bar."

Asked about subsequent chairmen of the Toledo party, the witness said Max Wall held the post in late 1945-early 1946. He said he and Mr. Wall ventured to solicit some "old time communists" for funds, but his recall of con- versation with Mr. Wall was ruled out.

Late in the day attempts at testimony by Mr. Cummings and offers of proof by Mr. Powell were made relating to the Toledo party's alleged approach to Mr. Lamb for "free" air time on Mr. Lamb's new station there, WTOD.

This met with protest by Mr. McGrath that WTOD was not in issue, it functioned with a board of directors including many prominent Toledo businessmen, and to bring up such a charge was an attempt to "spread the smear" to these men.

"I object to the use of the word smear," Mr. Powell said.

"Might as well call a spade a spade," Mr. Mc- Grath replied, citing the months of background to the hearing as well as the two days' effort to get testimony from Mr. Cummings.

Mr. Powell reminded the former U. S. At- torney General that Mr. Cummings in earlier national proceedings had been Mr. McGrath's witness.

"I never knew Mr. Cummings, never saw him and never want to see him again," Mr. McGrath answered, adding, "you sure got a spade in Cummings."

Motion to Strike

EDWARD LAMB and his WICU (TV) Erie, Pa., subject of the renewal hearing starting last week before FCC Examiner Sharfman, peti- tioned the Commission Wednesday to strike certain portions of the Broadcast Bureau's Aug. 5 resume of basic allegations as not within the scope of the hearing. The petition was di- rected to allegations which did not pertain to any act by Mr. Lamb but rather were acts of other persons outside his knowledge and for which he cannot be accountable.

The petition also asked FCC to strike quota- tions from "Publisher's Notebook" of Mr. Lamb's *Erie Dispatch* "on ground that this Commission is without authority to inquire into the truth of such publications." Similar re- quests were made with respect to Mr. Lamb's testimony before the Senate Committee on In- terstate & Foreign Commerce and the U. S. District Court for D. C. as well as his advertise- ment offering $10,000 to anyone who could prove FCC's charges.

ADVERTISERS CLIMB FOOTBALL BANDWAGON FOR '54 SEASON

ABC-TV sells balance of NCAA grid slate, as radio and television report sales that promise record gross from college and pro games.

SALE by ABC-TV of the rest of the regional coverage of its National Collegiate Athletic Assn. 13-game football schedule highlighted developments on the football front last week as radio and television prepared for extensive grid programming this fall.

ABC-TV earlier had arranged sponsorship of the games in Texas by Humble Oil & Refining Co., Houston (through McCann-Erickson, Chicago) and in California, Oregon and Washington by the Carnation Co., Los Angeles (Erwin Wasey & Co., Los Angeles). Last week the network announced it had sold the package in the rest of the country to Amana Refrigeration Inc., Amana, Iowa (Maury, Lee & Marshall, New York); Maytag Co., Newton, Iowa (McCann-Erickson, Chicago) and Zenith Radio Corp., Chicago (Young & Rubicam, Chicago). The schedule was to start last Saturday with telecast of the Oklahoma-California game at Berkeley. Cost to the latest sponsors is understood to be between $750,000 and $1 million.

Additionally, ABC-TV will carry 12 home games of the Chicago Bears and Chicago Cardinals professional teams, starting on Sept. 26. Standard Oil Co. (Indiana), Chicago, through D'Arcy Adv., New York, will sponsor one-half of each game in 18 markets in the Midwest. Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, will present the full schedule in seven west coast markets. In other markets, ABC-TV will offer the games on a local co-op basis.

Similarly ABC-TV will telecast the 12-game home and away schedule of the Washington Redskins professional team, starting on Sept. 26. American Oil Co., Baltimore, through Joseph Katz Co., Baltimore, will sponsor the games in 12 southeastern markets. In other markets, the games will be available for local co-op sponsorship.

ABC Radio started broadcasting its *College Football Game of The Week* last Saturday, which will continue for 12 weeks. The schedule is being offered for local co-op sale. Additionally ABC Radio launched on Sept. 8 a broadcast of a ten-week schedule of sectional games on the Pacific Coast and Mountain areas, which are sponsored in those sections by Tidewater Associated Oil Co., San Francisco, through Buchanan Co., San Francisco.

DuMont is set to launch a comprehensive schedule of professional National Football League telecasts on Sept. 26. A spokesman said that viewers in more than 100 cities will see at least one game each weekend—on Saturday night or Sunday afternoon, or both.

On a national basis, Schick Inc., Stamford, Conn., through Kudner Agency, New York, will sponsor one quarter of 40 games on 91 stations each weekend starting Oct. 2, with the Schick messages going into some cities on Saturday nights and in the remainder on Sunday afternoons. It is also understood that Pontiac Motor Div. is considering a one-time sponsorship of pro games on behalf of new car announcements.

Atlantic Refining Co., Philadelphia, through N. W. Ayer & Son, New York, will co-sponsor the 12 home and away games of the New York Giants on a New York-New England hookup; the six away games of the Philadelphia Eagles, and the six road games of the Pittsburgh Steelers. Carling Brewing Co. Inc., Cleveland, will co-sponsor the 12 home and away games of the Cleveland Browns on an Ohio-Pennsylvania circuit. The agency for Carling is Lang, Fisher & Stashower, Cleveland.

Additionally, Goebel Brewing Co., Detroit, through Brooks, Smith, French & Dorrance, Detroit, will co-sponsor the Detroit Lions home contests, and Gunther Brewing Co., Baltimore, through Joseph Katz Co., Baltimore, will co-sponsor the six road games of the Baltimor Colts and five additional games of other team to Baltimore, Washington and York, Pa. Th Chevrolet Dealers of Western Pennsylvania through Ketchum, MacLeod & Grove, Pitt burgh, will join Atlantic in sponsoring th Steelers, and Piel Bros., Brooklyn, throug Young & Rubicam, New York, will be assoc ated with Atlantic in underwriting the Eagle schedule.

As a corollary to the games, DuMont wi telecast a new film series, *Greatest Pro Foo ball Plays of the Week,* on regional network Signed thus far to sponsor the 13-week seri are Hamm Brewing Co., St. Paul, throug Campbell-Mithun, which will bring the pr gram to viewers on the West Coast, in th Rocky Mountain area and in Des Moines an Chicago, and Drewery's Ltd., U. S. A. Inc South Bend, through MacFarland, Aveyar & Co., Chicago, which will present series c five midwestern stations.

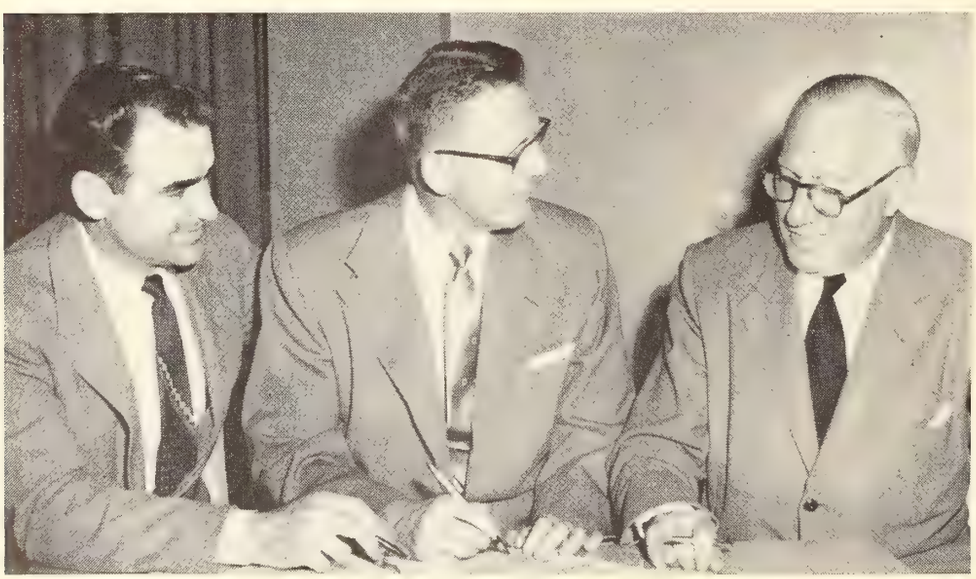
NBC-TV started presenting a 13-gam schedule of the Canadian professional footba league on Aug. 28, with sales on a local co-c basis. NBC Radio started broadcasting i *College Game of the Week* last Saturday und the sponsorship of the Crosley Division of th Avco Mfg. Corp., Cincinnati.

CBS Radio will launch on Sept. 25 its pan ramic coverage of college football games, und which parts of 20 games will be covered fro 2:30-5:30 p.m. each Saturday. The series cu rently is being carried on a sustaining basis.

Mutual will broadcast its *Game of the We* college football schedule of 11 games starti Sept. 25. The games are being offered for sa on a local co-op basis.



PITT PANTHERS football on KDKA Pittsburgh is arranged by (l to r): Capt. Tom Hamilton, Pitt athletic director; L. R. Rawlins, KDKA general manager; John Stilli, KDKA sales manager, and H. G. Meador, vice president and general manager of the sponsoring Gulf Oil Corp.



REPRESENTATIVES of three leading appliance manufacturers were on hand in Chicago last week to sign for joint sponsorship of NCAA's football tv schedule on ABC-TV which started Saturday. Plans are reviewed by (l to r): Ralph Numis, advertising manager of Maytag Co., Newton, Iowa; George Foerstner, executive vice president, Amana Refrigeration Inc. (home freezers), Amana, Iowa, and H. C. Bonfig, vice president for sales, Zenith Radio Corp.

Other Football Broadcast Plans

Broadcasters' coverage of the football sce promises to reach record heights on oth regional and local fronts. Stations reporti plans to B•T include the following:

KALL Salt Lake City, Utah, originating f Intermountain Network—University of Utah f schedule; Utah Oil Refining Co., through Gillha Advertising of Salt Lake City. Intermounta carriers are: KALL; KJAM Vernal, Utah; K Ogden, Utah; KOAL Price, Utah; KOVO Pro Utah; KSVC Richfield, Utah, and KVNU Log Utah.

KDKA Pittsburgh, Pa.—U. of Pittsburgh f schedule; Gulf Oil Corp.

KFRO Longview, Tex.—Kilgore College f schedule; Premier Oil Refining Co.

KGO San Francisco, Calif.—Games betwe member schools of the Pacific Coast Conferen

lus intersectional games played in Calif.; Tide Vater Associated Oil Co. through Buchanan Co., San Francisco.

KIMN Denver, Colo.—Colorado A & M College ull schedule; Rocky Mountain Farmers' Union.

KIRO Seattle, Wash.—Baylor U. vs. U. of Washington from Waco, Tex., on Oct. 16; Independent rocers' Alliance through Romig Fuller and ssociates, Seattle.

KLBS Houston, Tex.—U. of Houston full schedle; Continental Oil Co.

KLZ Denver, Colo.—Colorado U. full schedule.

KMOX St. Louis—U. of Missouri full schedule; hevrolet Dealers of Greater St. Louis.

KMYR Denver, Colo.—Denver U. home games lus Wyoming U.; Metropolitan Pontiac Co.,)enver.

KRON-TV San Francisco, Calif.—Filmed exerpts of the professional San Francisco 49ers; Burgermeister Beer.

KSL Salt Lake City, Utah—Brigham Young U. ull schedule; Phillips Petroleum Co.

KSTP St. Paul, Minn.—U. of Minnesota full chedule.

KXIC Iowa City, Iowa—Nine games of midvestern college teams originated for the Hawkye Sports Network consisting of 15 Iowa stations.

KXOK St. Louis, Mo.—Notre Dame full schedle from Irish Football Network, South Bend, nd.; Joseph H. Vatterott Realty Co., St. Louis.

KYW Philadelphia, Pa.—Princeton U. full chedule.

WAIT Chicago, Ill.—Most U. of Illinois games lus.

WBAL Baltimore, Md.—Washington Redskins rofessional team full schedule; American Oil Co. through Joseph Katz Agency.

WBBM Chicago, Ill.—Big Ten and Notre Dame ull schedule; Chicago Ford Dealers through J. Walter Thompson Co.

WBKB (TV) Chicago, Ill.—Notre Dame highights full schedule; Chicago Plastering Institute hrough J. R. Pershall Co.

WBTV (TV) Charlotte, N. C.—Duke U. full chedule and film editing for five other stations asing game highlights; Home Security Life Inurance Co. through Harvey-Massengale Co., Durham, N. C. Film to be used by: WFMY-TV Greensboro, N. C.; WISE-TV Asheville, N. C.; WMFD-TV Wilmington, N. C.; WNCT (TV) Greenville, N. C.; WTVD (TV) Durham.

WCAO Baltimore, Md.—Baltimore Colts professional team full schedule; Gunther Brewing Co. of Baltimore through Joseph Katz Agency.

WCAU Philadelphia, Pa.—U. of Pennsylvania full schedule and Philadelphia Eagles professional team full schedule.

WCCO Minneapolis-St. Paul, Minn.—U. of Minnesota full schedule; Prudential Insurance Co. of America and Bongards' Creamery Assn.

WCFL Chicago, Ill.—Notre Dame and Chicago Cardinals professional team; General Cigar Co., General Finance Co., Coca-Cola, and Oklahoma Oil & Gas Co.

WDTV (TV) Pittsburgh, Pa.—Pittsburgh Steelers professional team plus a series of other Pittsburgh regional games.

WDXY (FM), WORD Spartanburg, S. C.—Wofford College full schedule plus regional and national games bringing total to 38 games; Spartanburg Coca-Cola Bottling Co., The National Fidelity Insurance Co., The Willard Oil Co., Dunbar and Ellis Furniture Co., and Spartanburg's Amoco distributor.



WVKO Columbus, Ohio, will carry Ohio State University's football games under the sponsorship of the Modern Finance Co. Completing arrangements are (l to r): Paul Kelly, Kelly & Lamb Adv. Agency; Bruce Osborne, president, Modern Finance Co.; Bert Charles, station manager.

WFIL Philadelphia, Pa.—U. of Pennsylvania full schedule.

WGAR-AM-FM Cleveland, Ohio — Cleveland Browns professional team full schedule; Carlings Brewing Co.

WGN Chicago, Ill.—Chicago Bears professional team originating for 16 station regional network; Standard Oil Co. of Indiana through D'Arcy Adv. Co.

WHBF-AM-FM Rock Island, Ill.—Notre Dame full schedule from Irish Football Network, South Bend, Ind.; Iowana Farms Milk Co.

WIND Chicago, Ill. — Northwestern U. full schedule; Plastone Co. (wax) through W. B. Doner Co.

WIP Philadelphia, Pa.—Notre Dame and Villanova full schedules; Metropolitan Bottling Co. Inc. (Pepsi-Cola).

WIRE Indianapolis, Ind.—Big Ten full schedule.

WJBK-TV Detroit, WJIM-TV Lansing, WJR Detroit, WKZO-TV Kalamazoo, WNEM-TV Bay City, WWTV (TV) Cadillac, all Michigan, and WSPD-TV Toledo, Ohio—Detroit Lions professional team plus other selected professional games; Goebel Brewing Co. and Speedway Petroleum Corp., both Detroit.

WJJD Chicago, Ill.—Airs its own game of the week, mostly Big Ten; Sinclair Refining Co. through Morey, Humm & Johnstone.

WMAL-TV Washington, D. C. — Washington Redskins professional team away games; American Oil Co.

WMAQ Chicago, Ill.—Big Ten and Notre Dame full schedule; Mission Dry Corp. (cola) through Caples Co. and Crosley Appliances.

WMCA New York, N. Y.—Notre Dame full schedule; Labatt's India Pale Ale and Pilsener Beer.

WHAY New Britain, Conn., WNHC New Haven, Conn.—U. of Connecticut except first game; Connecticut Milk Producers Assn.

WRNL Richmond, Va.—Washington Redskins professional team full schedule.

WSAI Cincinnati, Ohio—U. of Cincinnati full schedule; Frisch's Restaurants and Jake Sweeney & Co. (automobiles).

WSAZ-TV Huntington, W. Va.—Chicago Bears

NEW PROBLEMS THREATEN THE NCAA MONOPOLY

COLLEGE FOOTBALL will be telecast this fall for the fourth consecutive year under a controlled monopoly based on one game per Saturday, but the National Collegiate Athletic Assn. faces two problems that threaten the monopoly's future.

First, NCAA's ability to control its members and in turn maintain the autumn monopoly must survive criticism of its own research, on which the annual vote of support depends. The fifth annual research project financed by NCAA is the target of criticism because it contains what are called conflicting and anomalous statements, as well as conclusions unsupported by facts.

Second problem facing NCAA is growing tv competition from the U. S. professional football games on Saturday nights and, for the first time this fall, the direct competition of Saturday afternoon pro games from Canada, telecast by NBC-TV.

NCAA's efforts to keep football in the big business category by allowing only one game per Saturday, with a few local exceptions, has been submitted to its college members as a device to protect small colleges. NCAA's fifth study of tv's impact on football shows, however, small colleges and less attractive games suffer the least harm from telecasts.

The research report states at one point that "attendance levels are likely to stabilize at the present low figures and gradually rise."

In another section, however, this irreconcilable statement appears: "The new tv owner may continue his old attendance pattern for awhile and use television only on the other Saturday afternoons, but gradually tv becomes a substitute for frequent attendance and then a substitute for all attendance."

This conflict in the NCAA report is construed by opponents of the monopoly as supporting the "novelty theory" of tv, a theory NCAA belittles. The "novelty theory" contends that the new owner of a tv set temporarily curtails attendance at sports events but after a year or more will settle down to a pattern of attendance and may even increase his appearance at games because of stimulated sports interest.

NCAA's report belittles the role of radio, tv and newspaper sports pages, claiming they "clearly have not made many new fans for the game." This view conflicts with the theory that attendance is spurred by the millions of dollars of free publicity that is presented every week.

In the same part of the report it is stated that half of the college sample surveyed "did not finish college," an unrealistic sample that lifted the eyebrows of those interested in advanced education.

Tv Stimulus Suggested

The report emphasizes that the present game-of-the-week monopoly does not build fans for local colleges but instead may interest people in the games of distant teams. Those opposed to the NCAA monopoly suggest NCAA take advantage of tv's promotional opportunities by lifting its restrictions and letting the public become interested in local teams instead of diverting this potential revenue source.

NCAA's statements that the attendance loss caused by tv comes from the "greatly interested" fans but not from the "heavy attenders" has baffled those who have analyzed the survey.

Another mystery in the report is the finding that only two-thirds of marginal fans have tv sets, yet four-fifths of the ardent fans have them. That finding runs head-on into this anomaly: Ardent fans have the high attendance rate.

In its analysis and conclusions, NCAA notes that 15% of ardent fans do not know whether or not they will watch tv, compared to only 4% of the marginal fans. NCAA claims this is probably due to greater ignorance of the tv schedule, a theory that has baffled those who watch the sports scene.

The statement that about two-thirds of fans substituted tv for attendance is described as one of the remarkable features of the NCAA report, emphasized in a publicity release that accompanied it. Sports analysts point out that if this had been the case, college football attendance would have been three or four times greater than at any time in history, and existing stadiums would have held only a fraction of the crowds trying to get inside the gates.

Criticism has been directed, too, at NCAA's effort to explain that no attendance difference existed when a game was originated either locally or from a distance. Confronted with this lack of any difference, NCAA produced intricate manufactured explanations instead of accepting the fact that no difference exists.

The current autumn season will open with NCAA's official ears still stinging from widespread criticism of its 1953 schedule and its continued refusal to let hundreds of small colleges make their own tv arrangements so alumni and regional viewers can watch games of personal interest.

Besides facing public apathy toward games of distant teams, which may not be well matched, NCAA must compete with the wide-open football telecasts from Canada Saturday afternoons. In addition, U. S. pro games in various parts of the nation will have a heavy effect in the West in view of the time zone situation.

and Chicago Cardinals professional teams home games; Pure Oil Co.

WSYR Syracuse, N. Y.—Syracuse U. and Cornell U. full schedule; Syracuse Canada Dry Bottling Co.

WTAM Cleveland, Ohio—Ohio State U. full schedule.

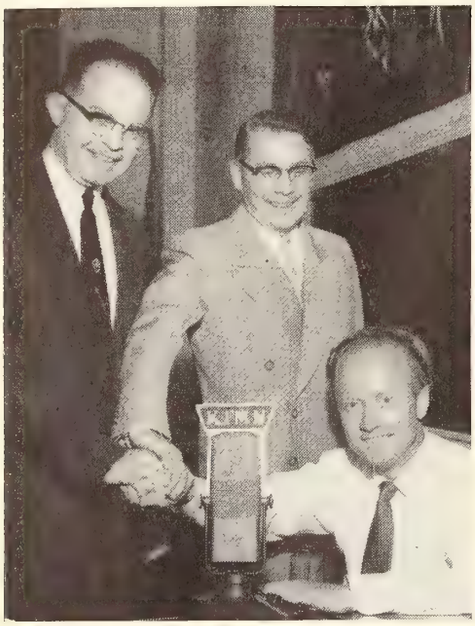
WTIC Hartford, Conn.—Six selected New England college teams; three Hartford area Oldsmobile automobile dealers.

WTOP Washington, D. C.—Baltimore Colts professional team full schedule; Gunther Distributing Co. of Baltimore (beer) through the Joseph Katz Adv. Agency.

WWJ Detroit, Mich.—U. of Michigan full schedule; Pontiac Division of General Motors through MacManus, John & Adams Adv. Agency.

WXEL (TV) Cleveland, Ohio — Cleveland Browns professional team away games (at home games to be televised for DuMont Television Network but will not be seen in Cleveland); Carlings Brewing Co.

WXYZ Detroit, Mich.—Nine selected college games plus three college games from the ABC network; Sinclair Refining Co. through Morey, Humm and Johnstone Adv. Agency, New York.



THREE-WAY handshake marks the agreement of (l to r) Dr. W. E. Morgan, president, Colorado A&M College; Harvey Solberg, Rock Mountain Farmers' Union, and Bill Reed, sportscaster, KIMN Denver, Colo., to broadcast a full schedule of games for the farmers' group.

Hoagland to Head BBDO Program, Talent Buying

JOHN HOAGLAND, former radio and television director of Campbell Soup Co., has been named head of the program and talent buying operation of BBDO's radio and television department, it was announced last week by Bob Foreman, vice president in charge of radio and television for the agency.

Dan Rowe, business manager of the agency in the same department, has been named head of production in addition to his duties as business manager.

George Polk, timebuyer, will act as liaison between the radio-tv and media departments.

B&J Elects Fair V.P.

HAROLD FAIR, director of radio and television, Bozell & Jacobs, New York, has been elected a vice president of the agency. He has been with the firm for the past four years and before that was program director for WHAS-AM-TV Louisville. Mr. Fair was a director of the first NAB (now NARTB) program department and he established the first NAB Program Clinic in Chicago in 1948.

CIGARETTE FIRMS PLAN CLOSER STUDY OF FTC EDICT BEFORE ALTERING COPY

Many point out that tenor of sales messages has been changed to subordinate health theme and emphasize enjoyment aspects.

TOP CIGARETTE firms, with 1954 radio-tv billings possibly as high as $72 million (network and spot), are carefully studying last week's call by the Federal Trade Commission that they stop advertising cigarettes as "not harmful" or "non-irritating."

As expected, there was no panic nor wholesale junking of current radio-tv copy content. Spokesmen of the major cigarette firms, while not too eager to comment on the FTC proposal before giving it additional study, were quick to note that they already are swinging away from health claims and pointing up "enjoyment and pleasure" features of smoking in their ad copy.

B•T was informed by one tobacco industry authority that it would be most unusual for the companies to upset current advertising plans because before the Commission's proposal would go into effect, speculated to be as much as another year or more, they would have ample time to change current advertising copy perhaps many times over.

Rough estimates in industry quarters indicated American Tobacco Co. is believed to be spending some $11.5 million for radio-tv this year; R. J. Reynolds, some $14 million; Liggett & Myers Co., approximately $13 million; Philip Morris, about $12 million; P. Lorillard Co., some $9 million; U. S. Tobacco, about $4 million, and Brown & Williamson approximately $8.5 million.

All of the companies are heavy users of radio-tv network time.

In spot, the firms vary in purchases. In general, R. J. Reynolds is using more, American Tobacco Co. (which introduced the first kingsize cigarette, Pall Mall, via radio spot some years ago) also is buying more, while Brown & Williamson, perenially is a heavy spot user. Both Liggett & Myers and Philip Morris are using some spot.

PIB Totals for Radio-Tv

Publishers Information Bureau figures for last year showed $15,008,000 in gross billings for the smoking materials firms in network radio and $36,037,000 in network tv, a total of $51,045,000 for all networks. For the four media (network radio, network tv, magazines and newspapers), the companies' gross billings totaled $84,080,000 in 1953, according to PIB.

A New York advertising agency which handles one of the "big four" cigarette company accounts was quoted Wednesday as observing: "If you'll look at most of the cigarette ads today, you'll find they are stressing enjoyment and pleasure features now, and making no health claims. Camel, for example, emphasizes that more people smoke that brand; Chesterfield's line is satisfaction; Lucky Strike hits taste."

Executives of R. J. Reynolds, Liggett & Myers, Philip Morris and others, echoed this sentiment. PM's George Weissman, vice president and assistant to the president, pointed to his firm's emphasis "on the fine vintage tobacco that goes into our product." E. A. Darr, president of R. J. Reynolds, said in Winston-Salem, N. C., that his firm is not now "using any of the claims" that would be forbidden in the advertising of Reynolds' Camel or Winston brands.

A spokesman for Hill & Knowlton, New York, public relations counsel for the tobacco industry research committee, which is investigating the relation between health and smoking, would not comment on the FTC report. B•T was told "this is not within our purview."

The FTC's new suggested standards for cigarette advertising were set forth last week in a letter to cigarette companies by Charles E. Grandey, director of the Commission's new bureau of consultation. He said:

"Recent scientific developments with regard to the effects of cigarette smoking have increased the Commission's interest in advertising claims made for such products and have increased its responsibility under the law to prevent the use of false or misleading claims."

He requested the companies to furnish comments and suggestions on the nine proposed standards and said the Commission believes the industry would agree that this was a favorable time to call a "voluntary cessation" to every questionable claim and implication in such advertising.

FTC's suggested standards for cigarette advertisements:

(1) Should not represent directly or by implication that cigarette smoking in general or the smoking of any brand of cigarette is beneficial to health in any respect,

(2) Should not represent directly or by implication that cigarette smoking in general or the smoking of any brand of cigarette is (a) not harmful or (b) non-irritating,[1]

(3) Should not represent directly or by implication, including illustrations, that by virtue of its ingredients, method of manufacture, length, added filter, or for any other reason the smoke of any brand of cigarette contains less nicotine, tar, resins or other deleterious substances unless such representation is supported by impartial scientific test data, which are current at the time of dissemination of the claim, and which conclusively prove the existence of the claimed differences to a significant degree, and the claim is limited to the particular deleterious substance or substances,

(4) Should not refer to (a) the throat, larynx, lungs, nose, or other part of the body (b) digestion (c) energy (d) nerves or (e) doctors,

(5) Should not use any word, term, illustration, or combination thereof, in such a way as to represent or imply medical approval,

(6) Should generally be limited to the subjects of quality, taste, flavor, enjoyment and other similar matters of opinion,

(7) Should make no comparative claim regarding the volume of sales of competitive brands or the purchase of particular types, qualities or grades of tobacco unless such claim is based on verified current information,

(8) Should contain only genuine testimonials which represent the current opinion of the author who currently smokes the brand named.
NOTE: By publishing any testimonial the advertiser makes all of the direct and implied representations contained therein and all of the standards herein listed apply thereto.

(9) Should not contain claims amounting to false disparagement of other cigarette manufacturers or their products.

[1] The use of words which do not have a clear and well understood meaning to the public in connection with cigarette smoking, such as "smooth" and "soothing," are deemed to imply lack of harmful or irritating effects.

R. J. Reynolds Sets Up Network, Spot Drives

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., will use four network television programs, seven network radio shows and a heavy national radio and television spot schedule to promote its Camel, Winston and Cavalier cigarettes as well as Prince Albert smoking tobacco during the 1954-55 advertising campaign.

Winston cigarettes sponsors *The Hunter,* starring Keith Larson, Sundays on 50 NBC-TV stations.

Camel cigarettes for the seventh consecutive year will sponsor John Cameron Swayze's *Camel News Caravan,* five times weekly on 79 NBC-TV stations. Camels will also sponsor



SELL SUNDAY'S SINNERS

. . there are more of them!

THE preacher laments not so much the black sheep of his flock as the grey come-in-a-whilers who burst his church at the seams come Easter, Thanksgiving and Christmas.

To round them up he takes to the air. Since most advertisers shy from Sunday mornings like poison ivy, station managers write off the time to public service, and offer their own prayers of thanks for something to fill their logs.

Around Dallas, any way you turn the dial, you're in church . . . unless you tune WFAA.

No sinner likes to be reminded of his sins, so we give 'em news and music on Sunday mornings. Being the only station that bothers no one's conscience, we've gathered a sizeable, appreciative audience.

If you've a product for Sunday sinners, you'll find them in our pen. Any Petry man can point out choice availabilities . . . at buttons-in-the-collection-plate rates.

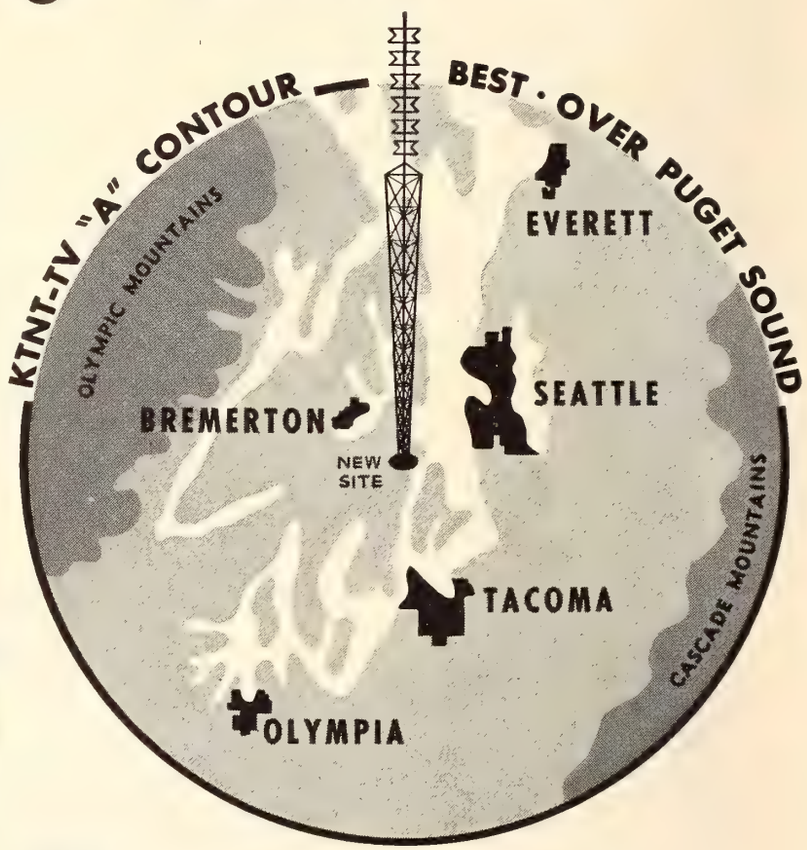
ALEX KEESE, Station Manager
GEORGE UTLEY, Commercial Manager
EDWARD PETRY & CO., National Representative
Radio Service of The Dallas Morning News

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

The Word Gets Around .... Buy Puget Sound

OF ALL
PUGET SOUND
TELEVISION STATIONS
ONLY
KTNT-TV
CHANNEL ELEVEN
COVERS ALL 5*
IN ITS "A"
CONTOUR

*SEATTLE • TACOMA
EVERETT • BREMERTON • OLYMPIA



KTNT-TV
CHANNEL 11
316,000 WATTS • ANTENNA HEIGHT 1000 FT. ABOVE SEA LEVEL

Quick Facts and Figures of the Puget Sound Market

Population Distribution in KTNT-TV's "A" Contour
(based on 1950 census)

City of Seattle	37.2%
Balance of King County	21.1%
Pierce County (including Tacoma)	22.0%
Balance of area north, west and south (including Everett, Bremerton and Olympia)	19.7%
	100%

INFLUENCE AREA

The *Influence Area* of KTNT-TV includes entire Western Washington, a part of Oregon to the south, and a portion of British Columbia in Canada to the north. This area contains over 1,500,000 able-to-buy people.

IT'S A VIBRANT, GROWING AREA

The entire Pacific Northwest has enjoyed a steady, healthy growth . . . and it is still growing. For example, the combined population gain for the five cities shown in the above map is 28.4% from 1940 to 1950. (U.S. Census)

CONTACT WEED TELEVISION

CBS TELEVISION NETWORK

For the SEATTLE — TACOMA — PUGET SOUND AREA
"A" Contour Population Over 1,200,000

DUMONT TELEVISION NETWORK

Topper on CBS-TV, starring Anne Jeffreys and Robert Sterling, Fridays, on 110 stations.

Cavalier cigarettes continues *I've Got a Secret* on 110 CBS-TV stations, Wednesdays.

In radio Camels will sponsor Bill Cullen's *Walk a Mile* Wednesdays on the full NBC Network and for the 15th year the *Grand Ole Opry* Saturdays on NBC will be sponsored by Prince Albert smoking tobacco.

Winstons and Camels will sponsor the following programs on Mutual: *The Falcon, Official Detective, Mickey Spillane, Squad Room,* and *Counterspy*.

William Esty Co., is the Reynolds agency.

Fownes Named Vice President At MacManus, John & Adams

HENRY G. FOWNES, director of radio and television for MacManus, John & Adams, New York, has been appointed vice president of the agency and manager of the New York offices, James R. Adams, president of the agency, whose home offices are in Bloomfield Hills, Mich., announced last week.



MR. FOWNES

Mr. Fownes has been director of the radio-tv department since 1950, and will continue to supervise the radio and television accounts, serving among others the Cadillac, Dow Chemical, and Pontiac accounts.

He succeeds Reginald A. Brewer, who retired recently.

MAAN Meets In Chicago, Will Scan Agency Problems

GENERAL agency problems will be discussed by participants in the Midwest Advertising Agency Network when it convenes at Chicago's Sheraton Hotel this weekend.

The meeting, originally slated for Sept. 10-12, was postponed and re-scheduled for Sept. 24-26, with representatives of 12 to 15 Midwest agencies expected to attend. Frank Jaffe, executive secretary of the parent National Advertising Agency Network, will open the Friday sessions.

Grant, Schwenck & Baker, Chicago agency member of the midwest group, will play host at the proceedings, according to Allan J. Copeland, agency vice president. Administrative, tax, marketing and other problems will be discussed. MAAN includes one agency each from a number of midwest markets with billings in the $500,000-$2 million category. The group meets four times a year.

P&G Personnel Realignment

APPOINTMENT of three executives in the overseas division of Procter & Gamble was announced last week. William M. Ittman, formerly general manager of Sabates, S. A., P & G subsidiary in Cuba, transfers to Newcastle-on-Tyne, England, Jan. 1, where he will be managing director of Thomas Hedley & Co., P & G's British subsidiary; Eugene C. Moffatt, manager of P & G's sales service division, Cincinnati, to Sabates, where he replaces Mr. Ittman; D. H. Robinson, who temporarily filled the Hedley post in England, will return to the U. S. for a special overseas assignment.

FOLSOM SEES TV GETTING $1.9 BILLION OF ALL-MEDIA AD EXPENDITURES IN '56

RCA's president tells story of tv's expected growth in address before Mercantile Section of N. Y. Board of Trade.

CONTINUED growth of television as an advertising medium was predicted last week by Frank M. Folsom, RCA president, who estimated that in 1956, television alone would account for $1.9 billion (20%) of total all-media advertising expenditures of approximately $9.7 billion.

Mr Folsom's projection was offered as part of an address last Tuesday before the Mercantile Section of the New York Board of Trade on "Television in Trade and Commerce," in which he traced the development of television from its earliest stages and discussed its impact on the U. S. economy.

He drew on NBC figures and estimates to conclude that television, more and more, is attracting a larger percentage of total all-media advertising expenditure. He said in 1952, tv's share of the all-media total of $7,150,000,000 amounted to $509 million (7%); in 1953, $689 million (9%) of $7,803,000,000 total, and in 1954, $930 million (11%) of an estimated $8.5 billion. Mr. Folsom said it is estimated that in 1955 all advertising will rise to $9.2 billion and that television's share will be $1.3 billion or almost twice its 1953 gross.

"Present NBC estimates of the total all-media advertising expenditures in 1956, both national and local, have been revised upward to an amount exceeding $9.7 billion," Mr. Folsom continued. "And it is believed that television will attract approximately 20% of this total of advertising dollars—or $1.9 billion."

Turning to color tv set manufacturing, Mr. Folsom predicted that by the end of 1957, American families will invest nearly $2 billion for color television sets and by 1958, more than 10 million color sets will be in use. He said he forsees the day when "virtually every American home will have a color tv receiver."

Mr. Folsom said that he expects 350,000 color sets to be purchased this year and next year; 1,780,000 in 1956; 3,000,000 in 1957, and 5,000,000 in 1958.

Despite the imminence of large-screen color receivers, Mr. Folsom contended that sale of black-and-white sets this year would reach a record high.

Color Production Expectation

Mr. Folsom noted that from the standpoint of economic gain, the production of color receivers will require "a mountain of raw material," saying:

"Our experts in such matters have informed me that 10 million color sets would use more than 350,000 tons of wood, 175,000 tons of steel, 5,000 tons of brass, 3,500 tons of solder, 3,000 tons of copper, 2,500 tones of zinc, and enough glass, plastics and miscellaneous materials to bring the total well over one million tons—or two billion pounds."

Mr. Folsom reminded his audience that to make this potential a reality, there must be parallel progress in broadcasting and manufacturing. RCA and NBC have kept this in mind, he said, claiming that expenditures in establishing black-and-white television reached $50 million "before a single dollar of profit returned." He added that RCA and NBC already have spent $50 million in color television research and development, manufacturing and broadcasting.

"As one of the major steps in its drive toward a full national color television broadcast service," Mr. Folsom said, "NBC now is developing additional studio facilities which soon will permit the production of 12 to 15 hours of live color programs weekly. This will enable NBC, at capacity, to schedule more than 500 hours of color programming through fall and winter, and will give the network color broadcast facilities surpassing by at least 300% those of any other network."

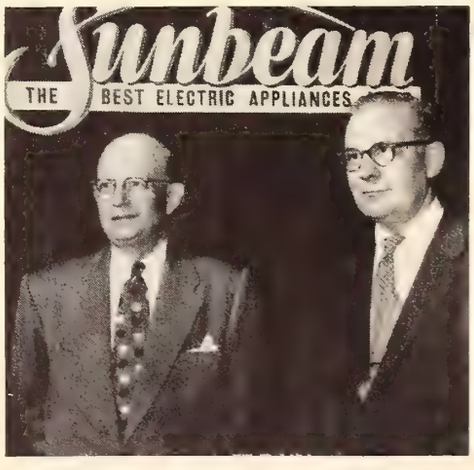
Mr. Folsom characterized 1954 as "a good year" for the radio-tv and electronics industry, adding that business has been "much better during the first nine months than was generally anticipated earlier in the year." In this connection, he observed that sales of products and services of RCA and subsidiaries had attained an all-time record volume of $444,369,000 during the first six months of 1954, exceeding by 8% the previous peak established for the first half of 1953. Net profit for the six-month period, Mr. Folsom continued, amounted to $19,268,000, as compared with $18,185,000 in 1953.

SUNBEAM TV BUDGET BETWEEN $4-5 MILLION

Color tv along with general appeal of television cited by Perrin-Paus as reasons for putting emphasis on medium.

THE FAR-REACHING sales appeals of television generally and color tv in particular in the home appliance field have induced the Sunbeam Corp., Chicago, to increase its advertising budget for television from about $800,000 in the 1953-54 season to an estimated $4-5 million for the current year.

This estimate of the value placed on tv for appliances was provided to B•T last week by Elliot Saunders, manager of the New York office of Perrin-Paus Co., Chicago, agency for Sunbeam, following the company's co-sponsorship (with Hazel Bishop) of the first Sunday



DECISION-MAKERS who elected to go "all out" for color tv in Sunbeam's current advertising budget are Earl Perrin (l), president of Perrin-Paus Co., agency for Sunbeam, and A. E. Widdifield, Sunbeam vice president for advertising.

color "spectacular" on NBC-TV on Sept. 12. Sunbeam will co-sponsor the Sunday night "spectaculars" on a once-a-month basis.

The decision to go "all out" for color television, according to Mr. Saunders, originated with A. E. Widdifield, vice president in charge of advertising for Sunbeam, and Earl Perrin, president of Perrin-Paus. They reasoned, Mr. Saunders said, that color would add a "super dimension" to television and be particularly appropriate for Sunbeam products that are sold substantially on "eye appeal."

Some of the products that will be exposed on the "spectaculars" on a rotating basis are Sunbeam's "Coffee Master," "Automatic Frying Pan," "Percolator," "Mix Master," "Junior Mix Master" and "Master Radiant Heat Toaster." Mr. Saunders said the products will be demonstrated "in action" such as toasting bread, frying chicken, mixing dough and other cooking functions, and accordingly should have "a tremendous impact in color."

During the 1953-54 season, Sunbeam sponsored the *Ethel and Albert* show on NBC-TV and also purchased a schedule of spot announcements on *Home*, when that program was launched on NBC-TV. Sunbeam will continue sponsorship of *Ethel and Albert*, increase the number of its participations on *Home*, and has added the "spectaculars."

Mr. Saunders explained it is the plan of Sunbeam's advertising department to use television, as it has used publications, to reach all types of people. It is believed, he said, that *Ethel and Albert* will appeal to "a loyal, weekend, stay-at-home public" and *Home* to the housewife. The "spectaculars" are designed to push Sunbeam's messages to a large number of markets throughout the country on a day and time when millions of viewers are using their television sets.

"In this way," Mr. Saunders commented, "Sunbeam hopes to achieve a balanced program that will expose its products to specialized audiences, as well as a mass market."

SPOT NEW BUSINESS

Maytag Co. (home laundry equipment), Newton, Iowa, will launch radio spot campaign in about 40 markets as part of fall advertising program with spots ranging upward of 29 per week per station in select dealer markets. Agency: McCann-Erickson, Chicago [B•T, Sept. 13].

Potter Drug & Chemical Co. (Cuticura ointment), Malden, Mass., resumes radio spot announcement campaign in 25 markets on Oct. 4. Agency: Atherton & Currier, N. Y

Lever Bros. Ltd. (margarine), Toronto, to sponsor *On Stage* live on seven Canadian tv stations (Wed., 9:30-10 p.m.) starting Sept. 29. Program will be carried on film by 16 other Canadian stations. Agency: Young & Rubicam Ltd., Toronto.

NETWORK RENEWALS

Goodyear Tire & Rubber Co., Akron, Ohio, renews alternate-week sponsorship of *Television Playhouse* (NBC-TV, Sun., 9-10 p.m. EDT), effective Oct. 10 to Sept. 25, 1955. Agency: Young & Rubicam, N. Y.

Hazel Bishop Inc., N. Y., renews *This Is Your Life* (NBC-TV, Wed., 10-10:30 p.m. EDT). Agency: Raymond Spector Co., same city.

A&A PEOPLE

Daniel W. Foster, director and senior vice president, Henri, Hurst & McDonald Inc., Chicago, to Russel M. Seeds Co., same city, as vice president and account executive; **Donald Barker Lockett,** formerly tv director and copywriter, Harold Walter Clark Inc., Denver, to copy staff, Seeds agency.

Robert E. Lovett and **James A. Dean** to Boylhart, Lovett & Dean Inc., L. A. (formerly Boylhart-O'Connor).

Holder M. Collier, Bankers Life & Casualty Co., Chicago, to Grant, Schwenck & Baker Inc., same city, as vice president.

Vincent J. Curry, BBDO, N. Y., to Warwick & Legler, same city, as account executive.

Joseph Creamer, formerly on staff of MBS and BBDO, N. Y., to Kudner Agency Inc., same city, as member of copy department.



MR. CREAMER

John F. McNeely, owner - operator, Santa Ana, Calif., advertising and public relations firm, to West-Marquis Inc., L. A., as account executive.

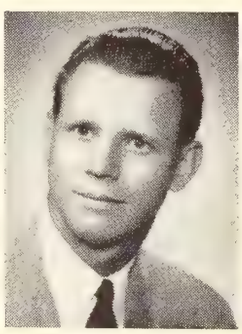
Jack Blake Jr., formerly head of own agency, to Kamin Adv. Co., Houston, Tex., as account executive.

Kay Knight, radio-tv timebuying dept. head, Arthur Meyerhoff & Co., Chicago, to W. D. Lyon Co., Sioux City office, as account executive.

Eugene A. Nieland, formerly with Russell Miller Milling Co., Minneapolis, to David Adv. Agency, St. Paul, as account executive; **Quentin J. David Jr.** appointed production manager of agency.

Charles E. Coe, assistant vice president, National Assn. of Mfrs., N. Y., to Campbell-Ewald Co., Detroit, as assistant account executive.

Gene McKeough to Beaumont & Hohman Inc., Chicago, as assistant account executive.



MR. KOBRES

Bernard L. Kobres, formerly sales manager and assistant manager, WETV (TV) Macon, Ga. (now WNEX-TV), appointed radio-tv director, Henry Quednau Inc., Tampa, Fla.

Edward C. Jones to Barlow Adv. Agency Inc., Syracuse, N. Y., as director, radio-tv dept., succeeding **B. J. Stapleton,** who becomes account executive.

Cliff Prodger, editor, *Western Automotive Journal*, L. A., and **Charles Gumberg,** tv director, Kuttner & Kuttner Inc., Chicago, to W. H. Hunt & Assoc., L. A., as publicity director and radio-tv dept. manager, respectively.

Robert S. Jones, formerly with Elroy McCaw stations, to Sidney Garfield & Assoc., S. F., as radio-tv dept. head and merchandising director; **Edith Curtiss,** formerly media director, Rhoades & Davis, S. F., to Sidney Garfield in same capacity; **James E. Ficken,** formerly copy chief, Frederick E. Baker & Assoc., Seattle, to agency as copy director.

Phil Hamburger, formerly head of own public relations firm, to Dick Laughlin & Assoc., Houston, Tex., as director of public relations.

J. G. Beardsley appointed head of creative and copy dept., Ewell & Thurber Assoc., Chicago.

Newton C. Cunningham, N. W. Ayer & Son, Phila., appointed associate director, plans-merchandising dept.; **Gene Reichert,** freelancer, to radio-tv dept., N. Y. office, as copywriter; **Grant V. Frazier,** formerly teacher, Tilton School, Tilton ,N. H., to education dept., Phila.; **William H. Hemp** to outdoor dept., Philadelphia.

Alan B. Cullimore, formerly with J. Arthur Rank Ltd. (British and Canadian film organization), to F. H. Hayhurst Co., Toronto, as tv writer-producer.

Dorothea Wormser, copywriter, Wm. Filene's Sons Co. (specialty store), Boston, to copy dept., Harold Cabot & Co., same city.

Keith Connes, formerly with Kling Studios Inc., Chicago, to Young & Rubicam Inc., N. Y., as radio-tv commercial copywriter.

James A. Pilling, advertising dept., Plymouth Electric Co., New Haven, Conn., to E. J. Lush Inc., same city, as copywriter.

Willard S. Smith, Maxon Inc., N. Y., to radio-tv dept., Brooke, Smith, French & Dorrance Inc., Detroit.

Thomas F. Brennan, Ruthrauff & Ryan, N. Y., to Kudner Agency, same city, as copywriter.

Ben Duffy, president, BBDO, N. Y., appointed general chairman, Brotherhood Week, Feb. 20-27.

Duncan Cameron Menzies elected president, general manager and a director, Servel Inc. (electric and gas appliances), N. Y., succeeding **W. Paul Jones,** who becomes vice chairman of board.

Whitney Drayton, chairman, management committee, Hunt Foods Inc., Fullerton, Calif., elected vice president.

H. R. Johnston Jr., account executive, BBDO, Minneapolis, to Toro Mfg. Corp. (power lawn mowers), same city, as advertising and sales promotion manager.

Fred D. Dwyer, vice president, Ingalls-Miniter Co. (advertising), Boston, to O'Donnell-Usen Fisheries Corp. (Taste-O'Sea fish foods), same city, as advertising and sales promotion manager.

Robert M. Wilson appointed manager of advertising and public relations dept., Northern Trust Co., Chicago.



MR. MERCER

Guy Mercer, vice president, Clinton E. Frank Inc., Chicago, appointed executive vice president; **M. W. Grinstead,** account executive, and **Robert E. Blackburn,** creative director, appointed vice presidents; **Will Blackett Jr.,** formerly with Grant Adv., Chicago, to agency as account executive; **Louis E. Schueler,** Toni Co., Chicago, to agency as research director; **William J. Maloney,** radio-tv supervisor, Foote, Cone & Belding, N. Y., to agency as assistant account executive.



In the tri-state area known as the Ark-La-Tex

SHREVEPORT

IS THE MAJOR TELEVISION MARKET

. . . with a consumer spendable income of $367,597,000. PULSE PROVES that precedent-setting KSLA . . . Shreveport's FIRST and ONLY television station . . . DOMINATES Shreveport and its home parish with

78% of the TV audience daytime!
(1:00-6:00 P. M.)

84% of the TV audience nighttime!
(6:00-12 MID.)

PLUS . . . The top 15 Ark-La-Tex once-a-week shows!
The top 10 Ark-La-Tex multi-weekly shows!

Fringing the outskirts and getting to the heart of a market are two different things. Here's proof that to sell the Shreveport TV audience you must buy the SHREVEPORT TV STATION. . . .

KSLA

SHREVEPORT, LOUISIANA

Channel 12

Affiliated with
● NBC ● CBS ● ABC ● DuMONT

Caddo Parish Telepulse Aug. 2-8, 1954

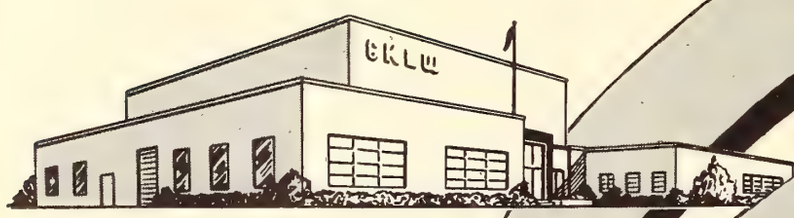
Represented by

PAUL H. RAYMER CO., INC.

New York
Chicago
Detroit
Dallas
San Francisco
Hollywood
Atlanta

NOW ON THE AIR!

THE MOST POWERFUL TV STATION IN NORTH AMERICA



CHANNEL 9 CKLW-TV

DUMONT and CBC

325,000 WATTS

National Representative: Adam Young Television Corporation

CKLW-TV

GUARDIAN BUILDING

DETROIT

J. E. Campeau
President

TPA Expects Gross Of $9 Million in '54

COINCIDENT with the end of the first year of operations of Television Programs of America Inc., New York, Milton A. Gordon, president, announced last week that the 70,000th half-hour of programming produced and sold by TPA this past season will bring the company a $9 million gross by the end of 1954.

Elaborating on Mr. Gordon's statement, Michael M. Sillerman, executive vice president of the company, said that TPA has sold its six programs in an aggregate total of 880 markets. The company products include *Lassie, Ramar of the Jungle, Your Star Showcase, Ellery Queen, The Edward Small Features* and *The Halls of Ivy*.

Commenting on TPA's first year of operation, Edward Small, chairman of the board, predicted that "our second year programs, which we will announce in a few months, will greatly strengthen the company's number one position in the television film business."

Messrs. Gordon and Sillerman said that an extensive expansion program is planned for TPA's second year, under which outstanding producers and directors will be used on company products and the sales staff will be increased from 40 to about 100 by September, 1955.

Ziv Issues Progress Report On International Division

PROGRESS REPORT on the first year of operation of Ziv Television's international operation was issued last week, highlighted by the announcement that its staff had jumped from five to 67 persons.

It was announced that Ziv had opened sales offices in Mexico City, San Juan, Bogota and Caracas. Additional offices are planned for Brazil and Argentina. Ziv's international activities presently are concentrated in Latin America, it was pointed out, but plans are underway for expansion into Europe and the Far East.

Programs that recently have been sold in Latin America, the announcement said, are *Cisco Kid,* to Radio CTV Caracas and Bogota's Radio Nationale; *Mr. District Attorney,* to XHTV (TV) Mexico City and Radio CTV; *Unexpected,* to CMBF-TV Havana and Radio CTV, and *Yesterday's Newsreel,* to CMBF-TV, WKAQ (TV) San Juan and Bogota's Radio Nationale, and *Favorite Story,* to Radio CTV.

Ziv Television announced that Millard Segal has been named International Div. sales manager. Previously he was associated with Canadian broadcasting interests, and earlier had been with WLW Cincinnati.

Multi-Market Purchases Raise 'Corliss' Total to 103

TOTAL markets on Ziv Television's *Meet Corliss Archer* film series have reached 103, it was announced last week by M. J. Rifkin, vice president in charge of sales for the company. Program, which was offered for sale five weeks ago, has been on the air in several markets for two weeks, he said.

Mr. Rifkin said some of the recent sales were made to advertisers who previously had purchased the show in certain markets and now have added others. These include V. La Rosa & Sons Inc., Brooklyn, N. Y., which has added New Haven to its original purchase of Boston; Brown & Gealy, Tacoma, Wash., which has augmented its buy in 10 west coast cities with Portland and Yakima, and Safeway Stores Inc., Oakland, Calif., which had bought the show for Washington and Harrisonburg, Va., has added Billings, Mont.



DISCUSSING the recent Television Programs of America transaction which consummated what is described as "Canada's largest single tv program sale," are (l to r): Lloyd Burns, general manager of Telepix Movies Ltd.; H. Kurt Blumberg, assistant vice president of TPA, and Michael M. Sillerman, TPA executive vice president. The film sale involved *Your Star Showcase,* which was purchased in 10 markets by the Maple Leaf Milling Co.

'Liberace Show' Signed For 217 Tv Stations

GUILD FILMS Co., New York, announced last week that 217 tv stations have signed for the filmed *Liberace Show,* claiming the figure "shatters all existing records for any television series signed up on so many stations at one time."

The program is carried on stations throughout the U. S., Hawaii, Alaska, Canada, Venezuela and Cuba. A Guild Films spokesman said it has "upwards" of 140 different sponsors, with the largest regional advertiser, the Bowman Biscuit Co. of Denver, presenting the program in 13 markets.

Mullen Named Eastern Sales Head For ATPS

APPOINTMENT of William P. Mullen as eastern sales manager of Advertisers' Television Program Service Inc. was announced last week by Maurie Gresham, vice president and general manager. Mr. Mullen will headquarter at ATPS' New York sales offices which will be opened tomorrow (Tuesday) at 15 E. 48th St., Mr. Gresham said.

The syndicate firm, which is releasing *Mr. and Mrs. North* and other tv shows, meanwhile reported six new fall sales to stations of the *North* series. Mr. Gresham said other series, now being prepared, will be distributed in 1955. Mr. Mullen formerly was associated with Transfilm Inc. and before that with CBS-TV and the William Morris agency.

FILM PRODUCTION

Atlas Film Corp., Oak Park, Ill., will film "See For Yourself" for Anheuser-Busch Inc., St. Louis, starring John Smith, Arthur Space and Helene Marshall.

Capital Film Laboratories Inc., Washington, is filming this month "The Oresteia" (Greek trilogy) for Educational Television & Radio Center, Ann Arbor, Mich., and Old Dominion Foundation of New York City, at Randolph-Macon Woman's College, Lynchburg, Va., to be distributed to educational and commercial tv stations, theatricals and non-theatricals (universities, schools, colleges and art theaters).

Transfilm Inc., N. Y., has produced 90-second animated film for Community Chests and Councils of Americas for tv and theatre showing this fall on behalf of annual Community Chest, Red Feather and United Fund campaigns.

RANDOM SHOTS

A.T.V. Film Productions Inc., N. Y., has leased one-story building to be utilized for additional studio space for tv commercial and program production.

Air Programs Inc., N. Y., announces that its *Junior Journal of the Air* program is featured in September issue of *Seventeen* magazine. Program is being offered on licensing basis to local sponsors or radio and tv stations.

FILM PEOPLE

Hugh L. Bearg, formerly with moving picture organizations, to sales staff, S. W. Caldwell Ltd. (tv film producers and distributors), Toronto.

Frankie Laine, star of Guild Films Co.'s *Frankie Laine Television Show,* summoned to perform before England's Queen Elizabeth and Duke of Edinburgh Nov. 1.

Claims Boost for Film

TELEVISION film had an ardent booster last week in the person of Michael M. Sillerman, executive vice president of Television Programs of America Inc., New York. Mr. Sillerman took pen in hand to drop a note to advertisers and agencies, claiming that results of the television "spectacular" (*Satins and Spurs*) over NBC-TV on Sept. 12 and of the filmed *Medic* series on the same network last Monday proved the advantages of film to the advertiser.

He termed the *Satins and Spurs* program "a bust" and the filmed *Medic* series "a tremendous vehicle" for the advertising messages of the Dow Chemical Co., its sponsor. Though Mr. Sillerman acknowledged there should be an area in television where the experimental programming can be tested, he added: "But I strongly doubt whether the advertisers should be required to underwrite these adventures. Anybody who has a feeling for the theatre—and a trace of sporting blood—can find plenty of opportunities to play the role of 'angel' with his private funds. When it comes to investing company dollars, I have the old-fashioned idea that the customer should be able to see what he is getting for his money." He claimed that with film a client knows what he is going to get and what it will cost.

NARTB DISTRICTS 2 AND 3 RE-ECHO DETERMINATION TO FIGHT PRESSURES

Unity theme stressed at Lake Placid and Pittsburgh follows pattern of earlier district meetings which also vowed to fight public and private groups tossing rocks at radio and tv.

NARTB's annual roundup of district meetings fell into a grim pattern as the schedule entered its third week today (Monday).

The pattern was serious from both a national and local standpoint as radio and tv broadcasters in six mid-Atlantic states were warned that public and private pressures against the industry are piling up at an unprecedented rate. Meeting Monday-Tuesday at Lake Placid, N. Y. (District 2, N. Y., N. J.), and Thursday-Friday at Pittsburgh (District 3, Pa., Del., W. Va., Md.), they pledged a common fight for survival, carrying out the unity campaign begun the previous week when the annual series of NARTB district sessions opened in Boston.

Two new developments occurred at last week's meetings. First, New York State broadcasters decided to organize a state association. Second, Pennsylvania Assn. of Broadcasters, a long-established group, voted to open an office in Harrisburg, state Capital, with legal counsel and a permanent secretary.

The second week of meetings included specialized workshop talks on radio and television by guest broadcasters from other districts. NARTB President Harold E. Fellows was flanked by three headquarters executives—Ralph W. Hardy, government relations vice president; Charles H. Tower, labor relations manager, and John F. Meagher, radio vice president. Handling organizational phases of the meetings were William K. Treynor, station relations manager, and William Carlisle, field representative.

Heavy emphasis was placed on radio's problems last week conforming to the New England session. Worth Kramer, WJR Detroit, guest radio speaker at Lake Placid, stoutly defended the medium's impact and future while taking a series of swings at surveys and the damage they do the aural medium. (see story page 42).

Howe Address

Radio still can look forward to its "golden age," delegates at Pittsburgh were told by James L. Howe, WCTC New Brunswick, N. J., also operating southern stations. That age will come, he predicted, if broadcasters know their markets and serve information and intelligence tailored to the area. He contended every station should thoroughly examine its audience as a means of program guidance whereas Mr. Kramer focused his anti-survey comments on assorted program ratings.

The radio discussions last week included new figures presented by Mr. Tower. They showed local and spot radio rising steadily with the advent of tv in 1949, with network radio dropping through this period. The local-spot upsurge led aural broadcasting to new high levels each year, despite television and despite the downward trend in network radio.

A feature of the Lake Placid meeting was the suggestion by FCC Comr. John C. Doerfer that Sec. 315 of the Communications Act, covering political broadcasts, should be revised if it proves unworkable to the broadcasters (see story page 46).

Harold Essex, WSJS-TV Winston-Salem, N. C., guest television speaker at last week's meetings, predicted that color will come sooner than many industry leaders expect (see Lake Placid story). He cautioned those entering tv that many will face severe financial problems.

This week the meetings move to the Southeast. District 4 (Va., N. C., S. C., D. C.) meets today (Monday) and tomorrow at the Cavalier Hotel, Virginia Beach, Va., with James H. Moore, WSLS-AM-TV Roanoke, Va., presiding as district director.

District 5 (Ala., Fla., Ga., P. R.) meets Thursday-Friday at the Daytona Plaza Hotel, Daytona Beach, Fla., with John Fulton, WQXI Atlanta, as district director.

Dist. 2 Delegates Pledge Higher Station Standards

BROADCASTERS must work together in the common fight on behalf of their reportorial rights and against restrictive laws, NARTB District 2 (N. Y., N. J.) delegates agreed at their Monday-Tuesday meeting held at Lake Placid Club, Lake Placid, N. Y.

They pledged themselves to maintain high standards of management responsibility and programming as a means of warding off attempts to impose crippling laws on radio and tv broadcasting. The delegates adopted resolutions calling for unity and high standards as well as a third resolution commending NARTB for leading the fight on behalf of the industry.

With 109 in attendance, District 2 held what delegates called their most successful meeting in history, lauding E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, for his leadership as district director.

Guest industry speakers—Worth Kramer, WJR Detroit, for radio, and Harold Essex, WSJS-TV Winston-Salem, N. C., for television—discussed problems of their respective media. Mr. Kramer called on radio delegates to fight the use of unfair rating formulas by timebuyers, and stations themselves (see story page 42). Mr. Essex traced the trials and hazards of a tv applicant from the planning stage through to the first on-the-air thrill and the ensuing commercial worries (see below).



GUEST SPEAKERS at NARTB's Dist. 2 sessions at Lake Placid, N. Y., were Harold Essex (l), WSJS-AM-TV Winston-Salem, N. C., on television, and Worth Kramer, WJR Detroit, on radio.

The District 2 meeting included talks by NARTB President Harold E. Fellows and other staff members; discussion of regulatory problems by FCC Comr. John C. Doerfer (see story page 46) and two panels—one on right of access to public hearings and another on tv operating problems. A business huddle followed the Monday afternoon radio session.

Mr. Essex recounted the heartaches of tv construction. "Then one morning you wake up and find that your test pattern is on the screen and it looks beautiful. Then, indeed, 'seeing is believing'," he said. "Next you work your ears off for a while and finally you begin to get some business rolling."

He warned that some of the 400 tv stations "plus a potential of another couple of hundred or more, to come within the next year or so, will find the going a little rough." He continued, "Certainly a cp for a television station does not carry with it a key to Fort Knox, which is contrary to public belief."

Color will come "a lot earlier than people



PART OF LINEUP of New York broadcasters attending the Dist. 2 meeting at Lake Placid were (l to r): Erv Lyke, WVET Rochester; Mike Hanna, WHCU Ithaca; Bill Fay, WHAM Rochester; Paul Adanti, WHEN Syracuse, and Glover DeLaney, WHEC Rochester.



District Commissioners
Renah F. Camalier, Samuel Spencer and
Brig. Gen. Louis W. Prentiss

Public service sells goods...on WWDC!

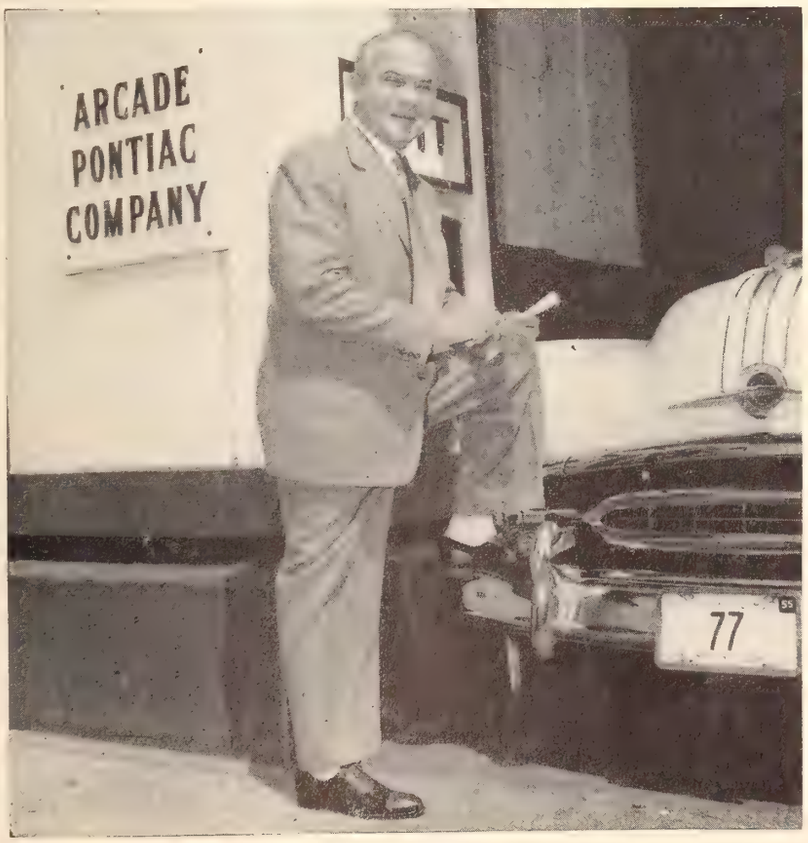
"...best radio buy I ever made!"

—says JACK BLANK, sponsor of "REPORT TO THE PEOPLE"

The biggest Pontiac dealer in greater Washington—Arcade Pontiac—started sponsoring "Report to the People" (through Kal, Ehrlich & Merrick) three years ago. It's really a public service show featuring the three District Commissioners on a rotating basis. They discuss district problems and answer off-the-cuff questions from reporters.

Year after year this show sells Pontiac automobiles for Mr. Blank. Every show sells on WWDC! WWDC can sell for you, too, in the always-rich market of Washington, D. C. Let your John Blair man tell you the whole WWDC story.

Jack Blank of Arcade Pontiac



The "results" station in WASHINGTON, D. C.



REPRESENTED NATIONALLY BY
JOHN BLAIR & CO.



SAMPLING hors d'oeuvres during the Dist. 2 meeting at Lake Placid, N. Y., are (l to r): Ed Wilder, Gates Radio Co.; Joe Bernard and Van DeVries, both WGR-AM-TV Buffalo; W. W. Carter, WTRY Troy, and George Fields, RCA Thesaurus.

think," Mr. Essex said. He urged all new telecasters to equip for color in the beginning. "I feel they'll find it the economical thing to do in the long run," he said, "because they're going to have to be in color if they stay in business so there's no point in going in with only black-and-white equipment only to find that color will have to be added shortly."

Taking part in the tv panel, besides Mr. Essex, were Joe Bernard, WGR-TV Buffalo; George Dunham, WNBF-TV Binghamton; Mr. Fellows; Charles H. Tower, NARTB labor relations manager-economist; Director Vadeboncoeur, and William Fay, WHAM-TV Rochester, who served as moderator.

Participants in the panel on the right of radio-tv to report public proceedings were Director Vadeboncoeur, moderator; Paul Porter, Washington radio attorney and ex-FCC Chairman; Rudolph Halley, New York attorney who was counsel to the Kefauver Committee; Jack Gould, CBS information adviser, and Ralph W. Hardy, NARTB government relations vice president. Messrs. Porter and Halley debated the negative side.

'Cautious Approach'

Mr. Porter agreed radio-tv should have equal right with newspapers to report public hearings but urged a "cautious approach." He discussed problems centering around what events should be covered, and in what detail, along with sponsorship angles.

Mr. Halley said there must be "a point of stoppage" but he did not feel radio-tv interfered with a witness' right of privacy since that right is lost by the very nature of his role. He conceded radio-tv reporting can be done unobtrusively though their presence may influence the answers of a witness. He noted that newspapers do not cover some proceedings, adoption hearings for example.

Mr. Hardy opposed the cautious approach and said the industry must stand up and fight for its journalistic rights. Mr. Gould called radio-tv coverage of the 1954 political convention "the greatest piece of journalism in the nation's history." He said the electronic media are under no responsibility to cover a hearing in full, adding that the *New York Times*, which he left recently as radio editor, did not cover the McCarthy hearings in full.

Best Days of Radio Are Ahead, Dist. 3 Told

RADIO is "running scared" but is still looking forward to its best days, and fast-growing tv will find financial troubles along the road, over 100 NARTB District 3 broadcasters were told at their Thursday-Friday meeting, held at the William Penn Hotel, Pittsburgh.

George H. Clinton, WPAR Parkersburg, W. Va., set the theme for the association's unity fight when he opend the meeting in his role as district director. Mr. Clinton described "the heat that has been turned on the industry" and called for self-protection as pressure groups wage their destructive campaigns.

James L. Howe, WCTC New Brunswick, N. J., was radio guest speaker Thursday, following NARTB staff expositions of problems facing broadcasters. Harold Essex, WSJS-TV Winston-Salem, N. C., spoke Friday noon as tv guest speaker.

NARTB President Harold E. Fellows addressed a joint Thursday luncheon of NARTB delegates and the Pittsburgh Radio & Television Club. He spoke again Friday morning, giving the district a report on industry developments and association activity.

Friday Tv Panel

A television panel Friday afternoon was moderated by Mr. Essex. Appearing with him were Clair R. McCollough, Steinman Stations; George D. Coleman, WGBI-TV Scranton, Pa.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Joe L. Smith Jr., WKNA-TV Charleston, W. Va.

Director Clinton named the following to the resolutions committee: Roy E. Morgan, WILK Wilkes-Barre, Pa., chairman; Joseph Connolly, WCAU Philadelphia; Howard W. Maschmeier, WFIL-TV Philadelphia; Harold Lund, WDTV (TV) Pittsburgh, and Walter Patterson, WHAR Clarksburg, W. Va.

Mr. Howe told District 3 "there is nothing new about this radio scare stuff." He recalled that when he entered the metropolitan New York area in 1946 with local service he was scared by newspaper prophets who foresaw a quick doom. He was told, too, that "nobody will listen to a local station" and recalled that surveys showed competitive stations and networks in the area "had 297% of the audience." He detailed the trouble he had with fm and then noted television's advent this way: "Now I'm on borrowed time again."

"We're still in business," Mr. Howe said, observing he had added radio operations in North Carolina and Florida. "I've been in grass roots radio 20 years. I like radio because it gives me a sense of accomplishment. A man can do good for somebody else while he does good for himself."

A broadcaster must know his market intimately, Mr. Howe said in advocating frequent surveys designed to guide station programming. Such surveys should show type and number of people, nationality, age, education, hours at home and at work, time away from the city, type of work and similar information, he contended. They will show where the station stands with the audience and what it can do to serve it, and should be used first for programming and secondarily for selling, he advised.

Going into his theme that radio broadcasters must serve their listeners with information and intelligence localized to the area, he warned the medium "should not be a continuous vaudeville show." "Television has grabbed the talent," he said.

The recent comments of Brig. Gen. David Sarnoff, RCA-NBC board chairman, on the "poor existence" that radio networks can anticipate brought this comment from Mr. Howe: "Gen. Sarnoff brought us up to date on the existing state of affairs."

He warned networks they must "do something about their program content," at the same time noting the appearance of such information programs as NBC's new *Road Show*. The network solution lies in broadcasting to the grass roots, he argued, adding, "the networks must meet the program challenge with men who really believe in radio."

Mr. Howe listed radio's value as a public information medium in time of catastrophe and suggested the Conelrad broadcast warning plan may need revision. "Is the necessity for Conelrad as great as it was in 1946, in view of the progress of aerial warfare?" he asked. "Is a re-evaluation called for at this time in view of the fact that the plan prevents 2,000 allocations from being used when people need them most?"

Ratings Can Mislead About Radio—Kramer

RADIO broadcasters are letting competing media hang a 100-pound lead weight on their backs in the race for advertising dollars when they submit to the use of ratings as a sales tool, delegates to the NARTB District 2 (N. Y., N. J.) meeting were told last Monday at Lake Placid, N. Y., by Worth Kramer, WJR Detroit, as radio guest speaker.

In his attack on the unfair use of ratings as a measurement of radio impact, Mr. Kramer said, "If all of the listening in living rooms, recreation rooms, kitchens, bathrooms, bedrooms, screened porches—all of the listening in automobiles, in pleasure craft, in public places—could be truly measured, our job as radio broadcasters would certainly be a cinch."

Taking as his subject, "Radio Never Went Away," he said the medium has refused to be buried alive despite the efforts of "some of its leadership to give it a nice quiet burial." He added, "radio, the 'everywhere medium', never went away."

Mr. Kramer described ratings as "deadly indeed, not only to the individual station but particularly to the medium itself." He said radio's big job as a medium "is to get allocated to radio its rightful share of the advertising dollar." He asked, "How can we expect to accomplish

You'll pardon the expression

. . . but them as has the best reach generally gits. That's why smart advertisers—those who know how to keep goods moving *fast*—put their cash on the line for *spot radio, on key stations.* That cash goes a long way, too. First, it costs a lot less than other advertising; and second, you get your message to just about everybody with just a few good stations. WJR alone reaches 15 million people—some 10 per cent of U. S. buying power. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network



WJR's primary coverage area: more than 15,000,000 customers

Install the PHILCO



This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner — superior for monochrome

. . . the only practical method for color!

PHILCO CORPORATION

CineScanner

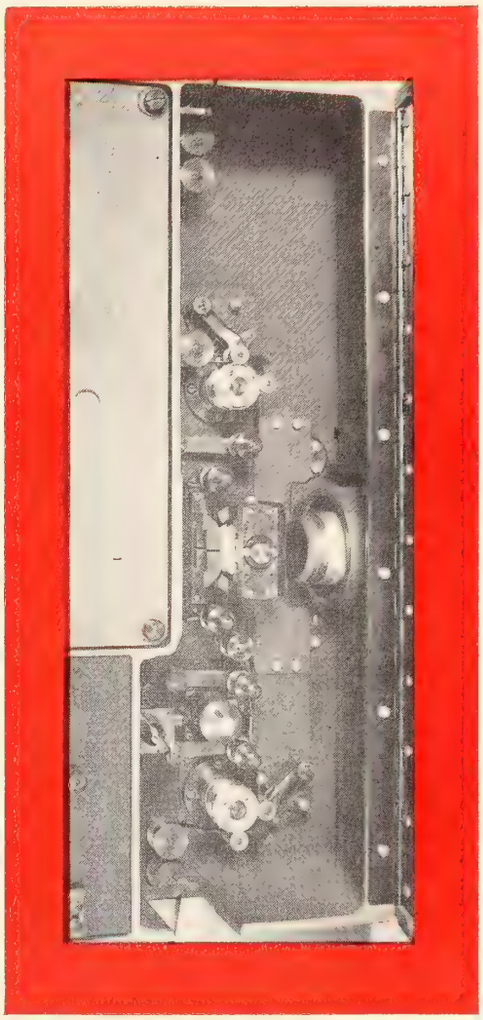
and enjoy modern film telecasting!

- **Smooth, Silent Operation — No Flutter**
- **Preview of all Program Sources**
- **Color and Monochrome, 16MM and 35MM Models**

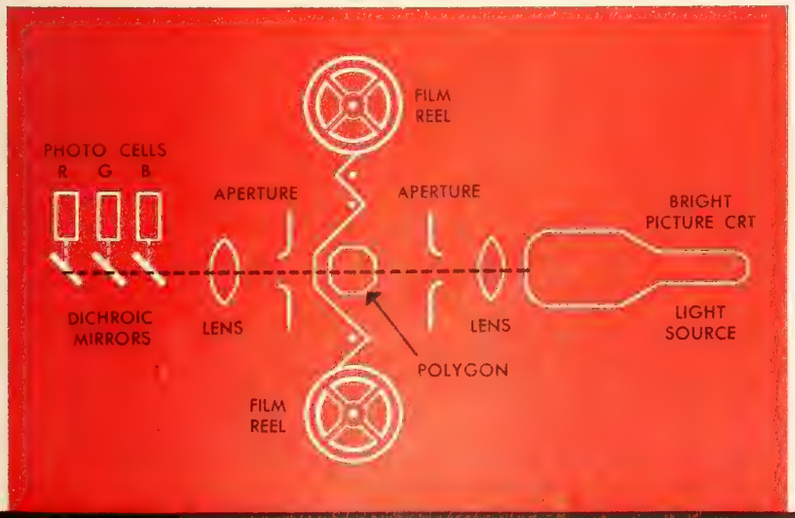
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—*in monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Hollywood . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. B•T today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.

PHILCO
Famous for QUALITY
the World Over

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

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through ratings when ratings, by their very nature, constrict circulation to a factor of per-program or even minute-by-minute listenership as opposed to the factor of total circulation—the selling tool of other major media?"

He took up the sales formulas of other media in detail, as follows:

"The purveyors of outdoor advertising sell the medium by pointing out the excellence of their locations—the traffic, both pedestrian and car-borne, which flows past these locations. In other words, they sell the total potential—the traffic that 'goes by'—the people who are available or in a position to see the board. They certainly do not count the number of cars which stop before a given billboard location, focus their lights on it, and view it. Yet, radio has trapped itself into doing the equally ridiculous counterpart—providing, through ratings, the supposed actual number of people listening to a given program.

"Newspapers—how do they sell? They sell their total circulation, the excellence of their features, the popularity of their writers, the freshness of their comics, the excellence of their all-around sports and news coverage. No one has heard of a newspaper salesman quoting the readership of a given ad on page 56.

"Let's look at magazines. Advertisers and agencies have been conditioned away from Starch's and other readership statistics—they have little or no influence. I've talked with agency executives and advertisers who frankly state that in buying magazine space readership statistics are given little notice—yet these same people will demand ratings from networks and stations and will go on to spend thousands upon thousands of dollars using ratings as one of the principal justifications of their purchase."

Here Mr. Kramer cited a graphic illustration of the way the rating bugaboo works out. He put it this way, "I made it a point the other week to check up on how *Life* magazine sells its space and was startled to learn that, among other things, they have their salesmen point out to advertisers that *Life* over a 13-week period influences over 62½ million Americans.

"As a salesman I tip my hat to *Life*—parlaying a basic 5 million plus circulation into the influencing of over 62 million people in a 13-week period is a masterpiece of showmanship and salesmanship, but again I venture to say that they didn't accomplish this by even attempting, through readership studies or ratings, to show advertisers the number of people who read or even saw a given ad or a given article in any given issue."

Mr. Kramer recalled a recent local study in which a research firm reported a 5.7 rating on Wednesday for Arthur Godfrey's radio show and 5.8 on Friday.

"This was fine," he said, "except for one thing—due to transmitter trouble the station had not been on the air on Friday."

He called on stations to stick to their card rates, basing them on circulation and ability to penetrate that circulation. He criticized excessive merchandising, questioning its legality, soundness and fairness. He called off-card and package deals "bad business practices."

Speaking again of discouraging remarks about radio by "a most prominent executive in the electronics field," he suggested, "Apparently those 117 million radio sets, most of which he manufactured, are being used as doorstops."

The best guarantee of radio success, he said, quoting John Patt, WJR president, is this creed, "We look upon our station as a giant mirror reflecting constantly the needs and desires of those residing in our service area." He added that the station facility must be used efficiently, with the staff having the best technical tools "to take advantage of radio's natural advantage—speed." He called, too, for development of organization morale.

FCC POLITICAL RULE MUST BE WORKABLE OR UNDERGO REVISION, DOERFER SAYS

Commissioner tells NARTB district meeting that broadcasters' quarrel was with the law, not the rules.

MAYBE if broadcasters can't live with Sec. 315, Congress ought to repeal that part of the Communications Act and substitute a provision that would lay down a "broad rule of fair play, which the Commission could administer," FCC Comr. John C. Doerfer told NARTB members attending the District 2 meeting in Lake Placid, N. Y., last week.

Mr. Doerfer made his proposal at the end of a speech discussing the FCC's new rules concerning equal charges for political time [B•T, Sept. 13]. He said he was aware that many broadcasters were unhappy with the new regulations, but he pointed out that the FCC had no alternative; Congress had passed the law and the Commission had to implement it.

The Wisconsin commissioner said that, as he saw it, the broadcasters' quarrel was with the law, not the rules. He said he knew that many broadcasters were reluctant to provide time to a political candidate because of the complexities of providing equal opportunities to all other candidates. This was particularly true in primary campaigns, he said.

If this trend were to continue, Mr. Doerfer maintained, it would be a greater disservice to the American public than a generalized rule of fair play.



COMR. DOERFER

"Those terms, 'fair play,' or "just and reasonable' have been found by the courts to be sufficient to permit administrative agencies to carry out the regulations," Mr. Doerfer, who was chairman of the Wisconsin Public Utilities Commission before his appointment to the FCC, pointed out. In addition, he said, a series of FCC "case-by-case" determinations would enable broadcasters to know exactly where they stood in questionable areas.

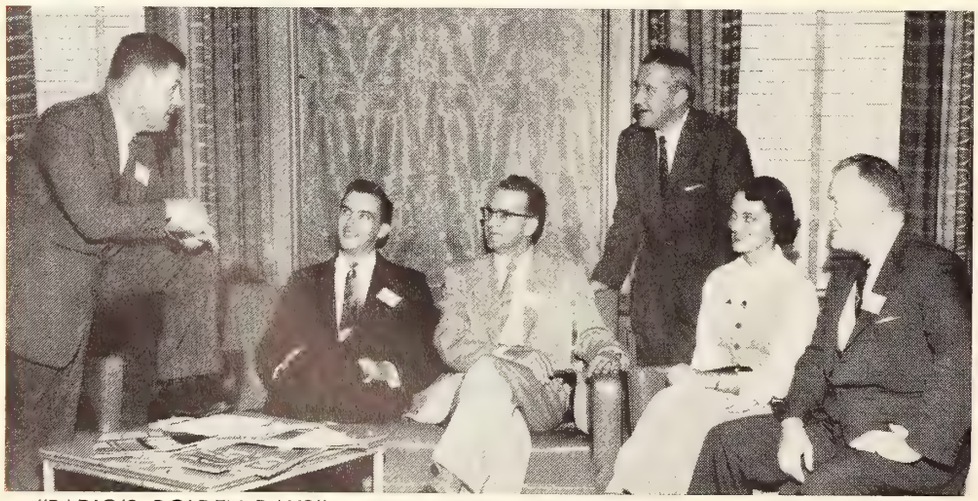
"It appalls me to think," Mr. Doerfer concluded, "that the public or large segments of it may some day be denied the opportunity of hearing and seeing the very people who aspire to be their trustees in government, because of the impracticability of a law which attempts to write the details of what constitutes fair play."

Sec. 315 of the Communications Act provides that when a licensee permits one qualified candidate to use its facilities, it must afford equal opportunities to all other candidates for the same office. It also prohibits the censorship of such candidates' speeches on the air. In 1952, Congress amended that provision to provide that no licensee may charge a political candidate more than he usually charges a commercial client for the same time.

Comr. Doerfer reminded that federal regulation of electronics had developed in the ship communications era four decades back and not in an aura of broadcasting and television. He told how FCC processes a quarter-million signals, with nearly 600 legislators as bosses.

Calling uhf the toughest of all problems, he said he would have concurred in the divided tv allocation had he been a Commission member at the time it was adopted. He discussed conversion and other uhf problems, saying FCC's main duty is to protect the public and explaining it couldn't obsolete all the vhf tv sets that had been bought by the public to receive pre-freeze stations.

FCC has faith that the industry will solve the vhf-uhf problem, he said, and promised the Commission will accept any logical solutions not at the expense of the public. He called on the industry to educate the public slowly. Any new industry is likely to feel regulatory influences from Congress, he continued, but he thought radio and tv might mature gradually to a point where they will be regulating themselves. Broadcasting should not be regulated like a public utility, he said.



"RADIO'S GOLDEN DAYS" are yet to come, this NARTB group is told in Pittsburgh at a between-meetings discussion by James L. Howe (l), WCTC New Brunswick, N. J. Listening (l to r): Thomas J. Glynn, J. Walter Thompson Co., New York; George H. Clinton, WPAR Parkersburg, W. Va., Dist. 3 director; Jim Murray, KQV Pittsburgh; Patricia Moreell, G. Norman Burk Adv. Agency, Pittsburgh, and Ed Fitzsimmons, Weed & Co.

GOOD CONNECTIONS

Stop the Music clicks with new season premiere last week on ABC

No wonder Bert Parks is beaming! He and STOP THE MUSIC got off to a fast start last week, tempo-ticking from start to finish as the final gun on ABC's bang-up line-up on Tuesday nights. Exquisite Form Bras and Quality Goods Manufacturers are this year's sponsors, and have latched their sales wagons to one of TV's oldest and most popular participation shows with fresh, attention-getting commercials. Millions of loyal fans welcome Bert back from another ABCeason of toe-tingling music and those heart-stopping telephone calls with their windfalls of fortune and happiness.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



RETMA SETS FALL INDUSTRY CONFERENCE

New York sessions tomorrow through Thursday will study revising financial structure and member classifications.

FIRST fall industry conference by Radio-Electronics-Television Mfrs. Assn. will be held at the Roosevelt Hotel in New York tomorrow (Tuesday) through Thursday. The conference follows a gathering of tube manufacturers and engineers in Atlantic City last week.

The New York meeting will include sessions by RETMA's board of directors, with Chairman Max F. Balcom, CBS-Columbia, presiding, and of the Radio-Tv Industry and Electronics Industry committees of the board.

The committees and the board will study proposals to revise RETMA's financial structure and for establishing new member classifications in view of recent expansions of the electronics industry.

Developments following the RETMA plan to reduce spurious radiation from tv receivers through adoption of RETMA engineering standards and establishment of an independent certification laboratory will be reviewed by the Special Committee on Spurious Radiation, of which Dr. W. R. G. Baker, General Electric, is chairman. Dr. Baker will report his group's recommendations to the Tv Committee, which meets Wednesday, and afterward to the board's Radio-Tv Industry Committee.

Only three of the five divisions will hold meetings: Set Division, Parts Division and Amplifier and Sound Equipment Division.

The fall quarterly Tube Division meeting was held Friday under Chairman John Q. Adams at Atlantic City's Chalfonte-Haddon Hall Hotel during the annual conference of the Joint Electron Tube Engineering Council. The Technical Production Division meets Oct. 14-15 at the Miramar Hotel, Santa Monica, Calif., concurrently with the transmitter tube section and other technical products groups and the government relations department.

The New York meetings, with dates, times and chairmen, are:

Tuesday

10 a.m.—Amateur Radio Activities Section, Parts Division, D. J. S. Merten; Finance Committee, Leslie F. Muter; Industrial Relations Committee, Robert C. Sprague Jr.; Public Relations and Advertising Committee, Ellis L. Redden; Service Committee, H. J. Schulman; Wire Section, Parts Division, J. M. Taylor.

12:30 p.m.—Luncheon, Committee and Section Members.

2 p.m.—Fixed Resistor Section, Parts Division, A. K. Neff; Industrial Relations Committee, Robert C. Sprague Jr.; Membership and Scope Committee, H. J. Hoffman; Sales Managers Committee, Dan D. Halpin; Service Committee, H. J. Schulman; Speaker Section, Parts Division, Russell S. Fenton; Special Committee on Spurious Radiation, W. R. G. Baker; Statistical Executive Committee, Frank W. Mansfield; Transformer Section, Parts Division, J. B. Schaefer.

Wednesday

10 a.m.—Commercial Equipment Section, Amplifier Division, L. H. Bogen; Parts Division Executive Committee & Section Chairmen, Herbert W. Clough; Set Division Executive Committee, Robert S. Alexander; Technical Products Division Nominating Committee, H. E. Taylor Jr.

12:30 p.m.—Luncheon, Committee and Section Members.

2 p.m.—Amplifier Executive Committee & Section Chairmen, A. K. Ward; Television Committee, W. R. G. Baker.

Thursday

9:30 a.m.—Electronics Industry Committee, F. R. Lack; Radio-Television Industry Committee, H. L. Hoffman.

12 Noon—Board of Directors, Chairman Max F. Balcom presiding.

1 p.m.—Luncheon, Board and Committee Members.

Fellows Repeats Plea For Militant Diligence

FRESH from his New England swing where he had warned radio-tv broadcasters of spreading attacks from legislative and private-interests groups [B•T, Sept. 13], NARTB President Harold E. Fellows last week in New York repeated his plea for militant diligence.

Mr. Fellows, speaking before the Radio & Television Executives Society at a luncheon held in the grand ballroom at New York's Roosevelt Hotel, summarized the congressional moves now underway affecting not only broadcasters but also advertisers and agencies. As he did in Boston a fortnight ago, Mr. Fellows laid stress on the House Interstate & Foreign Commerce Committee requests for data on alcoholic beverage advertising and programs to be furnished by the broadcasting industry, and also on the radio-tv blackout imposed by the Watkins Committee which heard censure charges against Sen. Joseph R. McCarthy (R-Wis.).

1 Million Students To Enter VOD Contest

MORE than a million high school students are expected to enter this year's eighth annual Voice of Democracy contest, James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and new chairman of the VOD Committee, said last week.

Mr. Secrest was elected chairman of the VOD Committee to succeed Robert K. Richards, NARTB administrative vice president, who has served as chairman of the contest since its inception.

Plans for the contest got underway last week with formation of the 1954-55 VOD Committee. The contest, which has attracted more than six million participants in the U. S. and its territories in local, state and national competitions, is sponsored jointly by the U. S. Junior Chamber of Commerce, NARTB and RETMA, with endorsement by the Office of Education of the U. S. Dept. of Health, Education & Welfare.

Other members of the 1954-55 VOD Committee: Mr. Richards and John H. Smith Jr., NARTB; Eugene F. Trumble, Jaycees; John H. Lloyd and Dr. Ellsworth Tompkins, Office of Education; Dr. G. Kerry Smith, National Education Assn., and Peter H. Cousins, RETMA.

Meanwhile, two of the four co-equal winners of the seventh annual VOD contest (1953-54) recited their prize-winning essays during the ninth National Conference on Citizenship held last week at Washington's Statler Hotel.

They were Elizabeth Ellen Evans, Akron, Ohio, and Joseph H. Gerdes Jr., Harrisburg, Pa. Judge Justin Miller, former board chairman of NARTB and president of the National Conference on Citizenship, presided. Judge Miller spoke on "Three Branches of Our Federal Government—Yesterday, Today and Tomorrow."

The contest is open to all 10th, 11th and 12th grade pupils of public, private and parochial schools, with the four national winners given a week's entertainment in Washington and Colonial Williamsburg, plus $500 scholarship checks. State winners get tv or radio sets and other prizes donated by RETMA members and are invited to a "Democracy Workshop" at Williamsburg.

Contestants write and recite original five-minute scripts on the theme, "I Speak for Democracy." Local winners are selected in personal competitions and state and national winners are chosen from voice recordings of local winners.

The 1954-55 contest does not begin until National Radio and Television Week, Nov. 7-13, but Jaycees already are organizing local VOD committees with cooperation by broadcasters and local business firms, including radio-tv dealers.

Local contest winners will be named Dec. 1 and state and territorial winners by Dec. 28. The four national winners will be announced Feb. 7 and will visit Washington and Williamsburg Feb. 18-25, with an awards luncheon set for Feb. 23.

NARTB Asks All Stations To Complete Questionnaires

QUESTIONNAIRES mailed to radio and television stations by the NARTB should be completed whether or not the station carries beer and wine announcements or programs sponsored by these advertisers, NARTB said last week.

Even if no beer and wine advertising is carried by a station, the NARTB research department stills needs other information asked in the questionnaire to give a true picture of the amount of time and number of other announcements and programs as compared with beer and wine programming and ads, NARTB said.

NARTB issued the statement after receiving several early replies to the forms sent out last Monday [B•T, Sept. 13], a number of which were not completed by the broadcaster because his station carried no beer and wine programs or advertisements.

Evans Heads Ad Club Clinic

JACOB A. EVANS, director of advertising and promotion for NBC-TV, will serve as director of the radio and television clinic of the advertising and selling course conducted by the Advertising Club of New York, starting Oct. 4. Among those who will serve as leaders are Hamilton Shea, general manager, WNBC-WNBT (TV) New York; Lorin Myers, tv promotion manager, Free & Peters Inc.; George Bristol, director of sales promotion and advertising, CBS Radio; Don L. Kearney, vice president in charge of sales, ABC Film Syndication; Edward P. Shurick, manager of sales development, CBS-TV, and Barry Wood, executive producer in charge of color coordination, NBC-TV.

PAB Plans Harrisburg Office

PENNSYLVANIA Assn. of Broadcasters will open a permanent office in Harrisburg, state Capital, to watch legislative developments, the association's board decided at a Wednesday meeting held in Pittsburgh. David J. Bennett, WTPA (TV) Harrisburg, presided as PAB president.

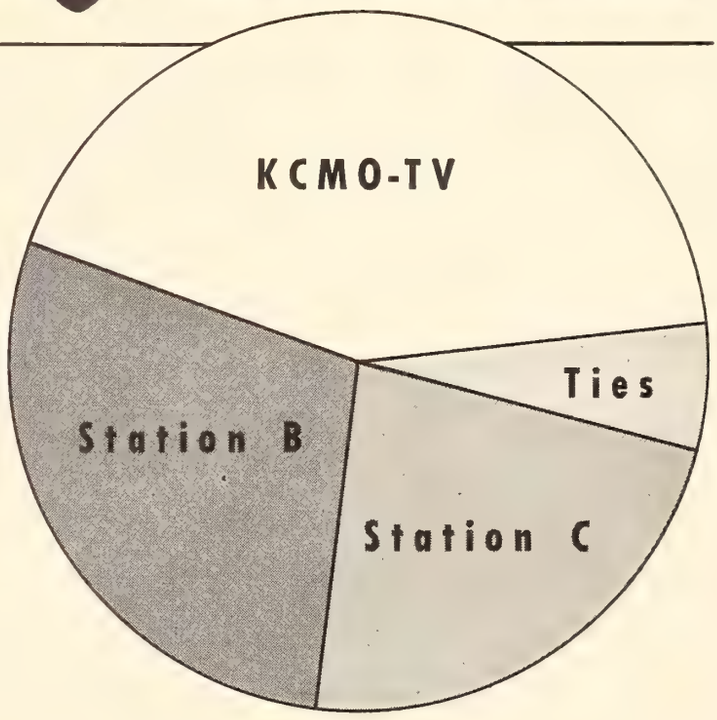
George Gottschalk Jr. will serve as permanent PAB secretary on a salaried basis. The law firm of McNees, Wallace & Uhrich has been retained as counsel in connection with legislation.

Danforth Named to AAAA Post

J. DAVIS DANFORTH, executive vice president, BBDO, New York, and a director of the American Assn. of Advertising Agencies has been appointed chairman of AAAA's committee on media relations. He succeeds H. H. Dobberteen, chairman of the committee since 1951, who resigned after moving from Foote, Cone & Belding to Bryan Houston Inc.

KCMO-TV again gets the biggest slice of Kansas City evening audiences

Again in August, KCMO-TV is Number 1 in evening quarter-hour firsts in the rich Metropolitan Kansas City market. July Telepulse indicated a definite trend to KCMO-TV, and August figures * show Kansas City's Channel 5 pulling still further into the lead. Here's the score:



Channel 5 KCMO-TV is FIRST with highest ratings in 75 quarter-hours
Station B is SECOND with 55 quarter-hour firsts
Station C is THIRD with only 30 top quarter-hours
. . . and there were 7 ties

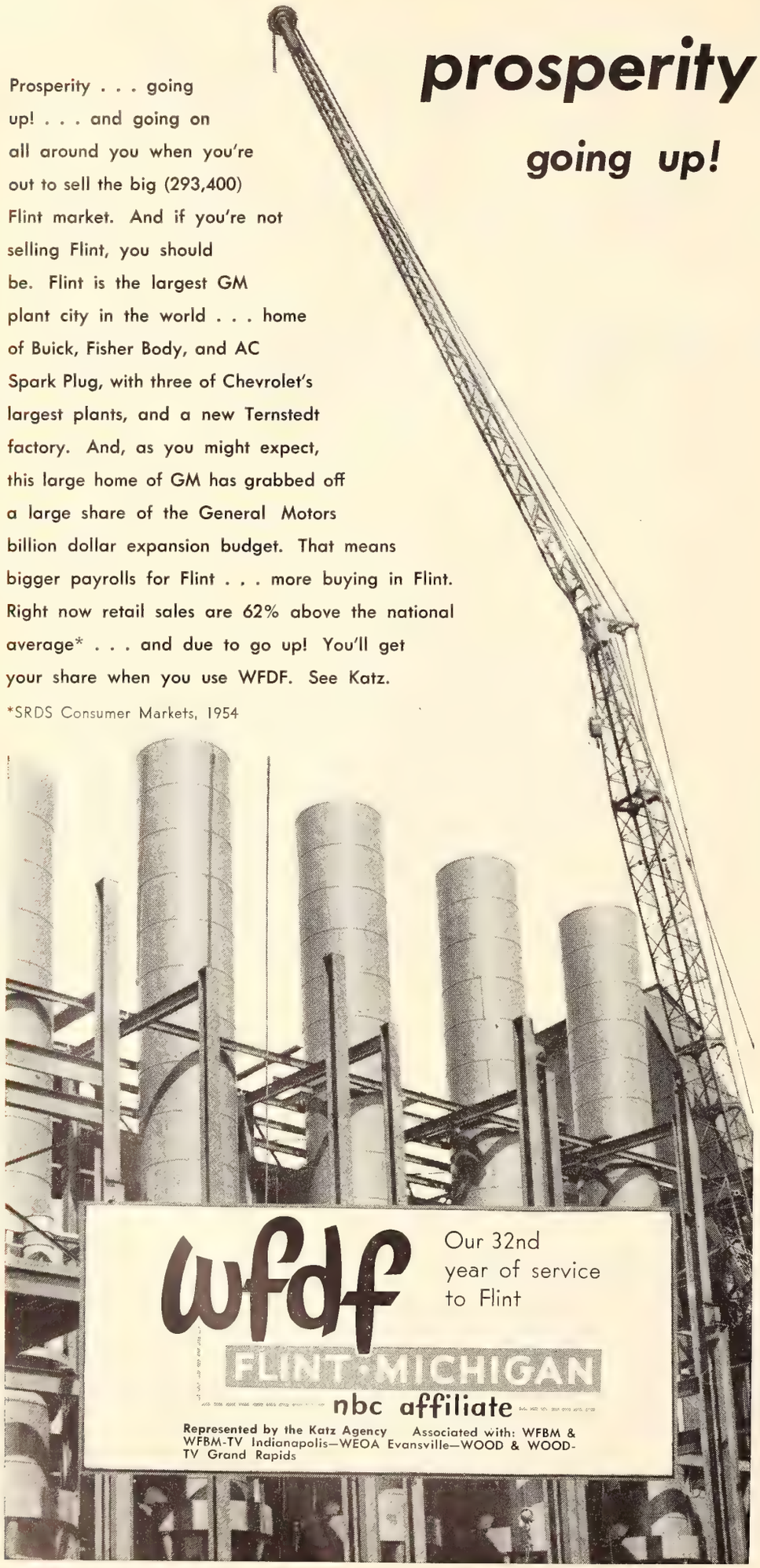
**Analysis August 1954 Kansas City Telepulse (167 Quarter Hours Surveyed 6:00 PM to 12:00 PM, Sunday through Saturday)*

Check KCMO-TV or your nearest Katz Agency for details

KCMO-TV **Channel 5**

ABC and DuMont Networks

125 E. 31st St., Kansas City, Affiliated with Better Homes and Gardens and Successful Farming Magazines



FACTS & FIGURES

CBS BUYS NIELSEN AUTO RADIO REPORT

Network is the first to take the new service which will compute the 'plus' of car radio use.

TWO-YEAR PACTS for reports by A. C. Nielsen on automobile radio listening and in-home network audience composition have been signed by CBS Radio, the market research organization announced Tuesday.

The two services are being instituted by the Nielsen firm nationally for the first time to stress "the special merits of the radio medium, its mobility and its ability to serve listeners in all locations." according to A. C. Nielsen, president of the firm.

CBS Radio which reiterated its faith in the aural medium at an affiliates meeting in Chicago earlier this month [B•T Sept. 6], will start receiving the reports on automobile and in-home listening early in 1955.

CBS will receive the "auto-plus" radio report 24 times a year, to be based on a two-months' moving average of listening by separate 15-minute periods.

Nielsen will utilize its electronically-controlled Recordimeters, 6,000 of which will be placed in sample radio-tv homes on behalf of the Nielsen Station Index local reports in limited markets [B•T, Aug. 30], to verify Audilog or diary data kept by automobile operators. Thus, the diaries will be applied nationally for this network service.

In-home network audience listening on network radio programs will be reported nationally for the first time on a regular basis, with reports to be issued three times annually—summer, fall and midwinter. Data will augment regular NSI reports on total home audiences, and derive from "a national panel of homes" also employing Audilogs, in turn verified by the Recordimeters.

Network audience composition data will include a breakdown of the number of listeners per home and a percentage distribution of men, women, teen-agers and children.

Trendex Shows 'Toast' Topped 'Satins'—CBS-TV

CBS-TV last week was claiming a major rating victory for its *Toast of the Town* over NBC-TV's initial color "spectacular" "Satins and Spurs." For *Toast's* hour (8-9 p.m. EDT), CBS-TV spokesmen said a 10-city Trendex gave *Toast* a 34.4 rating and 63.0 share of audience against 16.6 rating and 30.4 share for the 8-9 p.m. portion of the 90-minute "Satins and Spurs."

For the first half-hour the spectacular was on (7:30-8 p.m.), CBS-TV said Trendex gave "Satins and Spurs" a 19.7 rating and 46.1 share over a 13.0 rating and 30.3 share for CBS-TV's *Private Secretary,* on during the period preceding *Toast.* For the 8-8:30 segment, *Toast* was given a 28.1 rating and 54.4 share of audience as compared to an 18.0 rating and 34.9 share for "Satins and Spurs," while for the 8:30-9 p.m. period *Toast* scored a 41.1 rating and 71.5 share against a 14.9 rating and 25.9 share for the NBC-TV show.

Meanwhile, C. E. Hooper Inc. announced that special surveys showed that in the New York area *Toast* racked up a 38 Hooperating against 16 for "Satins and Spurs"; in Chicago, 36 against 17; in Philadelphia, 30 against 20.

hep step

Ray Bolger joins big Friday night line-up at ABC . . . with new time, new format, new sponsors!

Lehn & Fink and Dorothy Gray, pioneers in television programing, know a good thing when they spot one. They took one look at the blueprints of Ray Bolger's second-season-program plans for television and immediately tied him up for ABC's Friday night spot following OZZIE AND HARRIET. Tying up Ray Bolger, of course, means letting those "million dollar legs" dance their way through the most lavish half-hour musi-comedy program in television. It's a star-spangled vehicle for the most exciting talent in the business.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



MORNING RADIO UP 25% SINCE 1950

Nielsen reports that variety shows are still the most popular tv fare.

EARLY morning radio listening has climbed some 25% in audience size over the past four years and during last summer, the radio audience was bigger in the daytime than at night, according to A. C. Nielsen Co.

The research firm also reported variety shows to be still the most popular video fare despite changes in summer programming and found more tv homes viewing in May and June 1954 than in the same months last year.

Average weekly daytimers reached 1,493,000 homes the week of July 18-24 compared to 886,000 homes hit by the average evening once-a-week program, Nielsen reported. At the same time, homes using radio in the 6-8 a.m. period in April 1954 compared to the same month in 1950 were 7.6% of all homes in 1954 as contrasted to 6.9% four years ago. In terms of total homes, Nielsen said figures would be 3,522,000 in 1954 compared to 2,809,000 in 1950, or a 25.4% increase in the size of audience.

Taking both May and June of this year for another analysis, Nielsen found average per day tv viewing in May to be 4 hours 40 minutes, some 27 minutes more than the same month a year ago, and 4 hours viewing in June, or some 14 minutes more than that month last year.

The variety tv group led the Nielsen July 11-24 report with an average 20.6 rating, general drama was second with 19.6 and mysteries third with 18.8, Nielsen said.

Telecast Sports Rate High In Latest Ratings of Nielsen

SINGLE sporting events took over two of the top three spots in the latest Neilsen ratings with the Olson-Castellani boxing bout taking first place and the All-Star football game coming in third according to Nielsen-Ratings of tv programs for the two weeks ending Aug. 21.

Number of Tv Homes Reached

Rank	Program	Homes (000)
1	Olson & Castellani Bout (NBC-TV)	12,815
2	Dragnet (NBC)	12,322
3	All Star Football Game (DTN)	11,583
4	Public Defender (CBS)	11,382
5	Pabst Blue Ribbon Bouts (CBS)	10,713
6	Ford Theatre (NBC)	9,355
7	Toast of the Town (CBS)	9,043
8	Best of Groucho (NBC)	9,042
9	Robt Montgomery (Johnson) (NBC)	8,476
10	I've Got a Secret (CBS)	8,369

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1	Olson & Castellani Bout (NBC-TV)	44.1
2	Dragnet (NBC)	41.7
3	All Star Football Game (DTN)	39.0
4	Public Defender (CBS)	38.9
5	Pabst Blue Ribbon Bouts (CBS)	38.9
6	Ford Theatre (NBC)	33.4
7	Toast of the Town (CBS)	31.4
8	Best of Groucho (NBC)	30.6
9	What's My Line (Remington) (CBS)	30.1
10	Arthur Godfrey's Scouts (CBS)	29.9

Copyright 1954 by A. C. Nielsen Co.



Year after year, every survey has proven that BROADCASTING • TELECASTING winds its way skillfully into the most dominant position in its field. That's darn good driving! It's editorial acuteness that produces this result. There are no ifs, ands and buts about this. BROADCASTING • TELECASTING is a weekly magazine avidly read by more than 75,956 very important radio and television people: people who make decisions that decide their and our own livelihoods. Speak to them in the pages of the magazine they turn to most to know most about their own industry!

Dubuque Votes Down Community Tv Bid

RESIDENTS of Dubuque, Iowa, turned out in force last week to reject their own city council's action approving a community television system franchise to Dubuque Community Television Cable Corp., composed of local businessmen and using Spencer-Kennedy Lab. equipment. By inference they approved the bid of Dubuque-Jerrold Television Cable Corp., owned by Jerrold Electronics Corp., Philadelphia.

In a local referendum which saw more than 8,000 votes cast, Dubuquers voted 6,610 to 1,537 against the city council's franchise action. A referendum on whether the city council should approve the Dubuque-Jerrold application is scheduled for Oct. 11.

Last May Dubuque-Jerrold filed to establish a community tv system to bring Chicago's tv signals to the 55,000 citizens of the Mississippi River city. The city is surrounded by steep hills which lock the area from tv signals (Davenport-Rock Island-Moline is 70 miles away, Chicago, 160 miles away).

On the heels of the Jerrold application, a local group filed its own application to establish a mountain-top system, using SKL equipment.

The city council turned to Iowa State College at Ames, Iowa, and asked Profs. George Town and William Hughes to evaluate the two systems. The Iowa State engineers recommended the Jerrold application, but the City Council on Aug. 2 rejected the engineering report and awarded the franchise to the local group.

Under local law, the franchise award had to be confirmed by the voters. From August until Sept. 12, a whirlwind campaign to persuade Dubuquers to vote "no" on the referendum was instituted by the Jerrold group. On the day prior to the election, the *Dubuque Telegraph-Herald* (KDTH) editorially supported the Jerrold group. Newspaper advertisements were also taken in favor of the Jerrold position by 21 Dubuque tv dealers and servicemen.

The Dubuque fight was led by Milton Shapp, president of Jerrold Electronics. The Jerrold company is the acknowledged leader in supplying equipment to community television systems. It has built about 80% of the 300-odd systems in the country.

'Omnibus,' 'Excursion' Cost Ford $773,915

THE Tv-Radio Workshop of the Ford Foundation spent $2,422,915 in 1953 on *Omnibus* and *Excursion,* but recouped $1,649,000 in sponsorship, leaving a total outlay of $773,915 for the year.

This was reported last week by Ford Foundation President H. Rowan Gaither Jr. in his annual 1953 report.

Report also indicated that the $500 million-endowed foundation had made grants totaling $9 million to the Fund for Adult Education. Of this, $4 million was for matching funds to build educational tv stations, and the operation of the Tv-Radio Center at Ann Arbor, Mich. The FAE makes grants of $100,000 to $150,000 to community groups able to raise two-thirds of the needed capital outlay for an educational tv station. At the end of 1952 the report stated, matching funds had been set aside for 21 such



Now Ed Schaughency throws his weight into afternoon programming on **KDKA**

Yes . . . the "Old Getter-Upper" has moved into an afternoon slot. In line with KDKA's policy of providing best programming all through the day, he has set up shop from 1 to 3 P.M. in his bigger, all-new 5-day a week show "Afternoon with Schaughency." It's the best in recorded music with the best-known radio personality in the rich Pittsburgh area.

Ed Schaughency is better known by more people than any other personality on the air in Pennsylvania, West Virginia and Ohio. During the twenty years he has been featured on KDKA, Ed has built a tremendous following. And millions have seen him on his many personal appearances throughout KDKA's area.

Ed has sold drug and food products, cigarettes, gasoline, air travel, toiletries, cereals, soaps, insurance—'most anything else you can name . . . He has sold them all to the *big* audience—KDKA's huge 108-county market. And he has racked up some of the most fabulous success stories in radio.

Whatever you have to sell in this vast Pittsburgh market you can sell it on "Afternoon with Schaughency." Call John Stilli, KDKA Sales Manager, Grant 1-4200 or Eldon Campbell, WBC National Sales Manager, Plaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA, *Pittsburgh;* **WBZ-WBZA • WBZ-TV,** *Boston;* **KYW • WPTZ,** *Philadelphia;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.

stations. The report also indicated that FAE had $4.7 million in unpaid grants at the end of 1953.

The foundation also spent $63,612 on a Commission on Television. This is an informal advisory group, under leadership of Columbia U. Prof. Paul Lazarfield, exploring ways and means the foundation can serve the tv industry.

Purpose of the Tv-Radio Workshop, according to the report, was given as follows:

The efforts of the Tv-Radio Workshop reflect certain underlying assumptions by the officers and trustees of the foundation. The first is that more effective use of mass communications for non-academic education constitutes an important and appropriate object of foundation action. The second, that it is desirable to place emphasis upon television because its potential influence is so great and its present stage of development provides special opportunities for constructive action. Finally, that the foundation's efforts along these lines should include action affecting standard, or commercial, television since the bulk of television in the United States has been and presumably will remain in this category.

Trustees of the Ford Foundation are Henry Ford II, Frank W. Abrams, James F. Brownlee, John Cowles, Donald K. David, Mark Ethridge, Benson Ford, H. Rowan Gaither Jr., Laurence M. Gould, John J. McCloy, Charles E. Wilson and Judge Charles E. Wyzanski Jr.

AP Sets Hook-Up Between Seattle, Alaska Stations

AP has set up a communications link between Seattle and radio stations and newspapers in widely scattered cities in Alaska.

The news service, in announcing the nearly 2,800-mile long, two-way, 24-hour circuit last week, said the hook-up was "one of the longest leased news circuits ever established." The continuous news link connects the AP's Seattle bureau with 15 newspapers and these radio stations: KABI, KTKN Ketchikan; KINY, KJNO Juneau; KIFW Sitka; KFAR, KFRB Fairbanks; KENI, KFQD Anchorage.

Ullman Announces Sales

RICHARD H. ULLMAN Inc., Buffalo, N. Y., producers and distributors of programs for radio and television, through Marvin A. Kemper, executive vice president, announces the sales of *Number Pleeze* to the following radio stations: WKBW Buffalo and WENY Elmira, N. Y.; WIMA Lima, WAKR Akron, WBBW Youngstown and WHBC Canton, Ohio; WOOD Grand Rapids and WBCK Battle Creek, Mich.; WHGB Harrisburg, Pa.; WKXV Knoxville, Tenn.; WDOV Dover, Del.; WLEE Richmond, Va., and WWDC Washington.

Mr. Kemper also announced the sale of *Dollar Derby* to WGVL-TV Greenville, S. C., and WGR-TV Buffalo with plans for a new tv show, *Watch the Birdie* to be released in the near future.

PROGRAM SERVICES PEOPLE

Frank H. Bartholomew, correspondent, vice president and board member, United Press, N. Y., appointed first vice president, continuing headquarters in San Francisco; **Fred J. Green** appointed manager, Pacific Coast division.

Jack Feldman, account executive, KCOP (TV) Hollywood, to Frank Oxarart Productions (radio-tv packager-producers), same city, as manager.

R. M. Hetherington, sales manager, WIL St. Louis, to Clubtime Productions Inc., Beverly Hills, as sales manager for central states, temporarily headquartered in Webster Grove, Mo.

McCONNAUGHEY, BERRY RANK AS LIKELIEST FOR FCC POST

President is expected to announce new FCC member, possibly the new chairman, by Sept. 30. Leading candidates are George C. McConnaughey and Lewis E. Berry Jr.

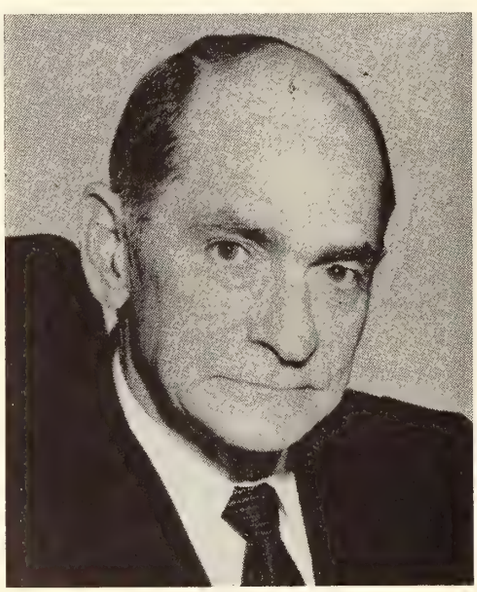
ALL EYES and ears in broadcasting this week are turned toward Denver for word from President Eisenhower on the new member—and possibly the new chairman—of the FCC.

With the resignation of Comr. George E. Sterling [B•T exclusive, Sept. 13], effective Sept. 30, the politicians began to get in their licks in support of favored candidates. But only two names were understood to be under serious consideration:

George C. McConnaughey, 58, Ohio Republican and currently chairman of the Renegotiation Board.

Lewis E. Berry Jr., 40, Cheboygan, Mich., Republican, now deputy department counselor of the Army, and a close personal friend of Sen. Charles Potter (R-Mich.).

Both executives had been mentioned as early as last spring as possible appointees to the FCC. This was at the time the initial one-year chairmanship tenure of Chairman Rosel H. Hyde was to expire. Since then, however, Mr. Hyde has served as acting chairman by action of his colleagues. President Eisenhower has made no formal statement about the chairmanship.



MR. McCONNAUGHEY

In the light of the Sterling resignation, primarily for health reasons, the President is expected to announce the appointment of his successor prior to Sept. 30. The report was widely current in Republican circles that the new member also would become chairman.

The appointment will be on a recess basis, since Congress is not now in session. But the appointee will receive compensation at the rate of $15,000 per year. The President would submit the nomination, for the unexpired portion of Mr. Sterling's term, when Congress convenes in January. Mr. Sterling's seven-year term expires June 30, 1957.

At Republican Committee headquarters it was ascertained that a number of senators and other party stalwarts had notified Chairman Leonard Hall that they had "candidates" for the FCC vacancy. Identities were not divulged.

Mr. McConnaughey, who appeared to be the most heavily favored, is known to have strong White House support. He served as chairman of the Ohio Public Utilities Commission (1939-1945) by original appointment of then governor and now Sen. John W. Bricker. Mr. Bricker, chairman of the Senate Interstate Commerce Committee which has launched a new investigation into communications, is known to hold Mr. McConnaughey in high esteem, but he was not available for comment last week.

Queried again by B•T late last week, Mr. McConnaughey said he had received no official word about the FCC vacancy. But he reiterated his willingness to accept the post, if proffered. He is reported to be a free-enterpriser, and is said by former associates to be a top administrator.

Mr. Berry is being strongly backed by Sen. Potter. They are long-time friends and Mr. Berry was active in the successful Potter campaign for the Senate in 1952. Mr. Berry is one of the right-hand bowers of Secretary of the Army Robert T. Stevens and has been active in GOP politics in Michigan.

Comr. Sterling had planned to return to Washington last week to remain until he retires Sept. 30, but Hurricane Edna did some water-damage to his home on Peak's Island (Portland) Me., and he delayed his trip until this week. He will be in his office Thursday, to remain until Sept. 30.

As of last Thursday, Mr. Sterling had not received an acknowledgement of his resignation from the President. It was presumed the delay was occasioned not only by the President's absence from Washington, but also because the chief executive might want to announce the resignation and the successor simultaneously. This was done last week in the case of a vacancy on the Atomic Energy Commission.

Mr. Sterling retires at approximately half-pay —nearly $7,500. But he probably will take on a few consultancies later. His physicians had expressed concern over his health some months ago, but he has shown substantial improvement in recent weeks. Mr. Sterling terminates 31



MR. BERRY

An Open Letter to Radio Networks and Affiliates and to All Who Believe in the Future of Radio Broadcasting

BACK in 1932 and 1933 (if my memory serves me well) the billings trend of the NBC Red and Blue Networks was down instead of up. CBS was getting under way, but I do not recall that a third network was the case of the down trend after steady growth from 1927. The depression was at its worst when radio was beginning to roll, but business was better and advertising volume was on the way up when NBC had a dip. There were several causes. Trade Ways, Inc. made a study in 1933 and made some intelligent suggestions; others were made by men at NBC. And when I joined NBC in 1934, I helped carry out some of the suggestions made by Trade Ways with the help and inspiration of David Sarnoff and Deac Aylesworth. I hope I added a few sound ones of my own—plus some fighting spirit at the age of 39. The income curve started upwards again in 1934 and 1935. There were several good reasons and I still have the analyses and the list of actions taken.

I have the same faith in radio today—along with great faith in television, as well as in print media. What is needed now is a new and business-like approach with the help of cost studies, plus advertising research and good rating analysis to take a new look at the future of radio networks and how errors should be corrected and new problems met. Probably the best way to do this is to start from scratch and say to those faced with the problem—"How would I set up a network today if there were no networks, no ruts in my thinking? How would I program my time? How would I contract with affiliates? What would I do with rates and the rate structure and what would I charge? How would I sell the advertiser and his advertising agency? How would I advertise and merchandise and promote? How would I write my standards of practice? How would I get more listeners?"

When I was asked to help set up the Blue Network, we tried some new ideas; when I became president of Mutual we carried out a new approach on a good foundation built by our predecessors in both organizations and progress was made thanks to the help of good men and affiliates. Surely there are young men with open minds available to do a much better job now than we did then. And remember what Bill Paley and his young men did for the business as they helped to lead the way to great things. And what great progress was made by fearless station operators and bright men among advertisers, agencies, program producers, station representatives, artists and musicians, with the technical men blazing new trails on their side of the business.

An open mind, common sense and great faith would turn the tide upward instead of downward. A lot of determination, ability to face facts and issues by united action would make the job easy. Maybe even the Bricker hearings—which I hope will be open to microphones and cameras—could prove a blessing to the industry and the people we serve. The challenge must and will be met.

Edgar Kobak

EDGAR KOBAK

Business Consultant
Owner WTWA, Thomson, Georgia
Director NARTB—BAB
President Advertising Research Foundation



a 200 mile wide

habit!

for nearly 6 years, WMCT Memphis

was the only TV station
IN THE MID-SOUTH

The habit of tuning to WMCT during that long period is one that is firmly fixed today among 285,737 Mid-South TV homes.

And WMCT on preferred low band VHF Channel 5, operates on a maximum 100,000 watts power from its "topper" tower of 1,088 feet.

today, WMCT Memphis

is the only TV station
THAT EVERY TV HOME CAN GET IN THIS AREA

This means that WMCT delivers a better signal service . . . a clearer picture over a wider area than any other Memphis TV station from 100 to 135 mile radius.

THE ONE TV STATION THAT SELLS ALL OF THE MID-SOUTH

WMCT

MEMPHIS'
First TV Station
NOW 100,000 WATTS
WMC — WMCF — WMCT

MEMPHIS • CHANNEL 5

Affiliated with NBC—Also affiliated with ABC and DUMONT

Owned and operated by
The Commercial Appeal

National Representatives
The Branham Co.

years of government service—all of it in communications.

McConnaughey Biography

Mr. McConnaughey was born in Hillsboro, Ohio, June 9, 1896, and is of Scotch-Irish descent. He attended Denison U., Granville, Ohio, 1914 to 1917; enlisted in the Army 1917 and served as 1st lieutenant, Field Artillery, with one year overseas. He was in combat duty, Meuse-Argonne offensive and Verdun. He was discharged in June 1919 from the Army and returned to Denison to receive his degree in 1920. Attended Western Reserve U. Law School, Cleveland, 1920-23, graduating with LL.B.

Practiced law in Cleveland, 1924-1939, during which time he served as assistant director of law, City of Cleveland. On Feb. 1, 1939, appointed member of and made chairman of Public Utilities Commission serving until Feb. 1, 1945. Was chairman of War Transportation Commission of Ohio, 1942-45. Elected president of National Assn. of Railroad and Utilities Commissioners for 1944-45. Practiced law in Columbus, 1945, until named chairman of Renegotiation Board by President Eisenhower Nov. 30, 1953.

He is a member of the Board St. Presbyterian Church, Columbus; member, board of trustees of Denison U; Masonic Order, Highland Lodge No. 38, Hillsboro, Aladdin Temple, Columbus. American Legion. Sigma Chi National Fraternity; Phi Delta Phi Legal Fraternity; Scioto Country Club, and Columbus Athletic Club. Has two sons, George C. Jr., and Lt. David C., USAF.

Berry Background

Mr. Berry was born in Cheboygan, Mich., on Sept. 5, 1914. He is a graduate of the U. of Michigan, 1939, and became associated the same year with the law firm of Shepherd and Berry.

In 1949, he was elected prosecuting attorney of Cheboygan County, which post he relinquished to enter the Army as a private in 1942. He was named a second lieutenant of infantry in 1943, and served in various staff capacities and during the latter part of the war served in the Southwest Pacific area on Gen. MacArthur's staff. When he reverted to inactive status in 1946 he was appointed a major in the Judge Advocate General's corps, and holds that commission now.

After leaving the service, he was again elected prosecuting attorney for Cheboygan County. He became a member of the Charter

Composite Week Set

COMPOSITE week for all am, fm and tv stations whose licenses expire in 1955—required to be submitted as program log analyses in license renewal applications—was announced by the FCC last week.

Except for Sunday and Monday, which call for a 1953 date, all other days of the week are in 1954.

The FCC also called attention to the fact that applicants may submit additional program data if they feel that the composite week log does not adequately reflect the station's program service.

The composite week is as follows:

Monday, Nov. 9, 1953
Tuesday, Feb. 2, 1954
Wednesday, March 31, 1954
Thursday, May 6, 1954
Friday, Aug. 20, 1954
Saturday, Sept. 4, 1954
Sunday, Dec. 13, 1953

NOW! the new Gray telop III

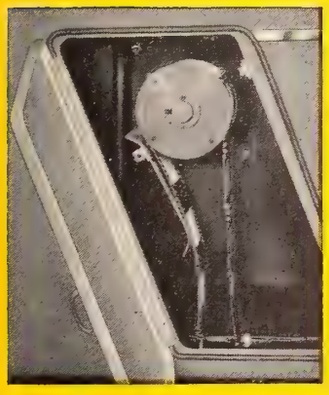
Eliminates extra manpower requirements

opaque and transparency projector



REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.



Telop III. . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

Revision Committee of the City of Cheboygan in 1949, and was elected to the City Council and Board of Supervisors the following year. He became public administrator for Cheboygan County in 1952.

Mr. Berry was named to his present civilian Army post by Secretary Stevens on Dec. 15, 1952, effective Jan. 1.

He is a member of Kiwanis International and vice president of the Michigan Municipal League. He was assistant secretary of the Republican Central Committee, a member of the executive committee of the Northern Michigan Republication Assn., a member of the State Inaugural Committee and of the Michigan National Inaugural Committee.

He is married to the former Maerose Luth of Niles, Mich., and they have two children.

Bricker Network Probe Near Preliminary Stage

Minority counsel Plotkin joins Jones with possibility that meeting will be held today with Bricker.

SEN. JOHN W. BRICKER's plan for the Senate Commerce Committee to investigate the networks starts building up steam today (Monday) as Harry M. Plotkin, minority counsel, joins Robert F. Jones, former FCC commissioner who was named earlier by Sen. Bricker to head the probe.

There was a possibility the GOP Senate Commerce Committee chairman may confer with his staff by stopping over in Washington on his way back to Ohio from a meeting in Boston today.

Meanwhile, a preliminary session planned last week between Messrs. Jones and Plotkin failed to materialize when Mr. Jones was forced away from his desk most of the week by an infected foot ensuing from an injury during the Labor Day weekend when he stepped on a sharp stone. The two had held a half-hour discussion the week before.

Mr. Plotkin, who served the FCC from 1940-51 and was assistant general counsel from 1943-51, apparently will retain no staff of his own, but will coordinate his work with that of Mr. Jones. They will exchange all memoranda and correspondence.

Observers speculated that public committee hearings, which Sen. Bricker has said will follow a staff study during the congressional recess, might begin possibly in February and run three weeks to a month. The hearings would be followed by writing of a committee report, and perhaps a minority report.

The report would present the staff's findings on whether it would be feasible or practicable to place radio and tv networks under FCC regulation, according to statements by the Ohio Republican [B•T, Sept. 13, Aug. 2]. Sen. Bricker introduced a bill during the past Congress which called for FCC jurisdiction over networks, at which time he said he intended that such a study be made [B•T, May 17].

The staff report also would present more information on the "whole" uhf-vhf problem.

Presumably there is no plan, at the staff level, to go into the activities of radio-tv network commentators. There has been some talk that Sen. Bricker has held enmity against some commentators, since the defeat of the Bricker Constitutional Amendment last session, on grounds they did not present his side fairly.

Neither was it generally believed that the matter of patents in the electronic field would be investigated by the staff. There had been criticism from some that too many patents are in too few hands.

Some observers felt last week that in the event the Democrats gain control of the Senate at the coming elections, the hearings will go by the boards altogether. Sen. Warren Magnuson (D-Wash.), who becomes ranking Democrat on the Senate Commerce Committee with the exit of Sen. Edwin C. Johnson (D-Colo.) from the Washington political scene, is known not to have the same ardor for investigating the networks as Sen. Bricker has evinced.

Mr. Jones, former congressman from Ohio and FCC commissioner from 1939-47, is known to be a foe of the networks and has been identified with the Taft wing of the regular Republicans. Mr. Plotkin, named as minority counsel by Sen. Bricker upon the request of Sen. Ed Johnson [B•T, Sept. 13], is considered a New Deal Democrat.

During their service together on the FCC the pair, both of whom have been in private law practice in Washington since leaving the Commission, did not see eye to eye on many matters.

Coordinating the staff investigation will be Nicholas Zapple, the committee's communications counsel, who headed the staff of the Potter Communications subcommittee during and after its hearings on the uhf-vhf problem last spring.

KIMA-TV Yakima Files For Satellite at Pasco

FIRST application for a satellite tv station, squarely on the provisions announced by the FCC early last month [B•T, Aug. 9], was filed last week by KIMA-TV Yakima, Wash.

The ch. 29 station asked the FCC to authorize such a 10.2 kw station on ch. 19 at Pasco, Wash., 74 air miles southeast of Yakima. The Pasco station, which will be programmed entirely from KIMA-TV, is designed to serve the Pasco-Richland-Kennewick market, the application said. Antenna will be erected on Badger Mt., and there will be no overlap of service areas between the satellite and the mother station, KIMA-TV stated. Entire Pasco project is budgeted at $76,605.

When the FCC promulgated its satellite policy, it stated it was designed to permit uhf stations to expand their coverage in order to equalize the status of the high-band outlets with vhf competitors. The KIMA-TV application is the first that meets this requirement.

In one previous case, the Commission authorized ch. 5 KFBC-TV Cheyenne, Wyo., to construct a semi-satellite on ch. 10 at Scottsbluff, Neb. [B•T, Aug. 23]. Two weeks ago, ch. 2 WKAQ-TV San Juan, P. R., asked the FCC to authorize the operation of a ch. 3 supplemental outlet at Mayaguez, P. R. [B•T, Sept. 13].

KIMA-TV, started in the summer of 1953, is owned by Cascade Broadcasting Co.

Weather Bureau Employes Can't Be Tv 'Performers'

ROUTINE appearance of a Weather Bureau employe as a "performer" on commercially-sponsored television programs has been ruled against by the Dept. of Commerce.

A recent case involved Jim Fidler, a former Weather Bureau employe and now setting up a weather station for WLW-WLWT (TV) Cincinnati. Mr. Fidler, while on leave-without-pay status from the bureau, participated in the NBC-TV *Today* program. His voice was heard on the show via telephone from a special office.

The ruling, as set forth in Circular Letter No. 26-54, says, in part:

In a recent decision the Dept. of Commerce has ruled that routine direct participation by a Weather Bureau employe as a "performer" either by voice or in person on a commercially sponsored television program is contrary to regulations. In recent weeks, Weather Bureau employes had been participating on leave-without-pay status but it was ruled that even in that capacity they were Weather Bureau employes and were required to either terminate their participation as "performers" or sever connections with the government. . . .

It is emphasized that this decision does not affect the responsibilities of the Weather Bureau in maintaining adequate distribution of weather information, including forecasts and warnings, to the general public and does not interfere with the right to utilize all available dissemination media, including television, for that purpose. It also does not eliminate the right of a Weather Bureau employe to make an occasional guest appearance on television.

Reopening of Portland Ch. 12 Case Advocated

THE FCC's Broadcast Bureau last week stepped to the side of Columbia Empire Telecasters Inc. in the latter's request that the FCC reopen the Portland, Ore., ch. 12 hearing. Columbia has charged that the successful applicant, Oregon Television Inc., testified falsely about the resignation of its proposed general manager, Walter J. Stiles [B•T, Sept. 6, Aug. 30].

The Broadcast Bureau said it believed the decision "may have been reached without all of the facts relating to the 'Stiles incident' in the record of the proceeding." It said that the record should be reopened in order to resolve conflicts of fact in affidavits.

The Portland, Ore., ch. 12 hearing began Oct. 1, 1953, with the final decision in favor of the Henry A. White-Julius L. Meier Jr. application [B•T, Aug. 2]. Competing applicants were Columbia Empire (part-owned by *Portland Journal*-KPOJ interests and including Wesley I. Dumm, owner of KSFO and former owner of KPIX [TV], both San Francisco), and Northwest Tv & Broadcasting Co. (John D. Keating).

Columbia Empire's charge was that Oregon Television principals perjured themselves when they testified that Mr. Stiles had voluntarily resigned from their employ and that they had not known the circumstances of his leaving KPHO-TV Albuquerque, his former position.

Columbia also claimed that it would show that Mr. Stiles had not left Washington immediately following his resignation, as was testified by Oregon Television, but had been in the city for the remainder of the hearing, except for one day. It also claimed that there was a tacit understanding that Mr. Stiles would be rehired if Oregon Television was successful in its bid for Portland's ch. 12.

Oregon Television denied the charges, claimed that the record was correct and that the incident had no probative value. Its answer included an affidavit from Mr. Stiles denying that he had furnished West Coast attorney Joseph Brenner any information. Oregon also said that since Mr. Stiles, and his associate Paul Bennewtiz, stated they were not in a position to furnish new evidence, there was not sufficient ground to support a rehearing.

Broadcast Bureau's position was based on an affidavit by Mr. Stiles given to FCC Hearing Div. attorneys Herbert M. Schulkind and John H. Bass in Tucson, Ariz., early this month. In this, Mr. Stiles denied that he had resigned as Oregon Television proposed general manager because of anything improper that he had been asked to do during the hearing, that although he had left Washington, he was asked to return

WBRC-TV

CHANNEL · 6

BIRMINGHAM, ALA.

now CBS

100,000

WATTS

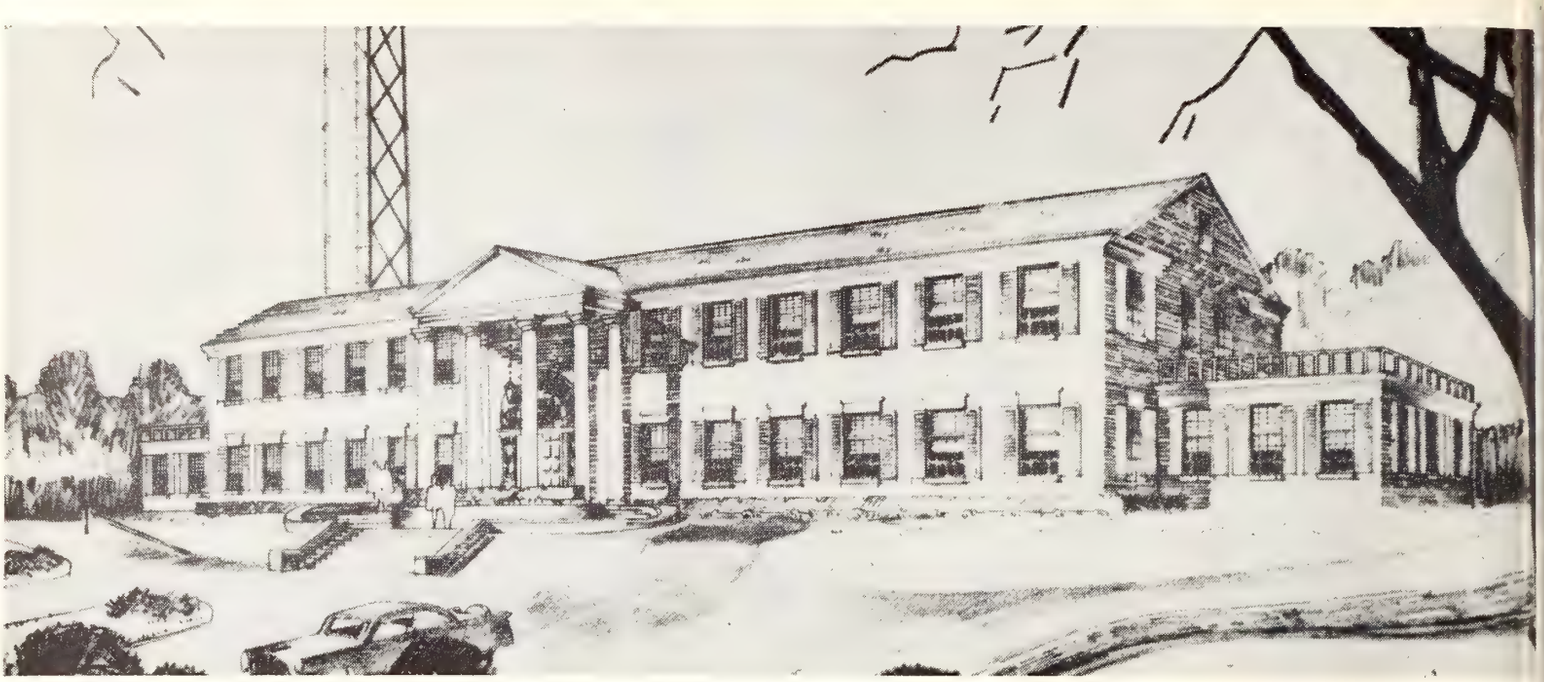
ATOP RED MOUNTAIN



A STORER STATION

BIRMINGHAM BROADCASTING CO., INC.

ESTABLISHED 1949



WBRC-TV OFFICES AND STUDIOS ATOP RED MOUNTAIN

PROGRAMS

Programming in the public interest is more than a "catch" phrase to WBRC-TV. It is their solemn pledge that all programs are dedicated to the people. It is their guarantee to the advertiser that he will have a responsive audience. Local in character, produced with network finess, WBRC-TV programs feature Alabama's greatest array of outstanding personalities.

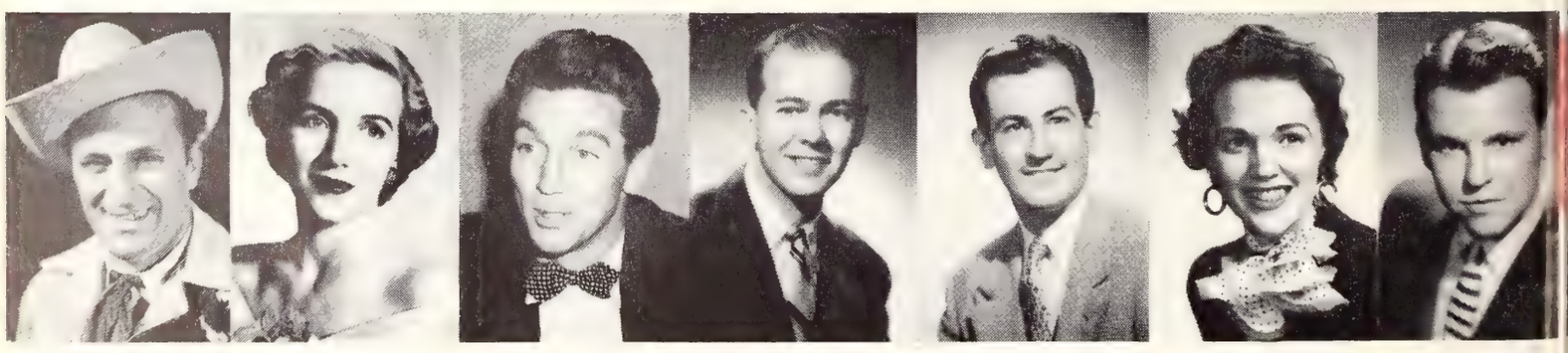
POWER

WBRC-TV operates with maximum power of 100,000 watts, on channel 6, high atop Red Mountain, overlooking Birmingham, the crossroads of the industrial South. Thus, maximum power, plus high tower, plus low frequency equals complete coverage. Although mail is regularly received from points far more distant, WBRC-TV projects a clear, powerful picture into all TV homes from Mississippi on the west, to Georgia on the east; and from Huntsville in the north, to below the capital city of Montgomery in the South.

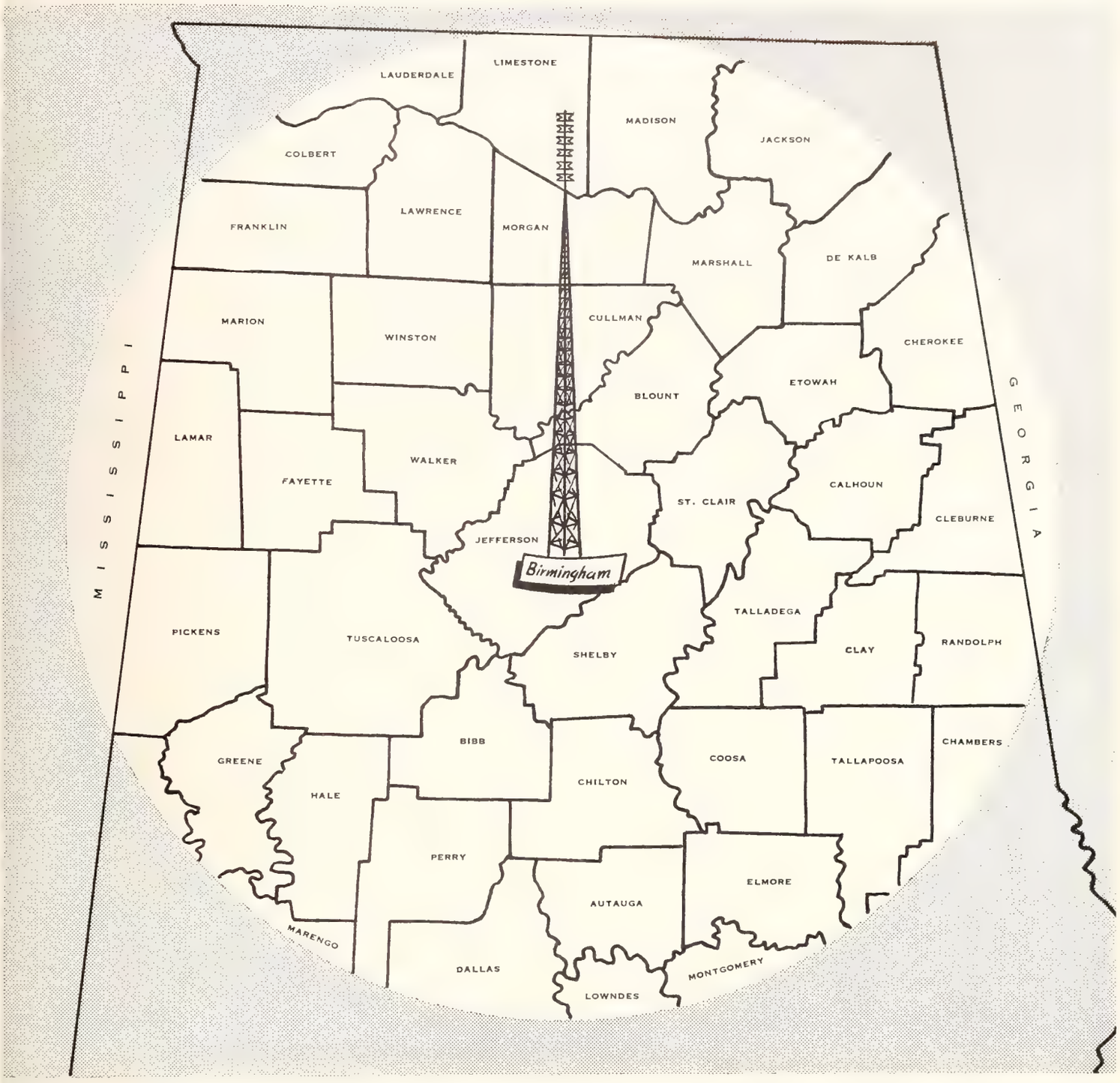
PROMOTION

WBRC-TV has long been acknowledged as one of TV's most aggressive promotion stations. Winner of national awards for outstanding merchandising on behalf of its advertisers, the station's own full-time merchandising department completes the final link in the chain of sales that extends from advertiser-broker-retailer to consumer. All accepted promotion and merchandising devices are used to increase the sale of advertised products, including point-of-purchase displays in the chain stores.

PROGRAM PERSONALITIES



HAPPY HAL BURNS JOAN MEADOWS RICK NELSON BOB BANDY HENRY NORTON MARGO GEORGE SHAF GREGOR



Market Data For WBRC-TV's 35 County Coverage*

POPULATION	TV FAMILIES	FOOD SALES	DRUG SALES	RETAIL SALES	E. B. I.
1,936,000	262,000	372,629,000	38,280,000	1,409,568,000	1,986,952,000

*Source: TV Families, "TELEVISION" MAGAZINE; Market Data, Sales Management 1953



PANORAMA OF BIRMINGHAM AT NIGHT

BIRMINGHAM
INDUSTRIAL CENTER OF THE SOUTH

Birmingham, strategically located, is an important distributing center for the southeast. It is served by nine trunkline railroad systems, a water route to the Gulf, several major airlines, and numerous motor freight lines. In Birmingham's wholesale distributing area more than 3,000,000 persons are served with modern lines of dry goods, millinery, drugs, hardware, construction equipment and many other products.

MANUFACTURING

Birmingham has become the manufacturing center of the Southeast in 78 years because of many factors. It lies in the heart of a rich mineral section, the only spot on the globe where coal, iron ore and limestone, the three essentials for making steel, are found together in commercial quantities. Its 920 diversified industries range from chemicals to clothing and from household furniture to heavy machinery.

TRADE

Birmingham's retail district is one of the finest in the South. In just Jefferson County there are 5,250 retail establishments having an annual payroll of over $60,000,000. Retail sales for WBRC-TV's coverage area are almost a billion and a half dollars, for Jefferson County alone they were more than $671,373,000 in 1953. Birmingham is the shopping capital for a radius of 100 miles.

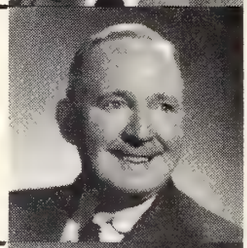
George B. Storer
President,
Storer Broadcasting Co.



J. Robert Kerns
Vice President,
Managing Director
WBRC-TV



Oliver Naylor
Local
Sales Manager



M. D. Smith
Program
and
Production
Manager



Sterling Madding
Promotion
and
Merchandising
Manager



NATIONAL SALES REPRESENTATIVES; THE KATZ AGENCY, INC.

NATIONAL SALES HEADQUARTERS:

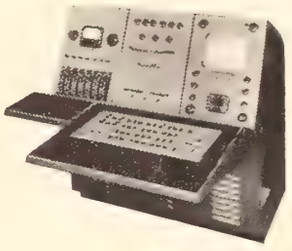
TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 ● **BOB WOOD,** Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

Congratulations

WBRC-TV *on*

An installation with a FUTURE

MONOCHROME and COLOR



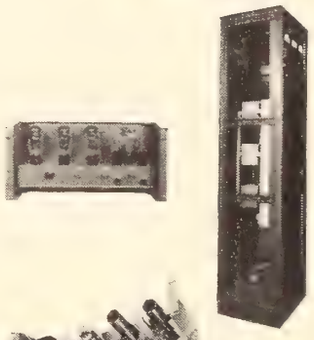
COMPLETE RELAY SWITCHING FACILITIES

CAMERA SWITCHING SYSTEMS

PROVIDING THE ULTIMATE IN PRODUCTION FLEXIBILITY

PROGRAM SWITCHING SYSTEM

PRESET VIDEO & AUDIO MASTER CONTROL ASSURING ACCURATE SPLIT SECOND SWITCHING OF MONOCHROME AND ENCODED COLOR SIGNALS



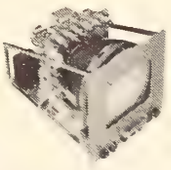
MASTER POWER SUPPLY SYSTEM

LARGE POWER RESERVE FOR COLOR SPACE SAVING — GREATER RELIABILITY



COLOR DISTRIBUTION THROUGHOUT

MINIMUM PHASE AND GAIN DIFFERENTIAL DISTORTION DISTRIBUTION AMPLIFIERS



PROGRAM AND MASTER MONITORS

FOR CRITICAL MONITORING OF HIGH DEFINITION PICTURES

DIAL OPERATED MONITOR SWITCHING

PERMITTING KEY PERSONNEL CLOSE TOUCH WITH OVERALL OPERATIONS.



General **Communications**

MAKERS OF TIME PROVEN EQUIPMENT

VIDEO AND AUDIO MANUFACTURING ENGINEERS

FORT ATKINSON WISCONSIN



by Oregon Television's attorney, that he had never told Mr. Brenner that the record was incorrect, and that he was given to understand by Oregon Television principals that his resignation would not preclude his being employed in a capacity other than general manager.

Broadcast Bureau recommended that the grant be stayed and the hearing record be reopened to determine all the facts and circumstances concerning the resignation and withdrawal of Mr. Stiles.

Reinsch Asks Demos To Allow Radio, Tv

RADIO and television would be admitted to all the committee meetings of the 1956 Democratic presidential nominating convention in a proposal by J. Leonard Reinsch, managing director of WSB-AM-FM-TV Atlanta.

Mr. Reinsch, who is the Democratic National Committee's radio-tv consultant and a member of its special advisory committee on rules for the 1956 convention, said last week he would make the proposal last Saturday at a two-day meeting of the Democratic National Committee at Indianapolis' Claypool Hotel.

It is the objective of the special rules advisory committee to open all convention committee meetings to all media, he said. This has not always been done in the past, he added.

Mr. Reinsch said he also was to make a number of other proposals to the rules group, which is studying methods to improve and modernize convention procedures in the light of television and current problems.

Membership of the special rules advisory committee was announced last Wednesday by Stephen A. Mitchell, chairman of the national committee. One other media member of the group is Jonathan Daniels, *Raleigh* (N. C.) *News & Observer,* which owns 14% of WNAO-AM-FM-TV.

The Indianapolis meeting last week is regarded as the kickoff for the 1954 Democratic congressional campaign. It included a campaign workshop for candidates and a fund-raising dinner Saturday which Adlai E. Stevenson was to address, with his talk carried by tape on the CBS Radio Network at 10:30-11 p.m. EDT and by hot kinescope on CBS-TV at 11:15-45 p.m. EDT.

FCC Actions Include DA Grant to KMJ-TV

FCC last week approved the request of KMJ-TV Fresno for a directional antenna, granting a waiver of Sec. 3.614 (b) (4) to permit the ch. 24 station to change its transmitter and make other equipment changes to accomplish this.

In other actions, the Commission:

• Approved applications to establish auxiliary STL stations to exchange programs between ch. 23 KCEB (TV) Tulsa and ch. 22 KFSA-TV Fort Smith, Ark. Using four hops, the transmitters will be located at KCEB, at KMUS Muskogee, outside Muskogee and near Cowlington, Okla.

• Denied the request of ch. 74 WMGT (TV) North Adams, Mass., to operate temporarily on ch. 15. Comrs. Frieda B. Hennock and Robert E. Lee dissented.

• Authorized ch. 12 WDEL-TV Wilmington, Del., to increase its power to 316 kw and change antenna height to 620 ft. Comr. Frieda B. Hennock issued a dissent on her usual grounds of concentration of control of media and overlap.

• Proposed to hold rule-making proceedings to add ch. 10 to Goodland, Kan.; ch. 4 to Richmond, Ky.; substitute ch. 13 for ch. 43 at Monroe, La., and assign ch. 13 to Princess Anne, Va. Comments were asked on or before Oct. 15.

It also was announced that a group of 30 Fairbanks, Alaska, businessmen had banded together to file for one of the vhf channels in that city. A. G. Hiebert, president-general manager of KTVA (TV) Anchorage, Alaska, is one of the principals in the Fairbanks group. KFIF (TV), owned by Kiggins & Rollins who also operates KFIA (TV) Anchorage, is the grantee of ch. 2 in Fairbanks. The station's debut has never been announced.

FCC Approves KMO-TV Sale; Two Am Sales Also Okayed

SALE of ch. 13 KMO-TV Tacoma, Wash., by Carl D. and Carl E. Haymond to J. Elroy McCaw for $300,000 [B•T, July 12] was approved by the FCC last week, with Comr. Robert E. Lee dissenting. The Commission also dismissed its show cause order against Mr. McCaw relating to his ownership of more than the maximum seven am stations on the ground that he had complied with the regulation. He has relinquished his holdings in KLZ Denver, KPOA Honolulu and KILA Hilo, both T.H.; now retaining interests in KALE Richland, KELA Centralia, KAPA Raymond (via Mrs. McCaw), KYAK Yakima, all Washington; KYA San Francisco, KORC Mineral Wells, Tex., and WINS New York.

Commission also approved (with Comr. Robert T. Bartley dissenting) the sale of WFOX Milwaukee (860 kc, 250 w, day) from Charles J. Lanphier and associates to Joseph A. Clark for $100,000, and of WTAN Clearwater, Fla. (1340 kc, 250 w), from Otis E. Pruitt and associates to William G. Wells and associates for $106,000. WFOX principals had to dispose of the station due to their merger option to own 30% of ch. 12 WTVW (TV) Milwaukee.

Newton Loses Primary Bid For Demo Senate Choice

DENVER's Mayor Quigg Newton, stockholder in KOA-AM-FM-TV Denver, last week lost his bid for nomination by the Democrats as candidate for the Senate seat being vacated by Sen. Edwin C. Johnson, Democrat.

Former Rep. John A. Carroll won an easy victory over Mr. Newton Tuesday in Colorado's primary election for the Democratic U. S. Senate nomination. Sen Johnson leaves the Senate after three terms to run for governor of Colorado, an office he held for two terms before entering the Senate.

Three New Am CPs Issued

FCC authorized the following new am stations last Thursday:

Sevierville, Tenn.—Smoky Mt. Bcstg. Corp., 930 kc, 1 kw, day.

Sweetwater, Tenn.—Harriman Bcstg. Co. 800 kc, 500 w, day.

Salt Lake City—Seagull Bcstg. Co., 1370 kc, 1 kw, day.

The Commission also authorized WPGC Morningside, Md., to increase its 1580 kc power from 250 w to 1 kw, still daytime, subject to Canadian radiation engineering condition. It also approved change for WADP Kane, Pa., from 1590 kc to 960 kc, continuing 500 w daytime power.

41,270 TV SETS

in the Lower Rio Grande Valley of Texas

TEXAS 5th MARKET



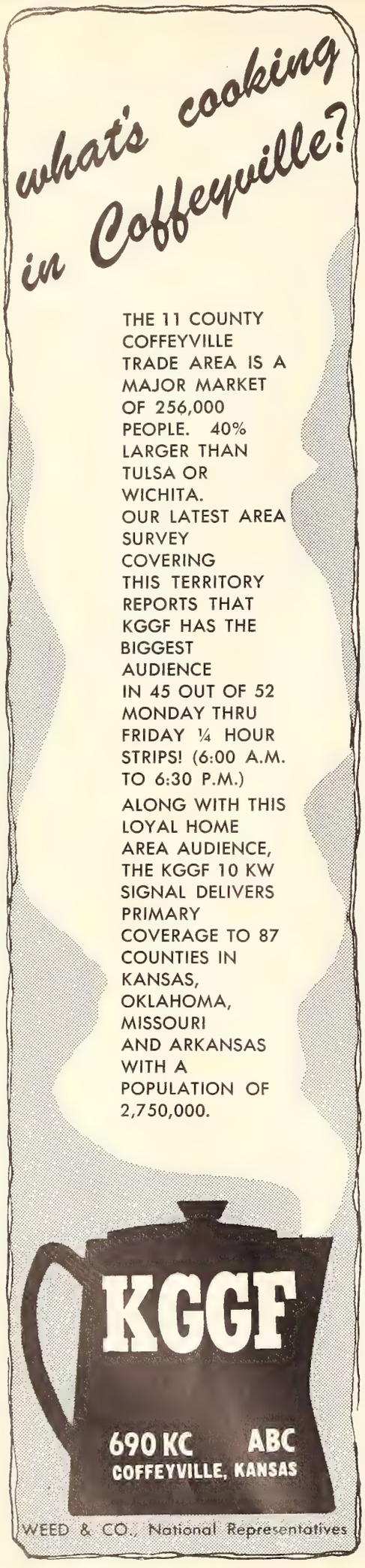
Hard to realize, isn't it, Mr. Time Buyer?...your advertising message on 41,270* TV sets in the Lower Rio Grande Valley, the nation's 63rd market...and the fifth market in Texas. And the people who see your advertising have the money to buy your product. Right now, $90,000,000 is in circulation in the Lower Rio Grande Valley, from this year's cotton crop. The 378,000 people in the Valley have a combined effective buying income of $350,000,000. Farm incomes in this fertile valley average $12,500 a year per farm family, and last year over $284,080,000 was spent in retail sales.** Start getting your share of the nation's 63rd market today.

WIRE COLLECT FOR FULL DETAILS

*November 1, 1953, Nielsen Survey plus known sales of retail merchants as of this date.
**Sales Management.

KRGV AM-TV
NBC AM-TV
channel 5
Rep. by Paul H. Raymer Co.

KGBT AM-TV
CBS AM-TV
channel 4
Rep. by H-R Representatives



SKIATRON ASKS FOR PAY-TV APPROVAL

In a petition to FCC, Skiatron Tv asks that its Subscriber-Vision system be authorized but limited to uhf stations for first three years.

LONG expected petition by Skiatron Tv Inc., asking the FCC to authorize its system of subscription television, was filed last week—but with a twist.

Skiatron Tv, which is the company holding world rights to Subscriber-Vision, the pay-as-you-see tv system developed by Skiatron Electronics & Television Corp.—asked that the punch-card method be limited to uhf stations for the first three years of commercial operation.

In this way, Skiatron Tv said, ailing uhf stations will be given a head start over competing vhf stations.

This aroused a flurry of comment in broadcasting circles. The tenor of these was that it illegally discriminates against vhf stations. There was also comment that tying subscription tv to uhf was unfairly weighting the scales against the pay-tv principle.

Generally, uhf proponents were gleeful. Commercialization of pay-tv was requested by 10 uhf stations in 1953. It was also recommended by a number of uhf witnesses during the Potter subcommittee hearings on uhf this past spring.

The FCC, which has had a petition from Zenith Radio Corp., Chicago, asking for rule-making hearings on subscription-tv—pending since 1952—has done some preliminary work on the subject, but, as far as is known, has not scheduled it for consideration.

It is understod, however, that the Commission may turn a serious eye on pay-tv this fall.

The Skiatron system operates by sending out a standard tv signal plus another signal which scrambles the picture at the receiving point. Decoders at subscribers' receivers eliminate the distorting signal element by the use of coded punch cards.

Buy or Lease Decoders

In order to receive Skiatron's subscription-tv, tv sets owners would have to buy or lease decoders for attachment to their sets. Coded cards would be sold for a fixed, or variable, fee.

Skiatron mentioned that it had in mind a combination uhf converter-decoder "relatively inexpensive and easy to install and operate."

It was learned that Skiatron Tv was hoping that it would be possible to offer single-channel uhf converter-decoder combinations for less than $15 each.

Skiatron also said it would furnish the FCC with information regarding charges and distribution of coded cards at a later date. It was understood that Skiatron had negotiated with several national distribution organizations to handle that end of subscription-tv. One of these was said to be Western Union.

Skiatron Tv is headed by Matthew Fox, motion picture and television entrepreneur (Cinerama, Motion Pictures for Television Inc., United Artists, among other interests). He secured the rights to Subscriber-Vision from Skiatron Electronics last March [B•T, March 29].

Idea of pay-as-you-look tv, which is premised on the assumption that advertising-supported telecasting cannot afford high quality programs, or those for limited audiences, was first broached by Zenith shortly after commercial telecasting began, in 1947. At that time, Zenith called its system Phonevision, because it planned to use telephone lines to send the decoding signal to subscribers' receivers. In 1951, Zenith ran a 90-day test with 300 Chicago families on its Phonevision system. In 1952 it petitioned the FCC to authorize subscription-tv, but did not ask that the Phonevision system be standardized.

In 1953, a group of four uhf stations—later joined by others—petitioned the FCC to act on the Zenith petition.

During the last few years, Rep. Carl Hinshaw (R-Calif.) has talked about redefining the word broadcasting in the Communications Act. His attitude was that subscription tv should be classified as a common carrier service, thus being subject to FCC regulation on franchises, rates, etc. In mid-1953 Rep. Hinshaw introduced HR 6431 making those changes. In May of this year, the House Commerce Committee received comments from the FCC which held that if subscription tv was in the public interest, the Commission had the right to authorize it. Radio - Electronics - Television Manufacturers Assn. also filed objections to the Hinshaw bill. No further action was taken on the bill before Congress adjourned last month [B•T, July 5, May 17].

Schoeppel Espouses Idea

In more recent weeks, Sen. Andrew F. Schoeppel (R-Kan.) issued a statement through the *Congressional Record* endorsing the idea of subscription tv. He also called on the FCC to take some action on fee-tv soon [B•T, Sept. 6]. Sen. Schoeppel is a member of the Senate Commerce Committee, which has jurisdiction over broadcasting, and of the Potter subcommittee [Sen. Charles E. Potter (R-Mich.)].

In addition to Skiatron and Zenith, the International Telemeter Corp. also has a system of subscription tv which it has operated since the end of November 1953 in Palm Springs, Calif. The system there, however, is operating without FCC authority since none is required; it is furnished to about 200 subscribers through the facilities of the Telemeter-owned community television system [B•T, May 3].

ITC, which has not filed any papers with the FCC yet, is 57% owned by Paramount Pictures Corp. It operates its subscription tv on the same principles as other pay-tv systems, but collects its box office admission price through a coin-box device attached to the receiving set.

Although nothing has ever been said publicly, RCA is known to have a subscription tv system in its laboratories which would unscramble distorted pictures for subscribers through the use of a transmitted over-the-air code signal.

Skiatron Tv's petition also recommended that a limit of 35 hours a week be placed on subscription-tv broadcasts by individual stations.

Kerrigan Joins Kerrigan Lewis

E. J. KERRIGAN, deputy director of the U. S. State Dept.'s Office of Foreign Building Operations, resigned effective last Friday to become assistant to the president of the Kerrigan Lewis Mfg. Co. of Chicago, manufacturers of textile covered insulated copper magnet and Litzendraht wire. Mr. Kerrigan had been deputy director of FBO since May 1952 and previously was associated with the Voice of America, Press Wireless Inc. as a vice president, and the *Chicago Tribune*.



He knows the score!

Even Paul Bunyan, who excelled at all sports, would be baffled by the complexities of modern football, as it's played today in the Big Ten.

Not so WCCO RADIO's ace sportscaster, Dick Enroth, one of the sports giants of the Northwest. With more than 17 years of sportscasting to his credit, Enroth knows the score so well he's acknowledged to be the top play-by-play broadcaster in the entire Northwest. He calls the plays for WCCO RADIO at the biggest events of the year—the biggest being U. of Minnesota football. And what happens? With at least four other Twin Cities stations carrying these games at the same time, the score-board shows that WCCO commands a bigger audience year after year than *all the other stations combined.* Enroth's nightly sports roundup reaches 194,730 Northwest homes a week—delivering *1.2 million* listener impressions every week!

Advertisers who know the score will let Dick Enroth carry the ball for them in the Northwest this Fall and Winter. Altho' his football broadcasts are all sponsored, participations are still available in his evening show.

Call or wire **WCCO RADIO**

Minneapolis-St. Paul
The Northwest's 50,000-watt Giant
Represented by
CBS Radio Spot Sales



Pied Piper.....
West Texas Style

Cowboy singer Jack Huddle teams up with Agee the Clown and cartoonist Dirk West each day to corral the biggest bunch of small fry watching TV sets anywhere. It's now open for participation 4 till 5:30, Mon. thru Fri.

affiliated CBS TELEVISION DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

TWO TV STATIONS BEGIN OPERATIONS

START of regular programming has been reported by two new tv stations, one of which is in Canada.

KTVX (TV) Muskogee, Okla., the first tv there, was scheduled to begin programming Saturday. The ch. 8 outlet is affiliated with ABC and DuMont and represented by Avery-Knodel Inc. After broadcasting a test pattern last Thursday KTVX said it received reports of strong signals from Fort Smith, Ark., Tulsa, Bartlesville and Eufaula, Okla., as well as Muskogee. The debut of KTVX increases to 399 the number of operating tv stations.

CKLW-TV Windsor, Ont. (Detroit, Mich.), started commercial operations last Thursday. Guest appearances by broadcasting and advertising figures highlighted the 9 p.m. dedication program. Ted Campeau, CKLW-TV president, conducted a tour of the station for the guests. The ch. 9 outlet is represented in the U. S. by Adam Young Television Corp.

Reports from other stations:

WUSN-TV Charleston, S. C., expects to begin commercial programming next Saturday affiliated with NBC and DuMont, J. Drayton Hastie, president and general manager, has reported. The station, on ch. 2, will operate with 100 kw power from an 850-ft. tower.

WINT (TV) Waterloo, Ind. (Fort Wayne), went on test patterns Sept. 12 and expects to start regular operations next Sunday, Ben K. West, promotion manager, has announced. The ch. 15 station is affiliated with CBS.

WCNY-TV Carthage-Watertown, N. Y., will begin test patterns Saturday and plans to go commercial Oct. 1, the station has reported. Rain and strong winds have held up construction the past three weeks.

WTVW (TV) Milwaukee held ground breaking ceremonies Sept. 10 for its $1 million television plant. The station, on ch. 12, expects to begin operations Oct. 27 with a temporary tower and 217 kw, WTVW has reported. A new tower measuring 1,105 feet will be completed at the year's end when the ch. 12 station plans to boost to 316 kw. It will be affiliated with ABC and DuMont.

Two educational non-commercial outlets reported construction progress last week. KETC (TV) St. Louis, on ch. 9, began test patterns last Tuesday and expects to go on the air today (Monday) with an hour-long introductory program. WOSU-TV Columbus, Ohio State U. station on ch. 34, had the building plans for its proposed studios approved by the Board of Trustees.

WNBW (TV) In-School Series Claims Sponsorship 'First'

TWICE-WEEKLY sponsorship of the daily *District of Columbia Public School Series,* which is broadcast as an official part of the Washington elementary school curriculum over WNBW (TV) there, has been taken by the Perpetual Building Assn. of Washington. According to Carleton D. Smith, NBC vice president and WNBW general manager, this marks the first time that an educational series designed for viewing in elementary school classrooms has been presented on tv under commercial sponsorship.

Winner of first place for in-school viewing programs in the 1953 Ohio State awards competition, the series is presented in conjunction with the studies of over 35,000 students in the third, fourth and fifth grades each weekday from 2:45-3 p.m. The programs, Monday through Friday, respectively, are: "Science in Everyday Life"; "Freedom Tours"; "Let's Speak French"; "Behind the News," and "Let's Speak Spanish."

Edward C. Baltz, Perpetual president, said the programs will not be interrupted by commercial announcements. A short message before and after each program will point up an aspect of thrift in the lives of great Americans.



DISCUSSING PLANS for sponsorship of two programs of weekly *District of Columbia Public School Series* by Perpetual Building Assn. of Washington over WNBW (TV) there are (l to r): seated, Dr. Hobart Corning, Superintendent of District of Columbia Schools; Edward C. Baltz, Perpetual president; C. Melvin Sharpe, board of education president; standing, Harry Merrick, vice president, Kal, Ehrlich & Merrick Adv.; Dr. Carl Hanson, associate superintendent of schools, and Carleton D. Smith, WNBW general manager.

WIS-TV Columbia Boosts To Maximum 269 Kw Power

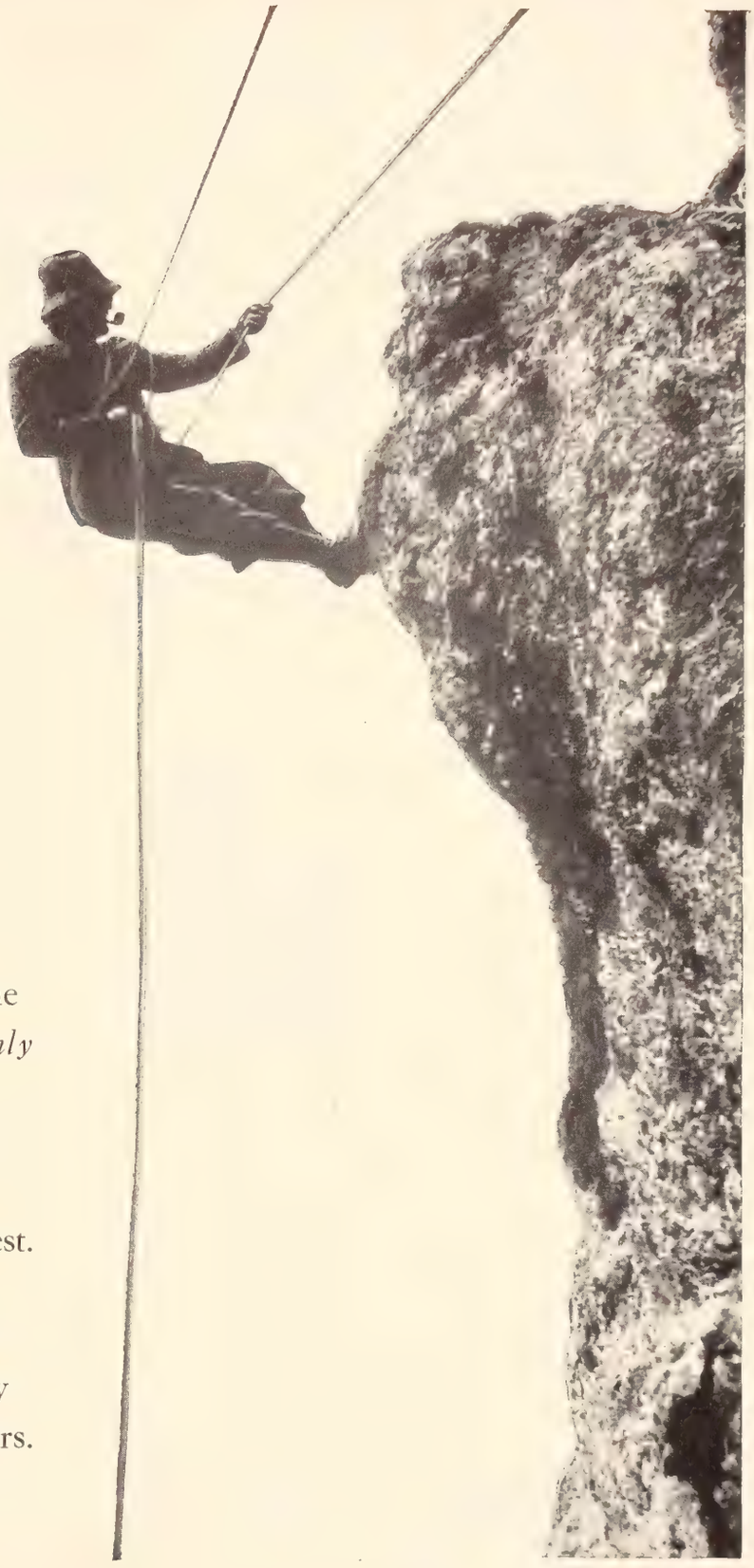
BOOST in power to full 269 kw was reported last week by G. Richard Shafto, president of ch. 10 WIS-TV Columbia, S. C. The increase has added about 2,000 square miles to the station's coverage, Mr. Shafto said.

WIS-TV is operating from its 640-ft. tower, which was constructed last year to allow for the power increase. The station had been operating with 106.5 kw since last Nov. 7. It has a primary affiliation with NBC and also carries programs from DuMont and ABC.

WFIL-TV Begins Color Use

WFIL-TV Philadelphia last week began color slide transmission and plans to launch color film transmission about mid-December, according to an announcement by Roger W. Clipp, general manager. WFIL-TV has offered to telecast advertisers' color commercial slides at no increase in cost over black-and-white. The ch. 6 outlet estimates there are approximately 350 color sets in use in its coverage area.





Everyone has something he does best...

Here's what *we* do best. We give undivided attention and skill to the responsibilities of representing *only* television stations . . . and with a quality of results possible only through intense specialization. Foremost TV stations want the best. That's why we are privileged to represent those you see below. If you share their standards, you may well want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

Personalities sell your products



This little folder will give you all the information on how and why WHAM personalities sell one of the country's richest markets. Describes the personality, what the program is, whom it reaches and its low cost per thousand listeners.

The *one* medium to reach 4½ million Western New Yorkers who have more money to spend is WHAM. Why not write WHAM immediately or ask your nearest Hollingbery office for this folder?



50,000 WATT CLEAR CHANNEL

WHAM

ROCHESTER RADIO CITY

The Stromberg-Carlson Station

AM-FM ★ NBC Affiliate

Geo. P. Hollingbery Co., Nat'l Rep.

SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

CLARK AFFILIATES WITH WALKER CO.

GEORGE CLARK, former president of George Clark Inc., New York station representative, has affiliated himself and his firm [CLOSED CIRCUIT, Sept. 13] with The Walker Co., station representative, New York, effective immediately, it has been announced by Wythe Walker, president of the firm, Otis Rawalt, vice president of Walker, and Mr. Clark. The latter will act in



MR. CLARK



MR. WALKER

an executive capacity at the representative company.

Mr. Clark, before forming his own station representative firm, had been Midwest sales manager in Chicago for WLW Cincinnati. Mr. Clark will be in the firm's New York office.



MR. RAWALT

Mr. Walker founded the station representative firm some 15 years ago.

Mr. Rawalt has been with the Walker Co. for the past 10 years.

Offices of The Walker Co. are in New York (its headquarters), Boston, Atlanta, Chicago, Minneapolis, Los Angeles and San Francisco.

WILK-TV Signs With GE, Plans Boost to 1000 Kw

CONTRACT for a 45-kw uhf GE transmitter was signed last week at General Electric's Syracuse plant by WILK-TV Wilkes-Barre, Pa. (ch. 34).

GE and the station jointly announced that the signing presages WILK-TV soon becoming "the nation's most powerful television broadcasting station." The new transmitter will be used with a new antenna and transmission lines to permit one million watts effective radiated power, increasing WILK-TV's power by more than four times its present output and bring it up to the maximum allowed for any tv station under FCC regulations, Thomas P. Shelburne, WILK-TV manager, explained. GE claimed that the 45-kw transmitter is the most powerful for uhf that has been built to date.

WILK-TV was granted its permit to operate at maximum power in August. According to Paul L. Chamberlain, general manager of GE's broadcast equipment product department, the transmitter has been slated for shipment late this year. The station plans to be on the air with it by the first of next year.

Epps Succeeds Daisley As WIS-TV Sales Manager

LAW EPPS, sales manager of WJBF-TV Augusta, Ga., has been named to succeed Tom Daisley as sales manager of WIS-TV Columbia, S. C., it was announced last week by Charles A. Batson, WIS-TV managing director.



MR. EPPS

Mr. Epps is a native of Spartanburg, S. C., and started his radio career at WSPA there. He formerly was national sales manager of WCOS-TV Columbia. Mr. Daisley has resigned to establish an advertising consulting service in Columbia.

WBAP-TV Goes to Maximum

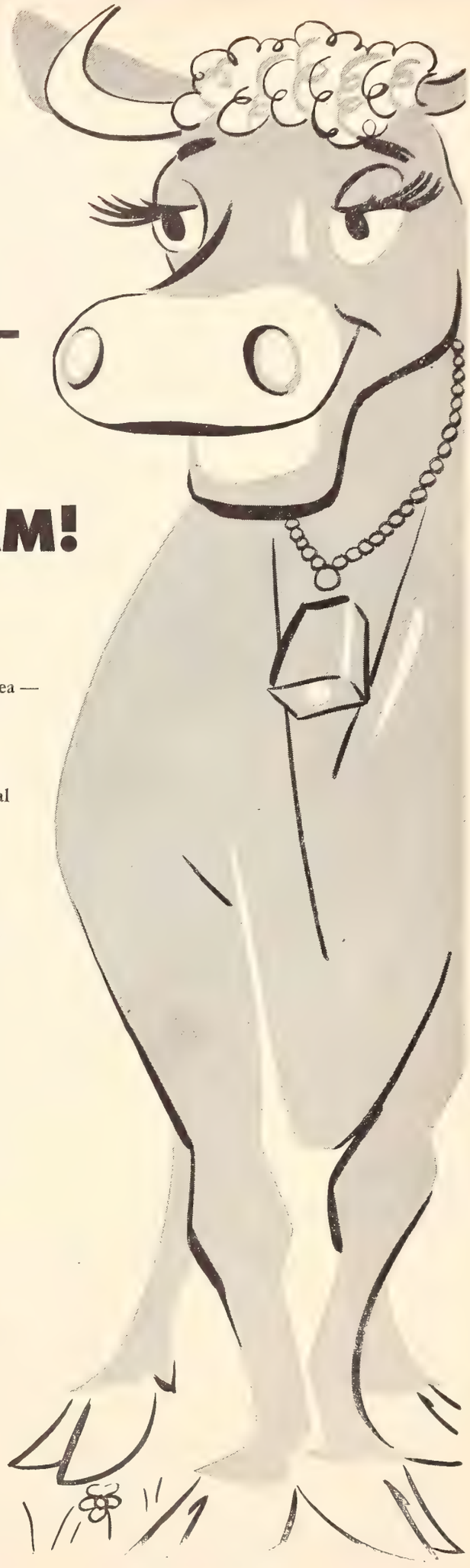
SWITCH last week to maximum 100 kw power with the use of a new RCA transmitter that "has been in the process of installation for nearly two years," has been reported by WBAP-TV Fort Worth, Tex. Amon Carter Jr., president of Carter Publications Inc., WBAP-TV owners, threw the switch that transmitted the new signal from the station's 1,113-ft. tower. The ch. 5 outlet expects to cover 55 counties in the Fort Worth-Dallas area, it reported.



THOMAS P. SHELBURNE (second from l), managing director of WILK-TV Wilkes Barre, Pa., contracts with General Electric for a 45 kw transmitter which will enable the ch. 34 outlet to boost to 1 million w power. L to r: William Broughton, GE broadcast equipment district manager; Mr. Shelburne; Paul L. Chamberlain, general manager, GE broadcast equipment product dept.; John Creutz, WILK-TV consulting engineer.

with WAVE

you don't buy the cow—



YOU BUY THE CREAM!

Only *one* radio station in Kentucky gives you exactly what you want in this State, and at the right price.

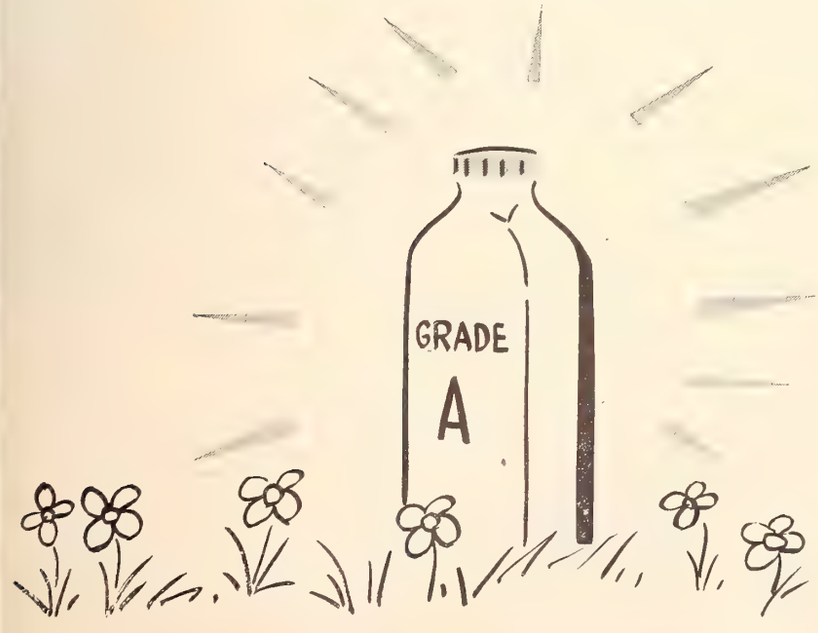
MORE THAN LOUISVILLE — LESS THAN KENTUCKY! WAVE's 50% BMB daytime area gives the Louisville Trading Area — no more, no less. *This Area accounts for 42.5% of Kentucky's total Effective Buying Income.*

COMPLETE PROGRAMMING—HIGH LISTENERSHIP. WAVE is the only NBC Station in or near Louisville. Our local programming is big-time stuff, too. We don't ask our audience to listen to one or two voices for endless hours. Our *radio* staff includes 62 people, 44 of whom do on-the-air work rather than management, sales, etc.

Don't buy the cow. Buy the cream — concentrated, unwatered, and nourishing! NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives



CBS Radio, Tv Spot Sales To Represent KOIN Stations

CBS RADIO Spot Sales and CBS-TV Spot Sales have been appointed national spot representatives for KOIN-AM-TV Portland, Ore., it was announced jointly last week by Henry R. Flynn, general sales manager of CBS Radio Spot Sales, and Clark B. George, general sales manager of CBS-TV Spot Sales [CLOSED CIRCUIT, Sept. 13].

KOIN-AM-TV are owned and operated by the Mount Hood Radio & Television Broadcasting Corp. C. Howard Lane is vice president and manager of KOIN-TV and Harry H. Buckendahl is vice president and manager of KOIN.

KOIN, which was organized in 1925, operates on 970 kc with 5 kw. It is a primary basic affiliate of CBS Radio. KOIN-TV, on ch. 6, was established in October 1953 and is a primary basic affiliate of CBS-TV.

STATION PEOPLE

John F. Box, account executive, WOKY-TV Milwaukee, appointed station manager, WOKY.

S. John Schile, vice president, Rocky Mountain Broadcasting System, and sales manager, KUTV (TV), both Salt Lake City, to KLOR (TV) Portland, Ore., as general manager.



MR. SCHILE

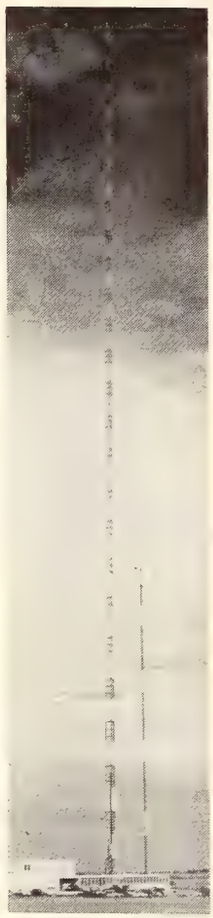
Dale R. Peterson, commercial manager, Broadcasting Corp. of America (KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, all Calif.) appointed director of operations; **Nadine Hill** succeeds Mr. Peterson; **Joseph Hill** becomes business manager; **Effie Brakebill** becomes office manager.

Ken Hildebrandt, commercial sales manager, KYA S. F., appointed general manager, KEAR there.

Lester M. Smith, Blackburn-Hamilton Co., S. F., to KVSM San Mateo, Calif., as general manager.

Ted Cramer, formerly program director, KTVX-TV Muskogee, Okla., appointed station manager of that station; **John Devine,** formerly program manager, KCBD Lubbock, Tex., appointed program director, Tulsa Broadcasting Co. (KTUL Tulsa, KFPW Fort Smith, Ark., KTVX-TV).

Highest



KWTV (TV) Oklahoma City's new antenna reaches skyward 1,572 feet and is, according to station reports, the world's tallest man-made structure.

The tower cost approximately $650,000, weighs 525 tons and rests on insulators designed to withstand a load of 5,600 tons with an estimated maximum work load of 1,400 tons. Line of sight of an observer at the top of the tower is from 60 to 80 miles.

Twenty-seven beacons requiring 14,400 watts of power are needed to outline the tower and additional lighting is required for the guy wires, night and day.

Designer and fabricator was the Ideco Division, Dresser-Stacey Co., Columbus, Ohio, and the builders were Mizell Construction Co., Ganado, Texas.

Frederick Bailey to WBMS Boston as manager.

Louis F. Allen, account executive, WCPO-TV Cincinnati, to WMUR-TV Manchester, N. H., as assistant general manager.

Eugene P. McElwee, recently released from U. S. Air Force, to WTOP-TV Washington, as account executive.

Bob Brown, sales manager, KUDU (formerly KVVC) Ventura, Calif., to KVEN there as account executive.

Chick O'Malley, program director, WACE Chicopee, Mass., promoted to account executive; **Ed Carter,** chief announcer, succeeds Mr. O'Malley.

William W. Van der Busch, sales manager, WITV (TV) Miami, appointed general manager in charge of national and local sales.

Gene Ellerman, sales dept., Booth Radio and Television Stations Inc., Detroit, (WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, Mich.), transfers to WBBC as sales manager; **Jim Rush,** news editor, WBBC, appointed program director of that station; **Charles Speights,** formerly advertising manager, Oxford Tool Co., Lapeer, Mich., to sales staff, WBBC; **G. Elwood Ryan,** chief engineer, WBBC, transfers to Detroit office; **Walter Wierzbicki** appointed transmitter supervisor, WBBC.

Joseph M. Miller appointed to newly-created position of local sales manager, KFMB San Diego; **Virgil L. Clemons,** automotive salesman, to sales staff.

Bill German, formerly with WJWL Georgetown, Dela., to WOND Pleasantville, N. J., as sales representative in Atlantic City market; **Chet Wise,** producer, *Beachcomber Show,* WOND, appointed sales representative in same market.

Harold W. Storm, promotion director, KMBC-AM-TV Kansas City, Kan., to KLZ-AM-TV Denver as promotion and advertising manager, succeeding **Bill Day,** appointed publicity director of that station.



MR. STORM

A. Richard Robertson appointed head, promotion and public relations dept., KSL-AM-TV Salt Lake City; **Robert Murdock,** promotion dept., KSL-AM, becomes assistant to Mr. Robertson.

Ted Nelson, formerly vice president and general manager, WBRD Ft. Lauderdale, Fla., to KIMN Denver (Intermountain Network station), as promotion and merchandising manager; **Howard Vineyard,** formerly with KFEL-TV Denver, to KIMN and Intermountain Network, Denver, as account executive.

Jim Eskilson, floor man for local productions, KEYT (TV) Santa Barbara, Calif., appointed studio-production manager; **Ray Dietrich,** news announcer and production assistant, appointed film and public events dept. head and night production supervisor; **Bill Huddy,** announcer, appointed news editor, senior announcer and assistant night supervisor; **Joe Costantino,** production and promotion depts., appointed to full-time promotion activities.

Jack Roach, sportscaster, WKBZ Muskegon, Mich., appointed news editor; **James Leiker** appointed chief announcer, WKBZ, succeeding **Miles Olsen,** resigned to accept teaching position.

Ethel Grey, women's director, WSBA York, Pa., returns after two month absence following accident July 16.

Jim Raser, writer-producer, *Jane Todd Show,* KCBS San Francisco, father of boy, David O'Donnell.

Rolf Hersgaard, newscaster, WCCO Minneapolis-St. Paul, father of boy, Barry Craig.

Harry Bickhardt, engineer, WIP Philadelphia, father of boy, William Craig.

Mark S. Love, 53, former vocal group director and soloist, WGN Chicago, died Sept. 10.

THE LATEST WCKY STORY

THE DAILY HIT PARADE

FIRST in Cincinnati—6:15-7:00 pm

From Pulse May-June
WCKY—6.2
Net A—5.3
Net B—3.0
Net C—2.9
Net D—2.7

1947—1948
1949—1950
1951—1952
1953—1954

are YOU Buying a 6.2 Rating in Cincinnati?

WCKY

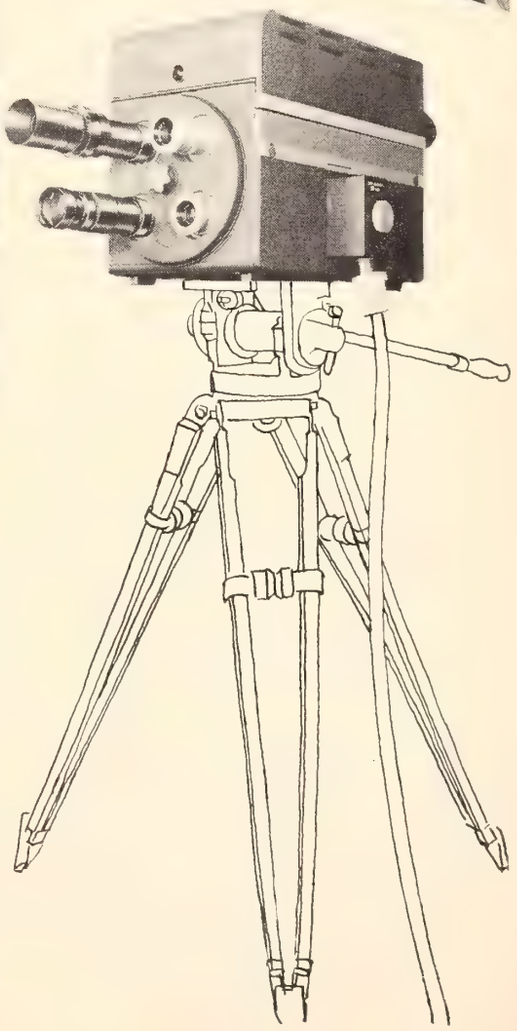
NORTHWEST RADIO AND TELEVISION SCHOOL CHOOSES

DU MONT

Only the best at Northwest! The most experienced instructors, up-to-the-minute texts and superior TV equipment. That's why this leading School chose the Du Mont image orthicon camera chain . . . of the same type as used by leading TV network stations.







Graduates of Northwest Radio and Television have actual experience with commercial equipment and TV operation. Each graduate is thoroughly versed in TV fundamentals . . . many have specialized skills. If you're anticipating any personnel changes at your station wire or call our Placement Director. He can put you in touch with a qualified graduate in your area who will fill the bill. There is no charge or obligation for this service.

NORTHWEST RADIO AND TELEVISION SCHOOL
1221 N.W. 21st Avenue Portland 9, Oregon BE 7246

TV'S GROWTH ACCELERATES IN EUROPE

UER to Work Networks from Brussels:

EUROPEAN Radio Union has announced plans to establish a central technical and program office in Brussels, Belgium. UER was responsible for Eurovision, first temporary European tv network established earlier this year.

Future European television hookups (there are plans to stage a second Eurovision program exchange for late this year) will be distributed by the Brussels setup. This means that Lille, France, where the technical center for the first Eurovision network was located, will have no central functions in coming tv events.

West Germans in Uhf Experimentation:

German radio networks plan to introduce uhf tv within at least two years. An experimental uhf station with a power of 10 w is presently operated by the NWGR (North West German Radio) at Bielstein, West Germany. Power will be increased shortly to 100 w. Coming West German regular uhf television stations will, according to plans, operate in what is called in Europe the IV and V bands (470 to 585 mc and 610 to 960 mc).

German manufacturers have started construction of pilot sets, relying heavily on American set construction experience in the uhf field.

Monte Carlo Builds:

In Monte Carlo, southern France, a commercial television station is being constructed. It is understood that this will be the first and only commercial station in France.

The television station will closely cooperate with the Monte Carlo radio organization, though a special company is being established for the tv side of the operations. Company reportedly is controlled by Prince Rainier III of Monaco.

The Monte Carlo television station, one of the few commercial tv stations in Europe, will operate on the French ch. 2 (188 to 202 mc) and the transmitter is located 3,300 ft. above sea level, which means excellent receiving conditions in a large area. Station will adopt the French 819-line system.

West Germans Retail Tv at Loss:

Retail prices of latest models of television sets in West Germany are as follows:

	Table Sets	Consoles
15″ tube	$166 to $190	——
17″ tube	$214 to $238	$238 to $307
21″ tube	$250 to $260	$321 to $345

West German set manufacturers claim they sell at losses, because prices are set for large scale selling which is expected to start before the end of the year.



800,000 in Canada

A TOTAL of almost 800,000 television sets were in use in Canada at the end of July, according to a compilation by All-Canada Television and the Radio-Television Mfrs. Assn. of Canada. The latest data shows 26,500 sets added during the month of July, with about 20,000 in the provinces of Quebec and Ontario.

CBHT (TV) Begins Building

CONSTRUCTION of a transmitter building for CBHT (TV) Halifax was started early in September, W. E. S. Briggs, Canadian Broadcasting Corp. director for the Maritimes region, has announced. The one-story reinforced concrete building is to be completed before the end of October and the RCA transmitter is to be installed before the building is completed. A 400-ft. tower with an RCA antenna is being erected. It is hoped to have CBHT on the air by Christmas.

CHEX-TV Plans February Start

CHEX-TV Peterborough, ch. 12, is to start telecasting Feb. 1. A new transmitter and studio building is now under construction on a hilltop site in the northeastern outskirts of Peterborough. The new building also will house the CHEX-AM transmitter studios. CHEX-TV will have an RCA wavestack tubular antenna.

INTERNATIONAL SHORTS

CHCT-TV Calgary has joined the CBC non-interconnected tv network.

CFQC-TV Saskatoon has joined the CBC non-interconnected tv network.

CKCK-TV Regina, Sask., has issued second rate card, effective Oct. 1, with hourly rates on class A time starting at $200 and one-minute announcements at $45.

Underwriters Set Deadline For Fire Safety Awards

GOLD MEDAL awards for outstanding public service in fire prevention and fire safety by radio and tv stations will be presented for the 13th straight year, according to the National Board of Fire Underwriters.

The board plans on Dec. 1 to mail official entry blanks to all radio and tv stations and newspapers formally inviting them to take part. Deadline for entering the contest is Feb. 14, 1955. The awards were instituted by the board in 1942 and by last year, 12 dailies, eight weeklies and 14 radio or tv stations had been honored while some 100 others had received citations.

A gold medal, or its equivalent of $500 cash, is awarded the winner in each of the four classifications: radio station, tv station, daily newspaper and weekly newspaper. Although entries usually are nominated by local fire departments, civic organizations, community leaders or town officials, individual papers or stations can nominate themselves as candidates for awards. Nominations must be supported by clippings, letters, photographs, records or other material dealing with the candidates' 1954 fire prevention or safety activities. Board is located at 85 John St., New York 38.

Deadline Set for RTNDA News Awards Competition

DEADLINE for entries in the 1954 news awards competition of the Radio-Tv News Directors Assn. is midnight, Oct. 1, according to an announcement by Tom Eaton, RTNDA news awards chairman and news director of WTIC Hartford, Conn.

The competition is open to all stations—am, fm or tv—regardless of whether they are members of RTNDA, Mr. Eaton said. Awards are made for (1) outstanding radio news operation, (2) outstanding television news operation, (3) outstanding radio news feature or special event and (4) outstanding television news feature or special event.

The period of competition is from Oct. 1, 1953, to Oct. 1, 1954. Entries on official blanks should be sent to Prof. Baskett Mosse, chairman of the department of radio-tv, Medill School of Journalism, Northwestern U., Evanston, Ill.

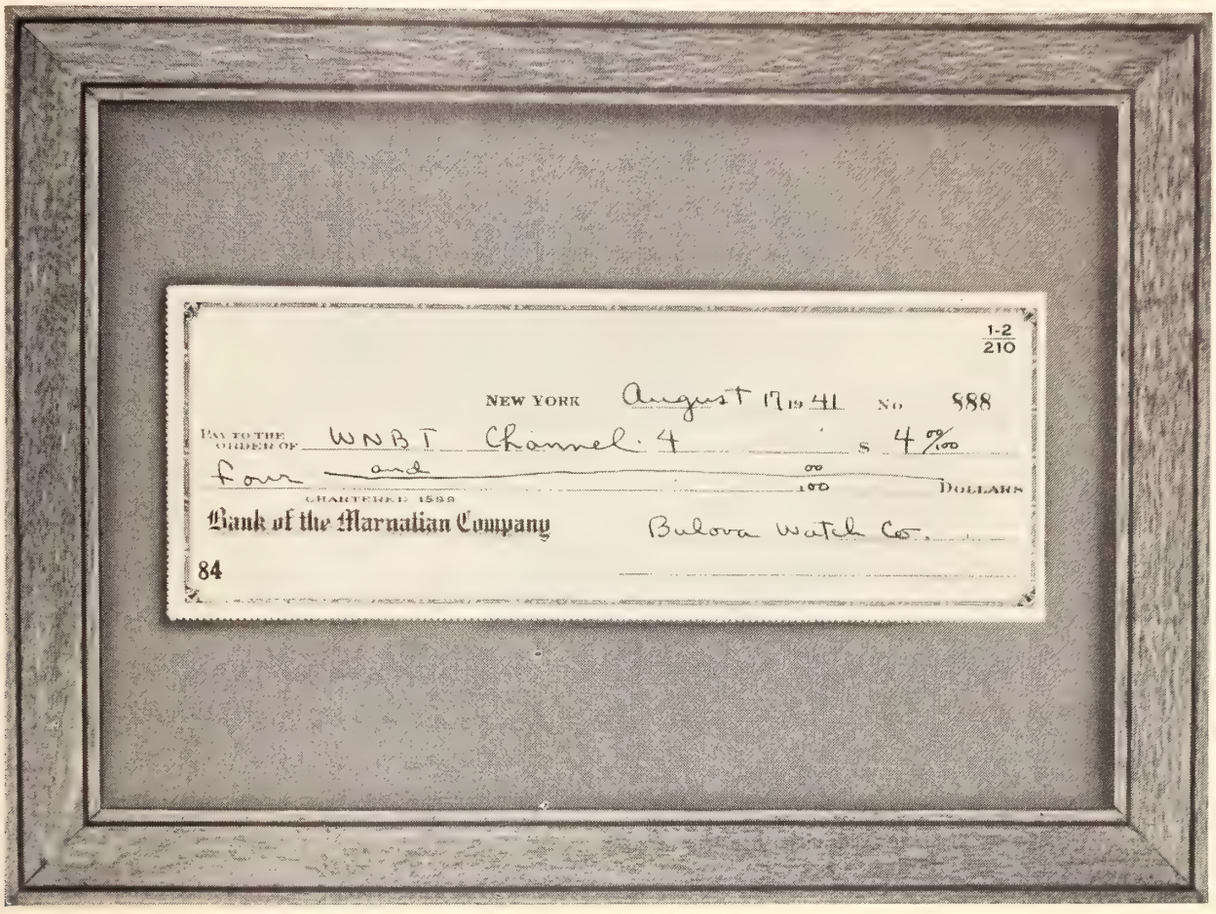
SDX Sets Deadline

CLOSING date on nominations for the election of three living journalists to be honored as Fellows by Sigma Delta Chi, national professional journalism fraternity, has been set for Nov. 1, it was announced Wednesday by Victor Bluedorn, SDX executive director. Nominations may be made by those other than fraternity members, nor is fraternity membership a requirement for nomination as a Fellow. Past presidents of SDX will choose six eligibles in studying nominations, to be presented to the national convention in Columbus, Nov. 10-13. Nominations should be submitted to Sigma Delta Chi, 35 E. Wacker Drive, Chicago, before Nov. 1.

Lee Kirby Awards Set Up

ESTABLISHMENT of the Lee Kirby Memorial Awards, to be presented yearly in memory of the late WBT-WBTV (TV) Charlotte, N. C., sportscaster, was announced last week by Pete DiMizio, a Salisbury businessman and sportsman, the stations have reported. A ballot of the state's sportscasters and sportswriters will select the best man in each category for the yearly honors. Lee Kirby died Nov. 6, 1953.

COLLECTOR'S ITEM



$4.00 for a 1-minute TV spot in the Number 1 U.S. market! That was what our first advertiser, Bulova Watch Company, paid, based on the very first television rate card in America—issued by WNBT, NBC's key station in New York. The year was 1941.

Today—in 1954—a 20-second station break costs $350 AND IS A BETTER BUY! Here's why:

Thirteen years ago there were 3,000 TV homes in the New York area. A 5.0 rating meant a $4.00 spot gave a cost-per-thousand-homes of $26.67.

Today, with 4,327,000 TV homes in the WNBT area, the same rating of 5.0 means a cost-per-thousand of only $1.62.

For collecting customers, *today's* WNBT rate card is *really* the precious collector's item.

But economy isn't the whole story. WNBT is first by many standards.

FIRST IN NET BILLINGS
During the month of August, WNBT sold $2½-million in television advertising—more than any other New York TV station.

FIRST IN ADVERTISER-SERVICE
WNBT made a clean sweep in the 1954 Billboard Competition for excellence in merchandising, promotion, and advertising. 3 out of 3 first prizes!

FIRST IN NEWS
The 11th HOUR NEWS, with John K. M. McCaffrey, is by far New York's highest-rated daily local TV news program.

FIRST IN COLOR
WNBT schedules more color television programs than any other New York television station.

No doubt about it, in the 13 years since WNBT's historic Rate Card #1, almost everything about television has changed except the basic superiority of WNBT.

If you'd like a souvenir copy of television's first rate card—a fascinating collector's item and useful conversation piece—call or write WNBT, 30 Rockefeller Plaza, New York 20, New York.

WNBT *Channel* **4** NBC *in New York • a service of* RCA *Represented by NBC Spot Sales*

RADIO TO PREVAIL, SAYS MBS' O'NEIL

Mutual president-board chairman in panel program interview says the need for radio will continue, even though tv has made inroads.

RADIO always will prevail, there will always be a need for radio networks in the U. S. and radio network programming will continue to change as listening patterns change, according to Thomas F. O'Neil, president and board chairman of MBS.

Mr. O'Neil was interviewed last Tuesday on MBS' *State of the Nation* program by a panel of three newsmen.

Asked about radio's "future" with allusions to the speech of Brig. Gen. David Sarnoff, NBC-RCA board chairman, to NBC-TV affiliates and CBS President Frank Stanton's address to CBS Radio affiliates in separate Chicago meetings [B•T, Sept. 6], Mr. O'Neil said (1) the need for radio networks in the U. S. always will exist and, (2) "we would be completely playing ostrich if we didn't recognize television inroads into listening habits."

Mr. O'Neil noted that MBS has just concluded "one of the costliest surveys" in its 20-year history to determine the changes in listening habits. MBS, he asserted, expects to guide its future programming course by the results of the survey, now being processed. According to Mr. O'Neil, although there is more radio listening today than in 1943, the patterns of listening habits have changed with 28 million auto radios in existence today as compared to 9 million in 1943.

MBS' Film Activity

In order for the radio network to survive profitably it need not necessarily enter the television network business, Mr. O'Neil asserted. But, he reminded, MBS currently is engaged in the film business because:

". . . I believe that anybody engaged in the business nationally, whether it be radio or television, should some how or other be in television on some type of a national basis and this we intend to do. But not in the classical style of television networks as they are today."

Mr. O'Neil also said there would not be enough money in local radio station operation to discard networks entirely and operate a program service without national sales. No such central program service could survive economically in this way, he warned.

Mr. O'Neil also cautioned that the alternative to a radio network service in the U. S.—he said Gen. Sarnoff had spoken "inferentially at least" on the possiblity "of having some type of a national service and some type of a national set-up for programs of national interest" —would be a non-profit, government controlled and operated system such as the British Broadcasting Corp. This, Mr. O'Neil said, "would be wrong and would not be to the best benefit of all the people involved in it."

Panel members who interviewed Mr. O'Neil in the half-hour question-and-answer program, included Ben Gross, radio-tv editor, New York *Daily News,* John Crichton, executive editor, *Advertising Age,* and Rufus Crater, B•T's senior editor in New York.

KIERMAIER, BURNS PROMOTED AT NBC

PROMOTION of John W. Kiermaier, NBC Film Division administrative sales manager, to the newly-created post of administrative coordinator was announced last week by Carl M. Stanton, NBC vice president in charge of the division.



MR. KIERMAIER

Mr. Stanton also announced the appointment of John M. Burns as division administrative sales supervisor.

In his new post, Mr. Kiermaier will coordinate for Ted Sisson, director of the division, the administration of such departmental activities as production, sales, advertising and promotion, kinescope operations, the film library and film exchanges.

Mr. Kiermaier, who joined NBC in August 1949, served as assistant to Robert W. Sarnoff when Mr. Sarnoff, now executive vice president, was tv network program sales manager and vice president in charge of unit productions. Mr. Kiermaier also was coordinator of the 1951 NCAA football telecasts and in 1952 associate production supervisor of the network's summer *All Star Revue.* He started with the film division in November 1952 as assistant production manager.

Mr. Burns became a sales representative in New York in September 1952, after having been with the division's Chicago sales office. He joined NBC in September 1951.

Nickels From Heaven

A WINDFALL can emerge from television—and in nickels too—as Mrs. Charles Diebel of Mt. Pleasant, Mich., can attest. Last week one hundred of her neighbors helped her sort out more than 100,000 letters that came to her following her appearance on *Garry Moore Show,* CBS-TV daytime, on Sept. 10. At that time Mr. Moore had urged his viewers to send Mrs. Diebel a nickel.

Mr. Moore, who is reported to be opposed to give-away-type shows, decided on the nickel "windfall" for Mrs. Diebel when she told him that she was satisfied with life and not looking for a handout. When letters began to flood the Mt. Pleasant post office, authorities decided to place the sacks of mail in the town jail for safe-keeping. Neighbors were busily at work last week counting the take, but a CBS-TV spokesman said it was not possible to report the amount collected, as letters still were being received.

NBC RADIO GROSS TOPS $33 MILLION

The network signed $8.1 million new and renewal business during July-August, says Fineshriber.

NEW and renewal business representing $33,325,348 in gross billings was signed by NBC Radio during the first eight months of 1954. it was announced last week by William H. Fineshriber Jr., vice president in charge of the network.

Contributing to this overall figure, Mr. Fineshriber said, was new and renewal business of $8,126,348 signed during July and August. He characterized the July-August sales pace as "particularly noteworthy," adding that the traditionally lower summertime sales level was reversed, with business "well on a par with activity for the normally more active winter and spring periods."

"These encouraging figures reflect the continuing intensification of our sales and programming efforts," Mr. Fineshriber declared. "It is significant that this additional $8 million in business continues the ratio between traditional radio buys and the new 'magazine concept' purchases that was set in the $25 million total announced two months ago. Three-fourths of NBC Radio's network billing follows the long-established pattern of the basic half-hour, quarter-hour and strip buys; while roughly 25% represents enthusiastic acceptance of the progressive moves pioneered by NBC to provide advertisers with new sales concepts and flexibility through NBC participations.

Latitude of Use

"These participations make it possible for any advertiser to use our full 200-station network as frequently as his marketing needs dictate. They afford unprecedented low costs which are well within any national budget. For example, sponsors can spend as little as $2,000 yet advertise to the entire national market with a one-minute commercial within the body of established NBC nighttime programs."

He cited "the success" of *Fibber McGee & Molly,* which started last fall as a 15-minute nighttime strip, five times a week, as an illustra-

STANDARD Sound Effects Library

INDISPENSABLE

for every RADIO and TV STATION!

Biggest and best in the business. Over 1000 effects recorded from life with utmost realism and fidelity. On 78 r.p.m. vinyl plastic discs.

Send for FREE Catalog!

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

PROTECTING YOU IN MORE WAYS THAN YOU KNOW

Capital Stock Fire Insurance Companies are represented by independent local agents or brokers. It's the insurance service that gives you the personal advice of a man in your own neighborhood. And he protects you in more ways than you know; he's the man who can take care of all your insurance needs.

He's your neighbor!



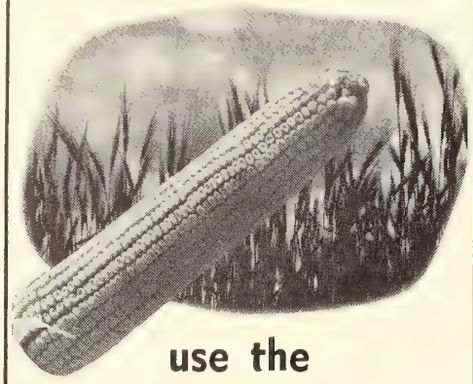
NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 38, N. Y.

222 West Adams Street
Chicago 6, Ill.

465 California Street
San Francisco 4, California

This ad is appearing nationally. To encourage supplementary home town advertising, the National Board provides, through State insurance agents' associations, mats and suggested copy for local insurance boards. These, with other artwork and suggested copy, radio and TV spots, are available to your advertising department.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

WHLI

THE LONG ISLAND STORY

DELIVERS

BIG, BOOMING NASSAU COUNTY

* * *

Effective Buying Income . . . $2,046,485,000

(Sales Mgt.)

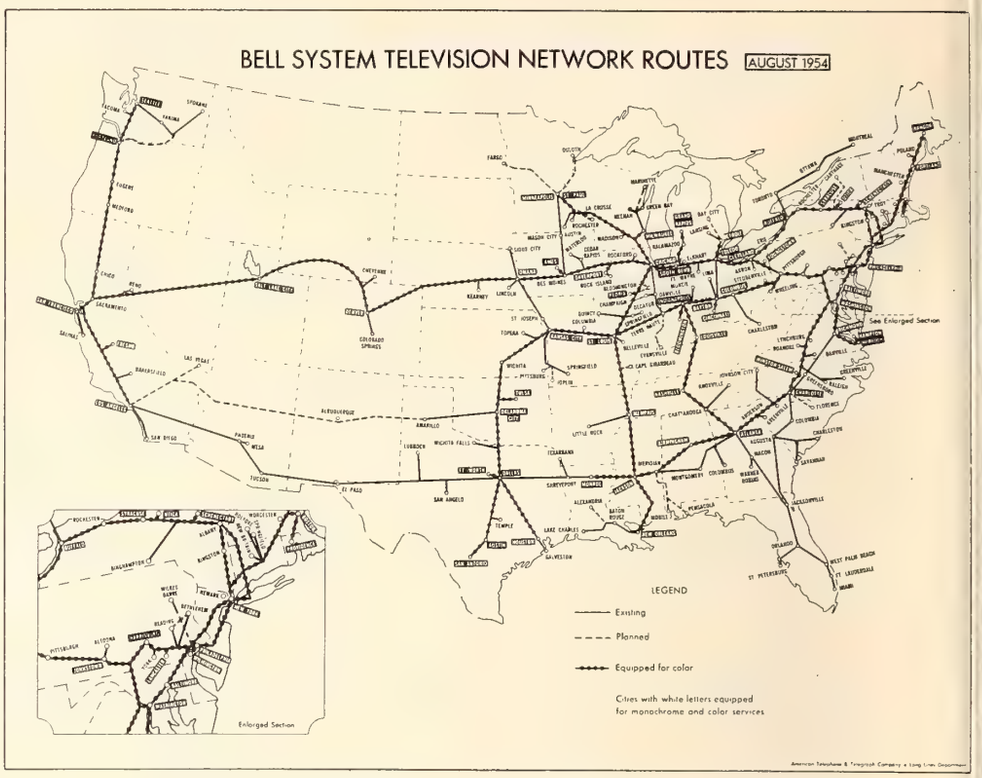
* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"

AM 1100 WHLI FM 98.3

HEMPSTEAD, LONG ISLAND, N. Y.



Bell System's Latest Map of Network Routes Released Last Week

tion of sponsor aceptance of NBC participation concept, and added:

"This program is rapidly approaching a 'sold out' status, which has necessitated our opening an additional 15-minute evening strip for one-minute participations. The new strip will be *The Great Gildersleeve,* to be heard from 10:15-10:30 p.m. EST, Sundays through Thursday, back-to-back with *Fibber,* beginning Sept. 26. Although this new availability has just been announced, Rexall Drug Co. has already bought in, and we expect *The Great Gildersleeve* to be fully as effective as *Fibber McGee & Molly.*"

Advertisers listed as making new purchases in the "basic buy" format during July and August are Miles Labs., American Dairy Assn., Crosley Div. of Avco Mfg. Corp., Procter & Gamble, West Coast Fisheries, Sunbeam Corp. and Hazel Bishop Inc.

New advertisers sponsoring participation plans shows, it was announced, are Murine, RCA, Rexall, General Foods, Maryland Pharmaceutical and Armour.

CBS-TV News Appointments

NEW ASSIGNMENTS in CBS-TV's press information structure were announced last week by Charles Oppenheim, newly-appointed director of press information for the network [B•T, Sept. 13].

Mr. Oppenheim announced the appointments of Michael J. Foster as publicity manager; Hank Warner as manager of operations, and Arthur Perles as assistant to the director. Jack Goldstein continues in charge of exploitation; Jim Kane remains trade editor, and Dorothy Leffler, manager of the magazine division.

Mickelson to Europe

SIG MICKELSON, vice president of CBS in charge of news and public affairs, was to leave New York by plane for Europe last Saturday to visit principal overseas bureaus of CBS News in connection with the recently-announced consolidation of the news and public affairs departments of CBS Radio and CBS-TV [B•T, Aug. 16]. He is scheduled to return Oct. 13.

Stench Bombs Set Off During Allen Tv Show

NBC, after alerting New York police, reported Wednesday that precautions were being taken to prevent repetition of a stench bombing Tuesday during comedian Steve Allen's nightly 11:20 to midnight tv show.

Four stench bombs were set off during the Allen show which originates at the Hudson Theatre at 141 W. 44th St. in Manhattan. When Mr. Allen noticed the bombs had been set off, he quipped that lines in the show couldn't have been that bad and then made reference to the incident, saying he thought the stench bombs were set off as a result of his Aug. 31 program on crime in New York [B•T, Sept. 6]. In that special program, Mr. Allen revealed that he had bowed to "pressure" not to use the name of a garment manufacturer with a notorious police record.

NBC Press Promotes Derby

NAMING of Joe Derby as manager of business publicity for NBC's Press Dept. was announced last week by Ellis Moore, director of the press department, whom Mr. Derby succeeds [B•T, Sept. 13].

Mr. Derby joined the department as a staff writer in March 1954 after a stint as a reporter with the *Memphis Commercial Appeal.*

'Home' at Exposition

NBC-TV's *Home* show will be the first and only broadcast entity to be represented at the 1954 Annual Modern Living Exposition, Kingsbridge Armory, New York City, Oct. 2-10, according to NBC-TV. In previous years, the exposition, sponsored by the Retail Lumbermen's Assn., invited only leading national magazines to take part in the design, construction and decoration of individual rooms of their own choice but this year *Home* has been invited as a participant. Two remote telecasts from the armory, Oct. 4 and Oct. 5, will feature the program's special exhibition and those of others taking part.



WLW radio flips the lids!

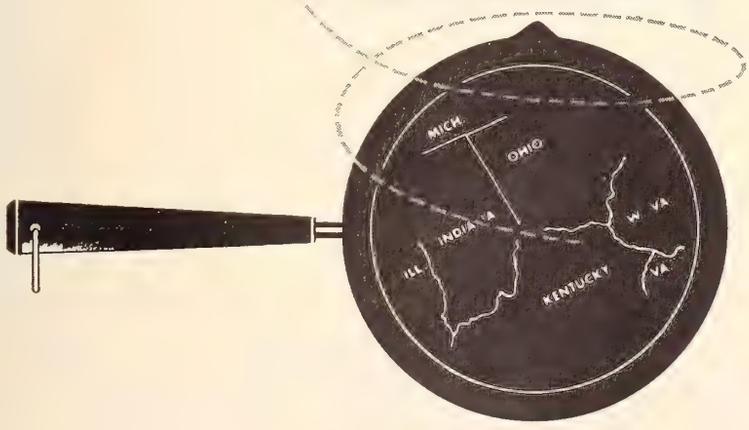
A lot of people have been putting a lot of lids on radio. And WLW is flipping all the lids.

WLW's share of the nighttime audience is up 72% in the last year!*

What's happening? WLW radio has so much entertainment and selling vitality that no competing medium has ever been able to cap the WLW pressure. And that pressure is rising.

Here, for instance, are WLW radio's Weekly Circulation figures:

	Daytime	*Nighttime*
Non-TV Homes	**895,900**	**997,480**
TV Homes	**572,790**	**350,460**
Total	**1,468,690**	**1,347,940**



This is WLW-Land—a vast market in which *WLW radio reaches more people more often and more effectively than any other station or combination of stations* . . . and at a lower cost per thousand than *ANY* other medium or combination.

the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

Crosley Broadcasting Corporation. Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

*(Source: Nielsen)

"The TV Link in the Heart of the Nation"
KHOL-TV's
MAXIMUM POWER SIGNAL
EXCLUSIVELY
COVERS
30%
of Nebraska's
ENTIRE
FARM MARKET
with
UNDUPLICATED
TV COVERAGE
* SRDS Consumer Markets, 1954
KHOL TV
KEARNEY, NEBRASKA
CBS-TV Channel 13 ABC-TV
DUANE L. WATTS, STATION MANAGER
Operated by BI-STATES CO., Holdrege
Represented Nationally by
MEEKER TV, INC.

SELL THE
"Golden Market"
1/10 OF AMERICA'S NEGRO POPULATION
WDIA--
50,000 WATTS

Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.
TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!
WDIA—MEMPHIS, TENN.
REPRESENTED BY
JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST

RADIO NETWORKS' FALL SALES ON RISE, NOW TOTALING OVER 140 HRS. PER WEEK

Networks pick up time sales lag which was 17.2% behind Aug. 15, 1953, totals.

RADIO network time salesmen are not letting the statistician get them down.

As of last Wednesday, the radio networks reported a total of 140:40 hours per week sold for the fall season. Compared to a total of 130:36 hours per week sold for fall as of just a month ago, that is a 7.8% increase in time sales—in a month abbreviated by a long Labor Day weekend.

The accompanying table reflects the fall outlook in terms of weekly hours of radio network commercial time booked by Sept. 15 to be on the air in October, as reported by the respective networks.

Comparing the Sept. 15 total to the total number of fall hours sold as of Aug. 15, 1953, the radio networks are behind in weekly hour sales by approximately 10.9%. However, a month ago, radio network figures showed the networks' time sales for fall to have been down 17.2% from Aug. 15, 1953, totals.

Earlier percentages provided by B•T a week ago erroneously reported the sale of fall hours on the radio networks to be off some 19% in comparing the time periods sold as of Aug. 15, 1954, to time reported sold on Aug. 15, 1953, for the 1953 fall season. Point of error was contained in the listings of CBS Radio's commercial time periods. Correct CBS Radio figures for Aug. 15, 1954, as prepared from lists of advertisers and programs sold at that time for the fall season, should have been 30:42 daytime hours sold and 12:40 evening hours sold. This is a total of 43:22 hours per week as compared to only 34:57½ credited to CBS Radio due to erroneous calculation of that network's commercial time in B•T's earlier report.

Radio network time sales for fall as of Sept. 15, 1954:

Hours of Network Commercials Per Week

Network	Daytime	Evening	Totals
ABC	25:00	9:00	34:00
CBS	31:50	12:40	44:30
MBS	21:10	6:00	27:10
NBC	22:45	12:15	35:00
		Total	140:40



AFFILIATION agreement between WINT (TV) Waterloo (Fort Wayne), Ind., and CBS-TV [AT DEADLINE, Aug. 30] is signed by (l to r) Herbert V. Akerberg, CBS-TV station relations vice president; Ben B. Baylor Jr., WINT vice president-general manager, and R. Morris Pierce, president of Tri-State Television, which owns the station. Contract is effective Sept. 26, the date the new station plans to begin commercial programming.

NETWORK PEOPLE

Thomas J. Swafford, assistant general sales manager, Columbia Pacific Radio Network, Hollywood, appointed eastern sales representative, headquartered in New York; **Richard W. Jolliffe,** account executive, succeeds Mr. Swafford; **Fulton Wilkins,** sales representative, succeeds Mr. Jolliffe; **Roland H. McClure,** program promotion dept., succeeds Mr. Wilkins.

Sarah Palfrey, well known tennis player, appointed sports editor, NBC-TV's *Home;* **Jillana,** ballerina, New York City Ballet Co., signed to dance and participate in feature segments of program.

Verne Smith, announcer, MBS *Kenny Baker Show* and ABC-TV *Adventures of Ozzie and Harriet* adds similar duties for ABC-TV *Stu Erwin Show.*

Betty White, star of five-weekly NBC-TV *Betty White Show,* has option renewed and program shifted to noon time slot.

ABC Promotion Tour Begins, Will Boost Fall Tv Lineup

IN SUPPORT of its recently-announced advertising-promotion campaign, estimated at more than $1 million [B•T, Sept. 13], ABC last Wednesday launched its "Operation Fanfare," a series of cross-country meetings in top markets to help advertise, promote and publicize the network's new fall program lineup.

John W. Pacey, ABC director of public relations, and Mitchell DeGroot, ABC-TV director of advertising and promotion, left for Los Angeles last week for the first stop in their 13-city campaign. Mr. Pacey's mission is to describe ABC's growth in the past year to leading radio and tv editors and publicity directors of ABC affiliates, and to present a special publicity kit on the network's fall lineup. Mr. DeGroot will meet with advertising-promotion managers of ABC-TV affiliates in each of the markets to work with the local stations in the advertising and promotion of the network's television programs. The complete schedule for "Operation Fanfare" follows:

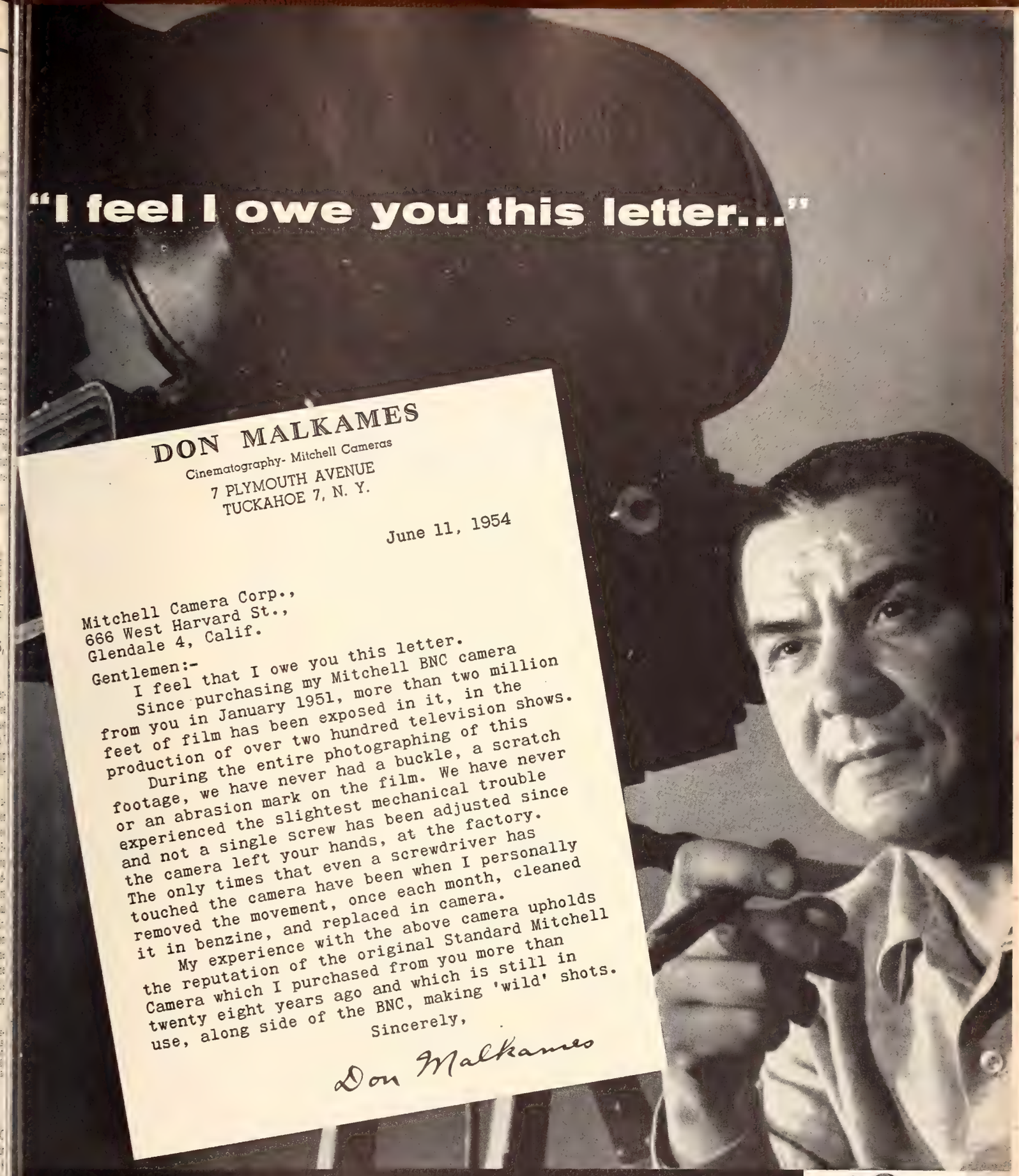
Los Angeles, Wednesday; San Francisco, yesterday (Sun.); Seattle, Sept. 20; Minneapolis, Sept. 22; Milwaukee, Sept. 23; Cleveland, Sept. 25; Columbus, Sept. 27; Cincinnati, Sept. 28; Atlanta, Sept. 29; Baltimore and Philadelphia, open dates.

NBC's Applegate Released

RICHARD APPLEGATE, 37-year-old NBC news reporter and correspondent in the Far East, was released last Wednesday from 18 months imprisonment by the Chinese communists. He broadcast a message over NBC Radio Wednesday, describing his imprisonment.

Mr. Applegate will be returned to the United States "as soon as he is physically and mentally rested," according to William R. McAndrew, manager of NBC news and special events. Along with INS correspondent Don Dixon and sea captain Benjamin Krasner, Mr. Applegate was seized by a Red gunboat on March 23, 1953, while sailing between Hong Kong and Portuguese Macao.

"I feel I owe you this letter..."



DON MALKAMES
Cinematography- Mitchell Cameras
7 PLYMOUTH AVENUE
TUCKAHOE 7, N. Y.

June 11, 1954

Mitchell Camera Corp.,
666 West Harvard St.,
Glendale 4, Calif.

Gentlemen:-

I feel that I owe you this letter.

Since purchasing my Mitchell BNC camera from you in January 1951, more than two million feet of film has been exposed in it, in the production of over two hundred television shows.

During the entire photographing of this footage, we have never had a buckle, a scratch or an abrasion mark on the film. We have never experienced the slightest mechanical trouble and not a single screw has been adjusted since the camera left your hands, at the factory. The only times that even a screwdriver has touched the camera have been when I personally removed the movement, once each month, cleaned it in benzine, and replaced in camera.

My experience with the above camera upholds the reputation of the original Standard Mitchell Camera which I purchased from you more than twenty eight years ago and which is still in use, along side of the BNC, making 'wild' shots.

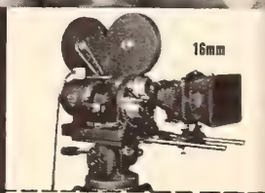
Sincerely,

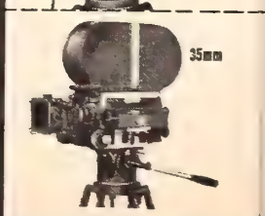
Don Malkames

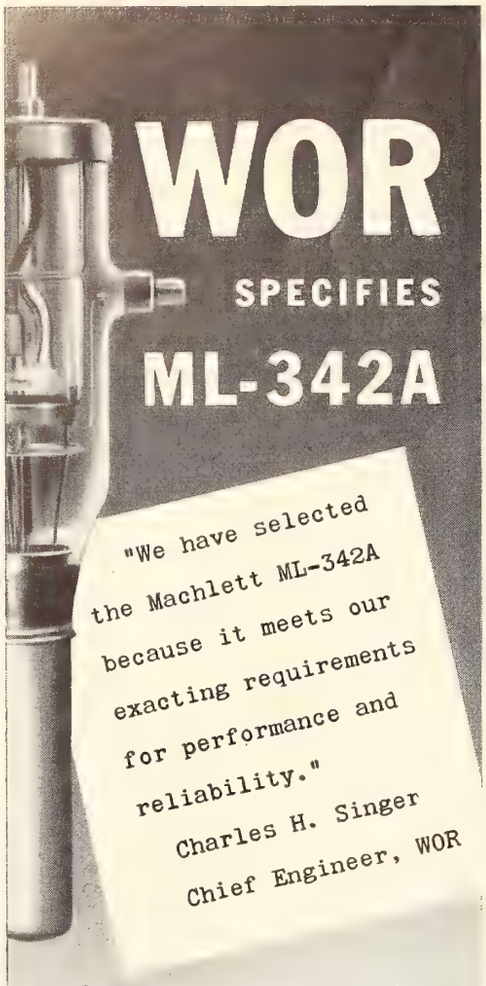
Mitchell Camera CORPORATION

666 WEST HARVARD STREET·GLENDALE 4, CALIFORNIA·CABLE ADDRESS: (MITCAMCO)

85% of the motion pictures shown in theatres throughout the world are filmed with a Mitchell







How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

21-IN. COLOR TUBE, COMPACT RECEIVER DEMONSTRATED BY RCA AT PRINCETON

Three principal developments in color tv outlined by RCA authorities. Quantity production of 21-inch color sets is set for early '55. Retail price is expected to be between $800 and $900, with a drop to $500 expected when mass production is attained.

A NEW 21-inch color tv picture tube and a new, simplified and notably compact all-channel color receiver, slated to be in "production in quantity by early 1955," were demonstrated by RCA last week at a showing which impressed observers with the quality as well as the size of the color pictures.

In a demonstration at its David Sarnoff Research Center in Princeton, N. J., on Wednesday preceding a Wednesday-Thursday symposium to give details to its licensees, RCA displayed to newsmen three major developments which it regards as opening the way to early mass production of large-screen color sets at "costs within the reach of the consuming public." Retail price of the 21-inch set is expected to be between $800 and $900 at the outset and may drop to around $500 after mass production is attained, officials indicated.

The three principal developments as outlined by RCA authorities:

1. The 21-inch color tube, whose 250 square inches of viewing area were described as 22% more than any other color tube yet produced. RCA plans to start industry sampling of the tube about Nov. 1 at the equipment price of $175.

2. A magnetic field equalizer, known as the "Color Equalizer," which eliminates the need for magnetic shield and rim coil to guard against magnetic disturbances and yet "guarantees improved color set performance and makes possible a reduction in manufacturing costs."

3. The new, simplified color receiver, which reduces circuitry by one-third (permitting use of the 21-inch tube in a cabinet approximately the size of some 21-inch black-and-white sets) and makes possible "a substantial reduction in production costs."

Color Programming Reviewed

Coupled with the demonstration of technical advances—which E. C. Anderson, executive vice president, RCA commercial department, characterized as representing "years of scientific and engineering endeavor telescoped into a memorable few months"—was a review of NBC's color programming plans by NBC Executive Vice President Robert W. Sarnoff, who noted:

"The speed of [color tv's] commercial growth depends on two interlocking factors: large-screen sets of reliable performance, suitable for mass production; and regularly scheduled, high-attraction color programs in sufficient volume to open an expanding market for those sets."

The demonstration of the new tube and receiver, consisting of an approximately 15-minute program microwaved from NBC headquarters in New York, left many observers apparently convinced they had just seen the best color reproduction in television to date. The colors were bright, the color contrast was good. Quality was uniform. Some viewers said they detected occasional defects but regarded them as minor.

Four sets, all with the 21-inch tube, were used in the demonstration. Two contained the chassis originally planned for a 19-inch color tube with modifications to work with the 21-inch tube. The other two, smaller in size, employed the simplified circuitry. Though the latter uses 11 tubes less than the modified receiver, there was no discernible difference in performance.

First 21-inch RCA color sets to be marketed this year will be housed in modified versions of chassis originally meant for the 19-inch color tube, plans for which were shelved when progress on the 21-inch tube led RCA to decide against introducing intermediate smaller sizes. The simplified-circuit receiver—which uses 28 tubes including picture tube—is expected to be in quantity production by early next year, according to current timetables.

Technical Advantages Cited

Outlining technical details of the developments, E. W. Engstrom, executive vice president, RCA research and engineering, noted that where the new 21-inch color set has 28 tubes and draws less than 300 w from the power line, RCA's original model 630TS, 10-inch black-and-white receiver, used 30 tubes and drew about 300 w. He continued:

"This simplified [21-inch color] receiver covers all tv channels—both uhf and vhf—and there is more than ample reserve capacity in all circuits to accommodate low limit tubes and low line voltage.

"There are several circuit innovations worthy of mention. Those of you who have watched color receivers at some distance from the transmitter know that airplanes passing overhead can cause fluctuations in the picture. Our color receiver employs an automatic chroma control which almost completely eliminates that effect and . . . makes tuning much less critical."

He also told the group that "the color demodulator, which serves to select the intensities of the transmitted colors and passes them on simultaneously to the proper control elements of the tubes, is a marvel of simplicity and accuracy."

The 21-inch color tube, which RCA plans to sell to manufacturers at $175, was described by Dr. Engstrom as having "several important new features" that "contribute to high performance, lower cost, and ease of production." He said:

"The round metal envelope construction has given us a tube of considerably lighter weight —this has given us a color tube that weighs no more than a typical black-and-white picture tube.

"A new and shorter electron gun and a wider deflection angle have reduced the length of the tube, making for more compact color sets.

"An improved shadow mask and mounting system facilitate assembly of the tube and ensure a picture that will be excellent out to the edges . . . and will be of a brightness comparable to black-and-white.

"We believe that the simplified construction

ATTENTION

New England Storm Area

We have a 175 foot Blaw-Knox, 4 leg, self-supporting tower for sale. Contact Howard Fisher, Chief Engineer, WFMB, Frederick, Maryland.



THE SIZE of RCA's new 21-inch color tv tube was compared last week with the 15-inch tube with which RCA launched color tv production last March. The demonstration was held at the David Sarnoff Research Center in Princeton, N. J. The new tube has a picture area of 250 square inches which is 22% more viewing area than any other color tube yet produced, RCA claims.

of this 21-inch tube will allow it to be manufactured at reasonable cost in large quantities."

Referring to the new Color Equalizer, which he estimated would cut the consumer cost of a 21-inch color set by at least $20, Dr. Engstrom noted that up to now tubes have been protected against disturbances due to the presence of magnetic fields by the use of "a conical magnetic shield which was effective in shielding the small end of the tube cone, but relatively less effective near the tube face. We have also used a rim coil in the form of a loop placed near the plane of the phosphor plate, in addition to the magnetic shield.

"In increasing the diameter of color tubes we have increased the deflection angle. This in turn has made these larger color tubes more sensitive to extraneous magnetic fields particularly near the picture edges.

"Our new Color Equalizer performs the function of the rim coil, but, unlike the rim coil, its effects may be controlled at various points around the circumference of the color tube face. It makes unnecessary either a magnetic shield or the rim coil. The net result is a better, more positive effect and a reduction in the cost of the receiver."

Attains Goals

Mr. Anderson said RCA's basic color goals —large-screen sets, "major reduction" in their cost to the consumer, expansion of color programming, and training of servicemen to install and maintain color sets—have been achieved "in a fraction of the time it took to accomplish them in black-and-white television." He noted that the 21-inch color tube was in the development labs "only eight short months ago."

He made clear, however, that "we do not wish to infer that our estimate of useful commercial structures is limited to the shadow mask type of tubes," the type RCA picked as best for quantity production. He said "additional work on a number of projects we have underway will undoubtedly result in further improvements, simplification and cost reduction." But RCA believes, he added, that its new 21-inch color tube is practical and permits "immediate commercial production."

"This," Mr. Anderson said, "is the tube upon



. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

which RCA is planning its own commercial program and we are going forward with full confidence. We expect to produce and sell this tube at a price that should advance the sale of color receivers to the public."

Brig. Gen. David Sarnoff, RCA-NBC board chairman, and Frank Folsom, president of RCA, were on hand for the initial showing for newsmen, but left the presentation of details to Messrs. Anderson, Engstrom and Robert Sarnoff. Additional technical details were distributed through papers by D. Y. Smith, vice president and general manager, RCA tube division, and Stuart William Seely, director, RCA industry service laboratory.

In his discussion of NBC color program development, Mr. Sarnoff noted that during its recently completed "introductory year" of color broadcasting NBC presented more than 50 different shows in color and that about 90% of the NBC production staff has had on-the-job color training.

"As a result," he said, "we are now opening the commercial phase of color broadcasting. Color has become an integrated part of our regular operation."

Asserting that NBC has "ample facilities for expansion in color to meet the expected demand," he said the network has the capacity to handle about 60 hours of color programming a month, including productions of all types.

He reviewed plans for three series of 90-minute spectaculars, first of which was launched Sept. 12. These, he said, form the base of NBC's commercial color operation for the coming season and in themselves will account for some 50 hours of color programming. Already completely sponsored, they represent "$14 million worth of time and talent," he reported.

Among other color plans calculated to arouse public interest and sell color sets he cited the continuing use of color inserts in the Monday-Friday *Home* series; use of color film on *Ford Theatre* starting in October; two-hour presentation of "Macbeth" in color on Nov. 28 and probable colorcasting of "Amahl and the Night Visitors" during the Christmas season, and, also during December, a remote colorcast either of the Tournament of Roses on the West Coast or a special presentation, based on the story of the Nativity, from the National Gallery in Washington.

"As the season progresses," he added, "we expect that we will have additional color sponsorships to announce."

Mr. Sarnoff also called attention to CBS-TV's color schedule for the fall-winter season, adding: "We welcome, and we believe you will welcome, CBS' entry into the field of compatible color broadcasting, because the more color programming on the air, the faster color circulation will grow." Further, he noted, DuMont has indicated plans to start colorcasting on its WABD (TV) New York this month and to extend its color activities to its WTTG (TV) Washington and WDTV (TV) Pittsburgh later. Aside from network plans for color, he continued, several individual stations have equipped themselves to originate color locally and others plan to do so.

By Jan. 1, NBC expects at least 82 of its affiliates will be color-interconnected, he said, asserting that 87% of all tv families in the U. S. will then be within range of NBC color service.

Reeves Develops Machine For Striping 16 Mm Film

REEVES SOUNDCRAFT Corp., New York, announced last week it has developed a new machine for striping 16 mm film with magnetic oxide that should prove valuable to local television stations.

Frank B. Rogers Jr., vice president and general manager of the company, pointed out that the machine is identical with the 35 mm Magna-Striper which won an award from the Academy of Motion Pictures Arts & Sciences last spring.

"Local franchises are available for the machine, which is entirely self-contained, semi-portable and one-man operated," Mr. Rogers said. "This means that as local striping laboratories are established throughout the country, local television stations, most of which use 16 mm film, can shoot their own news and other local programs and broadcast them, with top quality sound, while the news is still hot."

Wilschke Resigns From Altec To Join Fine Sound Inc.

RESIGNATION of Elmer O. Wilschke as operating manager of Altec Service Corp., effective today (Monday), to become vice president in charge of operations of Fine Sound Inc., New York, was announced jointly last week by G. L. Carrington, president of Altec companies, and C. Robert Fine, president of Fine Sound. Mr. Wilschke's successor at Altec will be announced within the next few weeks.

Mr. Wilschke joined Electrical Research Products Inc. in 1928. Upon the formation of Altec Service Corp. in 1937, he became man-

ATTENTION

RADIO AND TELEVISION STATIONS

Advertisers Associates of America

Empire State Building

New York 1, New York

serves notice that

MR. JULES PASCAL

FORMER DIRECTOR OF PUBLICITY

has resigned and is no longer associated with them

ager of the company's division office in Philadelphia, and from 1941 to 1946 was plant manager of Altec Lansing Corp. in Los Angeles. He became assistant to the vice president of Altec Service Corp. in 1946 and since 1948 has been operating manager.

Fine Sound Inc. operates commercial recording studios in the East. The Perspecta stereophonic sound method of recording, invented by Mr. Fine, is used by a number of major Hollywood studios.

Westinghouse Div. to Buy First Video Tape Recorder

FIRST contract for purchase of a Video Tape Recorder has been awarded Bing Crosby Enterprises by the Air Arm Div. of Westinghouse Electric Corp., it was announced today (Monday) with delivery set for late November. The VTR, which records video and radar signals on magnetic tape to eliminate time-consuming processing characteristic of film, will ultimately become the property of the U. S. Air Force and will be utilized by Air Arm personnel in an airborne flight testing program, according to Frank C. Healey, executive director of BCE electronics division.

Government adoption of the Crosby system should notably speed up commercial acceptance of VTR by broadcasting companies and industry, Mr. Healey predicted, adding "we can now hasten perfection of our color tape machine."

Price Says Westinghouse Faces Promising Outlook

BRIGHT OUTLOOK for sales and earnings of the Westinghouse Electric Corp. was forecast last week by Gwilym A. Price, president, who said the company expected to surpass its record sales volume for 1953.

Mr. Price told a luncheon meeting of the New York Society of Security Analysts that earnings for the first six months of 1954 were 27% above those of the same period last year. He added the company is "hoping that second-half earnings will be as good as the first six months, even though there is the possibility of some slight contraction in billings during the remainder of the year."

MANUFACTURING PEOPLE

Hadley C. Chapman, vice president and manager, Chicago branch, RCA Distributing Corp., appointed to Southern California branch in same capacity; **Ned A. Corbett,** vice president, Detroit branch, succeeds Mr. Chapman.

Sydney Minault, chief engineer, engineering dept., equipment div., National Research Corp. (high vacuum equipment), Cambridge, Mass., appointed works manager, production and engineering depts.; **William O'Malley** to company succeeding Mr. Minault.

Jack W. Wilson, formerly eastern sales manager, Electro-Voice Inc., Buchanan, Mich., to National Co., Malden, Mass., as audio products manager.

Harold J. Adler, formerly vice president for engineering, Edwin I. Guthman & Co., Chicago, to Lion Mfg. Corp., same city, as chief engineer in charge of color tv development.

Harry C. Englert, sales training director, J. A. Williams Co. (electronics distributors), Pittsburgh, to Ampro Corp. (tape recorders and motion picture projectors), Chicago, as division manager, Great Lakes sales territory.

AFM Interprets New Trust Fund Payments

AMERICAN Federation of Musicians (AFL) has issued an official and specific interpretation of the union's new electrical transcription agreement regarding trust fund payments for recorded musical commercials containing instrumental music [B•T, Sept. 13].

AFM's decision, made public last week by Phil Davis Musical Enterprises Inc., New York, producers of radio and tv transcriptions, authorizes editing of announcer copy before and after a jingle to make changes in the commercial message without requiring additional trust fund payment, so long as no change is made in the musical portion or jingle as originally recorded. When changes are made in the music or lyrics, an additional payment of $100 must be made to the music performance trust fund.

"Clarification of this matter," a spokesman for the Davis organization said, "is of major importance to many producers and advertising agencies who have curtailed production of recorded musical commercials after Aug. 1."

CWA Strike Threatens Networking in Chicago

THREAT of a strike that could disrupt all network radio and tv service in Chicago hung over broadcasters there last week in the wake of a strike ballot issued to members of the Communications Workers of America there.

Legally, it was understood, the union is prohibited from striking before Sept. 30. The dispute is over wages and other benefits.

The local represents about 2,000 workers, in-

WOC-TV

Builds Telecasts that Build Sales



1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

cluding long distance operators and plant personnel who handle connections and complex switching of radio-tv network programs, as well as teletype service.

Illinois Bell Telephone Co. and the parent AT&T is charged with refusal to bargain on union demands. The ballot was being taken by mail vote.

Four-Year Agreement Signed By IATSE With RCA, Altec

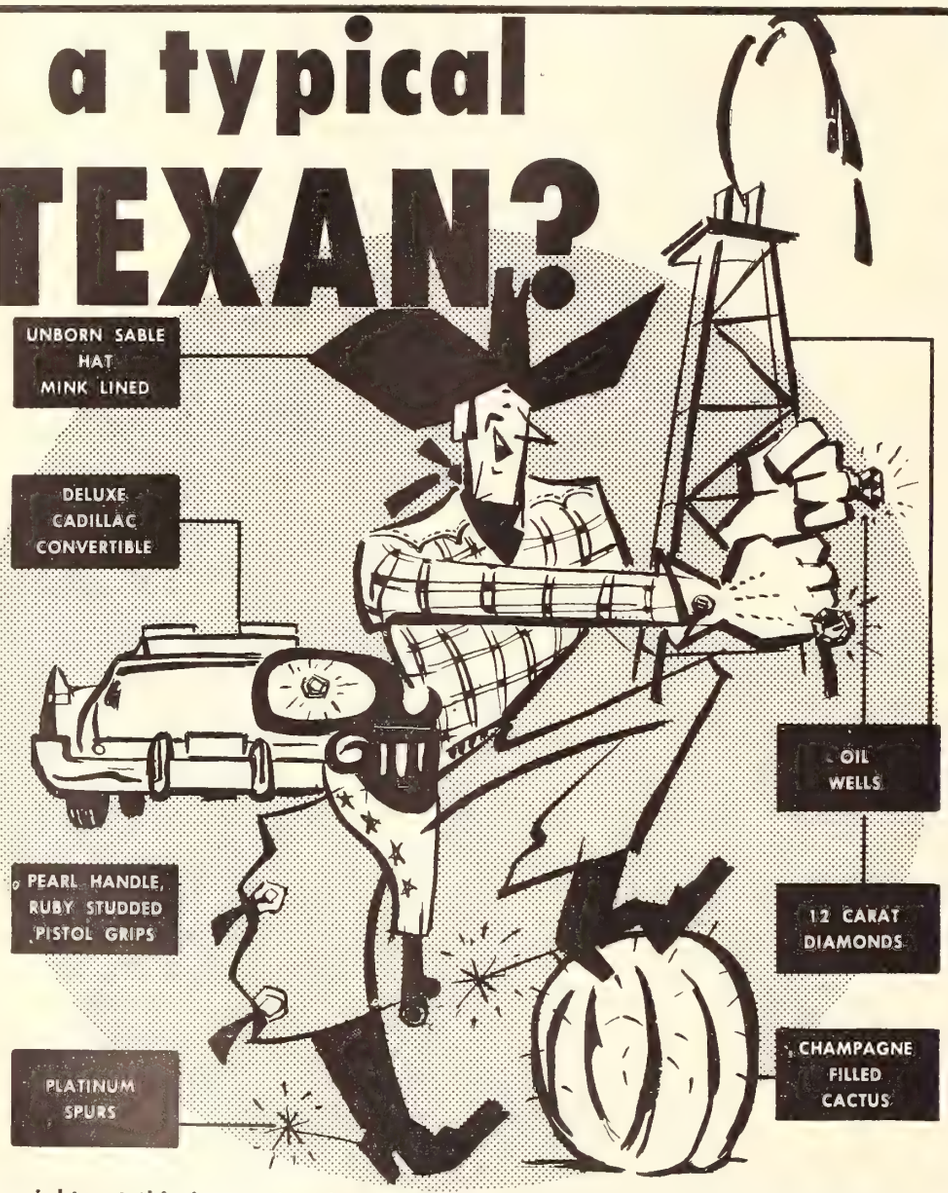
AGREEMENT has been reached for a new four-year contract covering sound service engineers employed by RCA and the Altec Service Corp., it was announced jointly last week by the companies and the International Alliance of Theatrical State Employes (AFL).

The new agreement, retroactive to Aug. 22, provides for a 5% pay increase, bringing the basic scale of soundmen up to $136.50, with the salary of those covering more than one geographical area raised to $159.43. Provision also is made for reducing the work week from 48 hours to 44 hours for a two-year period, after which it will be cut further to 40 hours. It is understood that nearly 500 men will be covered by the new contract.

PERSONNEL RELATIONS SHORTS

Wisconsin Broadcast Engineers, Local Union No. 715, Milwaukee, affiliated with IBEW, is conducting school for members with Dr. John E. Jacobs, manager, advanced development laboratory, General Electric Co., same city, as lecturer. Purpose is to meet advanced technical knowledge required by advent of color tv.

a typical TEXAN?



One might get this impression from all the publicity about Texas millionaires. Yes, there are a lot of millionaires but also there are a great many average people. As a matter of fact there are 4,135,752 in the combined KMAC-KLBS coverge area.

KMAC 27 YEARS OF SERVICE
5000 WATTS ON 630 IN SAN ANTONIO

KLBS 610 on Every Dial
5000 WATTS ON 610 IN HOUSTON

WTTW (TV) NAMES TAYLOR EXEC. DIR.

'Institutional' advertising plan reiterated by president of Chicago's educational station.

APPOINTMENT of John W. Taylor, former UNESCO official and president of the U. of Louisville, as executive director of WTTW (TV), Chicago's prospective non-commercial, educational outlet, was announced last week.



DR. TAYLOR

Dr. Taylor, specialist in "radio-assisted correspondence courses" and pioneer in university tv credit courses, is expected to assume his duties sometime this week. WTTW hopes to start operation on ch. 11 sometime next year. Dr. Taylor's appointment was announced by Edward L. Ryerson, president of the Chicago Educational Television Assn., permittee of ch. 11, at a news conference Tuesday when Mr. Ryerson acknowledged that WTTW probably will accept some form of "institutional" advertising by large corporations in connection with high-budgeted program productions.

Conceding that the FCC prohibits the sale of commercial time by non-commercial, educational stations, Mr. Ryerson said he felt such advertising could be permitted providing "no mention is made of the product" of the particular corporation. But, he added, FCC's ruling on this subject would have to be studied more carefully before the practice is initiated.

Corporations would be permitted to "finance" larger productions—say, those in the $100,000 category—with opening and closing announcements to the effect that the program "now being seen is being brought to you through the courtesy" of such and such a firm. But even so, Mr. Ryerson added later, such munificent donations probably won't account for a "major source" of overall financing.

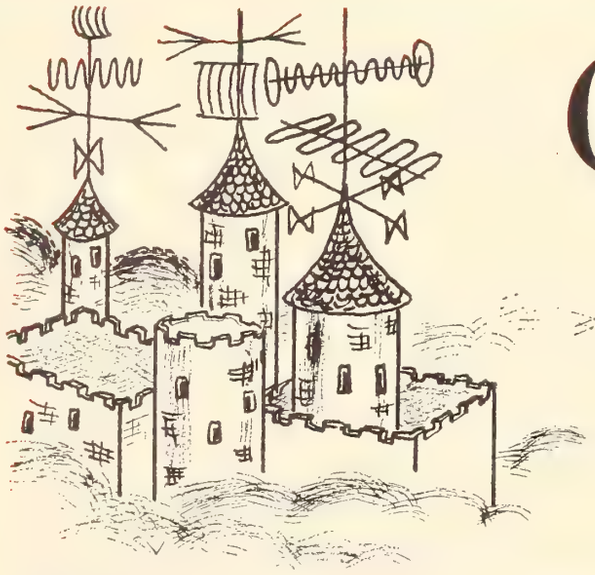
Dr. Taylor, former deputy director-general of the United Nations Educational, Scientific and Cultural Organization, will be permitted to select his own staff, including a program director. Total of $890,000 of a necessary $1,100,000 to set up and operate the station for two years has been raised to date. Best guess for a target date is spring 1955.

Among the methods of future financing for WTTW under consideration are those involving annual subscribers, school board contributions, fees for credit courses and contributions from foundations and industry organizations. Contributions are deductible for federal income tax purposes, according to WTTW.

Raytheon Donates Equipment

DONATION of new microwave relay equipment by Raytheon Mfg. Co., Waltham, Mass., to educational station WGBH-TV Boston, Mass., has been announced by Ralph Lowell, trustee of Lowell Institute and president of WGBH Educational Foundation. Mr. Lowell said WGBH-TV engineers are preparing to install the equipment which will link studios in Cambridge with the transmitter on Great Blue Hills, 10 miles away.

features



Once upon a time

in

GREEN BAY PACKERLAND

Millionaires and mechanics who could afford tall antennas and super boosters used to overlord the Packerland peasants who couldn't see TV for snow. But in August 1954 white knights carrying the NBC banner rode throughout the area with great tidings: "Channel 11 is on the air! Now you can enjoy the programs of your choice!"

Now Packerland viewers with their $159.50 sets and rabbit ears tune to Channel 11 and smile smugly as the tall antennas come crashing to the ground. Everybody's watching for you to "Come Eleven" on Packerland's most powerful station.

nbc IN GREEN BAY PACKERLAND

WMBV CHANNEL 11 TELEVISION

MARINETTE -:- WISCONSIN

GREEN BAY: Phone HEmlock 5-9389

MILWAUKEE Phone WOodruff 4-3587

National Representatives

VENARD, RINTOUL & McCONNELL, Inc.

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The Unsung Hero of Automotive Progress

by CHARLES F. KETTERING

In this nation on wheels, I think everyone is well aware of the amazing progress made by the automobile industry in the last quarter-century. You only have to get behind the wheel of one of today's powerful and efficient cars to see how far we've come.

But there is an important fact *you* may not realize—but one which we in the automobile industry never forget: In all of these years of great progress we've had a vital working partner. I'm talking about the constantly improved gasolines developed by America's oil companies.

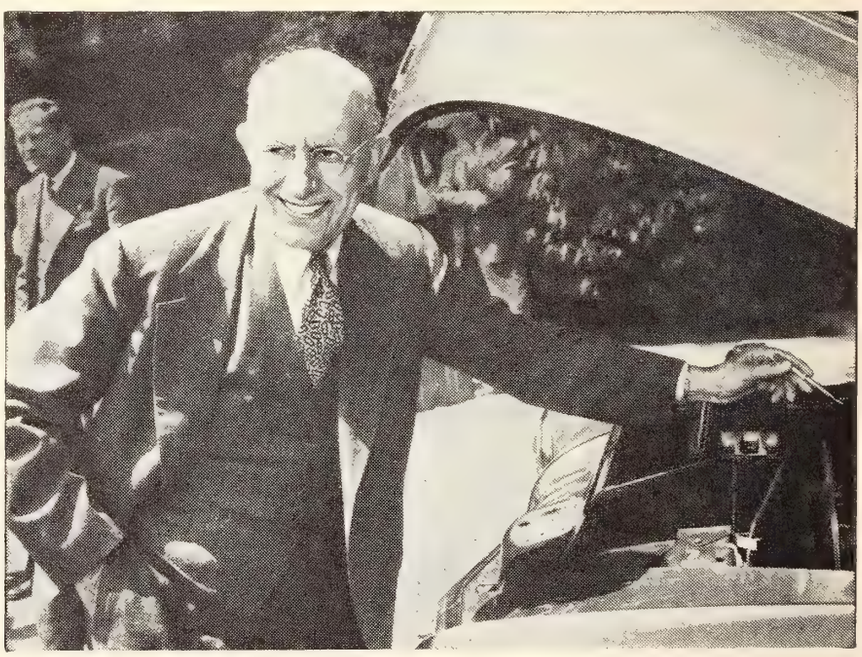
To the eye, today's gasoline looks much like the gasoline of the 1920's. But inside — chemically — there has been a world of change, all of it for the better! For the truth is that today's gasoline, by every measure of performance and economy, is 50% better than the gasoline of the twenties. Think what this means to you. Yes, 2 gallons of today's gasoline actually do the work 3 did then.

And equally important in these days of high prices, the price of this superior gasoline is just about the same as it was in 1925—only the taxes are higher.

To the automotive industry, constantly increasing gasoline quality has been all-important, because it has allowed us to build more powerful and more efficient engines just as fast as we were able. The oilmen have never failed us—when we come up with an advanced engine design, they are ready with the proper fuel to power this engine efficiently and economically.

To me, this proves once again the wonders that come from keen competition in our free enterprise system. You see, the increase in gasoline quality is a direct result of the intensive competition for your business among America's oil companies. Every company knows that the only way to win or keep business is to continually offer you new, improved products at the lowest possible price.

As long as this competition continues, there is no way to predict what tomorrow's gasoline will be like—except that it's sure to be even better. Just as automobile companies are experimenting with dream cars of tomorrow, oilmen are spending millions to develop radically improved fuels to power them. So the next time you get a thrill out of the power of a '54 car, give some credit, too, to the gasoline—the unsung hero of your driving pleasure. And remember—tomorrow it will most likely be even better!



Charles F. Kettering, a director and research consultant of General Motors, has played an important role in America's automotive progress for over 40 years. The inventor of the self-starter, he is also identified with such important automotive developments as tetra-ethyl lead, four wheel brakes and safety glass.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.
This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

PHILIPS AND RCA: HOW THEY COMPARE

THE AMERICAN FIRM GETS MUCH MORE OUT OF ITS INVESTMENT

SUCCINCT SUMMARY of the differences between the operation of big business—specifically, big electronics manufacturing business—in this country and abroad is provided by the table below, a financial comparison of America's RCA and Europe's Philips (full name: N. V. Gloeilampenfbriek Philips, Eindhoven, The Netherlands).

Noteworthy are these facts:

Philips, with total assets of $515 million, had sales of $424 million. RCA, with total assets of $532 million, had sales of $853 million, or nearly twice the volume from only slightly more funds.

Both companies had about the same amount invested in net plant. Philips' inventory, however, was 40% larger than RCA's despite its 50% lower sales volume. Also, Philips' investment in accounts receivable was as large as RCA's with only half the sales, highlighting European problems of collection and slow turnover.

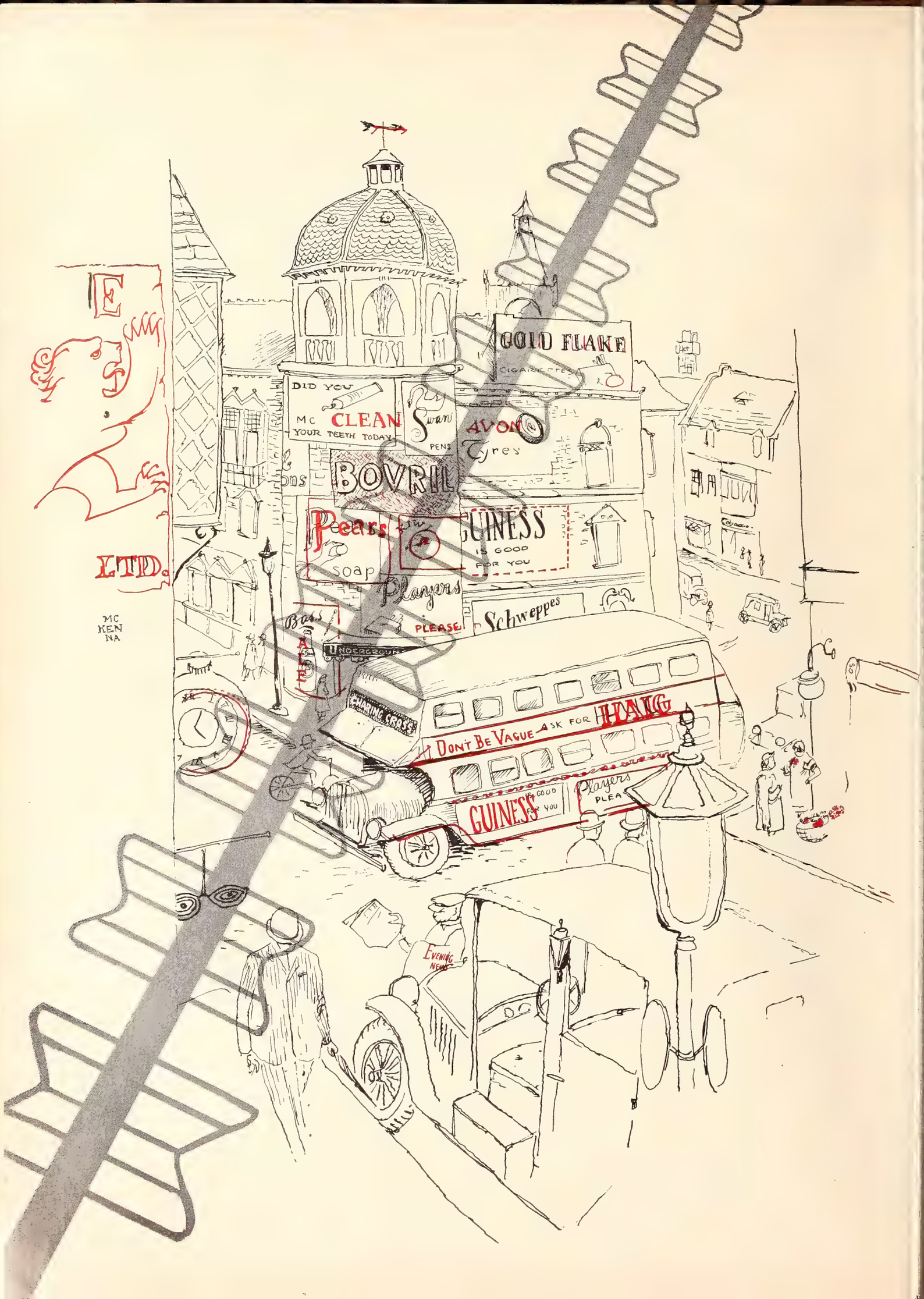
RCA earned a return of 9.6% of its total funds; Philips earned only 6.6%. However, RCA's net of $35 million was only 4.1% of sales, while the Philips' net of $23 million was 5.5% of sales.

The most startling disclosure of the comparison, however, is in the funds charged to wages, salaries and employe benefits. The $149 million expended by Philips and the $300 million spent by RCA in this way each amounts to 35.2% of gross sales. But in Philips' case, the sum was distributed among 106,000 employes, to RCA's 61,000, giving the average Philips employe $1,405.66 for the year, compared to $4,918.03 for the average worker at RCA. The 1953 sales productivity per average employe was $4,000.00 for Philips, $13,983.61 for RCA. Philips' share of profit (before taxes) per employe was $427.67; RCA's was $1,187.49.

In other words, RCA's average wage and sales productivity per employe were more than three times as large as Philips' and the average net profit before taxes per employe for Philips only was about one-third that achieved by RCA.

I Sales and Profit Comparison	PHILIPS		RCA	
Sales	$423,545,000		$853,054,000	
Profit Before Taxes	$ 45,433,000		$ 72,437,000	
% to Sales	10.7%		8.5%	
Profit After Taxes	$ 23,161,000		$ 35,022,000	
% to Sales	5.5%		4.1%	
Effective Tax Rate	49.0%		51.7%	
II How 1953 Sales Dollar was applied:	**$**	**%**	**$**	**%**
Material and Services	205,758,000	48.6	456,331,000	53.5
Wages, Salaries and Benefits	149,078,000	35.2	300,239,000	35.2
Depreciation	17,857,000	4.2	15,174,000	1.8
Interest Paid	5,420,000	1.3	4,631,000	0.5
Taxes	22,272,000	5.2	41,657,000	4.9
Dividends Declared	9,679,000	2.3	24,253,000	2.8
Reinvested in Business	13,481,000	3.2	10,769,000	1.3
TOTAL	423,545,000	100.0	853,054,000	100.0
III Balance Sheet Comparison				
Assets				
Cash and Securities	83,381,000	16.2	147,095,000	27.7
Receivables	122,842,000	23.8	124,271,000	23.4
Inventories	152,314,000	29.6	108,180,000	20.3
Other	6,061,000	1.2	8,564,000	1.6
Total Current Assets	364,598,000		388,110,000	
Investments in Subsidiaries	14,316,000	2.8	5,409,000	1.0
Net Fixed Assets	135,805,000	26.4	134,182,000	25.2
All Other Assets			4,299,000	0.8
TOTAL ASSETS	514,719,000	100.0	532,000,000	100.0
Liabilities				
Total Current Liabilities	163,492,000	31.8	159,170,000	29.9
Long Term Debt	100,182,000	19.5	150,000,000	28.2
Deferred Income on Installment Contracts			7,111,000	1.3
Net Worth	251,045,000	48.7	215,719,000	40.6
Total Liabilities & Net Worth	514,719,000	100.0	532,000,000	100.0
Net Working Capital	$201,106,000		$228,940,000	
Current Ratio	9.2%		2.4%	
% Return on Net Worth	9.2%		16.2%	
% Return on Net Worth Plus Long Term Debt	6.6%		9.6%	
Number of Employes	106,000		61,000	

Philips consolidated figures have been converted from guilders to dollars at a rate of 3.78 to the dollar (26.45¢).


E
LTD
MC
KEN
NA
GOLD FLAKE
CIGARETTES
DID YOU
MC CLEAN
YOUR TEETH TODAY
Swan
PENS
AVON
Tyres
BOVRIL
Pears
soap
GUINESS
IS GOOD
FOR YOU
Players
PLEASE
Schweppes
UNDERGROUND
CHARING CROSS
DON'T BE VAGUE ASK FOR HAIG
GUINESS
IS GOOD
FOR YOU
Players
PLEA
EVENING
NEWS

BRITISH COMMERCIAL TV: IT'S LEGAL BUT LAGGING

by Richard Pack

LONDON—After many months of sizzling debate in and out of Parliament, of thundering editorials and indignant letters-to-the-editor, of thumping propaganda campaigns pro and con, and of partisan monkeyshines in which even Dave Garroway's J. Fred Muggs became a central figure, the British commercial television bill is now law. It was a battle waged with all the publicity and passion of a major election campaign. Now at long last, British advertisers are going to be able to use this most potent of all media, and British tv audiences are going to have a program alternative to the BBC. But for agencies, advertisers and programmers, this is only the beginning. Ahead are enough headaches, hard work and hassles to make even the life and hard times of an American uhf operator in the heart of New York look easy.

Britannia has set up an Independent Television Authority to rule the tv waves commercially, but exactly what some of these rules mean is still open to controversy, clarification and the testing of time. The tv act is spiked with so many restrictions on advertising and program content that commercial tv may have some rough sailing until some of the generalities of the new law are realistically and empirically interpreted by actual on-the-air operations.

Like the BBC, the ITA comes under the supervision of the Postmaster-General, who appoints the new Authority's chairman, deputy chairman, and not fewer than five nor more than eight other members. Unlike BBC, it will get its revenue mostly from advertising, although it will get some government subsidy, too. The ITA is set up as a parallel organization to BBC, and as a BBC competitor. But ITA, although it is going to be involved in the business of television broadcasting, is not a private enterprise venture. Apparently, the British government decided to cut its commercial cake and eat it, too, by finally authorizing commercial video but still keeping it essentially a government institution.

In mid-August the Postmaster-General appointed seven men and two women as members of the ITA. So far as is known none had broadcasting experience. Last week the ITA appointed Sir Robert Brown Fraser—who doesn't own a television set—as the ITA director general. Sir Robert is a former newspaperman who has been directing the British government's Central Office of Information.

The ITA and its director general will, in effect, be both the landlords and policemen of commercial tv in Great Britain. The ITA will own transmitters, but it will not own any studios or its own production facilities. Only under special circumstances will it produce any programs on its own. Its main task, aside from providing channels and transmitters, will be to patrol—and very strictly—the programs and advertising of the commercial broadcasts.



ABOUT THE AUTHOR

Mr. Pack wrote this article on a B•T assignment while in Europe before taking up his new and present post as national program manager of Westinghouse Broadcasting Co. A veteran broadcaster, Mr. Pack was formerly program-operations director of NBC's WNBC-WNBT (TV) New York and before that, program director of WNEW New York.

The ITA, then, is a kind of British FCC, but with more powers and privileges than our FCC. Imagine an FCC that owned all the commercial tv transmitters in the United States, and you get an idea of what the ITA is like.

So who provides the programs? That's where the "program contractor" enters the picture. And at this moment the picture is still a little fuzzy. According to the law, these program contractors will furnish all, or most of the programs for the stations and network of the ITA. They will use their own talent, production facilities, cameras and studios, and they will pay the ITA for use of the transmitters and their contract "franchises." In general, ITA will produce programs itself only on special occasions, if the contractors cannot provide certain programs the ITA needs.

The contractors will sell time, or more accurately, announcements around the programs they produce. This means that advertisers and agencies will be doing business with the contractors, not ITA. But the ITA has not decided yet just how many program contractors there will be, and how the air time will be organized and divided among them.

At the start of commercial telecasting—which optimists expect by late spring of 1955—there will be three stations, one each in Birmingham, Manchester and London, linked together as a national network. Since the television law only broadly defines the functions of the contractors, the newly-appointed members of the ITA soon will have to make some important decisions about who's going to program what, where and when.

There are several conflicting proposals, and a great deal of private and public debate. If the controversy is not as violent as that which preceded the passage of the tv act, it is in many ways just as important to determining the shape of things to come on the screens of British tv receivers.

One camp proposes that each station's programming be assigned exclusively to one contractor. This kind of set-up, however (so its opponents argue), would give the contractor in London almost monopolistic dominance of shows—because most of the programs would originate in the capital—and eventual commercial dominance because of the richness of the London market.

Another plan is to divide the entire programming between two contractors, who both would program the commercial network out of London. These two contracting companies would then program alternately. One idea is for them to program on alternate days (as if in the States, Monday were to be exclusively reserved for NBC, Tuesday for CBS, Wednesday for NBC, etc.). This is

said to be the system preferred by the government. The other scheme is for the two companies to equally divide up each day, with alternating blocks of time for each. While such a two-company system would provide for competition at the main point of program origination, opponents of this plan maintain that it would give London a monopoly of the network, without allowing the other cities to reflect on the air their own tastes and interests.

In the first phase of ITA operations, there will probably be no local program originations. It will be strictly a national network service. Local originations will be added later, as more stations join the network and the system of programming, production and advertising has had enough practical testing.

No matter which method of operation for the contractors is decided upon finally, the program contractors (or program companies as they are more popularly called) are going to be tremendously important in the British commercial tv world. They should not be defined as British counterparts of our own American package producers. The British program companies will resemble more closely our own station licensees, since they will program either entire stations or large segments of time.

Whether there will be two, three, or ten program contractors, the television act makes it very clear and certain that advertisers and/or their agencies will have nothing to do with the programming of British commercial television. The act is very firm on that point: "Nothing shall be included in any programmes broadcast by the Authority, whether in an advertisement or not, which states, suggests or implies, or could reasonably be taken to state, suggest or imply, that any part of any programme broadcast by the Authority, which is not an advertisement, has been supplied or suggested by any advertiser. . ."

Cowcatchers & Hitch-Hikers

So when commercial tv finally takes to the English air, you will never hear, "This is the Austin cars show—brought to you by Austin Motors," or words to that effect. The sponsor's commercials will be more in the nature of spot announcements, at the opening and end of programs, ". . . or in natural breaks therein." What a "natural break" may be, only time and ITA will tell. In short, the line between program and commercial will be so rigidly drawn that the sponsor's messages will be no more than a cowcatcher and hitch-hiker to each show.

Commercials must not take up more than six minutes in any one hour. Political parties are not allowed to buy time. All giveaway programs are taboo. So are sponsored religious programs. Continuing concern with advertising standards, religious programs and childrens' programs is reflected in the fact that the tv act sets up three special advisory committees, one for each of these areas.

There are also a great many restrictions in actual programming, quite apart from advertising considerations, and these the ITA will be called upon strictly to enforce. Some of these do's and don'ts though are so vague and lofty that they are certain to produce varying interpretations, conflicting judgments and work for lawyers. For example, the law says that "it shall be the duty of the Authority to satisfy themselves that so far as possible the programmes broadcast by the Authority comply with the following requirements . . . that the programmes maintain a proper balance in the subject-matter and a high general standard of quality . . . that a proper proportion of the films and other recorded matter included in the programmes is of British origin . . . that the programmes broadcast from any station or stations contain a suitable proportion of matter calculated to appeal specially to the tastes and outlook of persons served by the station or stations . . . the amount of time given to advertising in the program shall not be so great as to detract from the value of the programme as a medium of entertainment, instruction and information."

At the start of commercial operations, for some time there will be no local advertising —only national network commercials. However, the tv law says, "If there appears to the Authority local demand to justify that course, provision shall be made for a reasonable allocation of time for local advertisements, of which a suitable proportion shall be short local advertisements."

Penalties for violations of the tv act by program contractors are stiff. In fact, they were made more severe in the final amendment adopted by Parliament. While no one will be sent to the Tower for excess commercialism or other offenses, ITA has a rate card for fines—500 pounds for the first violation, 1,000 pounds for the second, 1,500 pounds for the third and those thereafter. Additionally, after three violations, the ITA may withdraw a program contractor's contract.

For British advertisers and their agencies this next year is a period of "back to school." From top executives to clerks, agencies are already busy studying television advertising, in one way or another—some from scripts sent over from the States, many from American kines, and others by dispatching expeditions to darkest commercial New York or Hollywood to pick up first-hand information and ideas from the natives.

"Advertising has always been willing to learn new lessons, and never more so than today," editorializes the advertising trade paper, *World's Press News*. "There is a lesson to be learnt quickly. It is not being taught to inexperienced students in evening classes, but to advertising's top men. The subject is: "What every agency chief should know about sponsored television."

So eager are admen here to learn the tv facts of life that a recent invitation showing of some experimental commercials in a preview theatre drew capacity audiences of top agency executives, although the screenings were held at a time when (in the words of one adman) ". . . before the war, most agency chiefs would already have left town for weekends in the country."

Unfortunately, the learning process is handicapped by too many pupils and too few teachers. There are just not enough men in England today with tv production experience of any kind, let alone commercial tv know-how. Some of the big agencies are reported to have an expert or two (imported from the U.S.A. or Canada, or at least trained there), warming up in the bullpens and ready to be put in, once the commercial game really gets underway.

With these limitations of personnel and experience, it's probable that for many agencies and advertisers, it will be a case of learning their tv advertising ABC's by trial-and-error, by actual on-the-air experience. However, there are quite a few advertisers and agencies who are determined wisely not to wait for the actual arrival of commercial tv to acquire practical experience in commercial production.

A large number of agencies actually are already producing sample commercials. These are designed not for broadcast but only for study purposes. As each "dummy" commercial is completed, it is privately shown, and screened over and over again for agency personnel, and for advertisers.

Apparently, they are learning a lot. As one advertiser puts it, "We prefer to make our mistakes off the air this way, and not inflict them on the public."

While all admen here are excited by the prospects and potentials of the new medium, not all of them welcome the advent of commercial video. A few of the old-timers, whose entire business lives have been founded on the printed media, would just as soon the march of electronic progress left them alone with their engravings. They just don't want any trouble. Things are easier, more comfortable, the way they are.

The one worry most admen seem to share at this stage is fear of high costs. No one knows what commercial tv is going to cost the advertiser yet, but everyone knows it's going to be expensive. And stories of American tv costs are widely circulated. Rates will be set by the program contractors.

Set Conversion Problem

Like uhf in America, British commercial television also faces a set conversion problem. Most tv receivers in the UK are single-channel sets; they will have to be modified to receive the programs of the new commercial stations. Conversion will cost about $20. This, together with the fact that the network starts out with only three stations

LIMITED FUTURE?

A PIONEER U. S. radio and television time salesman thinks commercial television in England will bring only "limited financial returns." Joseph J. Weed, president of Weed Television, national station representative firm, predicts that British tv advertisers will find themselves strait-jacketed by tight controls over the number and kinds of commercials.

"Tv needs big money just to break even," Mr. Weed said, "and sponsors won't invest heavily in programs that don't amply advertise their wares, services or institutional messages." Mr. Weed made his comments at the time Parliament approved commercial tv for England and adopted the stricture against program sponsorship in favor of spot commercials not connected with shows.



STUDIO PREVIEW

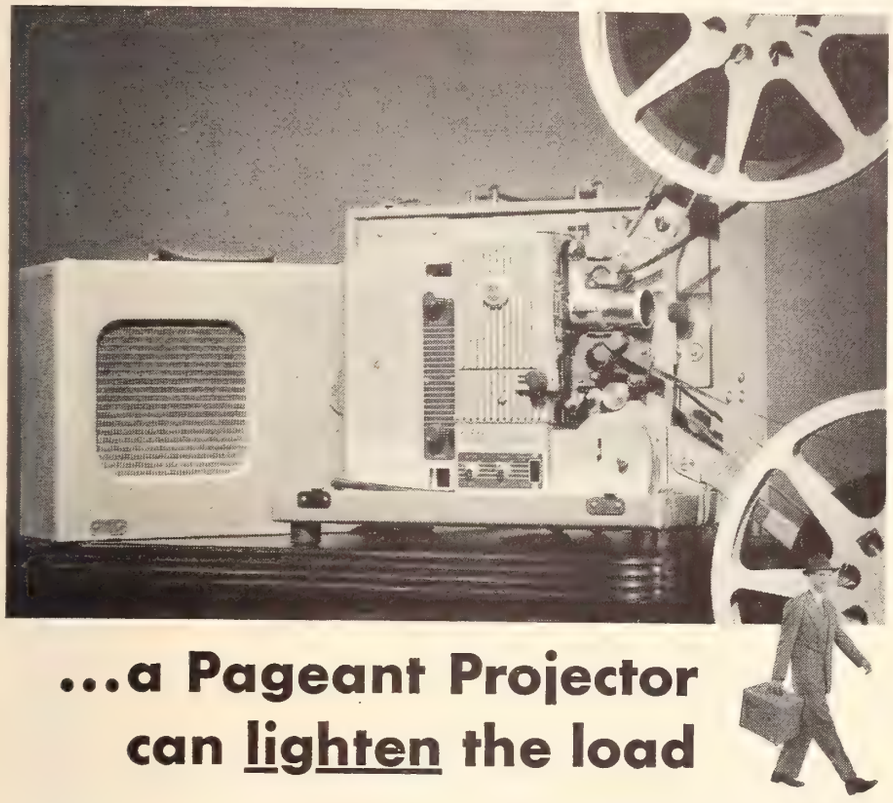


AGENCY PREVIEW



SPONSOR PREVIEW

When it takes a lot of previews to make a TV premiere . . .



. . . a Pageant Projector can lighten the load

Before any TV show gets into living rooms, there are many previews. It means showings at the studio, then at the agency, and finally at the sponsor's office—not once, but *more* than once!

But multiple previews are no problem with a Kodascope Pageant Sound Projector. Projector, well-baffled 8-inch speaker, and auxiliary equipment are all contained in a single, easy-to-carry case. Salesmen like the Pageant, too, because it's simple to set up, thread, and operate.

True-rated amplifiers and matched speakers assure fine sound reproduction. Even "off-position" sound tracks sound better with the Pageant's exclusive Fidelity Control. The built-in field flattener insures sharp images over the entire picture area. And nylon gears *plus* nonskip pulldown mechanism and a silicone-oil-damped roller eliminate show-stealing projector noises.

Service is no problem, either, because Pageants are *permanently pre-lubricated* to keep them *on* the job and *out* of repair shops.

No other portable 16mm. sound projector offers so many advantages at such a modest price. The newly announced Model 7K2, shown above, one of six brilliant projectors in the Pageant line, is priced at only $425.

Find out for yourself how a Pageant can help make your previews more effective. See your Kodak Audio-Visual Dealer for a demonstration soon. Or fill in the coupon for full details.

(*Price is subject to change without notice.*)

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors ☐ *Eastman 16mm. Projector, Model 25* ☐ *Kodascope Analyst* ☐ *Cine-Kodak Special II* ☐

NAME_____ TITLE_____

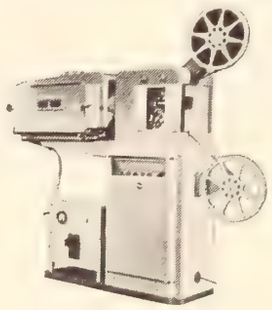
COMPANY_____

STREET_____

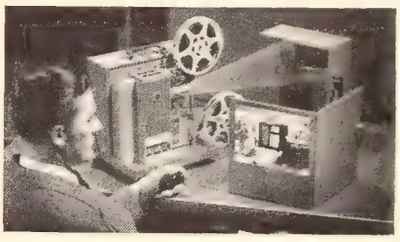
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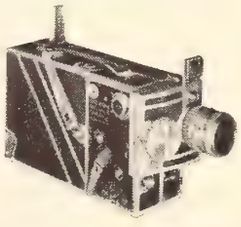
For all your 16mm. TV needs . . .



PERMANENT INSTALLATIONS—The Eastman 16mm. Projector, Model 25, provides the finest in optics, sound, and mechanical refinements. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanisms assure the smoothest performance available. Here's the projector for those all-important showings when only the very best in sound and image quality will do. (Available in either tungsten or high-intensity arc models.)



ANALYSIS AND EDITING—The Kodascope Analyst Projector was designed for critical study of silent 16mm. motion pictures. Its heavy-duty reversing mechanism permits instantaneous and repeated reversing, *without* damage to either projector or film. Used either for desk-top viewing or standard screen projection, it features a reversing switch for remote operation plus a Daylight Viewer built into the case. And, like all Kodak 16mm. portable projectors, the Analyst is permanently pre-lubricated to end breakdowns due to improper oiling.



ANYTHING THAT MOVES—On-the-spot news events, commercials—*any* TV movie assignment is easily within the scope of the Cine-Kodak Special II. This versatile 16mm. camera handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II Camera will be ready to go into action and *stay* in action when that big story breaks in your city.

Kodak
TRADE-MARK

reaching only 50% of the nation's area, will probably keep cost-per-thousand up fairly high, until more stations are added. In many ways, BBC television with its dozen stations and its many years of broadcasting experience may have the edge on its commercial competitor for quite a while.

However, despite these handicaps, most advertising observers feel that once commercial tv hits England, it will boom quickly. Limited hours of programming and limited number of stations, plus the restrictions on commercials, will probably make good time availabilities scarce very soon. As a visiting American agency executive commented, "being tv time-buyer for an English agency ought to be a cinch."

One of the men who will undoubtedly play a major role in British commercial television is Norman Collins, who was one of the leaders of the crusade for commercial video.

Mr. Collins, an urbane, distinguished-looking man in his late forties, who was once controller and program chief of BBC tv, is a rare combination of intellectual and showman. He's a television executive by day; at night he writes best-selling novels like *Dulcimer Street*. ("Some people read themselves to sleep; I write myself to sleep . . .")

Mr. Collins is managing director of the Associated Broadcasting Development Company Ltd., one of the main contenders for an assignment as a program contractor. While Mr. Collins himself will not discuss his firm's chances of getting one of the contracts, the London advertising and show business fraternity think them very good indeed.

Another Collins enterprise is High-Definition Films Ltd.; he's managing director of H-D, an organization he founded some three years ago, when he left BBC. It's a unique operation whose current experiments may have significant results not only for British tv, but for video producers all over the world—and eventually even for the motion picture industry.

In a small suburban film studio, High Definition Films for the past few months has been busy turning out test commercials for leading British ad agencies, among them Lintas Ltd., J. Walter Thompson, S. H. Benson, the Winter Thomas Co., Masius & Fergusson, Service Advertising, and Colman, Prentiss & Varley. What is being tried out here is not only tv advertising technique, but something of greater importance for the film and television industries—an entirely new way of producing films.

The "commercials" these agencies are making at the Collins' studios are not made by conventional film methods; instead of shooting with motion picture cameras, the H-D studio produces films completely electronically, transcribing its pictures onto 35mm film by a new kind of souped-up kinescope process. Only tv cameras and facilities are used here.

The H-D system which was developed by Collins' engineering team, headed by Terence C. MacNamara, who was one of BBC television's leading technical chiefs, produces pictures of more than 700 lines definition, instead of the 525 lines of live American tv, and the 405 lines of live British tv. The quality is remarkably good; much sharper, more realistic than conventional kines. In fact, it takes a sharp eye to distinguish some of these electronically-produced films from those turned out by what some day may be called "the old-fashioned method."

Scores of dry-run commercials have already been shot at the H-D studios, using this new process. Agencymen have tested visual ways and means of plugging clothes, kitchen utensils, biscuits, gas and oil, soap, autos, cosmetics, and cigarettes. Some of these pioneering commercials are quite effective by American standards; others tend to be over-produced and over-gimmicked, just as many American commercials were in the first days of tv.

In addition to shooting experimental commercials, H-D also has made a half-hour dramatic film, which was produced at the Collins' studios by BBC, using the H-D technical crews and facilities. This electronically-produced tv film had its premiere on BBC tv this summer and was widely acclaimed by critics and viewers. The reviewer of the *London Daily Mail* called it ". . . . a presentation almost as important to tv as the widescreen to the cinema."

With careful planning and plenty of dry rehearsal, Mr. Collins asserts that his studio can shoot one complete half-hour dramatic tv film, plus a simple quarter-hour musical film in only one day's shooting; or in the same time, eight to ten one-minute film commercials. He also claims costs considerably below those of conventional film production methods.

Currently, Mr. Collins is negotiating with an American firm, which wants to set up a similar studio in the States. H-D, Mr. Collins says, does not want to go into the business of selling its equipment. Basically, it is a production outfit, and if other companies want to use the H-D system, then Mr. Collins would prefer to lease them equipment. He confidently expects that the H-D method will be widely used all over the world not only for making tv films, but for regular theatrical films as well.

Although Mr. Collins is a strong advocate of tv film, he would not rely entirely on film, if he were to program a station or network. "About fifty-fifty" he feels is the correct balance.

He is enthusiastic about the impact commercial tv will have on Great Britain. He has to quarrel with BBC television, for which he has great respect, but he firmly believes that there must be a "democracy of the dial," and that his countrymen should have the choice of several alternative program services.

"The freeing of television from monopoly control will be the biggest shot in the arm that this country his received in many decades," Mr. Collins says. "The whole British way of life, cultural as well as material, is going to benefit from this freedom; of that I am convinced."

Mr. Collins' conviction is reflected in the opinions of many tv fans. Writing to a tv fan magazine, one of them recently summed up the sentiments of many of his countrymen:

"Until last month, I refused to buy a tv set. A visit to the U.S.A. changed my mind. I spent several weeks viewing sponsored tv there. In my hotel room, in New York, for example, I had tv with breakfast and experienced the joy of being able to switch from one station to another until I had found a programme to interest me. As for the advertisements I found them both intriguing and amusing. . . . On returning to England, I promptly bought a tv set with a five-channel switch. I am looking forward to using that switch."

Quality PLUS... makes GATES ... a MUST

PROOF OF PERFORMANCE PACKAGE

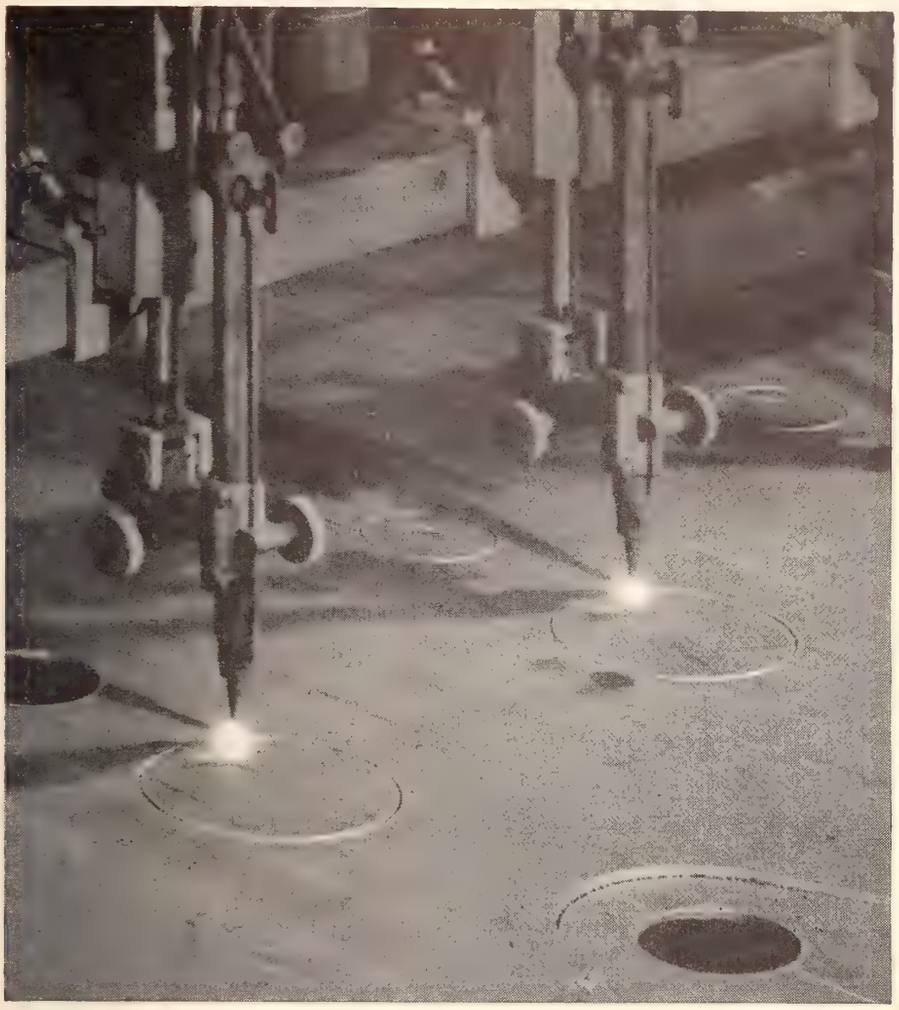
KIT SA-131



Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $458.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

GATES RADIO COMPANY, QUINCY, ILLINOIS

Only STEEL can do so many jobs so well



Cuts Steel Like Butter! This modern flame-cutting equipment, in use at U.S. Steel Supply Division warehouses, can follow the most complicated patterns accurately and turn out finished shapes of steel exactly as wanted. Many fabricators of steel products buy their steel from U.S. Steel Supply, and have it cut to shape before it is delivered to them.



The Spring's The Thing that gives a Trampoline its unique place in the world of exercise and entertainment. Around the edge of the resilient "bouncing" surface, more than 100 oil-tempered springs, carefully designed and precisely manufactured by U.S. Steel, quietly go about their jobs of supplying the "motive" power that enables a performer to bounce and leap as high as 26 feet.



Golden Triangle. Pittsburgh's famous business section has had its face lifted recently . . . and in the new "Golden Triangle" there's still a lot of *steel*. U. S. Steel has fabricated and erected more than 34,000 tons of structural steel for new buildings here in less than 2 years. Only steel can do so many jobs so well.



A 42-Foot Car-Bottom Furnace heats big steel ingots like this up to forging temperature at U.S. Steel's Homestead Works. But proper heating involves a great deal of skill and experience on the part of the men who supervise the process. And U.S. Steel Forgings Division craftsmen are second to none in expertness at their various jobs. Many learned their skill from fathers and grandfathers who held the same jobs before them.

UNITED STATES STEEL

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1088

CAMPAIGNING

FCC LAYS DOWN THE RULES FOR RADIO-TV

RIGHTS and obligations of broadcast stations in use of their facilities by qualified candidates for public office were set forth by FCC last week in practical question-and-answer form.

Highlighted earlier in an amendment to the Commission's rules and regulations [B•T, Sept. 13], FCC policy regarding political broadcasts or appearances in general specifies that "any *use* of broadcast facilities by a legally qualified candidate for public office, imposes an obligation on licensees to afford equal opportunities to all other such candidates for the same office." The revised policy also specifies that political candidates may buy time at the same rate as any other advertiser.

Published in the *Federal Register* Tuesday, FCC has offered the following questions and answers to clarify its policy:

Q. Does Section 315 apply to one speaking for or on behalf of the candidate, as contrasted with the candidate himself?

A. No. The Section applies only to legally qualified candidates. Candidate A has no legal right under Section 315 to demand time where B, not a candidate, has spoken against A or in behalf of another candidate. (*Felix* v. *Westinghouse Radio Stations,* 182 F. 2d 1, cert. den. 333 U. S. 876.)

Q. Where time has been afforded to a party for political talks by non-candidates, must a request for time by spokesmen for another party be honored under Section 315?

A. No. Section 315 affords a personal right to candidates only and is not concerned with parties, as such. *Idem.*

Q. Do the provisions of Section 315 require stations to afford equal opportunities in the use of their facilities in support of or in opposition to a *public question* to be voted upon in any election?

A. No. The language and legislative history of Section 315 clearly limit the application of this Section to legally qualified candidates for public office.

Q. If a legally qualified candidate secures air time but does not discuss matters directly related to his candidacy, is this a "use" of facilities under Section 315?

A. Yes. Section 315 does not distinguish between the uses of broadcast time by a candidate, and the licensee is not authorized to pass on requests for time by opposing candidates on the basis of the licensee's evaluation of whether the original use was or was not in aid of a candidacy. (*WMCA, Inc.* 7 R.R. 1132.)

Q. Must a broadcaster give equal time to a candidate whose opponent has broadcast in some other capacity than as a candidate?

A. Yes. For example, a weekly report of a Congressman to his constituents via radio or television is a broadcast by a legally qualified candidate for public office as soon as he becomes a candidate for re-election, and his opponent must be given equal opportunity for time on the air. Any "use" of a station by a candidate, in whatever capacity, entitles his opponent to "equal opportunities." (Station KNGS, 7 R.R. 1130.)

Q. If a candidate appears on a variety program for a very brief bow or statement, are his opponents entitled to "equal opportunities" on the basis of this brief appearance?

A. Yes. All appearances of a candidate, no matter how brief or perfunctory, are a "use" of a station's facilities within Section 315.

Q. If a candidate is accorded station time for a speech in connection with a ceremonial activity or other public service, is an opposing candidate entitled to equal utilization of the station's facilities?

A. Yes. Section 315 contains no exception with respect to broadcasts by legally qualified candidates carried "in the public interest" or as a "public service." It follows that the station's broadcast of the candidate's speech was a "use" of the facilities of the station by a legally qualified candidate giving rise to an obligation by the station under Section 315 to afford equal opportunities to other legally qualified candidates for the same office. (Letter to CBS (WBBM), dated October 31, 1952; letter to KFI, dated October 31, 1953.)

Q. If a station arranges for a debate between the candidates of two parties, or presents the candidates of two parties in a press conference format or so-called forum program, is the station required to make equal time available to other candidates?

A. Yes. The appearance of candidates on the above types of programs constitutes a "use" of the licensee's facilities by legally qualified candidates and, therefore, other candidates for the same office are entitled to "equal opportunities." (Letter to Harold Oliver, dated October 31, 1952; Letter to Julius F. Brauner, dated October 31, 1952.)

Q. Are acceptance speeches by successful candidates for nomination for the candidacy of a particular party for a given office, a use by a legally qualified candidate for *election* to that office?

A. Yes. Where the successful candidate for nomination becomes legally qualified as a candidate for election as a result of the nomination. (Progressive Party, 7 R.R. 1300.)

Q. How can a station know which candidates are "legally qualified"?

A. The determination as to who is a *legally qualified candidate* for a particular public office within the meaning of Section 315 and the Commission's rules must be determined by reference to the law of the state in which the election is being held. In general, a candidate is legally qualified if he can be voted for in the state or district in which the election is being held, and if elected, is eligible to serve in the office in question.

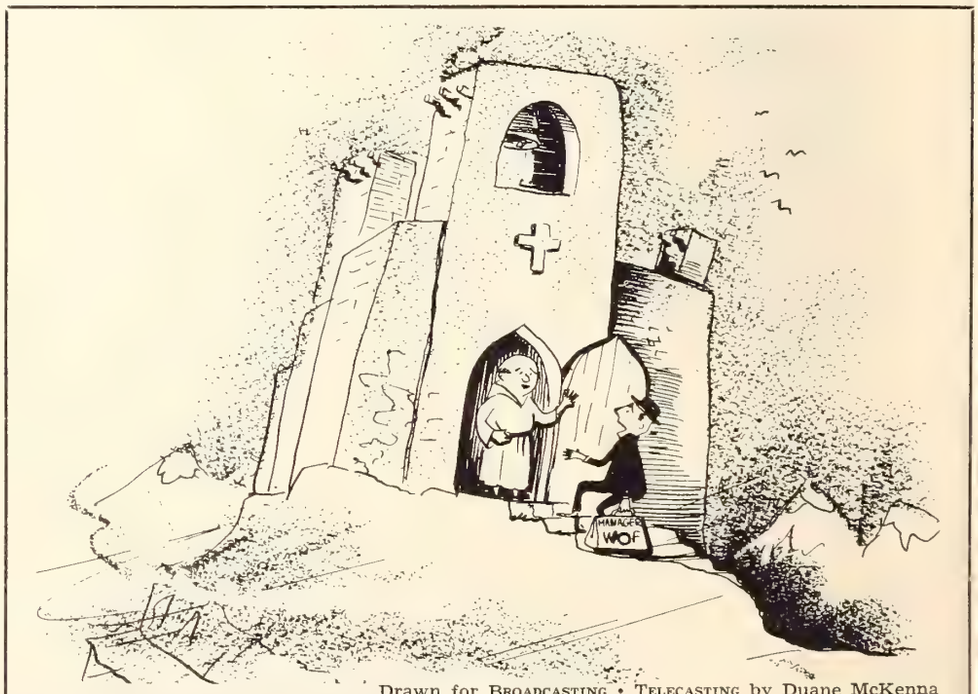
Q. Need a candidate be on the ballot to be legally qualified?

A. Not always. The term "legally qualified candidate" is not restricted to persons whose names appear on the printed ballot; the term may embrace persons not listed on the ballot if such persons are making a *bona fide* race for the office involved and the names of such persons, or their electors can under applicable law, be written in by voters so as to result in their valid election. The Commission recognizes, however, that the mere fact that any name may be written in does not entitle all persons who may publicly announce themselves as candidates to demand time under Section 315; broadcast stations may make suitable and reasonable requirements with respect to proof of the *bona fide* nature of any candidacy on the part of applicants for the use of facilities under Section 315. (Sections 3.190; 3.290, 3.657; Socialist Labor Party, 7 R.R. 766; Columbia Broadcasting System, Inc., 7 R.R. 1189; Press Release of November 26, 1941 (Mimeo 55732).)

Q. May a station deny a candidate "equal opportunity" because it believes that the candidate has no possibility of being elected or nominated?

A. No. Section 315 does not permit any such subjective determination by the station with respect to a candidate's chances of nomination or election. (Columbia Broadcasting System, Inc., 7 R.R. 1189.)

Q. May a person be considered to be a legally qualified candidate where he has made only a public announcement of his candidacy and has not yet filed the required forms or paid the required fees for securing a place on the



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"Mind taking me in until the political season blows over?"

ballot in either the primary or general elections?

A. The answer depends on applicable state law. In some states persons may be voted for by electorate whether or not they have gone through the procedures required for getting their names placed on the ballot itself. In such a state, the announcement of a person's candidacy—if determined to be *bona fide*—is sufficient to bring him within the purview of Section 315. In other states, however, candidates may not be "legally qualified" until they have fulfilled certain prescribed procedures. The applicable state laws and the particular facts surrounding the announcement of the candidacy are determinatives. (Letter to Senator Earle C. Clements, dated February 2, 1954.)

Q. Must a station make time available upon demand to a candidate of the Communist Party, or a candidate who is a member of the Communist Party, if it has afforded time to that candidate's opponent for the office in question?

A. If the person involved is a legally qualified candidate for the office he is seeking, Section 315 requires "that equal opportunities" be afforded him. It will be recognized that who is a legally qualified candidate is dependent upon federal, state, and local law pertaining to the elective process and is *not* based upon provision of the Communications Act of the Rules of the Commission.

The question of the specific applicability of these principles, in the light of the enactment of the Communist Control Act of 1954, to candidates of the Communist Party or who are members of the Communist Party has not yet been determined.

Q. When is a person a legally qualified candidate for *nomination* as the candidate for a party for President or Vice President of the United States?

A. In view of the fact that a person may be nominated for these offices by the conventions of his party without having appeared on the ballot of any state having presidential primary elections, or having any pledged votes prior to the convention, or even announcing his willingness to be a candidate, no fixed rule can be promulgated in answer to this question. Whether a person so claiming is in fact a *bona fide* candidate will depend on the particular facts of each situation, including consideration of what efforts, if any, he has taken to secure delegates or preferential votes in state primaries. It cannot, however, turn on the licensee's evaluation of the claimant's chances for success. (Letter of May 28, 1952, to Julius F. Brauner.)

Q. What public offices are included within the meaning of Section 315?

A. Under the Commission's rules Section 315 is applicable to both primary and general elections, and public offices include all offices filled by special or general election on a municipal, county, state or national level as well as the nomination by any recognized party as a candidate for such an office.

Q. May the station under Section 315 make time available to all candidates for one office and refuse all candidates for another office?

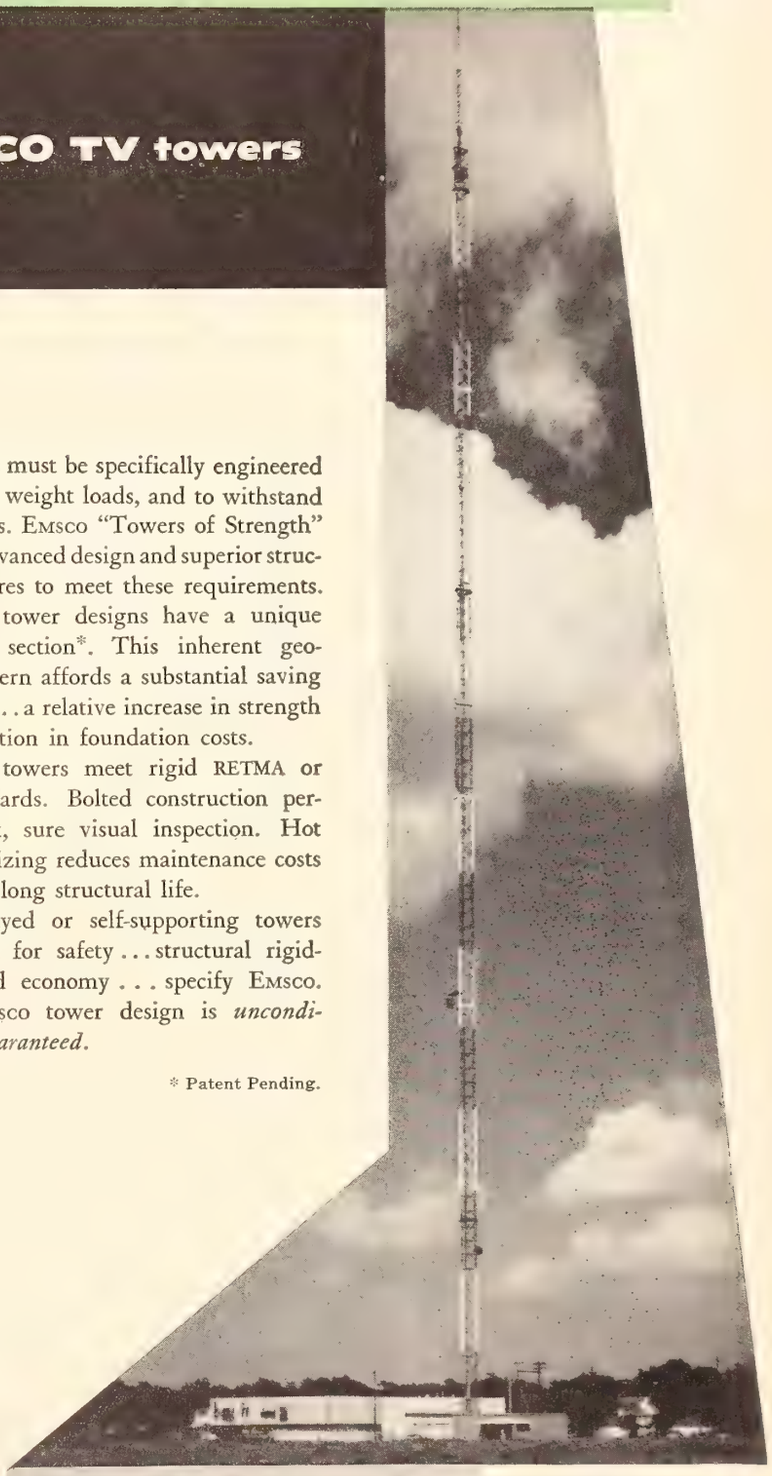
A. Yes. The "equal opportunity" requirement of Section 315 is limited to all legally qualified candidates for the same office.

Q. If the station makes time available to candidates seeking the nomination of one party for a particular office, does Section 315 require that it make equal time available to the candidates seeking the nomination of other parties for the same office?

A. No, the Commission has held that while both primary elections or nominating conventions and general elections are comprehended within the terms of Section 315, the

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E-183

primary elections or conventions held by one party are to be considered separately from the primary elections or conventions of other parties, and therefore, insofar as Section 315 is concerned, "equal opportunities" need only be afforded legally qualified candidates for nomination for the same office at the same party's primary or nominating convention. (KWFT, Inc., 4 R.R. 885; Letter to Arnold Petersen May 13, 1952; Letter to WCDL April 3, 1953.)

Q. If the station makes time available to all candidates of one party for nomination for a particular office, including the successful candidate, may candidates of other parties in the *general election* demand an equal amount of time under Section 315?

A. No. For the reason given above. (KWFT, Inc., 4 R.R. 885.)

Q. Generally speaking, what constitutes equal opportunities?

A. Under Section 315 and Sections 3.190, 3.290, and 3.657 of the Commission's Rules, no licensee shall make any discrimination in charges, practices, regulations, facilities or services rendered to candidates for a particular office.

Q. Is a licensee required or allowed to give time free to one candidate where it had sold time to an opposing candidate?

A. The licensee is not permitted to discriminate between the candidates in any way. With respect to any particular election it may adopt a policy of selling time, or of giving time to the candidates free of charge, or of giving them some time and selling them additional time. But whatever policy it adopts it must treat all candidates for the same office alike with respect to the time they may secure free and that for which they must pay.

Q. Is a station's obligation under Section 315 met if it offers a candidate the same amount of time an opposing candidate has received, where the time of the day or week afforded the first candidate is superior to that offered his opponent?

A. No. The station in providing equal opportunities must consider the desirability of the time segment allotted as well as its length. And while there is no requirement that a station afford candidate B exactly the same time of day on exactly the same day of the week as candidate A, the time segments offered must be comparable as to desirability.

Q. Is it necessary for a station to advise a candidate or a political party that time has been sold to other candidates?

A. No. The law does not require that this be done. If a candidate inquires, however, the facts must be given him. It should be noted here that a station is required to keep a public record of all requests for time by or on behalf of political candidates, together with a record of the disposition and the charges made, if any, for each broadcast. [Sections 3.190 (d), 3.290 (d), 3.657 (d).]

Q. If one political candidate buys station facilities more heavily than another, is a station required to call a halt to such sales because of the resulting unbalance?

A. No. Section 315 requires only that all candidates be afforded an equal opportunity to use the facilities of the station. (Letter to Mrs. M. R. Oliver, dated October 23, 1952.)

Q. If the candidate has received free time for a period of time and subsequently a second candidate announces his candidacy, is the second candidate entitled to equal facilities retroactive to the date when the first candidate announced his candidacy?

A. Normally, yes. Once the station has made time available to one qualified candidate, its obligation to provide equal facilities to future candidates begins. A candidate cannot, however, delay his request for time and expect to use the "equal opportunities" provision to force a station to turn over most of the last few pre-election days to him in order to "saturate" pre-election broadcast time. (Letter to Congressman Hunter, dated May 28, 1952; Letter to Congressman Frelinghuysen, dated March 2, 1954.)

Q. If a station has a policy of confining political broadcasts to sustaining time, but has so many requests for political time that it cannot handle them all within its sustaining schedule, may it refuse time to a candidate whose opponent has already been granted time, on the basis of its established policy of not cancelling commercial programs in favor of political broadcasts?

A. No. The station cannot rely upon its policy if the latter conflicts with the "equal opportunity" requirement of Section 315. (Stephens Bcstg. Co., 3 R.R. 1.)

Q. If one candidate has been nominated by Parties A, B, and C, while a second candidate for the same office is nominated only by Party D, how should time be allocated as between the two candidates?

A. Section 315 has reference only to the use of facilities by persons who are candidates for public office and not to the political parties which may have nominated such candidates. Accordingly, if broadcast time is made available for the use of a candidate for public office, the provisions of Section 315 require that equal opportunity be afforded each person who is a candidate for the same office, without regard to the number of nominations that any particular candidate may have. (Letter to Thomas W. Wilson, dated October 31, 1946.)

Q. If a station broadcasts a program sponsored by a commercial advertiser which includes



FULL 14" PICTURE

DAGE

TRADE MARK

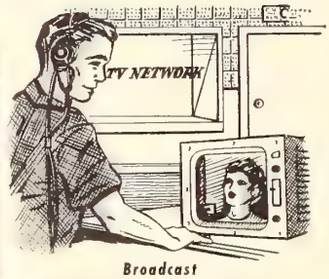
Ideal for Broadcast and Industrial Use

MONITOR MODEL 600-A

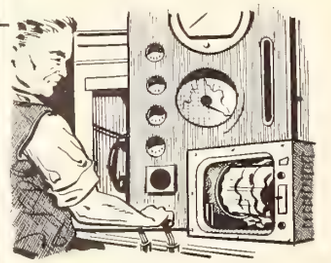
Price: $399.00

FEATURES

- Rugged metal case
- More picture per square inch of panel
- High contrast, high light output
- All operating and positioning controls available from front. (driving, AFC, H width and linearity on rear panel)
- All standard—easily available tubes
- Available for rack mounting



Broadcast



Industrial

SPECIFICATIONS

Bandwidth: 8 mc (More than 600 lines)
HIGH GAIN
Input signal required—approximately .2 volt peak to peak.
Inputs: Negative picture composite signal . . . or Negative picture with separate negative sync.
Bridging connection on sync.
Input impedance: Hi-impedance (with bridging or termination jack)
Input power: 117V—50 or 60 cycle —150 watts.
Overall Dimensions: 16½" wide, 11½" high, 18¾" deep. Wt. 58 lb.

DAGE TELEVISION DIVISION

69 N. SECOND STREET • BEECH GROVE, INDIANA

OF THOMPSON PRODUCTS

one or more qualified candidates as speakers or guests, what are its obligations with respect to affording equal opportunities to other candidates for the same office?

A. If candidates are permitted to appear, without cost to themselves, on programs sponsored by commercial advertisers, opposing candidates are entitled to receive comparable time, also at no cost. (Letter to Senator Monroney, dated October 9, 1952.)

Q. Where a candidate for office in a state or local election appears on a national network program, is an opposing candidate for the same office entitled to equal facilities over stations which carried the original program and serve the area in which the election campaign is occurring?

A. Yes. Under such circumstances an opposing candidate would be entitled to time on such stations. (Letter to Senator Monroney, dated October 9, 1952.)

Q. Where a candidate appears on a particular program—such as a regular series of forum programs—are opposing candidates entitled on demand to appear on the same program?

A. Not necessarily. The mechanics of the problem of "equal opportunities" must be left to resolution of the parties. And while factors such as the size of the potential audience because of the appearance of the first candidate on an established or popular program might very well be a matter for consideration by the parties, it cannot be said, in the abstract, that equal opportunities could only be provided by giving opposing parties time on the same program. (Letter to Harold Oliver, dated October 31, 1952; Letter to Julius F. Brauner, dated October 31, 1952.)

Q. May a station delete material in a broadcast under Section 315 because it believes the material contained therein is or may be libelous?

A. No. Any such action would entail censorship which is expressly prohibited by Section 315 of the Communications Act. (Port Huron Bcstg. Co., 4 R.R. 1; WDSU Bcstg. Co., 7 R.R. 769.)

Q. If a legally qualified candidate does make libelous or slanderous remarks is the station liable therefor?

A. The Commission has expressed its opinion in Port Huron Bcstg Co., 4 R.R. 1., that licensees not directly participating in the libel might be absolved from any liability they might otherwise have under state law, because of the operation of Section 315 which precludes them from preventing its utterance. But this is a matter which in the absence of any amendment to the law will have to be definitively decided by the courts. So far there have been no clear judicial holdings on this matter, but only dicta or lower court opinions supporting both positions. It should be noted, however, that many states have passed laws which wholly or partially exempt licensees from liability under these circumstances.

Q. If a candidate secures time under Section 315, must he talk about a subject directly related to his candidacy?

A. No. The candidate may use the time as he deems best. To deny a person time on the ground that he was not using it in furtherance of his candidacy would be an exercise of censorship prohibited by Section 315. (WMCA, Inc., 7 R.R. 1132.)

Q. If a station makes time available to an office holder who is also a legally qualified candidate for re-election and the office holder limits his talks to non-partisan and informative material, may other legally qualified candidates who obtain time be limited to the same subjects or the same type of broadcast?

A. No. Other qualified candidates may use the facilities as they deem best in their own interest. (Letter to Congressman Allen Oakley Hunter, May 28, 1952.)

Q. May a station require an advance script of a candidate's speech?

A. Yes, provided that the practice is uniformly applied to all candidates for the same office using the station's facilities, and the station does not undertake to censor the candidate's talk. (Letter of July 9, 1952, to H. A. Rosenberg, Louisville, Ky.)

Q. May a station have a practice of requiring a candidate to record his proposed broadcast at his own expense?

A. Yes. Provided again that the procedures adopted are applied without discrimination as between candidates for the same office and no censorship is attempted. (Letter of July 9, 1952, to H. A. Rosenberg, Louisville.)

Q. May a station charge premium rates for political broadcasts?

A. No. Section 315, as amended, provides that the charges made for the use of a station by a candidate "shall not exceed the charges made for comparable use of such stations for other purposes."

Q. May a station with both "national" and "local" rates charge a candidate for local office its "national" rate?

A. No. Under Sections 3.190, 3.290 and 3.657 of the Commission's Rules a station may not charge a candidate more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that within which persons may vote for the particular office for which such person is a candidate.

Q. Is a political candidate entitled to receive discounts?

A. Yes. Under Sections 3.190, 3.290 and 3.657 of the Commission's Rules political candidates are entitled to the same discounts that would be accorded persons other than candidates for public office under the conditions specified, as well as to such special discounts for programs coming within Section 315 as the station may choose to give on a non-discriminatory basis.

Q. If candidate A purchases ten time segments over a station which offers a discount rate for purchase of that amount of time, is candidate B entitled to the discount rate if he purchases less time than the minimum to which discounts are applicable?

A. No. A station is under such circumstances only required to make available the discount privileges to each legally qualified candidate on the same basis.

Q. If a station has a "spot" rate of two dollars per "spot" announcement, with a rate reduction to one dollar if 100 or more such "spots" are purchased on a bulk time sales contract, and if one candidate arranges with an advertiser having such a bulk time contract to utilize five of these spots at the one dollar rate, is the station obligated to sell the candidates of other parties for the same office time at the same one dollar rate?

A. Yes. Other legally qualified candidates are entitled to take advantage of the same reduced rate. (Letter to Senator Monroney, dated October 16, 1952.)

Q. Where a group of candidates for different offices pool their resources to purchase a block of time at a discount, and an individual candidate opposing one of the group seeks time on the station, to what rate is he entitled?

A. He is entitled to be charged the same rate as his opponent, since the provisions of Section 315 run to the candidates themselves and they are entitled to be treated equally with their individual opponents. (Report and Order, Docket 11092.)



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A new dynamic microphone—distinguished by its modern, inconspicuous appearance—distinguished by its oustanding reproduction of voice and music—distinguished by its realistic price, $125.00. Response range, 50 to 15,000 cps. Level, -56 db at high impedance. Complete with matching stand, built-in shockmount. Please mail this coupon for complete specifications and information.

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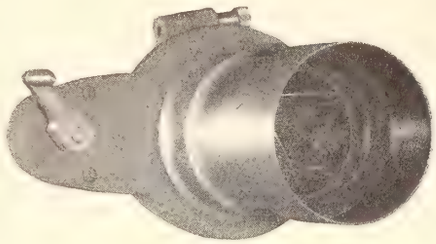
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PROGRAMS & PROMOTION

JEWISH ANNIVERSARY SERIES

WLIB New York is broadcasting a two-month program series celebrating the 300th anniversary of the arrival of the first Jewish settlers in the old Dutch colony which later became part of the U. S. and was named New York. The initial program featured an interview with Rabbi Israel Goldstein, president of the American Jewish Congress.

WTSP GOES FULL TIME

A 24-HOUR operating schedule has been instituted by WTSP St. Petersburg, Fla., on a year-around basis. The station originally planned the round-the-clock service for one week only as a promotion of the Sunshine Skywave, recently-opened bridge crossing Tampa Bay. WTSP offered nightly prizes of Florida oranges and grapefruit for mail indicating listenership to the late programming. The response was so heavy and contained so many requests for continuation of such service, the station reports, that it decided to operate full time on the all-night schedule. During the night WTSP airs music and news and at 5 a.m. switches to country programming to accommodate early-rising farm listeners.

'NOTABLE' MUSIC PROGRAM

MUSIC SELECTIONS of notable persons are being played on *The Guest Conductor,* a new WOL Washington program featuring Paul Hume, music editor of the *Washington Post & Times-Herald.* Well known public persons are invited to appear on the program, or, if that is not convenient, to tune it in as Mr. Hume plays their requests. Generally, the music in some way ties in with their background, such as Vice President Nixon who chose music from Mexico as part of his selection, the place where he and Mrs. Nixon took their honeymoon. Other persons who have had their selections featured include Mrs. Eisenhower (parts of which were chosen by the President), Ivy Baker Priest, J. Edgar Hoover and Senator Herbert Lehman (D-N. Y.). The purpose behind *The Guest Conductor* is to give an insight into the notables' tastes in music, something which everybody can appreciate in the lives of those always in the public eye. The program, heard from 9-10:45 p.m. on Sundays, is sponsored by the American Trucking Assn. which keeps its commercial time to a minimum, using such lines as "If you have it, it came by truck" and plugging the theme that the American trucking industry employs more people than any other occupation except agriculture.

WHAS COVERS FAIRS

EXTENSIVE coverage of the Kentucky State Fair was provided by WHAS Louisville as that station reports attracting 40,000 persons to its "Big Top" remote studios at the fairgrounds in that city. During 10 days, the station broadcast 225 quarter-hours of programs, including a simulcast with WHAS-TV of "Tomorrow's Travelers," a state-wide teenage safety program which WHAS helped to create in 1952. Fair originations included two basketball games between Kentucky and Indiana college all-stars on successive nights from the Kentucky Fair grounds and from the Indiana State Fair in Indianapolis. Numerous farm broadcasts also were made from the Indiana Fair during the first week in September, reports the station.

KOAT-TV USES WALKIE-TALKIES

KOAT-TV Albuquerque employed walkie-talkies in its coverage of the last two days of the recent Ninth Annual International Jaycee Junior Golf Tournament in that city. Announcers walked around the course to bring interesting sidelights and highlights to viewers which could not be seen from the stationary cameras.

NEVER SAY DIE

ONE sports director, two station staff members, an airport manager, the Maryville police and two airplanes later, KFNF Shenandoah, Iowa, successfully was able to air its regularly scheduled broadcast of the Maryville-Clarinda, Iowa, football game. For lack of direct line broadcasting facilities from the football field in Maryville, KFNF's sports director handed a tape of the first half of the game to a station announcer who, with the aid of the Maryville police, rushed it to a KFNF disc m.c. at the airport in that city, who in turn flew it to Shenandoah soon enough to be aired at the time scheduled. A similar process followed with the second half's tape, with the Maryville airport manager doing the piloting.

WHOLE LOTTA FEET

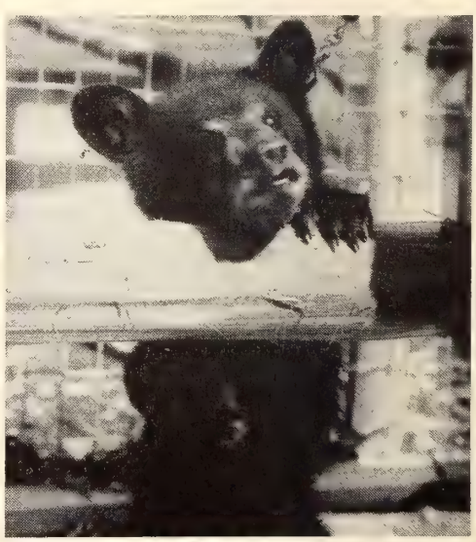
WGH Norfolk, Va., is sending to advertisers and agencies a brochure titled "Feetball Comes to Tidewater," publicizing the fact that the station will carry three football games each Saturday during the season. WGH uses Webster as its source for "feetball," stating that "feet" is plural of "foot," two or more. "Never so-o much football!" the promotion piece says, "Cut yourself a piece of Tidewater's biggest sports pie! . . . three big high school, collegiate and service games *every* weekend . . . for the *one game price!*"

MAN WITH GREEN HAIR

KITE San Antonio is sending on sales calls to advertisers and agencies a new green-haired salesman with eyebrows to match and a red-and-white striped bow tie, ready to sell you any amount of time over that station. He comes in the form of a card with an attached tab to be placed in water. Within a week he sprouts hair and tells you to watch it grow as you would your business while advertising on KITE.

TO QUELL ALL FEAR

IMPORTANCE of dental care in health is being demonstrated by WBKB (TV) Chicago



MEET G. Ted Huggs of Cadillac, Mich., the mascot for WWTV (TV) there. Weed Tv, national representative of the station, points out that G. Ted is no longer a cub, but a big bear now and thrives in the "market he so strongly embraces."

Record Turnout Marks KMTV (TV) Anniversary

A RECORD-BREAKING crowd turned out at Omaha (Neb.) Municipal Stadium Sept. 2 to attend the Fifth Anniversary Party of KMTV (TV) there, the station has reported.

The event featured a full-hour variety show, a baseball game between the Omaha Cardinals and the Sioux City Soos and personal appearances by Joe DiMaggio and Dizzy Dean. KMTV purchased every available seat for the party and distributed tickets free to those who wrote to the station requesting them.

KMTV pre-empted all CBS programming 7-10:30 p.m. in order to televise the program. Attendance reached just short of 21,000. The previous record was 17,079, the station said.

George Trautman, commissioner of minor league baseball, termed the KMTV birthday-baseball party the "greatest single promotion in history in the interest of minor league baseball," according to the station.



BERT LOWN (second from l), CBS regional station relations director, is welcomed as he arrives in Omaha for KMTV (TV)'s anniversary-baseball party. The welcoming committee (l to r): Glenn Harris, program manager; Owen Saddler, general manager; Arden Swisher, sales manager.

in a new series titled *Tv Dental Clinic*. A dentist's office and a dental chair is the actual setting of the program, which features Dr. Mort Neimark, DDS, and is presented in cooperation with the American Dental Society. It is designed to eliminate, through public information, "the fear of going to the dentist." Discussion on *Tv Dental Clinic* features eminent specialists as well as Dr. Neimark.

SWIM FEAT COVERAGE

WHEN 16-year-old Marilyn Bell, Toronto swimmer, crossed Lake Ontario from Youngstown, N. Y., to the Toronto waterfront Sept. 9, swimming about 45 miles in 20 hours and 55 minutes, CHUM and CKEY Toronto, aired a continuous report of the girl's progress. Other Toronto and nearby stations flashed news of her headway frequently during the day. CHML Hamilton broadcast a special three-hour program on the youngster's record-breaking feat in addition to receiving $7,000 in donations which was presented to her at the Canadian National Exhibition in Toronto Sept. 10 as part of almost $60,000 in prizes.

'THE BEST TV IS CHANNEL 3'

PROMOTIONAL campaign, designed to get viewers into the habit of watching KDAL-TV Duluth, Minn., and highlighted by the theme "The Best Tv Is Channel 3," was staged over the summer by that station. A 125 x 10 ft. banner carrying the words "KDAL-TV . . . Channel 3 . . . . NBC" was attached to an airplane and flown over picnic grounds, ball parks and other areas where crowds gathered. Also used in the campaign were promotional announcements, the KDAL-TV special events sound car, truck panel and window displays, billboards and newspaper advertisements.

WPRO COVERAGE BROCHURE

MARKET AND RATING analysis being sent to advertisers and agencies by WPRO Providence states that the station "offers you single-station dominance of the nation's 14th largest market. The brochure points out that the 14th ranking applies to WPRO's coverage area—Providence, Fall River, Mass., and New Bedford, Mass. The brochure includes a coverage map, detailed coverage statistics and results of a Pulse survey, WPRO claiming a 6.9 rating in Providence and a 12% higher rating in the Providence area.

S-W DEMONSTRATION CENTER

STEWART-WARNER Electric Div. (Chicago) of the Stewart-Warner Corp. has introduced a demonstration center construction designed to convert tv prospects into tv buyers for the retail dealer. Built on a wood frame, the center incorporates the principles of the "Tv Schoolhouse"—reading, writing and arithmetic. The company is using the "Schoolhouse" blackboard to display features in its new 21-inch screen, with a claim of a 20% larger picture.

KXLF-TV ANNIVERSARY SHOW

KXLF-TV Butte, Mont., the first television station to go on the air in Montana, recently staged a 30-hour telecast occasioned by its first anniversary. Station advertisers contributed gifts that were awarded to viewers during the course of the marathon broadcast.

QUAKER OATS CONTEST

PRIZES totaling $75,000 are being offered to participants in the new promotion contest sponsored by Quaker Oats Co. on its portion of ABC's simulcast of Don McNeill's *Breakfast Club*. The contest, which opened Sept. 9 and closes Nov. 15, is designed to promote Quaker's Aunt Jemima Pancake Mix. First prize is a seven-room home designed by the editors of *Better Homes & Gardens* magazine, and second is a complete General Electric kitchen, including all appliances. Participants are asked to fill in the last line of a six-line jingle. Mr. McNeill will give periodic reports on the contest. Quaker Oats sponsors *Breakfast Club* on ABC-TV and ABC Radio Tues.-Thurs., 8:45-9 a.m. CDT.

WIRK-TV REVIEWS FIRST YEAR

FIRST ANNIVERSARY issue of the *WIRK-TV News*, offset newspaper of WIRK-TV West Palm Beach, Fla., reports the highlights of the station's past year of operations, "with a look to the future." The paper describes the day-by-day arrival and setting up of technical equipment prior to the station's start. WIRK-TV signed on the air Sept. 13, 1953, with local programming and soon thereafter added several film series. On Nov. 25, 1953, AT&T interconnected the station with ABC-TV. Expansion of



Do You Know This Man?

He is Sol Robinson, vice president and general manager of WLAD, Danbury, Conn. He says—

"Since 1947 WLAD has profited by subscribing to the SESAC Library. We plan to have WLAD-FM on the air shortly, which we will program independently of our AM operation and here, too, we expect the Library to become a vital part of our everyday programming."

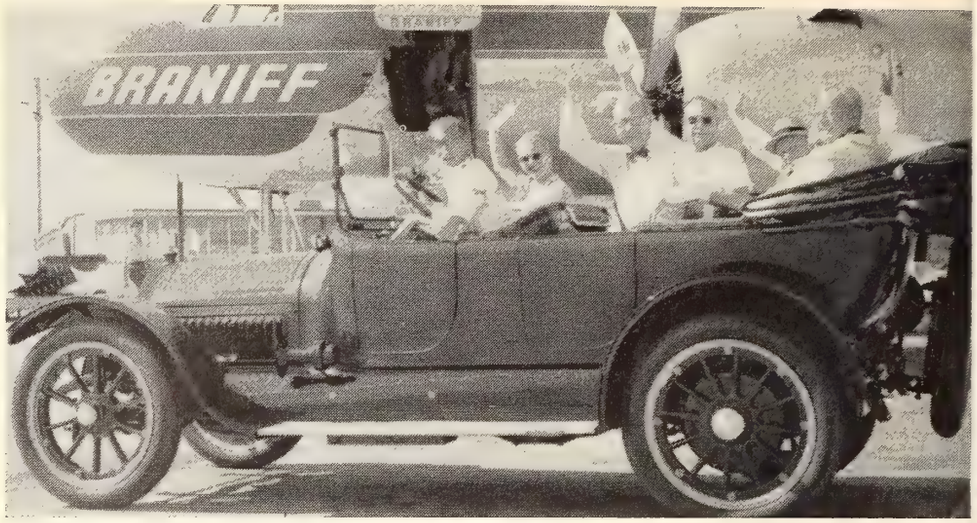
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THIS 1915 Cadillac met visitors at the Wichita Airport when they arrived to help celebrate the first anniversary of KTVH (TV) Hutchinson, Kan. About to enjoy the ride are (l to r) Sam Arnholtz, owner of the car; Phyllis Danielson, Miss Kansas of 1954; Bert Lown of CBS-TV Station Relations; Howard Peterson, KTVH general manager; Dwight Reed, H-R Television; Frank Silvernail, chief timebuyer, BBD&O, and Frank Headley of H-R Television.

facilities is now in process, including the acquisition of an additional studio camera and a new film camera chain. The paper reports WIRK-TV has gained national recognition for Palm Beach County via national advertisers using the station. In addition, the news sheet includes information about various programs, a program schedule, WIRK radio news and a picture page billing several station personalities.

WPEN MERCHANDISING PLANS

ADVERTISERS and agencies are receiving from WPEN-AM-FM Philadelphia two brochures publicizing its food and drug merchandising plans, being conducted in conjunction with the Penn Fruit Co. supermarket chain and the Sun Ray Drug Co. in that city's area. Each plan offers advertisers displays of their products in outlets of the two firms, which the station describes as the finest in Philadelphia. Shelf extenders and markers and an end display are employed in the food plan as eye-catchers, making one product more prominent than others. The end display, with a specially-trained salesgirl, rotates throughout the Penn chain. Also newspaper advertising, window posters and promotional directives are used. Regular commercials, plus frequent ad lib plugs, are aired over WPEN's *Pat & Jack Show*, a program with which products are associated in the displays. The plan operates in 13-week cycles with one product being featured for a full week. The drug plan operates in a similar manner, using several types of displays in Sun Ray outlets with several of WPEN's "top-notch voice-salesmen and entertainers" pitching the products over various programs. Merchandising results are guaranteed for both plans by WPEN and the firms "in America's 3rd market."

NEWS-MINDED SPONSORS

FOR THE FIRST time in its almost seven years of operation, WJLK Asbury Park, N. J., licensed by the Asbury Park Press Inc., has each of its 118 weekly newscasts sponsored. Everett Rudloff, general manager, attributes this fact to the steady climb WJLK has made in area radio listenership. The station claims that according to regular measurements by Advertest Research, its listenership "eclipses all other radio listening in the area." A total of 21 Shore area business firms are sponsoring the newscasts, including five automobile concerns, two each of bakeries, building suppliers and savings and loan associations, among others.

Conscientious Station

WHEN WDSU-TV New Orleans had to drop the Wednesday night Pabst Blue Ribbon fights from its program schedule to make room for new NBC-TV fall shows, the station ran 5½ x 12½ inch ads in two local newspapers expressing regret for the necessity of such action, stating WDSU-TV was glad to tell viewers they could continue to see the fights on WJMR-TV in that city. Adding that WDSU-TV would continue to carry the Gillette fights on Friday nights, the advertisement said, "Our continued best wishes to the fine Pabst Brewing Corporation. We hope that all our viewers understand that we are trying to bring a varied schedule of programs that will serve the most people. What'll *you* have?"

KONI PLANS MUSIC FORMAT

KONI Phoenix, Ariz., scheduled to debut soon, will program music "around the clock" from 6 a.m. to 1 a.m., with news each hour. KONI will operate on 1400 kc with 250 w. High fidelity equipment is from Collins Radio Co. Studios and offices are located in the Mayer-Heard Bldg. in downtown Phoenix.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

TV PICKS UP ITS COSTLIEST CHECK

THE STAR'S THE THING THIS FALL, AND MONEY'S NO OBJECT

By Florence Small

BY OCT. 1 television network talent costs will reach an all-time high of $3.2 million a week (gross) for nighttime shows alone. That figure is compiled without the addition of "spectaculars" production costs.

Outrunning time figures by a widening margin, the spurt in talent expenditures is due basically to the increasing tendency of networks and advertisers to buy their audiences with stars. The result has been an astronomical sweepstakes reaching its high point in the current burst of spectaculars.

Spectaculars are at once the product, the cause and the symbol of the networks' runaway fever for high-priced "names." Logical climax of the "lure 'em with stars" philosophy, they have themselves raised the ante and glorified the principle of the sky-high bid for allegedly sure-fire talent. Moreover, in their competitive invasion of the stratosphere, they have managed to create their own additional constellation of high priced luminaries. Producers have joined performers as objects of the new big money, and today the Liebmans, the Coes and the Minors command fees equal to and often more than the stars they superintend.

Symbol of this new gold standard in programming, six of these extravaganza shows this season will cost a total of $1,320,000 in talent alone. The most ambitious of these, *Light's Diamond Jubilee,* anniversary program sponsored by some 300 companies and organizations of the electrical industries throughout the country to celebrate the 75 years of electrical progress. It will run two hours over all four networks—on about 329 interconnected stations, live—under the guidance of David Selznick, producer, and will feature such stars as Helen Hayes, Joseph Cotten, Jennifer Jones and Shirley Temple (with the rest of the roster of stars still to be named).

The cost of the show, which will be presented on Oct. 24, will be approximately $965,000 for time and talent. More than half of that figure will be spent on talent and production. Victor Young, composer and conductor, will be the musical director of the two-hour, four-network television spectacular. He will compose a complete original musical score and be in charge of all musical arrangements for the program. Ben Hecht, author, will write the script and King Vidor will direct.

High and Low

Top-priced regularly scheduled network evening program is the Milton Berle Show, Tuesdays on NBC-TV 8-9 p.m., whose cost this year is approximately $100,000 per show in production and talent costs. Kudner Agency, New York, is the agency for Buick, the advertiser for the Berle show.

Most expensive program on CBS-TV is the *Jackie Gleason* comedy show, which is sponsored by the following advertisers: Schick Inc., through Kudner Agency; Nestle Co., Bryan Houston; and W. A. Sheaffer pen through Russel M. Seeds, Saturdays. It will cost approximately $65,000 weekly.

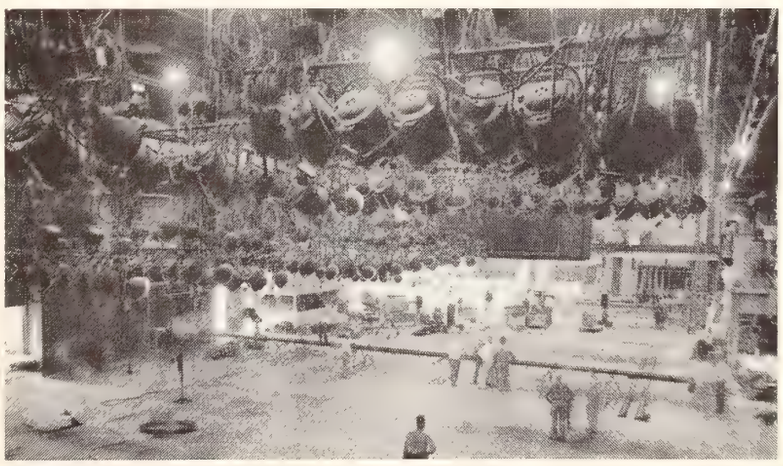
ABC-TV's most expensive program is the *Disneyland* show, which will be sponsored by the following: American Dairy, through Campbell-Mithun; American Motors, Geyer Inc.; Derby Foods, McCann-Erickson, on Wednesdays at 7:30-8 p.m. at an estimated production cost of $70,000.

DuMont's most expensive show is *The Goldbergs,* sponsored by Vitamin Corp. of America through BBDO, Tuesdays, 8:30-9 p.m., with production figures estimated at $18,000.

The most inexpensive program on television in the evening is *Sports Spot,* sponsored by General Cigar Co. through Young & Rubicam, for about $1,500 weekly, Wednesdays, 10:30 p.m. on CBS-TV.

DuMont's lowest cost in production program is *Life Begins at 80* sponsored by Serutan through Ed. Kletterer, Sundays, 9:30 p.m. for about $5,000.

ABC-TV's *Sky King,* sponsored by Derby Foods through Needham, Lewis & Brorby, Mondays, 8 p.m., costs approximately $8,000. It is the lowest priced show on that network.



NBC-TV's contender for the most inexpensive show, productionwise, is *Greatest Moments in Sports,* sponsored by Mutual of Omaha through Bozell & Jacobs, Fridays, 10:30 p.m., at $5,000.

To illustrate these figures competitively, B•T has compiled a comparative chart of production costs together with available starting dates of nighttime shows on all four networks. It appears overleaf.

A separate compilation of spectaculars on NBC-TV and extravaganzas on CBS-TV also is included.

SUNDAY

	ABC	CBS	DuM	NBC
7:30	Pepsi-Cola Playhouse; Pepsi-Cola Co. Biow Co.; $15,000	Private Secretary; American Tobacco Co.; BBDO; $30,000; Sept. 12 Jack Benny; (every third week); $50,000; Oct. 3	Opera Cameos; Uddo & Taornina (foods); Carlo Vinti Adv.; $15,000	Mr. Peepers; Reynolds Metals; Buchanan & Co.; $25,000; Sept. 19
7:45				
8:00				
8:15		Toast of the Town; Lincoln Mercury Dlrs.; Kenyon & Eckhardt; $30,000		Colgate Comedy Hour; Colg. Palmolive Co.; Ted Bates; $75,000; Sept. 19
8:30				
8:45				
9:00	Walter Winchell; Gruen (alt. weeks); Am. Razor; McCann-Erickson; $18,000; Sept. 5	New GE Theatre; General Elec. Co.; BBDO; $32,000 (originals); Sept. 26	Rocky King Det.; Clorets & Pharmaceuticals; D-F-S; $10,000	
9:15	Packard Program; Packard; Maxon; $12,000; Sept. 5			TV Playhouse; Goodyear alt. with Philco; Young & Rubicam; Hutchins; $32,000
9:30		Honestly Celeste; Bristol Myers Co.; Young & Rubicam; $23,000; Oct. 10	Life Begins at 80; Serutan (Ed Kletter); $5,000	
9:45				
10:00	Break the Bank; Dodge Div. of Chrysler; Grant Adv.; $12,000	Father Knows Best; P. Lorillard (Kent); Young & Rubicam; $30,000; Oct. 3		Loretta Young; Procter & Gamble; B&B; $30,000
10:15				
10:30		What's My Line; Jules Montenier; Earl Ludgin & Co.; alt. with Remington Rand (Y & R); $15,000		The Hunter; R. J. Reynolds; Wm. Esty; $24,000
10:45				
11:00				

MONDAY

	ABC	CBS	DuM	NBC
7:30	Jamie; Duffy Mott (Y & R) alt. weeks; $15,000; Sept. 27	Doug Edwards; Whitehall (Biow); Amer. Cigar & Cig. (SSC&B); $20,000 weekly		Tony Martin Show; Toni Co.; Leo Burnett; $10,000
7:45		Perry Como; Liggett & Myers; C & W; $30,000 weekly		News Caravan; Camel; Wm. Esty Co.; $20,000 weekly
8:00	Sky King; Derby Foods; Needham, Louis & Brorby; $8,000.	Burns & Allen; Carnation Co. (E. Wasey); B. F. Goodrich (BBDO); $32,000		
8:15				Sid Caesar; Am. Chicle (DFS); RCA (K&E); Speidel (SSC &B); $40,000; Sept. 27
8:30	Voice of Firestone; Firestone Tire & Rubber Co.; Sweeney & James Co.; $18,000	Arthur Godfrey Talent Scouts; T. J. Lipton Co.; Y & R; $25,000		
8:45				
9:00		I Love Lucy; Philip Morris & Co.; Biow Co.; $50,000; Oct. 4		The Medic; Dow Chemical; McManus John & Adams; $30,000; Sept. 13
9:15				
9:30		December Bride; General Foods BBDO; $27,500; Oct. 4		
9:45				R. Montgomery Presents; American Tobacco (BBDO); S. C. Johnson (NL&B); $40,000; Sept. 20
10:00				
10:15		Studio One; Westinghouse Electric Corp.; McCann-Erickson; $25,000; Sept. 20		
10:30				
10:45				
11:00		Chronoscope; Longines Wittnauer (Vic Bennett); $10,000		Tonight*

THURSDAY

	ABC	CBS	DuM	NBC
7:30	Lone Ranger; General Mills (DF&S); $20,000	Doug Edwards; Am. Tobacco (SSC&B); $20,000 weekly		Dinah Shore; Chevrolet (C-E); $20,000 weekly
7:45		Jane Froman; GE (BBDO); $10,000; Sept. 16		
8:00		Ray Milland Show; General Electric (Y & R, Maxon); $33,000; Sept. 16	They Stood Accused; Consolidated Cosmetics (Frank Duggan); $9,000; Sept. 7	Groucho Marx; DeSoto Plymouth (BBDO); $30,000; Sept. 16
8:15				
8:30	Treasury Men in Action; Chev.-Motor Div. (Campbell-Ewald); $18,000; Oct. 7			Justice; Borden (Y & R); $17,500
8:45		Climax; (3 a month); Chrysler Corp. (Maxon Inc.)		
9:00	So You Want to Lead a Band; Brillo (JWT); $15,000			Dragnet; Chesterfield (C & W); $29,000
9:15				
9:30		Four Star Playhouse; Singer Sewing Machine (Y & R) alt. week with Parker Pen (JWT); $35,000 Sept. 30		Ford Theatre Ford Motor Co. (JWT); $25,000; Sept. 30
9:45				
10:00	Kraft Tv Theatre; Kraft Foods Products (JWT); $20,000	Public Defender; Philip Morris (Biow Co.); $10,000		
10:15				Lux Video Theatre; Lever Bros.; JWT; $40,000
10:30		Name That Tune; Carter Prod. (SSC&B); Whitehall Pharm. (Biow); $8,000; Sept. 2		
10:45				
11:00				Tonight*

FRIDAY

	ABC	CBS	DuM	NBC
7:30	Rin Tin Tin; National Biscuit (K & E); $28,000	Doug Edwards; Pharmaceut. Geritol (Ed Kletter Assoc.); $20,000 weekly		Eddie Fisher; Coca Cola; D'Arcy; $28,000
7:45		Perry Como; Liggett & Myers (C& W); $30,000 weekly		News Caravan; Camel; Wm. Esty.;
8:00	Adv. of Ozzie & Harriet; Hotpoint (alt. weeks) (Maxon); Lambert Co. (L & F); $30,000	Mama; General Foods (B & B, Y & R); $18,000		Red Buttons Show (3 out 4); Jack Carson (4th); Pontiac (MJA); $35,000; Oct. 1
8:15				
8:30	Ray Bolger Show; Lehn & Fink (L & N); $35,000; Sept. 17	Topper; R. J. Reynolds (Wm. Esty); $27,000		Life of Riley; Gulf Oil (Y & R); $30,000 Sept. 17
8:45				
9:00		Playhouse of Stars; Schlitz Brewing (L & N); $25,000	The Stranger; Serutan Co. (Ed Kletter); $10,000	Big Story; Am. Cigar & Cig. (SSC&B) alt. weeks with Simoniz (SSC&B); $25,000; Sept. 19
9:15				
9:30	Dollar a Second; Mogen David Wine Co. (Weiss & Geller); $12,000; Oct. 1	Our Miss Brooks; General Foods (Y & R); $32,000 Oct. 1		Dear Phoebe; Campbell Soup (BBDO); $30,000
9:45				
10:00	The Vise; Sterling Drugs (DFS); Oct. 1 $2,500	The Lineup; Brown & Williamson (Ted Bates); $25,000; Oct. 1	Chance of a Lifetime; P. Lorillard (L & N); $10,000	Gillette Fights; Gillette (Maxon); $20,000
10:15				
10:30		Person to Person; Am. Oil Co. (Joe Katz Co.); Ham Brewing (Campbell Mithun; Noxzema (SSC&B); $20,000; Sept. 3		Greatest Moments in Sport; Mutual of Omaha; Bozell & Jacobs; $5,000; Sept. 10
10:45				
11:00		Chronoscope; Longines-Wittnauer (Vic Bennett); $7,500		Tonight*

TUESDAY

ABC	CBS	DuM	NBC
Cavalcade of America; duPont; BBDO; $35,000; Sept. 28	Doug Edwards; Am. Tobacco (Pall Mall); SSC&B; $20,000 weekly		Dinah Shore; Chev. (C-E); $20,000 weekly; Oct. 2
	Jo Stafford Show; Gold Seal Co.; Campbell-Mithun; $10,000; Aug. 31		News Caravan; Camels (Wm. Esty); $20,000 weekly
			Milton Berle; Buick (Kudner); $100,000; Sept. 21 Bob Hope (20 weeks); Gen. Foods (Y & R); $80,000 to $150,000; Oct. 12 Martha Raye Show; Hazel Bishop (R. Spector); $75,000; Sept. 28
Twenty Questions; Florida Citrus; $10,000	Halls of Ivy; Int. Harv. (Leo Burnett) alt. weeks with Nat. Biscuit Co. (McCann-Erickson); $45,000; Oct. 19	The Goldbergs; Vit. Corp. of America; BBDO; $18,000	
D. Thomas Show; Am. Tob. (alt. wks.) BBDO; Dodge Div. of Chrysler (Grant Adv.); $40,000	Meet Millie; Carter Prod. (SSC&B) alt. weeks with O'Cedar Corp. (Turner Adv.); $20,000	Studio 57; H. J. Heinz; Maxon Inc.; Sept. 21; $25,000	Fireside Theatre P & G (Compton); $22,500
	Danger; Block Drug Co. (H. Cohen Adv.) alt. weeks with Nash Kelvinator (Geyer Inc.); $10,000		Armstrong Circle Theatre; Armstrong; BBDO; $20,000
U. S. Steel Hr.; U. S. Steel Corp. (alt. weeks) BBDO; The Elgin Hr.; Elgin Nat'l Watch Co.; Young & Rubicam $30,000; Oct. 5	Life With Father; Pet Milk (Gardner) alt. weeks with S. C. Johnson (NL&B); $27,500; Aug. 24		Truth or Consequences; P. Lorillard (L & N); $12,000
Stop the Music; Exquisite Form; Grey alt. weeks with Quality Goods; $15,000	See It Now; Alcoa; Fuller & Smith & Ross; $18,000; Aug. 30		
			Tonight*

WEDNESDAY

ABC	CBS	DuM	NBC
	Doug Edwards; Bendix Home App. (Earle Ludgin); $20,000 weekly		Eddie Fisher; Coca Cola; D'Arcy; $22,000
Disneyland; Am. Dairy (Campbell Mithun); Am. Motors (Geyer); Derby Foods (McCann-Erickson); $70,000; Oct. 27	Perry Como; Liggett & Myers (C & W); $30,000 weekly		News Caravan; Camel; Wm. Esty; $20,000 weekly
	Godfrey & His Friends; Toni Co. (Weiss & Geller); Pillsbury Mills (L. Burnett); Frigidaire Div. (FC&B); $40,000; Sept. 15		I Married Joan; General Electric (Y & R); $33,000
New Stu Erwin Show; Liggett & Myers (C & W); $25,000; Oct. 20			My Little Margie; Scott Paper (JWT); $30,000; Sept. 1
Masquerade Party; Remington Rand (Y & R) alt. weeks with Knomark Mfg. (Emil Mogul); $12,500; Sept. 29	Strike It Rich; Colgate Palmolive (Wm. Esty); $11,000		
	I've Got a Secret; R. J. Reynolds (Wm. Esty); $10,000		Kraft Tv Theatre; Kraft Foods (JWT); $22,000
	Blue Ribbon Bouts Pabst Brewing (W & L); $30,000		This Is Your Life; H. Bishop (R. Spector); $30,000; Sept. 29
	Sports Spot; Gen. Cigar Co. (Y & R); $1,500		
	Chronoscope; Longines-Wittnauer (Vic A. Bennett Co.); $10,000		Tonight*

SATURDAY

ABC	CBS	DuM	NBC
	Beat the Clock; Sylvania Electric (C & P); $10,000		Ethel & Albert; Sunbeam Corp. (Perrin-Paus); $17,000; Sept. 4
		Sports Time; Gen. Tire & Rubber (N. W. Ayer)	
	Jackie Gleason; Schick (Kudner); Nestle Co. (Bryan Houston); W. A. Sheaffer Pen (Russel Seeds); $65,000; Sept. 25		Mickey Rooney Show; Pillsbury-Green Giant (Leo Burnett); $35,000
			Place the Face; Toni; Leo Burnett; Sept. 18, $18,000
Saturday Night Fights; Bayuk Cigars; Ellington & Co.; $21,000	Two for the Money; P. Lorillard Co. (L & N); $11,000	Pro Football† Oct. 2	Imogene Coca; Griffin (BC&P); Johnson & Johnson (Y & R); Lewis Howe (DFS); SOS; McCann Erickson; $40,000; Oct. 2
	My Favorite Husband; Int. Silver (Y & R) alt. weeks with Simmons Co. (Y & R); $27,500 Sept. 11		Texaco Show; Durante & O'Connor; Texas Co. (Kudner); $50,000; Oct. 2
	That's My Boy; Chrysler Corp. (N. W. Ayer); $27,500		Geo. Gobel Show; Pet Milk (Erwin Wasey); Armour (FC&B); $30,000; Oct. 2
	June Havoc Show Willy alt weeks with Gen. Mills (DFS); $27,500; Sept. 18		Your Hit Parade; Am. Tob. (BBDO) alt. weeks with Warner-Hudnut (K & E); $38,000; Sept. 11
		**Sports Interview; Boyle Midway; Geyer; $1,775	

7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 | 11:00

THE FALL TV LINEUP

A B•T Compilation

This special showsheet contains listings of all television network programs now sold for this fall. Sponsor, agency and per-program production cost. Dates given are starting dates.

SPECTACULARS

September 25, NBC, 9-10:30 p.m.: Max Liebman's "Lady in the Dark"; General Motors Oldsmobile Division through D. P. Brother—; $200,000

September 30, CBS, 8:30-9:30 p.m.: "Shower of Stars"; Chrysler Corp. through McCann-Erickson; $100,000

October 10, NBC, 7:30-9 p.m.: Max Liebman presents special show for Hazel Bishop through Raymond Spector; Sunbeam through Perrin-Paus; $300,000

October 13, CBS, 10-11:00 p.m. "The Best of Broadway"; Westinghouse Electric Co. through McCann-Erickson; $100,000

October 14, NBC, 9:30-10:30 p.m.; "Ford Theatre;" Ford Motor Co. through J. Walter Thompson; $200,000

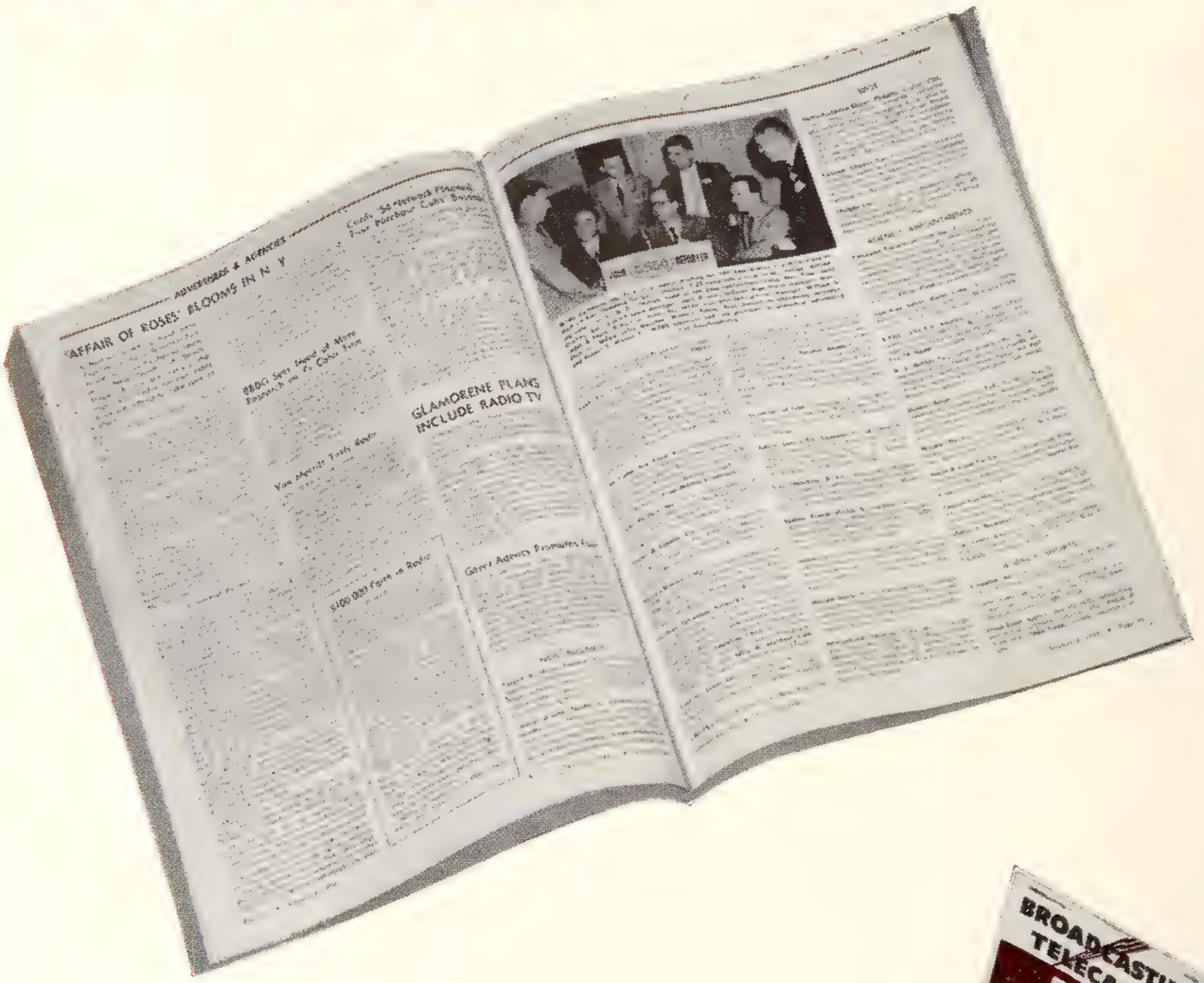
October 24, ABC, CBS, DuMont, NBC "Jubilee"—Electric Co.'s of America; N. W. Ayer & Son; $420,000

***Tonight is heard 11:30-1:00 pm EST; 11:00-Midnight CST**

****Sports Interview is telecast 11:05-11:30 p.m.**

†DuMont professional football schedule will be carried on the network by Schick through Kudner plus regional participating sponsors.

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*** American Research Bureau Survey—*details on request.***

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Station Authorizations, Applications

(As Compiled by B • T)

September 9 through September 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	254	309	563[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	274	118	392
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	924	337	716	526	1,243[2]
Educational	55		28	27	55[3]
Total	979	337	744	553	1,298[4]

[1] Ninety-three CPs (16 vhf, 77 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

FCC Commercial Station Authorizations

As of Aug. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	165
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	133	3	175
New station requests	163	6	14
New station bids in hearing	72	0	163
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,603	2,594	130	159	64
Fm	561	537	36	6	0

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Tampa, Fla.—Tampa Television Co. granted vhf ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 793 ft., above ground 510 ft. Estimated construction cost $833,943, first year operating cost $780,000, revenue $850,000. Post Office address P. O. Box 1077, Tampa. Studio and transmitter location 401 West Tyler St., Tampa. Geographic coordinates 27° 57′ 04″ N. Lat., 87° 27′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Doyle E. Carlton** (15%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward (Tampa law firm), president of Bee Branch Cattle Co. (Punta Gorda, Fla.), director of Tampa Drug Co., vice president-director of Yocam Batteries Inc. (Tampa), treasurer of Contract Battery Mfg. Co. (Tampa), owner and operator of cattle ranches and citrus groves in partnership with wife; Vice President-General Manager **W. Walter Tison** (20%), owner of WALT Tampa; Secretary-Treasurer **David Elmer Ward** (10%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward, vice president and ⅓ interest in Combs Fish Co. (Naples, Fla.), secretary of Limestone Land Co. (Wauchula, Fla.), owner and operator of cattle ranches; **T. J. Bell** (10%), president and 25% interest (with wife) in Citizens Bank in Sarasota, director of Sarasota Federal Savings & Loan Assn.; **H. H. Baskin** (10%), Clearwater, Fla., attorney, ⅓ interest in B.O.H.O. & B. (Clearwater, Fla., realtor), ⅓ interest and partner in Owens, Baskin & Owens (Clearwater realtor); **B. G. Brumby Jr.** (10%), ⅓ interest in B.O.H.O. & B., president and 33⅓% of Brumby Textile Mills (Murphy, N. C.); **L. Maxcy** (10%), vice president and 22,351 sh. of Clinton Foods Inc. (Auburndale, Fla.), vice president and 165 sh. of Citizens Bank of Frostproof (Frostproof, Fla.), president and ⅓ of L. Maxcy Inc. (food processing) (Frostproof, Fla.), owner and operator of cattle and citrus ranches; **O. K. Reaves** (5%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward; **G. E. Mabry** (5%), partner in Mabry, Reaves, Carlton, Anderson, Fields & Ward. Granted Sept. 2.

Grand Rapids, Mich.—Peninsular Bcstg. Co. granted uhf ch. 23 (524-530 mc); ERP 216 kw visual, 110 kw aural; antenna height above average terrain 484 ft., above ground 445 ft. Estimated construction cost $340,807.64, first year operating cost $260,000, revenue $300,000. Post office address 123 Pearl St., N.W. Studio and transmitter location near intersection Conell Road & Bridge St. Geographic coordinates 42° 57′ 56″ N. Lat., 85° 43′ 08″ W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include local businessmen President **John D. Loeks** (40%), Vice President **Edward A. McCready Jr.** (20%), Vice President **Howard W. Freck** (20%), Treasurer **E. A. McCready** (20%). Granted Sept. 2.

† **Huntington, W. Va.—Greater Huntington Radio Corp. (WHTN)** granted vhf ch. 13 (210-216 mc); ERP 238 kw visual, 119 kw aural; antenna height above average terrain 740 ft., above ground 284 ft. Estimated construction cost $324,806, first year operating cost $260,000, revenue $300,965. Post office address S. J. Hyman, Box 1957, Huntington. Studio location 724 4th Ave., Huntington. Transmitter location near Wayne-Cabell County line, 2.5 mi. S. of its junction with Ohio-W. Va. state line. Geographic coordinates 38° 23′ 35″ N. Lat., 82° 28′ 24″ W. Long. Transmitter and antenna RCA. Studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is owned 99%-plus by **Biggs-Long Realty Corp.**, in turn owned by **Greater Huntington Theatre Corp.** Officers of all three firms are same: **A. B. Hyman**, president; **S. J. Hyman**, first vice president and treasurer; **Jack S. Hyman**, second vice president; **J. S. Silverstein**, secretary and assistant treasurer; **Hazel M. Harer**, assistant secretary-treasurer. Granted Sept. 2.

Existing Tv Stations . . .

ACTIONS BY FCC

KFSA-TV Fort Smith, Ark.—Southwestern Radio & Tv Co. granted applications to establish auxiliary STL stations to exchange uhf tv programs between ch. 23 KCEB (TV) Tulsa and ch. 22 KFSA-TV by microwave relay. Granted Sept. 15.

KMJ-TV Fresno, Calif.—McClatchy Bcstg. Co. Commission waived Sec. 3.614(b)(4) of rules and granted mod. of CP for ch. 24 to change type of transmitter, install directional array and make other equipment changes. Granted Sept. 15.

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. denied request for waiver of Sec. 3.607(a) of rules and returned request for special temporary authority to operate on ch. 15 in lieu of ch. 74. Action Sept. 15.

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg. Corp. granted mod. of CP to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 1,100 ft. Granted Sept. 10; announced Sept. 14.

WNEM-TV Bay City, Mich.—North Eastern Michigan Corp. granted mod. of CP to change ERP to 100 kw visual and 50 kw aural; antenna height above average terrain 520 ft. Granted Sept. 10, announced Sept. 14.

WGTH-TV Hartford Conn.—General Times Tv Corp. granted STA to operate commercially on ch. 18 for period ending Jan. 5, 1955. Granted Sept. 8, announced Sept. 14.

KSWM-TV Joplin, Mo.—Air Time Inc. granted STA to operate commercially on ch. 12 for period ending Feb. 23, 1955. Granted Sept. 7; announced Sept. 14.

WTWO (TV) Bangor, Me.—Murray Carpenter & Assoc. granted STA to operate commercially on ch. 2 for period ending Jan. 5, 1955. Granted Sept. 7, announced Sept. 14.

WTVW (TV) Milwaukee—Milwaukee Area Telecasting Corp. granted STA to operate commercially on ch. 12 for period ending Feb. 11, 1955. Granted Sept. 7; announced Sept. 14.

New Am Stations . . .

ACTIONS BY FCC

Columbus, Ga.—Muscogee Bcstg. Co. granted 1580 kc, 1 kw daytime. Estimated construction cost $18,980; first year operating cost $25,000; first year revenue $30,000. Post office address Box 92, Ft. Valley, Ga. **Charlie Parrish** (50%), employe of WFBM Ft. Valley, and **C. H. Parrish Sr.** (50%), farmer. Granted Sept. 9.

Central City, Ky.—L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co. granted 1380 kc, 500 w daytime. Estimated construction cost $16,950, first year operating cost $24,000, revenue $30,000. Principals in co-partnership are equal owners of *Messenger & Times-Argus*, Central City. Post office address % Paul Huddleston, Price Bldg., Bowling Green, Ky. Granted Sept. 9.

Manchester, Ga.—Georgia Ra-Tel Inc. granted new am station on 1570 kc, 1 kw daytime; engineering condition. Post office address % T. S. Carr, Box 66, Atlanta, Ga. Granted Sept. 9.

Central City, Ky.—Muhlenberg Bcstg. Co. granted new am station on 1600 kc, 500 w daytime, subject to acceptance of any interference that might result from operation proposed by Southern Indiana Bcstrs. Inc. at Newburg, Ind. Post office address % William D. Atkinson, WKAY Glasgow, Ky. Granted Sept. 9.

Titusville, Pa.—Crawford County Bcstg. Co. granted new am station on 1290 kc, 500 w daytime. Post office address % Victor D. Lindeman Jr., 12 E. 41st St., New York. Granted Sept. 9.

Spencer, W. Va.—Ohio Valley on the Air Inc. granted new am station on 1590 kc, 1 kw daytime; engineering condition. Post office address % Marianne B. Campbell, Box 244, Gallipolis, Ohio. Granted Sept. 9.

APPLICATIONS

Colorado Springs, Colo.—Music Bcstg. Corp., 740 kc, 250 kw daytime. Post office address % John L. Buchanan, 445 Krameria Street, Denver 20, Colo. Estimated construction cost $9,368.49, first year operating cost $36,000, revenue $48,000. Principals include **John L. Buchanan**, secretary-treasurer KTLN Denver, Colo., president (100%); **Stella W. Buchanan**, housewife, vice president; **James W. Buchanan**, sales representative KTLN, and owner photography business, secretary-treasurer. Filed Sept. 14.

Manitou Springs, Colo.—Garden of the Gods Bcstg. Co., 1490 kc, 250 w unlimited. Post office address 68 Minnehaha Ave., Manitou Springs, Colo. Applicant is operator of KCMS-FM there, Class A outlet. President of firm is C. M. Edmonds. Filed Sept. 14.

Adel, Ga.—Robert A. Davis, W. M. Forshee and W. T. Scott d/b as Cook County Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % Robert A. Davis, 1301 10th St., S.W., Moultrie, Ga. Estimated construction cost $26,160, first year operating cost $30,761, revenue $55,000. Principals include **Robert A. Davis**, communications supervisor, Spence Field, Moultrie, Ga., station manager and chief engineer (30%); **W. M. Forshee**, banker and car dealer, general partner (35%); **W. T. Scott**, lumber and car dealer, general partner (35%). Filed Sept. 10.

Atlanta, Ga.—Glenkaren Assoc. Inc., 1600 kc, 1 kw daytime. Post office address % T. M. Forbes Jr., 825 Citizens & Southern National Bank Bldg., Atlanta, Ga. Estimated construction cost $11,500, first year operating cost $25,000 for combined am and fm operations, revenue $25,000 for combined am and fm operations. Principals include **Locke E. Glenn**, sound engineer and stockholder in engineering equipment companies, chairman of the board (100%); **David H. Gambrell**, attorney, president; **David L. Lyndon**, traffic manager-engineer, WEAS Decatur, Ga., secretary. Firm was granted permit for new fm station fortnight ago [B•T, Sept. 13]. Filed Sept. 10.

Fremont, Mich.—Paul Brandt, 1490 kc, 100 w unlimited. Post office address % Paul A. Brandt, 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost $16,380, first year operating cost $40,000, revenue $45,000. Mr. Brandt owns WCEN Mt. Pleasant, Mich., and WBRN Big Rapids, Mich. Filed Aug. 26.

Winnemucca, Nev.—Northwest Radio & Television Corp., 1400 kc, 250 w unlimited. Post office address Northwest Radio & Television Corp., P. O. Box 387, Winnemucca, Nev. Estimated construction cost $11,000, first year operating cost $35,000, revenue $36,000. Principals include **Lester W. Pearce**, federal employe, president and director (18.5%); **John E. Sommers**, hotel manager, director (18.5%); **John R. Duarte**, Winnemucca chief of police, vice president and director (14.8%); **Henry E. Ruckteschler**, service station owner, secretary-treasurer and director (18.5%); **Odie G. Lupien**, music service owner, director (7.4%); **Oliver Curutchet**, general contractor, director (7.4%); **Rudolph Schwartz**, rancher, director (14.8%). Filed Sept. 14.

Dallas, Ore.—Edward C. McElroy Jr. and Leland M. Tucker d/b as Polk County Bcstrs., 1540 kc, 250 w daytime. Post office address 135 N.E. 79th Ave., Portland 16, Ore. Estimated construction cost $15,149.29, first year operating cost $24,000, revenue $30,000. Principals include **Edward C. McElroy Jr.**, engineer-announcer KGW Portland, Ore., vice president and general manager (49%); **Leland M. Tucker**, real estate salesman and service station owner, president (51%). Filed Sept. 10.

West Warwick, R. I.—Jack C. Salera, Peter B. Gemma and Lorraine M. Salera d/b as Neighborly Bcstg. Co., 980 kc, 1 kw daytime. Post office address % Jack C. Salera, 205 Blackstone St., Providence 5, R. I. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals include **Jack C. Salera**, manager-part owner WNRI Woonsocket, R. I., president (47.5%); **Peter B. Gemma**, president Perk Tv Corp., Providence, R. I., secretary (47.5%); **Lorraine M. Salera**, secretary WNRI, treasurer (5%). Filed Sept. 10.

McMinnville, Tenn.—Cumberland Valley Bcstg. Co., 580 kc, 1 kw daytime. Post office address % Joe M. Matyas, P. O. Box 162, McMinnville, Tenn. Estimated construction cost $19,050, first year operating cost $32,252, revenue $37,440. Principals include **W. W. Davis**, optometrist, president (8%); **Herman Spivey**, president lumber company, vice president (4%); **Frank Howard**, insurance agent, secretary (2.8%); **I. D. Byars**, radio engineer, treasurer (8.4%); **Frank Martin**, express company manager (5.2%); **Joe Rader**, garment company superintendent (8.4%); plus 37 other stockholders. Filed Sept. 1.

Existing Am Stations . . .

ACTIONS BY FCC

WDOB Canton, Miss.—Madison County Bcstg. Co. granted CP increase power from 500 w to 1 kw, operating daytime only on 1370 kc. Granted Sept. 9.

WEAM Arlington, Va.—Arlington-Fairfax Bcstg. Co. granted CP change from DA-1 to DA-2, operating unl. on 1390 kc with 5 kw. Granted Sept. 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WMUZ (FM) Detroit, Mich.—Michigan Music Co. granted change of antenna from 200 ft. to 380 ft. Granted Sept. 9.

WOL-FM Washington, D. C.—Washington Bcstg. Co. granted change in ERP from 20 kw to 10 kw. Granted Sept. 9.

WWON-FM Woonsocket, R. I. — Woonsocket Bcstg. Co. granted CP to change frequency to ch. 292 (106.3 mc); ERP 390 w, antenna 215 ft. Granted Sept. 10, announced Sept. 14.

KFML (FM) Golden, Colo.—Evert A. Bancker Jr. granted mod. of CP change type antenna and overall height to 64 ft.; ch. 253 (98.5 mc), ERP 2.25 kw, antenna height above average terrain 580 ft. Granted Sept. 10, announced Sept. 14.

STATIONS DELETED

WRRH (FM) Poughkeepsie, N. Y.—Northeast Radio Corp. granted request to cancel license and delete fm station. Deleted Sept. 10, announced Sept. 14.

KOZY (FM) Rapid City, S. D.—Black Hills Bcstg. Co. granted request to cancel license and delete fm station. Deleted Sept. 10, announced Sept. 14.

Ownership Changes . . .

ACTIONS BY FCC

WTAN Clearwater, Fla. — Clearwater Radio Bcstrs. Inc. granted voluntary assignment of license to WTAN Inc. for $106,000. Principals include President **William G. Wells** (55%), 80% owner WMOA Marietta, Ohio, and ⅓ owner WNCO Waterbury, Conn.; Vice President **H. D. Parker** (25%), general manager and 11% stockholder WTAN, and Secretary-Treasurer **Mary B. Wells** (20%). Granted Sept. 15.

WDBF Delray Beach, Fla.—Delray Bcstg. Corp. granted voluntary transfer of control through sale of all stock for $60,000 to WSRS Inc., operator of WSRS-AM-FM Cleveland Heights, Ohio. Principals include President-Treasurer **Samuel R. Sague** (90%); Vice President **Betty W. Sague**, and Secretary **George P. Buckford** (10%). Granted Sept. 15.

KEYD-AM-TV Minneapolis, Minn. — Family Bcstg. Corp. granted voluntary transfer of control to Minneapolis Tower Co. through sale of 30,000 shares of stock for $300,000. Principals include Chairman of Board **William M. Baker**; President **Leslie Park**; Secretary **A. S. Trux**; Treasurer **James J. Murphy**, and **Baker Properties Inc.** (75.13%). There are more than 20 other stockholders holding less than 3%. Granted Sept. 15.

WTIM Taylerville, Ill.—Russell Armentrout & Roger L. Moyer d/b as Moyer Bcstg. Co. granted voluntary transfer to Roger L. Moyer and Keith Moyer d/b as Moyer Bcstg. Co. thru sale of ½ interest for $25,000. Principals include **Roger L. Moyer** (75%), and his brother **Keith Moyer** (25%), manager of WTIM. Granted Sept. 15.

WRNY-AM-FM Rochester, N. Y. — Rochester Bcstg. Co. granted transfer of control to David A. Kyle and 6 others through sale of all stock for $10,000 and assumption of mortgage for $80,000. Principals include President **David A. Kyle** (15%); Vice President **Harriet M. Kyle** (18%); Treasurer **Dr. Donald A. Corgill** (25.5%), and **Esther Kaufman** (12.5%). Principals are associated in ownership of WABY Albany, N. Y. Granted Sept. 15.

WNNC Newton, N. C.—John C. Greene Jr. & R. H. Whiteside d/b as Southern Radiocasting Co. granted voluntary assignment to Newton-Conover Bcstg. Co. for $7,500. Principals include President **Earl Reid Holder** (59%), former ⅓ owner WNNC and 20% owner WLON Lincolnton, N. C., and Secretary-Treasurer **Robert M. Dellinger** (39%), department store manager. Granted Sept. 15.

WCDT Winchester, Tenn.—Arthur D. Smith Jr. granted voluntary assignment of license to Royce E. Richards, Ernest F. Richards Sr., Ernest F. Richards Jr. d/b as Franklin County Bcstg. Co. for $40,000 plus assumption of approximately $5,790 in liabilities. Principals include President **Royce E. Richards** (⅓), secretary-treasurer-20% owner WMMT McMinnville, Tenn.; **Ernest F. Richards Sr.** (⅓), dentist, and **Ernest F. Richards Jr.** (⅓), WMMT program director-announcer. Granted Sept. 15.

WFOX Milwaukee, Wis.—Wisconsin Bcstg. System Inc. granted voluntary assignment of license to Business Management Inc. for $100,000. Principals include Pres.-Treas. **Joseph A. Clark** (100%), dairy and food products; Sec. **Chas. L. Goldberg**, attorney, and Vice Pres. **Edward Stillman**, accountant. Granted Sept. 15.

KMO-TV Tacoma, Wash.—KMO Inc. granted assignment of permit to J. Elroy McCaw for $300,000. Granted Sept. 15.

APPLICATIONS

KRIZ Phoenix, Ariz.—Seeks voluntary assignment of license to Melody Shops Inc., wholly-owned corporation of Howard M. Loeb, 100% owner of station. Filed Sept. 10.

WOWL Florence, Ala.—Richard B. Biddle, president and general manager, seeks voluntary acquisition of control through purchase of stock owned by Jack D. Hollis for $1,500. This gives Mr. Biddle ownership of 105 shares of 200 shares outstanding. Davis Stokes seeks to relinquish 20 shares of WOWL stock of which 10 are to go to O. B. Miley, who now owns 20 sh., for a new Buick automobile. Mr. Stokes' other 10 sh. are to be assigned to John C. Martin, new shareholder. Filed Aug. 31.

WEEK-AM-TV Peoria, Ill.—Seeks voluntary assignment of license from West Central Bcstg. Co., co-partnership, to the All-Oklahoma Bcstg. Co., Oklahoma corporation. No change in ownership. Filed Sept. 10.

KBTN Neosho, Mo.—Seeks voluntary assignment of license to John V. Turner, 50% stockholder in the station, tr/as Ozarks Playground Bcstrs. Lawrence Neumeier, 50% stockholder, sells his interest to Mr. Turner for $12,000. Filed Sept. 10.

Hearing Cases . . .

ACTIONS BY FCC

Fm Allocations—Commission made final rule making in Docket 11116 and amended its revised tentative allocation plan for Class B fm stations to delete ch. 284 from Louisville, Ky., and assign channel to Jasper, Ind., effective immediately. Action Sept. 9.

WOPA Oak Park, Ill.—Village Bcstg. Co. Designated for hearing application to move transmitter site to Chicago. Action Sept. 9.

Salina, Kan.—Salina Bcstg. Co. Designated for hearing application for new am station on 1310 kc, 500 w daytime; made KFSB Joplin, Mo., and KFH Wichita parties to proceeding. Action Sept. 9.

KUNO Corpus Christi, Tex.—KUNO Inc. Designated for hearing application to increase height of am tower and add top-loading thereto; made KULP El Campo, KLUF Galveston and KNAL Victoria, Tex., parties to proceeding. Action Sept. 9.

Routine Roundup . . .

September 10 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

Actions on Sept. 8

By Comr. E. M. Webster

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 14, to file pleading in response to petition for rehearing filed by Columbia Empire Telecasters Inc., Portland, Ore. (Docket 10246 et al.).

Chief Broadcast Bureau—Granted petition for extension of time to Sept. 20, to file answer to motion to strike exceptions of Chief Broadcast Bureau filed by International Bcstg. Corp. in ch. 3 proceeding, Shreveport, La. (Docket 10476-77).

Portland, Ore., North Pacific Television Inc.—Granted petition for an extension of time to Sept. 17, to file reply to exceptions to the initial decision in ch. 8 proceeding, Portland, Ore. (Docket 9138 et al.).

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 13 to pleading filed by Akron Bcstg. Corp. (WCUE) on Aug. 27, in opposition to Chief Broadcast Bureau's Petition to delete the issues in said proceeding and to remove intervenor, Summit Radio Corp., as party (Docket 10851; BP-8478).

By Hearing Examiner Herbert Sharfman

Upon oral request of Zenith Radio Corp. and without objection by the other parties in Dockets 8917 et al., ordered that the hearing conference scheduled for Sept. 8 be continued to Sept. 13, 1954, at 5:05 p.m. (Chicago ch. 2 proceeding).

By Hearing Examiner William G. Butts

Paducah, Ky., Columbia Amusement Co. Inc.—Granted motion for continuance of hearing in ch. 6 proceeding from Sept. 9, to Sept. 29, 1954 (Docket 10875 et al.).

Action of Sept. 7

By Hearing Examiner Fanney N. Litvin

Ordered that the conference held on Aug. 30 re application of Western Bcstg. Co. Inc. (KIFN Phoenix, Ariz.) be continued to Sept. 21, and the hearing continued to Oct. 18, 1954 (Docket 10914; BMP-6194).

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—Granted motion for continuance of hearing in proceeding for ch. 5 from Sept. 8 to Sept. 22, 1954 (Docket 10965).

September 14 Decisions

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Sept. 10

Remote Control

The following stations were granted authority to operate transmitters by remote control: WSSE Durham, N. C.; WWOK Atlanta, Ga.; KRTV Hillsboro, Ore.

License to Cover CP

WMT-TV Cedar Rapids, Iowa, American Bcstg Stations Inc.—Granted license for tv station (BLCT-188).

KRON-TV (Main) San Francisco, Calif., The Chronicle Pub. Co.—Granted license covering changes in facilities of tv station and to correct geographical coordinates (BLCT-184).

KPRC-TV Houston, Tex., The Houston Post Co—Granted license covering changes in facilities of tv station (BLCT-187).

WFIL-TV Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—Granted license covering changes in facilities o tv station and to specify studio location (BLCT-186).

Modification of CP

WLFA Lafayette, Ga., Radio Dixie—Granted mod. of CP to change type transmitter and studio location (BMP-6630).

The following were granted mod. of CPs fo extension of completion dates as shown: WSLI TV Jackson, Miss., to 3-22-55; WDAN-TV Danville, Ill., to 3-10-55; WHYN-TV Springfield, Mass to 2-28-55; KOPR-TV Butte, Mont., to 3-15-55 KOLN-TV Lincoln, Neb., to 3-24-55; KABC-TV (Main antenna and transmitter) Los Angeles Calif., to 4-10-55; KQED (TV) Berkeley, Calif to 3-22-55.

(Continued on page 115)

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JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

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BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Manager, Pacific northwest, small market; opportunity buy interest. Box 656E, B•T.

Salesmen

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Established network station needs commercial man for expanded sales program. Good town. Money making station. Apply by letter only, giving biographical sketch, experience and reference. Box 660E, B•T.

Major Pacific northwest radio station looking for high calibre retail salesman. Write full details of experience, etc., to Box 689E, B•T. Replies confidential.

Great opportunity with rapidly expanding company, selling to stations. Experience in sales and production a must, some technical desirable. Salary commensurate with man and experience. Write Box 692E, B•T.

Salesman, Pontiac, Michigan, new 500 w fulltime. Prefer man familiar with Detroit-Pontiac market or Michigan area. Salary plus commission. Must have experience and good sales record. Excellent potential for outstanding income for right man. Letter only. Please send recent photo, references and background first letter. Strictly confidential. Send application to O. W. Myers, WABJ, Adrian, Michigan.

Boston market—good music station. Going fulltime am-fm. Excellent draw against 15% and bonuses. WCRB, Waltham, Mass.

Wanted: Salesman. Salary plus commission. Fine opportunity. WJTN, Jamestown, New York.

Wanted: Experienced salesman for new daytimer in top market. Must be experienced, sober and reliable. Excellent proposition for hard working family man that wants to work and live in fine city. Contact John C. Greene, Radio Station WSRC, Durham, North Carolina.

Announcers

1st combo, salesmen and announcers. Indiana. Box 458E, B•T.

Radio announcer for NBC affiliate in southwest. Prefer married man with some experience. Write giving qualifications, references and salary expected. Box 577E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

We are one of the quality stations in the midwest. We are looking for a top staff announcer who can offer the following in return for excellent salary and working conditions: Commercials, news and mature disc jockey presentation. Furnish resume, tape and picture. Box 659E, B•T.

Steady announcer with control board experience. Strong on news and music. Established Michigan net-affiliate. Box 664E, B•T.

DJ, strong on rhythm in blues and selling own program. Established program and station. New York State. Box 678E, B•T.

The man we are looking for is better than the average disc jockey, now working in a small market. He is original in thought, has new ideas, looking for larger market with unlimited opportunities. He has at least five years experience as a disc jockey, and wants to work in a metropolitan southeastern market. Send photo, tape or disc, complete resume and references first letter to Box 702E, B•T.

Help Wanted—(Cont'd)

Need immediately thoroughly experienced announcer capable gathering local news and some sales ability. Furnish reference. Sixty dollars for announcing, plus sales guarantee. Randall McCarrell, KBHS, Hot Springs, Ark.

Announcer with first phone. Prefer bachelor, recent school graduate. Live at station, pleasant conditions. Send photo, tape, resume. KGEM, Boise, Idaho.

An experienced hillbilly disc jockey with a line for listenable chatter. Salary open. WBUY, Lexington, N. C. Soon 5000 watts independent. Send tape c/o Wally Mack.

Announcer-engineer, concert music station. Experienced man with first phone; must know classical music and pronounce foreign terms. Full or part time. WCRB, Waltham 54, Mass.

Staff announcer, commercial experience, for top CBS station in market. AFTRA, five-day, 40 hour week. Scale plus talent and overtime. Send tape, letter with background and references and recent photo to E. R. Higgins, WDNC, Durham, North Carolina.

Experienced announcer with restricted license. Send full information first letter. WLPM, Suffolk, Virginia.

Top morning man for 5 kw regional, in west Michigan. Send tape, resume and minimum salary to John Hunter, WKNK, Muskegon, Michigan. All replies answered, tapes will be returned.

Adult announcer to step into shoes of top personality moving into St. Louis market. Production ability, creative talent, informal approach essential. Strictly professional operation. Send full details, audition to Ray Cheney, WMIX, Mt. Vernon, Illinois.

Immediate opening: Announcer with experience. Permanent position for reliable person. State background, salary requirement, first letter. WMLT, Dublin, Georgia.

Combination announcer - engineer needed by Florida newspaper-owned station. Must have 1st class ticket, however announcing ability most important. Submit background, tapes and minimum acceptable salary to Jerry Stone, WNDB, Daytona Beach, Florida.

Expanding organization, makes opportunity for combination announcer-engineer (first phone) to join growing 5 kw regional in west Michigan. Send tape and resume to John Hunter, WKNK, Muskegon, Michigan.

If you're a good announcer, we need you. You must be experienced, you must know how to sell on the air. Competitive Washington, D. C., market. Salary plus talent. Send tape with first letter, WPIK, Virginia Theatre Building, Alexandria, Virginia.

Wanted—announcer with 1st class ticket. Excellent working conditions, new station, near lake. Good pay for good man. Phone collect, WPKO, Waverly, Ohio.

Chicago area independent needs immediately personality DJ for split-trick. Capable of handling phone gimmick and have teen-ager appeal. Heavy promotion campaign will be placed behind right man. Photo, tape, resume to Todd Branson, WWCA, Hotel Gary, Gary, Indiana. No phone calls please.

Technical

Wanted, chief engineer and announcer, 1000 watt Gates equipped, daytime station. Remote control operated. Must be qualified to maintain equipment. Good salary and bright future for right man who wants to settle down. Apply KJIM, Box 2673 Beaumont, Texas.

Assistant chief engineer . . . advancement to chief in near future. Responsible position for a responsible, capable engineer. Send resume of experience and references to John L. Hunter, WKNK, 5 kw regional, Muskegon, Michigan.

Help Wanted—(Cont'd)

Chief engineer wanted for am-tv operation. Should have experience with RCA TTU-1B transmitter and other am-tv background. Good salary, much responsibility, and excellent chance for advancement. Write or wire WKNY-TV Kingston, New York.

Production-Programming, Others

Newsman, some experience, radio or newspaper. Eastern station, strong on local coverage, no announcing. Box 661E, B•T.

Livewire program director wanted for NBC affiliate in northwest. Good market, station paying better than average salary. Send tape, experience, photo to Box 681E, B•T.

Newscaster-sportscaster. Experienced in gathering, writing local news. Minimum $70; more if qualified. Prefer hoosier or midwesterner. Box 709E, B•T.

Woman copywriter, small station in chain of stations, recent graduate journalism acceptable. Send complete resume. Manager, KDKD, Clinton, Missouri.

News director, experienced, local news ability, permanent—also commercial manager. KSIB, Creston, Iowa.

News editor—local news emphasis . . . air ability . . . occasional board work . . . resume, tape to WMNE, Menomonie, Wisconsin.

Television

Help Wanted

Announcer

Wanted experienced television salesman who knows creative selling. Prefer young aggressive man with ideas. Upstate New York. Send complete details to Box 522E, B•T.

Michigan tv station needs immediately, one newscaster and one general announcer, latter preferably with farm, weather and hunting-fishing background, but will consider all. Applicants with Michigan background preferred. Box 611E, B•T.

Technical

Opening for experienced, first class, tv transmitter, operating and maintenance engineer—vhf station. Address Box 710E, B•T.

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $350 per month to start depending on experience. Wage contract with graduated increases. Send photo—employment history—references. Box 713E, B•T.

Situations Wanted

Managerial

General manager—over 20 years experience. Familiar all phases radio-uhf tv. Excellent references. Box 606E, B•T.

Controller-business manager, 20 years experience 5000 watt West Coast indie grossing million yearly, desires position offering greater responsibilities—opportunities. Age 42, married, 2 children. Box 677E, B•T.

Capable manager with first class license, experience, programming, promotions, sales, etc. Formerly with LBS, now, manager of 500 watt station. Will consider any position in mid-south or south, preferably Texas. Box 684E, B•T.

Experienced in sales management, programming, etc., put to work for you. Will prove profitable. Explore the possibilities of this extremely capable radio executive. Contact Box 704E, B•T.

Stranded . . . listened to man who didn't keep his word. PD, traffic, commercial manager, small station manager, first phone, pianist, organist. 45, three children. Need work now. No money to move. Need $80.00 week to support family. Box 706E, B•T.

Salesmen

Am-tv salesman; 15 years selling major advertising agencies and their clients New York City. Prior to radio, space salesman, 6 years on two leading national magazines. Know markets, merchandising. Have built successful sales presentations. My thorough knowledge of radio and tv production builds faster sales. Will relocate for permanent set-up or travel. Salary plus commission preferred. Mature, married, college graduate. Box 693E, B•T.

Announcers

Negro announcer-DJ. Tape, references. Trained voice. Mr. Rhythm Blues. Box 532E, B•T.

Situations Wanted—(Cont'd)

Announcer, combo, **newscaster, DJ, can write** good copy. Available immediately. Box 563E, B•T.

Announcer, 29—8 years experience, two as program director with extensive writing background and limited sales experience wishes to locate with sound and progressive station. College grad. —family man. Box 665E, B•T.

Girl Folk artist, 10 years radio-tv and MC experience, desires record show. Plenty of patter for selling. Special effects for kiddie appeal. Tape and picture on request. Box 666E, B•T.

All-round announcer. Nice delivery. Desire 5 kw or larger, east coast. $85.00 minimum. Tape available. Box 667E, B•T.

Sportscaster: 2½ seasons play-by-play with major league baseball, top college and pro football-basketball, national hockey. Top calibre man wants good spot in midwest or east. Tapes, information on request. Box 668E, B•T.

Announcer, experienced, radio-tv; NBC trained; Columbia graduate; married. Box 672E, B•T.

Newscaster-announcer-versatile. Years of experience. Box 673E, B•T.

Announcer and/or program director. Eight years experience. Damnyankee with adult voice in major southern market wants to return north. Box 682E, B•T.

Announcer-engineer, 1st phone. Thorough, top network affiliate experience. 30 months. Married. Excellent newscaster, board, pop-western DJ. Box 683E, B•T.

Announcer-salesman. Good staff man, can cover news beat, work board, 1st phone. 5 years retail sales management. College and Midwest Broadcasting School grad. Reliable, ambitious, family man, 30. Box 687E, B•T.

No beginner. Seven years experience major conference basketball—all sports. Can combine as PD or sales promotion. Top references. Box 695E, B•T.

Ambitious negro announcer, deejay, idea man. Board operator. Likeable style. Selling quality. References. Revealing tape. Box 698E, B•T.

Announcer-sportscaster, heavy news, smooth commercials, good deejay, station asset tho light experience, reliable, veteran, college, tape and rsume. Box 699E, B•T.

Staff announcer-clever deejay, strong news, smooth commercials. Some experience. Veteran, single, travel, tape, resume. Box 700E, B•T.

Authoritative news, selling commercials, appealing deejay, some experience, veteran, single, will travel. Box 701E, B•T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Mature; capable. Box 707E, B•T.

"Sherwin Twins" (male) available for radio-television. Read lines, play musical instruments and MC. Box 711E, B•T.

DJ, news, announcer. Formerly fm. Veteran, 26, single—will travel. Tape, disc, resume on request. Box 715E, B•T.

Night personality DJ—nothing cute or zany—but good sound ad-lib that sells. Presently staff announcer 18 months indies experience—third ticket—tape, resume. Box 718E, B•T.

Experienced staffman. Newsman, DJ. Good voice. First phone. Negro. Box 719E, B•T.

Versatile announcer with the experience that will sell for you. Best references. Box 720E, B•T.

Announcer seeking established station, southwest. Available now. Permanent. Bill Borom, 703 S. Vernon, Dallas, Texas. WI 1613.

Staff announcer—light experience—strong potential seeks permanent connection. Positive news, good commercials, sports interest, listener appeal, 24, exempt, single, travel, tape. Bill Carson, 211-10 99th Street, Queens Village, New York.

Recent radio school graduate. Anxious for start. Excellent on news, good strong commercials. Operate control board. Third class ticket. Willing to sell, write local news. Prefer coastal location. Tom R. Crawford, Jr., 7410 Wyoming, Kansas City, Missouri.

Situations Wanted—(Cont'd)

Music, news, 26, experienced. Operate board. Tape available; travel. Dee Ford, 1954 East 29 Street, Brooklyn, New York.

Top sportscaster available immediately. Football, basketball, baseball, 4 years experience. Resume—tape upon request. Hal Harris, 450 Grand Street, New York 2, N. Y.

Staff announcer, strong news, commercials. Good DJ. Mr. Leonard Lyons, 2531 Ocean Parkway, Brooklyn 35, New York.

Announcer, veteran, married, strong on news, good commercials, DJ personality. Seeks permanent, will travel, tapes furnished on request. John Mulderring, 407 Woodbine Street, Brooklyn, New York. Phone HE 3-8549.

Hurry! This is it! Your chance to add an ambitious young all-around announcer to your staff. What I lack in experience, I make up for in hustle! Travel-tape. Dan Richards, c/o Staiti, 180 Grace Church Street, Port Chester, N. Y.

17 year old high school graduate wishes to become announcer — no experience — willing to travel. Write Jim Roggentine, Box 312, Lisle, Illinois.

Announcer — mature, some experience, news trained, smooth commercial style. Handle tape, control board, station staff. Dependable, available, references, tape. James Stumpf, 323 Vernon Avenue, Brooklyn, New York.

Feel radio is here to stay! Looking for good operation with opportunities. Conscientious. Four years commercial experience plus college radio. Mid-Atlantic or New England preferred. Can produce. P.O. Box 198, Lebanon, Pa.

Announcer: Experienced; good voice, commercial and news delivery. Ad-lib ability. 2518 Valley Vista Road, Louisville, Ky.

Versatile announcer, deejay, with ambition, ability and initiative. 3 years excellent news and commercial delivery, thorough knowledge of music, top references, seeks permanent position with progressive station. Proven ability to build and hold audience. Married—tape and resume. Box 1488, Grand Central Station, New York City, N. Y.

Situations Wanted—(Cont'd)

Technical

Engineer—1st phone. Limited experience 5 kw. RCA graduate. Desires responsible position am-fm-tv with future. Box 662E, B•T.

Highly skilled New York City key station engineer with six years network experience in editing tape and doing musical, dramatic, studio, theatre and remote shows, desires to relocate in the northeast. Box 663E, B•T.

Engineer: First phone. Five years experience. Available immediately. Box 669E, B•T.

Chief engineer over 5 years broadcast experience including construction. Some announcing. Box 686E, B•T.

Versatile engineer: Anxious to return and settle in southeast. Good practical type training. Fine record of adaptability, responsibility and frequent advancement. Experience includes: Navy —some tv—2 years recording—5½ years varied am, including 3 years chief. Please send your requirements, or request complete resume. Box 688E, B•T.

Have good straight engineer with 1st class license available for employment. Married, 40, has car, 7 years commercial radio experience. Can announce in emergency. Interested in position, Maryland, Virginia, Pennsylvania or West Virginia. Leaving us because of switch to combo operation. Recommend him highly. Contact C. Leslie Goliday, WEPM, Martinsburg, W. Va.

Engineer, available at once for am, fm or tv broadcasting. 15 years experience in broadcasting and manufacturing. J. Benois, A-28 Riverview Manor, Riverside, New Jersey.

Engineer—desires permanent location, technical work, central midwest. Five years experience both am-fm. Age 24. All inquiries answered. Clarence Franklin, 4732 Meredith Ave., Omaha, Nebraska.

Studio technician—Television Workshop graduate. Experienced all technical phases. Go anywhere; salary unimportant; right opportunity. Warren Starr, 152 E. 94th Street, New York City, N. Y.

1st phone telegraph radar endorsement. 13 years shipboard communications, also well trained music instrumentalist. Family man, 35. New York vicinity. $85 minimum. N. Zag, 1421 East 5th Street, Brooklyn 30, N. Y. DE 9-5357.

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:

- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

Situations Wanted—(Cont'd)

Production-Programming, Others

Continuity writer. Ten years radio. Experienced all phases station routine 250 w to 50 kw, including four years top rated DJ show. 34, single, college. Excellent recommendations. Presently continuity director Ohio kilowatt. Available two weeks. Box 542E, B•T.

Am tv program director plus sales. Created, produced and sold network and local programs, N. Y. C. Two years advertising agency, four with NBC Transcription sales. Have operated both RCA and DuMont tv cameras as well as 16mm and 35mm mp camera. 19 years in advertising profession. Excellent agency contacts. Will locate outside New York City. Fully qualified handle film sales on road and in New York. Married (one son), B.A. degree, mature, veteran. Box 694E, B•T.

Continuity director . . . radio-tv. Married . . . travel . . . details. P. O. Box 1616, Ponca City, Oklahoma.

Television

Situations Wanted

Announcers

Want southern California or N. Y. State area. On this job 4 years. Want tv. Must have $100.00 to start. Not hot shot! Married, car and references. Am program director—deejay! Work is first, wife is second. Try me! Box 697E, B•T.

Technical

Tv studio engineer, 1st phone, married, currently employed in uhf. 7 months construction, maintenance, operation. 1 year radio studio, 1 year transmitter. Desires to relocate to West Coast. Box 658E, B•T.

Engineer, 10 years experience installations-maintenance-operation. Desires permanent position with progressive vhf-tv station. Capable supervisor. Box 691E, B•T.

FREE
PERSONNEL SERVICE

The big problem in television today is competent people. Here we believe we can help you, as we have many station managers. From our school we supply qualified assistants who have a fundamental background so they blend into any TV operation. Call us for any of the following:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copywriters
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Situations Wanted—(Cont'd)

Six years experience in television broadcasting. Last three years as chief supervisor of control room operation. Want chief engineer or other responsible position in new station. Now employed. Box 714E, B•T.

Production-Programming, Others

Television producer-director. Four years experience all phases television including engineering. Diversified background, sales promotion, teaching. Seeks position with progressive vhf tv station or agency. Family man, available immediately. Inquiries answered promptly. Box 589E, B•T.

TV producer-director—major market experience, competent, creative, commercial. Box 598E, B•T.

Film editor, year experience, single, vet. Have good photographic background. West Coast preferred but will relocate anywhere. Box 600E, B•T.

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 657E, B•T.

News director, young, experienced radio-television-film: currently employed by large station; excellent references; have developed original and profitable news-program ideas. All details on request. Box 680E, B•T.

Film editor, experienced at shooting and printing film strips, storyboard, all types of graphics. 5 years editing film for network and producing graphics as tv producer, Office of Naval Research. B.S. Degree, leading University. 29, married. Present technical liaison, Signal Corps. Desire return to private business. Box 685E, B•T.

For Sale

Stations

For sale: 1 kw network station, good western market. $70,000. Terms. Box 674E, B•T.

$30,000 down to handle 1000 watt single station midwest independent. A dream for single or partnership operation. I earned $30,000 last twelve months as single operator. Even greater potential with more competent salesmen. Box 716E, B•T.

Fulltime in Carolina two-station market over 75,000 population (home county). Original cost physical plant alone, $90,000. Price $115,000. Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

One kw, Raytheon transmitter, four years old. Excellent condition—tuned for 960 kc. Available immediately. Make offer. Michigan. Box 607E, B•T.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Two Collins type 213-A transcription turntables with instruction books, still in original cases, $575.00 F.O.B. Also, two way radio, base station, 3 mobile units, 60 ft. tower, time clock, antenna, RG8 U-cable lead in. All in A-1 condition, $1550.00. Write Jess Tepner, Jess Tepner Chevrolet Co., Creighton, Neb.

Wanted to Buy

Stations

Wanted: Western radio station that can pay off balance from profits after down payment. Box 671E, B•T.

Wanted to Buy—(Cont'd.)

Successful manager desires radio station in substantial market. $20,000 to $30,000 whole or majority interest. Confidential. Box 703E, B•T.

Can pay all cash for radio or television station. Northeast or Florida preferred but will consider any location. Immediate. Box 705E, B•T.

Equipment Etc.

Low power fm transmitter and associated equipment. Advise lowest cash price and full particulars. Box 637E, B•T.

250 watt am transmitter with monitors, limiting amplifiers and two insulated guyed towers, one 200 feet and the other 300 feet with lights. Also 160 feet Andrew type 452 3⅛ inch transmission line. Box 613E, B•T.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Wanted, good used broadcast turntables, with or without arms, any make. WLAS, Jacksonville, N. C.

Studio transmitter link with transmitter and receiver for am. Please state condition, frequency and asking price. Contact WMPM, Smithfield, North Carolina.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

SALES EXECUTIVE

WE WANT TOP-FLIGHT EXECUTIVE WORTH AT LEAST $12,000 TO $15,000 PER YEAR TO MANAGE SALES DEPT. MIDWEST RADIO-TELEVISION OPERATION. Must have outstanding administrative ability and be thoroughly experienced in sales. We are a pre-freeze-network-VHF-100,000 watt-first-50-market station-radio 20 years. Include photo and detailed record of your experience in application.

Box 511E, B•T

GENERAL MANAGER

FOR FULLTIME UPPER MIDWEST THOUSAND WATT STATION

We want a man with successful sales background who can organize sales campaigns and follow through. Only station in 20,000 town with excellent industry, agricultural territory and retail outlets. Prefer family-man who will be capable of assuming place in Civic and Social life of community. Owners want a take-charge manager, and in addition to substantial salary, will offer an attractive profit-sharing plan with an opportunity to acquire an interest in the station. Here is an opportunity for a man of proved sales and managerial ability. Send letter immediately with complete background and experience, including business and character references and photograph. Telephone immediately Mr. H. W. Stadler, 323 Hawthorne Place, phone 1004-J, Keokuk, Iowa, to arrange personal interview.

Help Wanted—(Cont'd)

SALES MANAGER
MICHIGAN STATION

An excellent opportunity for a man with top sales and management ability. Not a desk job. Excellent market . . . growing. $7,000-$10,000.

Box 690E, B•T.

Salesman

RADIO
TIME SALESMAN
with
Sales & Station
MANAGER POTENTIAL
Needed by
WRUN — Utica, N. Y.
Money & Opportunity Good

Announcers

VIRGIN ISLAND STATION
NEEDS EXPERIENCED ANNOUNCER

If you are looking for a veritable "paradise" in which to live and work we have an immediate opening for a thoroughly experienced announcer. Send complete details first letter to Bill Greer, General Manager, Radio Station WSTA, St. Thomas, Virgin Islands.

Technical

Communication Operations Superintendent

South American subsidary of large U. S. industrial corporation is seeking a high calibre man, experienced in supervising operation and maintenance of extensive H.F. and V.H.F. radio systems; also automatic exchange telephone systems. College degree and ability to speak Spanish desirable but not essential. Submit resume, availability and salary required.

Box 675E, B•T

Situations Wanted

Managerial

Money

Is what I'll make for you. General Manager, station in Top 30 Markets doubled gross in two years. Outstanding in Sales, Promotion, Administration. Young, aggressive, excellent background. Presently employed. Qualified as General Manager, or Commercial Manager, large station.

Box 712E, B•T

EXPERIENCED BROADCASTER

Native Northwesterner, experienced PD, traffic, commercial manager, small station manager, pianist, organist . . . need work immediately. Have first phone. 45, three children, stranded at 424 Rio Grande, Raton, New Mexico. No funds to move. Need $80.00 weekly to support family. H. Dean Rhodes, 424 Rio Grande, Raton, N. M.

Situations Wanted—(Cont'd)

Announcers

COMMERCIAL DISC JOCKEY

Professional, young personable, native NORTHERN CALIFORNIAN currently employed in television and radio staff work at one of the South's most powerful and respected radio and television stations wants to go NORTH. I AM NOT HUMOROUS; I'M NOT FUNNY ON THE AIR, INSTEAD use an easy-going, warm, smooth style that SELLS-SELLS. Reason for wanting change will be more readily apparent to those of you to whom this letter is directed, than to others. I'm not going to give out with any line about wanting opportunity and listing money as secondary either, gentlemen. I WANT BOTH. Like yourselves, I am a business man, and in that respect, I believe we can serve each other equally well. Full particulars upon request.

BOX 676E, B•T

DJ HILLBILLY MC

Mail over 3000 for August. Six years experience. Veteran, Married (no children). All inquiries answered. Air check and brochure by request.

Box 679E, B•T.

Production Programming, Others

NEWSCASTER

NEWSCASTING that's colorful, warm, authoritative, distinctively different, plus enterprising news-sense hold highest ratings & A-1 sponsors at 5 kw Midwest net where I'm employed. Long, thorough experience. Highly competent all phases broadcast news, special events. Mature; B.S.; former newspaperman; award winner; good appearance. SDX & RTNDA. Want major market, radio or TV, where my ability & work investment can produce greater returns.

Box 646E, B•T.

Television

Situations Wanted

Production-Programming, Others

HANDWRITING ANALYST

Mature woman, radio and Tv experience, available for low-budget program to encourage listener response. Adaptable either to radio or Tv. Program appeals to men and women; all types, all ages.

Box 670E, B•T.

Situations Wanted (Cont'd)

Continuity Director
Client Service Director
Commercial Production Manager

Large & small station radio-Tv experience. Supervised & handled copy, clients, campaigns, cameras. Successful record. Top references include previous employer. College. Desire supervisory position, larger market.

Box 708E, B•T.

For Sale

Equipment

FOR SALE:

8/828 Tubes — 18/811 Tubes
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All the kids know when it's time for

TIC-TOC TOY SHOP

And are they happy about this popular kid-time show! That is . . . all but the mailman whose bag is always filled with Tic-Toc Toy Shop mail.

When the clock strikes 5:30 any Monday through Friday, the small fry for miles around are glued to their sets . . . the mommies are glued to their small fry and advertisers know that they're coming up with a sale that sticks. For particulars call George P. Hollingbery.



whio-tv

CBS • DUMONT

Channel 7 Dayton, Ohio

ONE OF AMERICA'S GREAT AREA STATIONS

(Continued from page 108)

Actions of Sept. 9

WOMI-FM Owensboro, Ky., Owensboro Bcstg. Co.—Granted license covering change of ERP and antenna system (BLH-995).

WJAN Goshen, Ind., Kosciusko Bcstg. Corp.—Granted mod. of CP to change transmitter and studio location; conditions (BMP-6601).

WWOK Charlotte, N. C., Queen City Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and change type transmitter; condition (BMP-6617).

KDUB Lubbock, Tex., Texas Telecasting Inc.—Granted mod. of CP to change transmitter location (BMP-6623).

KRTV Hillsboro, Ore., Hillsboro Bcstrs.—Granted mod. of CP to change transmitter and studio location and change name of permittee to Harold C. Singleton tr/as Tualatin Valley Bcstrs. (BMP-6612).

The following were granted mod. of CPs for extension of completion dates as shown: WAZL-FM Hazleton, Pa., to 1-14-55; WKRC-TV Cincinnati, Ohio, to 3-10-55; KNXT Los Angeles, Calif., to 4-2-55; WLDB Atlantic City, N. J., to 2-11-55; WNIA Cheektowaga, N. Y., to 3-21-55.

Actions of Sept. 8

KGKB Tyler, Tex., Lucille Ross Lansing—Granted mod. of license to change studio location (BML-1601).

The following were granted mod. of CPs for extension of completion dates as shown: KTVO Kirksville, Mo., to 4-1-55; WKZO-TV Kalamazoo, Mich., to 3-30-55; WNEL San Juan, P. R., to 10-18-54, conditions.

Actions of Sept. 7

WTHS Miami, Fla., Lindsey Hopkins Vocational School of Dade County Bd. of Public Instruction—Granted license covering change of ERP and type of transmitter of noncommercial educational fm station (BLED-155).

KTLN Denver, Colo., Radio Station KTLN Inc.—Granted license covering change in facilities, installation of new transmitter, DA for day and night use, change in hours of operation to U. and change transmitter location; 1280 kc, 5 kw, DA-2-U (BL-5304).

WEAW Evanston, Ill., North Shore Bcstg. Co. Inc.—Granted license for am broadcast station; 1330 kc, 500 w, D-DA (BL-5112).

WJDX-FM Jackson, Miss., Lamar Life Ins. Co.—Granted license covering change in studio location, antenna height above average terrain and antenna system (BLH-994).

The following were granted mod. of CPs for extension of completion dates as shown: WTAP Parkersburg, W. Va., to 4-1-55; WFTL-TV, Ft. Lauderdale, Fla., to 4-1-55; WIBW-TV Topeka, Kan., to 4-3-55; KEYT Santa Barbara, Calif., to 3-27-55; KTVA Anchorage, Alaska, to 3-29-55; WAFB-TV Baton Rouge, La., to 3-29-55; KROD-TV El Paso, Tex., to 3-30-55; KLFY-TV Lafayette, La., to 3-24-55; WNCT Greenville, N. C., to 4-1-55.

September 15 Decisions

ACTIONS BY FCC EN BANC

The following stations were granted renewal of licenses on regular basis:

WBMD Baltimore, Md.; WCAO and aux. WCAO-FM Baltimore, Md.; WHAR Clarksburg, W. Va.; WHIS Bluefield, W. Va.; WHJC Matewan, W. Va.; WBAL-TV (main and aux.) Baltimore, Md.; WMAL-TV Washington, D. C.; WNBW (TV) Washington, D. C.; KOB-TV (main and aux.) Albuquerque, N. Mex.; KPHO-TV Phoenix, Ariz.; WTOP-TV Washington, D. C.; WTVR (TV) Richmond, Va.; WBAL and aux. Baltimore, Md.; WGAY Silver Spring, Md.; WMEV Marion, Va.; WRVA and aux. Richmond, Va.; WTOP Washington, D. C.; WWVA Wheeling, W. Va.; WFAX Falls Church, Va.

Application Returned

The Commission returned application for renewal of license of WNBK (TV) Cleveland, Ohio, on ch. 4, because station now operates with STA on ch. 3 and is subject to issuance of new license upon completion of authorized construction on ch. 3.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Wichita, Kan., The Radio Station KFH Co.; Taylor Radio & Television Corp.—Granted joint petition for an extension of time to Oct. 18, to file exceptions and request for oral argument in ch. 3 proceeding, Wichita, Kan. (Docket 10259 et al.) (Action 9/7).

Memphis, Tenn., WREC Bcstg. Service—Granted petition for an extension of time to Oct. 19, to file exceptions to the Initial Decision in ch. 3 proceeding, Memphis, Tenn. (Docket 10761 et al.) (Action 9/14).

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 29, to file exceptions to the Initial Decision in ch. 3 proceeding, Madison, Wis., involving applications of Radio Wisconsin Inc. and Badger Television Co. Inc. (Docket 8959 et al.) (Action 9/14).

Chief Broadcast Bureau—Granted petition for an extension of time to Sept. 14, to file a response to a Petition for Reconsideration and Grant Without Hearing filed on Aug. 26, 1954, by Richard Ray Cummins, Beaufort, N. C. (Docket 11095; BP-9208) (Action 9/14).

Des Moines, Iowa, Murphy Bcstg. Co.—Granted petition for an extension of time to Oct. 18, to file exceptions to the Initial Decision in ch. 8 proceeding, Des Moines, Iowa (Docket 8897, 8900) (Action 9/14).

Beaumont, Tex., Beaumont Bcstg. Corp.—Granted petition for an extension of time to Sept. 17, to file an opposition to the Petition for Rehearing filed on Sept. 3, 1954, by KTRM Inc. in ch. 6 proceeding, Beaumont, Tex. (Dockets 10286-88) (Action 9/14).

By Examiner H. Gifford Irion

WDON Wheaton, Md., Commercial Radio Equipment Co.; WGMS Washington, D. C., and Bethesda, Md., The Good Music Station Inc.—Granted petition of Commercial Radio for leave to amend its application so as to change frequency applied for from 540 kc to 1540 kc, et al., and the application, as amended, is removed from hearing docket; retained in hearing status applications of The Good Music Station Inc. (Dockets 11104-06) (Action Sept. 14).

By Examiner Hugh B. Hutchison

KTRH Houston, Tex., KTRH Bcstg. Co.—Granted petition for leave to amend its am application in order to make changes in its proposed daytime directional antenna system (Docket 8753, BP-6525) (Action Sept. 13).

TELESTATUS

September 20, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker; 15,942
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 34,600
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 97,300
►KPHO-TV (5) CBS, DuM; Katz; 96,713
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 29,443
►KVOA-TV (4) ABC, NBC; Raymer; 29,443
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,410

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

New Starters

The following tv stations are the newest to start regular programming:

WTWO (TV) Bangor, Me. (ch. 2), Sept. 12.

WCMB-TV Harrisburg, Pa. (ch. 27), Sept. 9.

WMVT (TV) Montpelier, Vt. (ch. 3), Sept. 12.

WMBV-TV Marinette, Wis. (ch. 11), Sept. 10.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50 mile area
More than TWO MILLION
in the 100-mile area...
NOW
400,704
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 67,852
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 72,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
KARM, The George Harm Station (12) Initial Decision Aug. 31.
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,882,304
►KHJ-TV (9) DuM; H-R; 1,882,304
►KNBH (4) NBC; NBC Spot Sls.; 1,882,304
►KNXT (2) CBS; CBS Spot Sls.; 1,882,304
KTHE (*28). See footnote (d)
►KTLA (5) Raymer; 1,882,304
►KTTV (11) Blair; 1,882,304
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/53
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 998,260
►KPIX (5) CBS, DuM; Katz; 998,260
►KRON-TV (4) NBC; Free & Peters; 998,260
►KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 50,074
►KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) DuM; H-R; 10/21/53-9/22/54 (granted STA Sept. 8)
New Britain—
►WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

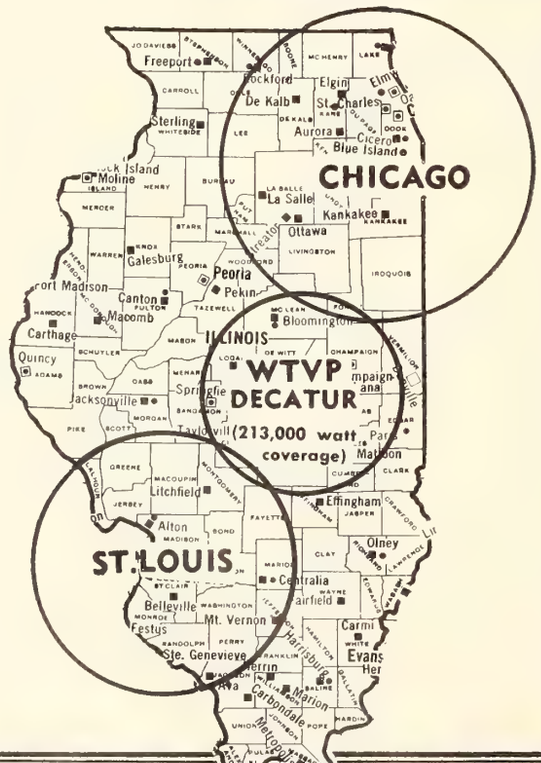
DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
►WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
►WFTL-TV (23) NBC; Weed; 148,000
►WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
►WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
►WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
►WITV (17) See Fort Lauderdale
Orlando—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
►WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000
Pensacola†—
►WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
►WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
►WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown

COMING IN EARLY OCTOBER—213,000 WATTS ERP



ONLY WTVP LINKS CENTRAL ILLINOIS TO THE CHICAGO AND ST. LOUIS MARKETS WITH *NO DUPLICATION*

We're growing with one of America's fastest-growing areas—increasing power in October from 17,100 watts to 213,000 watts, to provide a solid sales link between the important Chicago and St. Louis markets. Ride in—and cash in—on an interference free, unduplicated signal throughout this important area. 94.4% conversion to UHF. Best studio production facilities for test programs in Central Illinois. Affiliated with ABC and DuMont.

MARKET DATA
(213,000 Watt Coverage)

Population	1,019,609
Households	283,157
UHF Homes	132,707

(Based on April, 1954 Surveys)

Represented by the BOLLING CO.

WTVP channel 17
DECATUR, ILLINOIS

West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 32,500
► WJNO-TV (5) NBC; Meeker

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 101,800
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 28,900
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 118,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 554,557 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 60,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 121,227
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,000
Waterloo† (Fort Wayne)—
WINT (15) CBS; 4/6/53-9/26/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) NBC; Headley-Reed; 124,419

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 144,802
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54
► KTAG (25) CBS, ABC, DuM; Young; 20,500
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 91,487
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54
See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54
Portland—
► WCSH-TV (6) NBC; Weed; 124,177
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 45,100

do
KEDD's
Local Programs
have
MAIL PULL!
AND HOW!

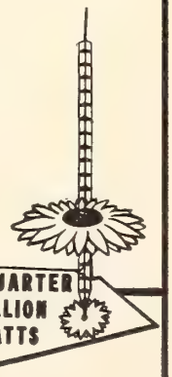


Gene McGehee's FRIDAY NIGHT DANCE PARTY
has an average Mail Pull of more than 1,000 pieces every week.

More factual proof that KEDD's local programming is way out in front, in showmanship and production know-how.

"Dance Party" and KEDD's other special features give you the most in home impact and increased sales on a local level

See Petry for National or Regional Participation.



ONE-QUARTER MILLION WATTS

Represented by
Edward Petry & Co., Inc.

KEDD
NBC WICHITA, KANSAS ABC

Highest Antenna in the South — 6,089 Feet Above Sea Level



COVERAGE OUT OF THIS WORLD

WLOS-TV

CHANNEL 13
Asheville, N.C.

The most powerful station in the Southeast* On the Air September 18th!

Serving 204,907 TV Families in an area of 2,058,000 People**

Covering four rich Piedmont states with Effective Buying Income of $2,411,466,000***

*operating at 170,000 watts, 2,850 feet above average terrain (FCC maximum for this altitude).

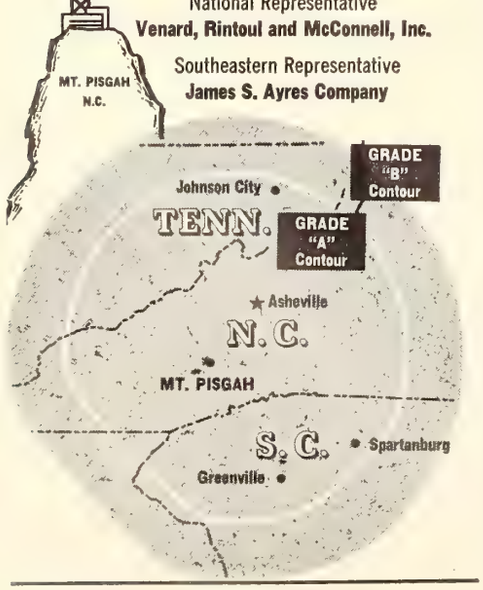
**A.C. Nielsen Co. Report U.S. Television Ownership by Counties as of November 1, 1953 and RTMA set sales figures for Western North Carolina, January through April, 1954.

***Sales Management Survey of Buying Power, May 10, 1954.

WLOS-TV, CHANNEL 13
ASHEVILLE, N.C.

National Representative
Venard, Rintoul and McConnell, Inc.

Southeastern Representative
James S. Ayres Company



FOR THE RECORD

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
► WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV(14) ABC, DuM; Raymer; 58,900

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 477,000
Rochester—
► KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 489,100
► WMIN-TV (11) ABC, DuM; Blair; 467,000

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 90,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 120,475
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/26/54 (granted STA Sept. 7)
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
KETC (*9) 5/7/53-9/20/54
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 14,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 105,572
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS: Weed: 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 41,500
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
►WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
►WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/27/54
Elmira—
WECT (18) See footnote (d)
►WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
►WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639
New York—
►WABC-TV (7) ABC; Weed; 4,180,000
►WABD (5) DuM; Avery-Knodel; 4,180,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
►WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
►WPIX (11) Free & Peters; 4,180,000
►WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC; Hollingbery; 252,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 252,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 252,000
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Headley-Reed; 347,000
Utica—
WFRB (19) 7/1/53-Unknown
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 30,000
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/26/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
►WAYS-TV (36) ABC, NBC, DuM; Bolling; 53,650
►WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 415,313
Durham†—
►WTVD (11) ABC, NBC; Headley-Reed
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 83,400
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 224,064
►WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 25,000
Valley City†—
►KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 20,000
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 500,000
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,045,000
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 288,132
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 138,218
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/18/54 (granted STA Aug. 24)
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 103,095
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
►KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,-964
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 218,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS; Avery-Knodel; 32,218
Harrisburg—
►WCMB-TV (27) Cooke
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 193,150
New Castle†—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000



Yes, 1 buy covers 3 markets . . . when you steer that one buy in Pennsylvania toward WJAC-TV, Johnstown. You not only dominate the Johnstown area—you "free-wheel" into the Pittsburgh and Altoona markets, too! Check these Hoopers on WJAC-TV:

FIRST in Johnstown
(a 2-station market)

SECOND in Pittsburgh
(a 3-station market)

FIRST in Altoona
(a 2-station market)

With this kind of proved audience preference—it's easy to see why it makes mighty good sense today to spend your TV dollars on the 1 buy that covers 3 . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!

► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 172,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 171,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 51,000
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 115,137
WUSN-TV (2) NBC, DuM; H-R, 3/25/54-9/25/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 58,300
► WIS-TV (10) NBC; Free & Peters; 122,488
► WNOK-TV (67) CBS, DuM; Raymer; 56,000
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 83,210

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 86,980
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,-900
Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 194,682
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,607
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 54,456
► KGNC-TV (4) NBC, DuM; Katz; 54,456
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 400,704
► WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 55,491
KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 53,481
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) Initial Decision 8/23/54
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000
325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 357,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 59,596
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 59,596
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 37,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
► WOAI-TV (4) NBC; Petry; 207,658
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 85,112
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 40,375
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,000
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 165,200
► KTVT (4) NBC; Blair; 165,200
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 329,247
► WTOV-TV (27) ABC, DuM; Forjoe; 112,000
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 462,058
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

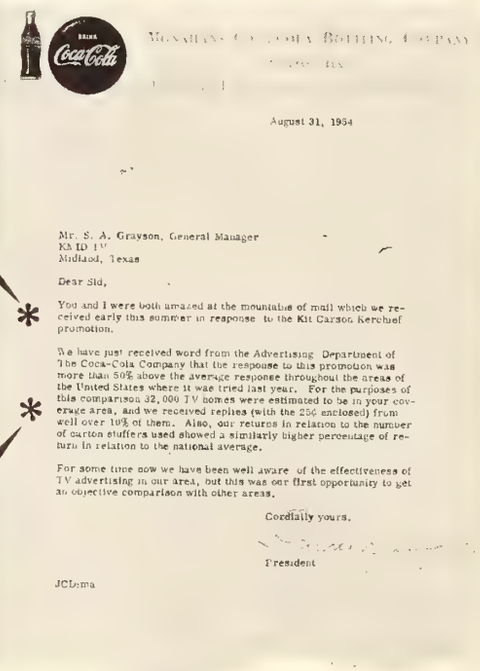
Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 370,100
► KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 87,027
KREM-TV (2) Bolling; 3/18/54-10/1/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 370,100
► KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WKNA-TV (49) ABC; Weed; 42,942
► WCHS-TV (8) CBS, DuM; Branham

"You and I were both amazed at the mountains of mail which we received early this summer in response to the Kit Carson Kerchief promotion.

" . . . the response to this promotion was more than 50% above the average response throughout the areas of the United States where it was tried last year . . . 32,000 TV homes were estimated to be in your coverage area and we received replies (with the 25c enclosed) from well over 10% of them."


August 31, 1954

Mr. S. A. Grayson, General Manager
KMID TV
Midland, Texas

Dear Sid,

You and I were both amazed at the mountains of mail which we received early this summer in response to the Kit Carson Kerchief promotion.

We have just received word from the Advertising Department of The Coca-Cola Company that the response to this promotion was more than 50% above the average response throughout the areas of the United States where it was tried last year. For the purposes of this comparison 32,000 TV homes were estimated to be in your coverage area, and we received replies (with the 25¢ enclosed) from well over 10% of them. Also, our returns in relation to the number of carton stuffers used showed a similarly higher percentage of return in relation to the national average.

For some time now we have been well aware of the effectiveness of TV advertising in our area, but this was our first opportunity to get an objective comparison with other areas.

Cordially yours,

President

JCLsma



KMID TV Channel 2 Midland-Odessa, Texas

Venard-Rintoul & McConnell
National Representatives

Clarke-Brown Co., Dallas
Southwestern Representatives

S. A. Grayson
General Manager

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
►WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
►WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 54,000
►WMTV (33) ABC, NBC, DuM; Meeker; 56,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) NBC; Venard
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 393,600
►WOKY-TV (19) ABC, DuM; Bolling; 343,057
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 686,796
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
►WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
►KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 12,000
►KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC, DuM; NBC Spot Sls; 60,000
►KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 32,000

CANADA

Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500.

Total stations on air in U. S. and possessions: 398; total cities with stations on air: 267. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,588,049.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Alantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Kitchener, Ont.—
►CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000
London, Ont.—
►CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 65,000
Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

UPCOMING

SEPTEMBER

Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 20: Radio-tv advertising workshop, sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.
Sept. 21: CBC Board of Governors, Chateau Laurier, Ottawa.
Sept. 21-23: RETMA, fall industry conference, Roosevelt Hotel, New York.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 24-26: Midwest Advertising Agency Network, Sheraton Hotel, Chicago.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.
Sept. 29-30: National Community Tv Assn., regional meeting, Bellevue Hotel, San Francisco.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.
House, Chicago.

OCTOBER

Oct. 1-2: Radio-tv workshop, Kansas State College, Manhattan.
Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

SPECIAL LISTING

NARTB District Meetings

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.



is on WKBT *

Why Aren't You?

*Milton Berle stars in "The Buick-Berle Show" WKBT, Tuesdays 7:00 PM

NEW TV MARKET

Never before WKBT was the rich La Crosse area reached by TV. Now WKBT offers *unduplicated service* in this vast virgin market of more than a half million people. La Crosse and environs do $100,000,000 worth of business a year—in manufacturing alone. Rail, river, air terminals converge at La Crosse. Sales Management calls it "America's newest metropolitan area." A market worth selling — covered only in television by WKBT.

Buick sponsors Uncle Miltie on WKBT. And other great advertisers are bringing increasingly more network stars before WKBT viewers. It's only natural for the nation's top advertisers to go into the nation's newest and most promising TV territory... La Crosse, covered *exclusively* by WKBT. Here are 34,600 TV homes† ... *never before exposed to television's tremendous selling force!* Imagine the impact of your commercial message on this vast virgin market. Then do something about it. Buy WKBT!

†CBS research

WKBT

NBC • CBS • Du Mont

CHANNEL 8

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

REPRESENTED NATIONALLY BY PAUL A. RAYMER COMPANY, Inc.

George E. Sterling—Historian

GEORGE E. STERLING didn't have to resign from the FCC. He could have stayed until his present term expired in mid-1957, working only as his doctors would allow, or as he saw fit.

But Comr. Sterling elected to resign because he felt it would be unfair to his colleagues to permit them to carry the burden of his work. There is plenty of precedent in government, among independent agencies, and in the courts, where presidentially-appointed officials have taken prolonged leaves for health reasons.

Mr. Sterling, after 31 years of service devoted to his government, has earned his retirement. He could have had far more remunerative employment in the communications field in which he had pioneered. It was this devotion to duty which impelled him to retire now because his doctors would not permit him to carry the full load. We know of no more rigorous work than that on the FCC.

All who know George Sterling—and they are numbered in the thousands inside and out of government—wish him and his family the very best in the years ahead. He is watching his health, and he has shown improvement in these past few weeks. He has many useful years ahead, perhaps in private consulting practice, and possibly in an advisory capacity to his government.

George Sterling physically leaves the FCC Sept. 30. But the name "Sterling" is permanently enscribed in the history of communications of the United States—history which he had an important part in writing.

. . . . And the Chairmanship

MR. STERLING's resignation should break the adminstration silence on the FCC chairmanship, which has languished for months. Morale at the FCC is at low ebb. Rosel H. Hyde, since his initial one-year appointment as chairman expired last April, has served as acting chairman. His achievements without question merit reappointment, but the administration evidently thinks otherwise.

The Sterling successor, it is strongly inferred, will become the new chairman. No matter how able, a newcomer would find it difficult to take over the FCC reins and keep the lines moving. Communications is a highly complex field. It can't be learned overnight. The prudent move would be to continue Mr. Hyde in the chair and decide later whether the new man should move in under the "rotation system" President Eisenhower is said to favor.

Pay-As-You-See Crossroads

THE DRUM-BEATING for pay-as-you-see television is hastening the day of formal consideration by the FCC, and probably by Congress, of this proposed method of providing visual service to the public alongside the traditional "American System" of broadcasting via advertiser sponsorship.

This is probably the most complex—and the most important—new issue confronting the authorities, because it must inevitably evolve into a new determination of our entire philosophy of broadcasting. There already are two applications to authorize home box-office tv pending before the FCC. And there pends in the House a bill by Rep. Carl Hinshaw (R-Calif.) which would label this service a common carrier, subject to rate regulation. The Bricker investigation is almost certain to explore the question because one of the proposals is to authorize paid-programming for uhf only in the hope of stemming the economic tide.

We do not take a for-or-against position now. The case is not in. Only the proponents have had their say, and that has been on the lecture platform, in the public prints, and through the device of lengthy discourses in the *Congressional Record*.

The FCC already has advised the House committee that it does not need legislation to consider the box-office question. It sees the need for competitive services. But, in our view, there is no easy answer to a policy question of this magnitude. What this Commission might decide without an expression from Congress might be totally at odds with what Congress itself might decide, or what a successor FCC might construe to be the appropriate interpretation. The whole philosophy of operation and of regulation is interwoven in the judgment that ultimately must be made. Broadcasting today is not a common carrier. Rate regulation is forbidden. But home box-office tv poses an entirely new question—the one raised, for example, by Rep. Hinshaw.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's just a bit actor from the medical drama in Studio A . . . should we tell her?"

Some lawyers say that no matter what the preliminary determination might be, eventually the reasonableness of charges for home box-office tv will be raised. Since the use of channels is involved, just as railroads, air transportation and other carriers are accorded rights of way, the question of the common carrier concept would arise.

We do not know the answers. We simply underscore the importance of the determinations that ultimately must be made. They could affect the status of broadcast services as free enterprises, should the government seek to make the economic as well as the technical rules.

Of course, there are many other questions to be coped with. Availability of product for home box-office tv is one. Are there enough special events and enough high quality pictures available to sustain proposed competitive services? Would the public pay the price for special features in this new era of $300,000 budgets for single spectaculars (by the American Plan) in color? Would Hollywood producers release their new shows for home service and kill off the already badly-wounded exhibitors?

But all these questions are subsidiary to the policy issue confronting the broadcaster, the advertiser, the agency, and the government itself. It is the regulatory cross-road. One fork could lead to common carrier and all it entails in rate regulation. The other, preservation of the "American System" of free competitive enterprise. Perhaps the problem can be reconciled within the existing regulatory frame-work, and without doing violence to the free estate of today's broadcasting. There's a lot of work to be done before that test can be met.

The Shot Heard Round the Block

THE anniversary of an event of unparalleled importance to the U. S. radio and television system passed virtually unnoticed Sept. 7. The Downtown Manhattan Assn., in conjunction with AT&T, held a ceremony in New York commemorating the 32d anniversary of the first commercial radio broadcast, by WEAF (now WNBC), then owned by the telephone company.

If the several thousand commercial radio and television stations in the U. S. were aware of the celebration, they gave little indication of it. It remained for WNYC-AM-FM New York, municipally owned and non-commercial stations, to broadcast the ceremony.

To be sure, commercials have their critics and some of the criticism may be justified, but the anniversary of the first one should be celebrated, not ignored. Such an anniversary would provide a reason for radio and tv to tell the public what commercial broadcasting is all about and why it provides the world's best broadcasting system.

AN EXPERT SHOW...
because all the stars are experts

HOMEMAKERS' INSTITUTE

Each personality on Homemakers' Institute is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:30 PM . . . what housewife isn't ready to relax at this hour? It's lunch time . . . the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the "Women's Magazine of the Air", Homemakers' Institute combines all the factors usually found in several different magazines. It's a 60 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, Homemakers' Institute is backed by merchandising to help food brokers, appliance distributors and sales representatives.



MARY LANDIS
Cooking Expert
This culinary genius stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.



MOLLIE MARTIN
Homemaking Expert
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.



KITTY DIERKEN
Fashion Expert
Interviewing a famous guest or selling a product . . . it's her contagious enthusiasm that makes her so famous.

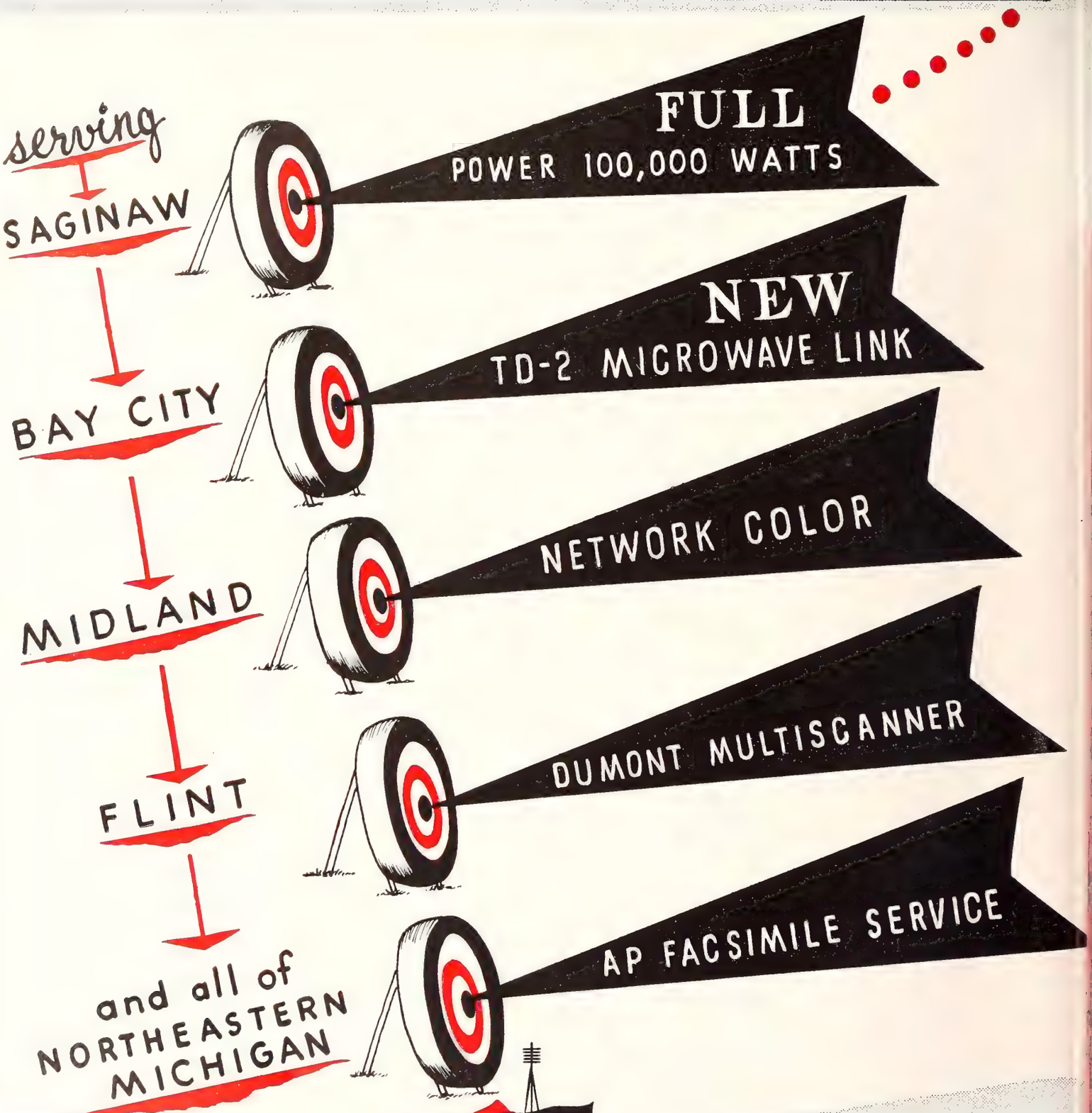


AL HERNDON
Expert Announcer
Al adds continuity from one set to another . . . keeps the show moving. When he does a commercial, he sells, BUT GOOD!

NBC AFFILIATE • TELEVISION BALTIMORE
Nationally Represented by
EDWARD PETRY & CO.

WBAL-TV

EFFECTIVE SEPT. 26 on WNEM-TV



WNEM-TV

CHANNEL 5

Serving SAGINAW, BAY CITY, MIDLAND & FLINT — 289,793 SETS

NBC DuMont

J. GERITY Jr. PRES. J.H. BONE Gen. Mgr.

HEADLEY-REED, NEW YORK, CHICAGO ★ MICHIGAN SPOT SALES, DETROIT, MICHIGAN

EPTEMBER 27, 1954 35c PER COPY

BROADCASTING TELECASTING

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23RD year

NEWSWEEKLY RADIO AND TV

WCKY IS Celebrating



of PUBLIC SERVICE

and STILL DOING THE REAL JOB FOR THE ADVERTISER

FIFTY THOUSAND WATTS OF SELLING POWER L. B. Wilson WCKY CINCINNATI



PET DAIRY PRODUCTS COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

PET Dairy Products Company has always been a pioneer in finding new uses for the products of America's dairy farms, improving their quality and increasing their consumption. The company continues intensive scientific research and with equal diligence, continues in its efforts to improve advertising and merchandising techniques.

That's part of a complete job; a never-ending effort to find newer and better techniques. By doing a complete job in programming entertainment and public service, Havens & Martin, Inc., the pioneer in Virginia, continues to build even larger and more loyal audiences that mean sales results from Richmond to the rich areas throughout Virginia. Join the other advertisers using WMBG, WTVR and WCOD, the First Stations of Virginia.



Maximum power—
100,000 watts at Maximum Height—
1049 feet

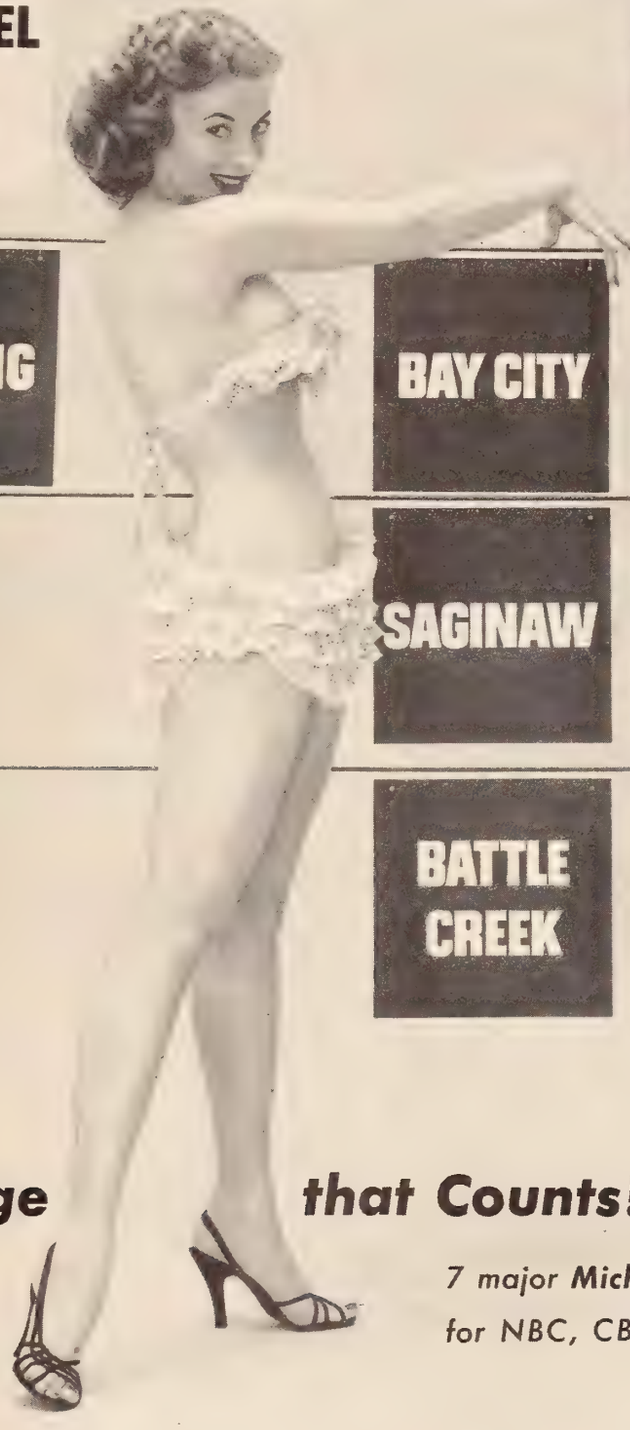
WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

W J I M

CHANNEL 6



JACKSON

T

LANSING

BAY CITY

FLINT

V

SAGINAW

GRAND RAPIDS

BATTLE CREEK

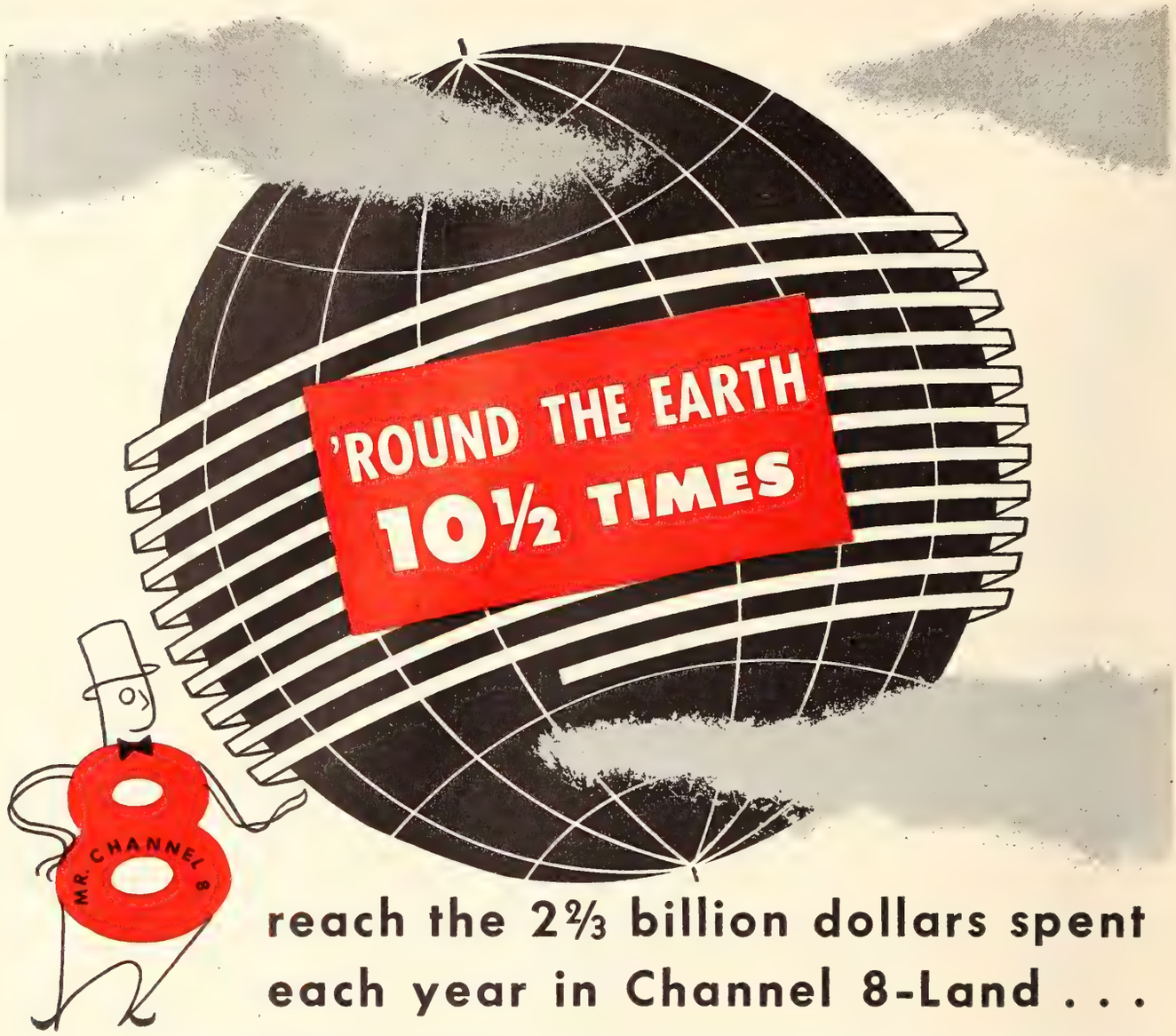
Coverage ***that Counts!***

*7 major **Michigan** markets*
for NBC, CBS and ABC

Now 100,000 watts!

Edward Petry & Co., Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



reach the 2⅔ billion dollars spent each year in Channel 8-Land . . .

. . . that is if all these paper dollars were laid end to end. This is one way of saying that 2⅔ billion dollars is a tremendous amount of money. In vast, rich Channel 8-Land, 2⅔ billion dollars is spent each year in retail sales; effective buying income is 4½ billion dollars. Use this super-powered station to get your share of this rich profit potential.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 watts

SUPER-POWER

STEINMAN STATION

Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

closed circuit®

UNSPECTACULAR figure of $35.50 per thousand viewers is estimate of advertisers for first of season's NBC-TV spectaculars, "Satins and Spurs." It's understood to be highest cost per thousand in the history of tv.

★ ★ ★

BULOVA Watch Co., which severs its relationship with Biow Co. Jan. 1 (see story page 34), will take 30 to 60 days before announcing its new agency affiliation. Among projects watch firm is said to be considering: (1) possibility of appointing new agency to be formed by Terrence (Terry) Clyne, senior vice president in charge of radio and television for Biow Co., who resigned because of "policy differences" ten days before Bulova-Biow cleavage after being associated with agency for eight years; (2) naming Reggie Schuebel Inc. (Miss Schuebel pioneered Bulova Co. in its early plunge into radio time signals), or (3) accepting one of at least ten bids that have been presented by as many other advertising agencies in field, among them Kudner and Wm. Esty Co.

★ ★ ★

KEY QUESTION before Bricker Investigating Committee, i.e., whether networks should be licensed and regulated by FCC, may boomerang. There's sentiment supporting view that networks not only should not be licensed but that existing chain monopoly regulations, which became effective in 1941, should be repealed. Thus controls would be vested in Dept. of Justice under anti-trust laws with precedent probably that of motion picture consent decree on block booking of films.

★ ★ ★

WHEN FORD FRICK, baseball commissioner, meets with Hal Fellows, NARTB president, some time after World Series to discuss plight of minor league baseball, at issue will be whether there will be any regularly scheduled daily major league broadcasts or telecasts next season. Mr. Frick is under tremendous pressure, it's learned, to issue blanket regulation against any major league broadcasts reaching areas where minor league games are being played on same day. He has in mind proposed "game of the week" in lieu of games of the day. But it's foregone conclusion that any effort to further restrict broadcasts and telecasts will bring new litigation.

★ ★ ★

ROBERT M. HUTCHINS and W. H. Ferri, president and vice president respectively of Fund for the Republic underwritten by Ford Foundation, have been in consultation with Frank Stanton, president of CBS, Sylvester L. (Pat) Weaver Jr., president of NBC, and other industry leaders looking toward television project to promote civil liberties. Fund planning envisages decision on tv project within 60 days.

★ ★ ★

NAME HEARD with increasing frequency in connection with White House FCC liaison is Charles F. Willis Jr., 36-year-old assistant to Sherman Adams, assistant to President Eisenhower. Native of Beaumont, Tex., but educated in Maryland and Florida, Mr. Willis' background is largely in aviation. He was Navy flyer during last war. He spearheaded Eisenhower Club in 1951 which became Citizens for Eisenhower. He is married to daughter of Harvey Firestone.

★ ★ ★

NBC AFFILIATES still have their fingers crossed on Canadian Pro Football broadcasts after five weeks. While game is faster and commentary is good, stations report enthusiasm on part of audiences is lacking because of casual interest in teams. So far there has been no display of "home team spirit" and with collegiate and U. S. pro competition, stations are fearful Canadian version won't take hold.

★ ★ ★

FCC'S NEW political broadcast rules, commanding no discrimination against political candidates on "commercial" broadcasts, haven't settled confusion. To take advantage of "discount" provisions, state organizations are talking of buying bulk time, with all candidates to be accorded frequency discounts, citing FCC's own examples of what's done for such bulk buyers as General Foods, Procter & Gamble, Lever Bros. and others.

★ ★ ★

HAROLD COWGILL, former general manager of WTVP (TV) Decatur, Ill., and formerly on staff of Segal, Smith & Hennessey, Washington attorneys, reportedly is under consideration for appointment as chief of FCC's Common Carrier Bureau. Prior to joining Segal firm, he had been on FCC staff.

★ ★ ★

ONE possibility for successor to Alexander Stronach Jr. as ABC vice president in charge of tv network (see early story page 44) understood to be Ernest Lee Jahncke Jr., now ABC vice president and assistant to President Robert E. Kintner.

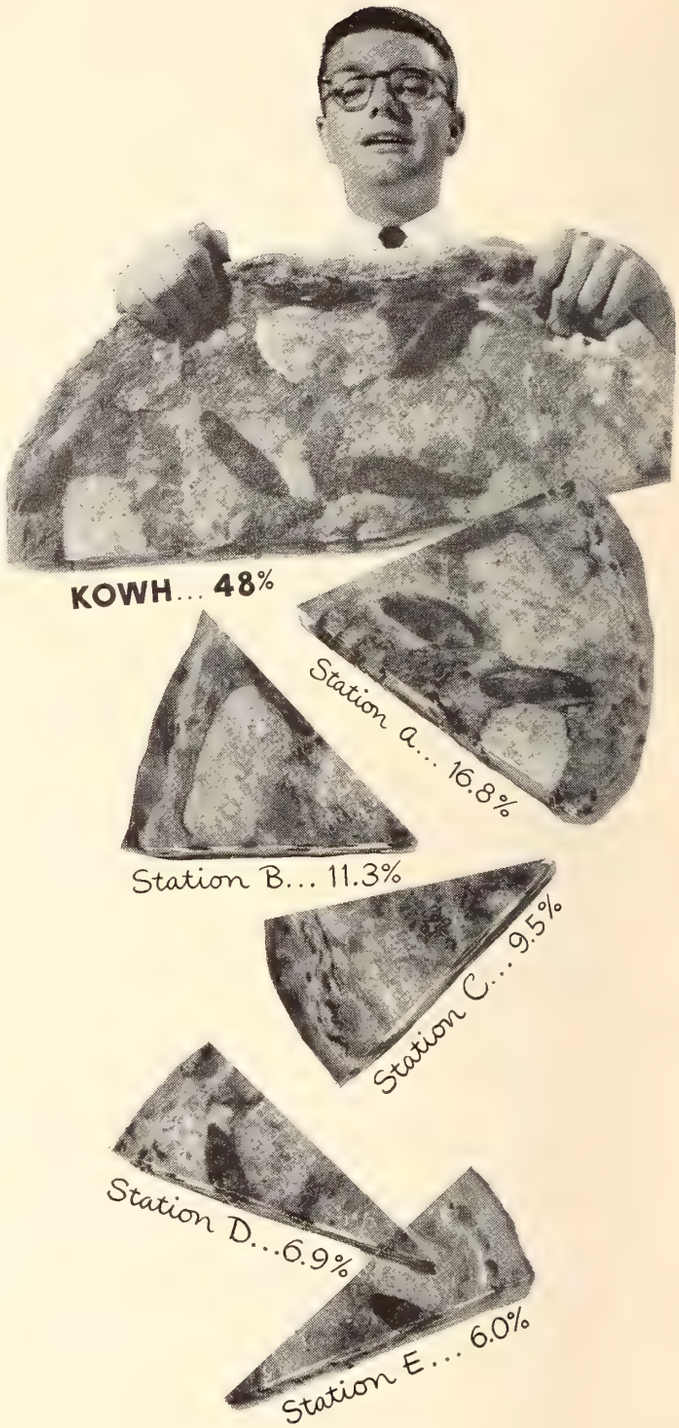
★ ★ ★

FRANCIS CONRAD, director of ABC Radio, Hollywood, reportedly is resigning, with Henry Woodworth, in ABC network sales in New York, scheduled as successor.

the week in brief

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Radio station with a big pizzarating...



If the number of pizza pies it sells is not the measure of a radio station, don't tell Caniglia's Pizza House, Omaha. This restaurant-bakery is about to build another addition, fourth in a series of expansions at least partly attributable to one spot a day on Omaha's KOWH. This has been virtually all of Caniglia's advertising.

KOWH whets Omaha appetites for pizza with the same success attained for many other national, regional and local advertisers. Something would be amiss if it didn't, because much of the time KOWH is talking to more people than all the other stations put together. Operating within a format of top tunes and unexcelled local news, KOWH's air personalities out-Hooper everything else in Omaha in every single daily quarter hour save three. Average share of audience: A.M.—***46%***; afternoon—***49.3%***; all-day—***48%***. (July-August Hooper Monday through Saturday, 8 a.m. to 6 p.m.) Second station: 16.8%; third station, 11.3%.

KOWH has dominated Omaha radio, with first place ratings, for the past three years without a break.

Get Station Manager Virgil Sharpe to equate KOWH's cut of Omaha pie to your cut of the Omaha market. Or talk to an H-R man.

MID-CONTINENT BROADCASTING COMPANY
General Manager: Todd Storz

WHB, *Kansas City*
Represented by
John Blair & Co.

WTIX, *New Orleans*
Represented by
Adam J. Young, Jr.

KOWH, *Omaha*
Represented by
H-R Inc.

KOWH
OMAHA

at deadline

WILL McCONNAUGHEY BE FCC CHAIRMAN? PRESIDENT MAY SETTLE IT THIS WEEK

BARRING eleventh hour switch, appointment of George C. McConnaughey of Ohio as member of FCC, and probably new chairman, is expected this week from Denver summer White House.

President Eisenhower, in announcing last Wednesday (Sept. 22) acceptance of resignation of George E. Sterling of Maine, said new commissioner would be named soon. Report was current Friday, as B•T went to press, that President might make announcement upon his return to Denver over weekend.



MR. McCONNAUGHEY

Still in contention for post is Lewis E. Berry, 40, deputy department counselor of Army, and personal friend of Sen. Charles Potter (R-Mich.). Mr. McConnaughey, now chairman of Renegotiation Board, is believed favored by White House [B•T, Sept. 20].

Report also developed that Administration had been asked to name an engineer to succeed Engineer Sterling, and that delay in appointment may have been occasioned by consideration of that prospect [B•T, Sept. 20].

President wrote Mr. Sterling, three weeks after receiving his resignation, thanking him "for your long service to the government in the regulation of communications." He also expressed "hope that your health will soon be greatly improved."

Mr. Sterling was in Washington last Thursday to clean out his desk and turn over his classified papers to appropriate agencies of Government. He plans to remain until he retires Sept. 30, then return to his Peaks Island, Portland, Me., home. For next two months or so he will supervise remodeling of his home, and then will determine if his health will permit him to consider several offers to engage in communications consultation.

Witness Testifies Lamb Suggested 'Study Groups'

ACCORDING to testimony Friday in FCC Edward Lamb case (early story page 54) by Clark Wideman, Columbus (Ohio) real estate broker and ex-newspaperman, Mr. Lamb told small group in Marion, Ohio, in 1934 he felt that "if necessary," leadership or direction from Communist Party could be obtained for local study groups which witness said Mr. Lamb suggested be formed. Groups would study "wonderful things" going on under "planned economy" in Russia and "defects" in New Deal system here, witness recalled, testifying Mr. Lamb related details of then recent trip to Russia.

Witness, then in high school and newspaper reporter, said Mr. Lamb suggested he (Wideman) could help by forming Young Friends of Soviet Russia group in school and if enough interest developed, Mr. Lamb said he would supply information from his Toledo office. Other study groups suggested by Mr. Lamb, according to witness, were adult study group and "John Reed Club" for young voters. Witness recalled Mr. Lamb said "very emphatically" purpose of groups would be defeated if made known in such small community, because of suspicion and misunderstanding.

Witness testified Mr. Lamb in answer to question felt greater good could be done by individuals "not in Communist Party" since once directly affiliated, person "lost political power to disseminate information and carry out educational program."

Mr. Wideman related Mr. Lamb autographed witness' copy of Mr. Lamb's *Planned Economy in Soviet Russia* (introduced into record) and engaged in "colloquy" with witness about meaning of book, Mr. Wideman arguing whether Mr. Lamb meant planned economy could be introduced in U. S. by "evolution" or "revolution." Witness said Mr. Lamb told group change could come by "constitutional methods" but not while New Deal was in power.

Mr. Lamb felt New Deal was taking orders from "Wall Street bankers," witness recalled, and said Mr. Lamb then was candidate for Republican nomination to Senate.

Under cross-examination by counsel for Mr. Lamb, several passages from book relating to "orderly" transition to planned economy in U. S. were brought out. Witness said he was "registered Republican," never was communist and never wanted to become member of Communist Party, indicating he so told Mr. Lamb. Witness acknowledged hard times of unemployment in early 1930s and overproduction of food, but felt he was not qualified to judge whether this evidenced need for "more or less planning."

Biow Co. to Become Biow, Beirn & Toigo

CORPORATE NAME of Biow Co., New York, will be changed Jan. 1 to Biow, Beirn & Toigo, Milton H. Biow, founder and chairman of board of directors of Biow Co., is announcing today (Mon.). (See early story page 34.)

Ken Beirn, president of Biow Co., joined company in 1948 as a vice president, became executive vice president in 1950 and president in February 1953. He previously had been with Dancer-Fitzgerald-Sample, Grant Adv., and Pedlar & Ryan.

John Toigo joined Biow in July 1951 as vice president. He had been with D'Arcy Adv., McCann-Erickson, BBDO, and Lord & Thomas. He is in charge of Pepsi-Cola account.

"The reason for the change is simple," Mr. Biow explained. "When you have two men like Ken Beirn and John Toigo on your staff, two men who represent advertising and management on its highest level, men who have set paces in the advertising field, you give them the recognition to which they are entitled."

He also pointed out that short time ago Biow Co. had one stockholder, while in 1955 "it will have thirty." In last five years firm went from $25 million to $50 million in billings.

• BUSINESS BRIEFLY

DRANO, WINDEX SPOTS • Drackett Co. (Drano and Windex), Cincinnati, will start 39-week spot announcement campaign on Oct. 6 in 60 radio and 50 television markets. Young & Rubicam, N. Y., is agency.

YARDLEY ON RADIO • Yardley Men's Products Co., N. Y., plans to launch spot announcement campaign Nov. 8 in 50 top radio markets, using eight spots per week per market. Contract is for seven and eight weeks. N. W. Ayer & Son, N. Y., is agency.

P&G TO CO-SPONSOR • Procter & Gamble, Cincinnati (for Gleam and, after first of year, Lilt), will become co-sponsor (with Hazel Bishop) of *This Is Your Life,* Wednesdays, 10-10:30, on NBC-TV, effective Oct. 6. Lipstick firm has been sponsoring program since its inception. Bob Warren, announcer for Hazel Bishop, also will do P&G commercials. Raymond Spector, N. Y., is agency for Bishop; Compton Adv. for P&G.

EVERREADY IN TOP 80 • National Carbon Co. (Everready batteries), N. Y., through William Esty Co., N. Y., today (Mon.) is starting eight-week campaign in 80 top television markets, using 20-second Class A time.

MACARONI, SPAGHETTI, NOODLES, NEWS • Mueller's macaroni, spaghetti, and egg noodles will use 87 radio newscasts in 22 cities, effective Oct. 7, plus a participation program on three television stations. Scheidler, Beck & Werner, N. Y., is agency.

TWO RENEW ON CBS-TV • Renewals of two CBS-TV programs on 52-week basis announced Friday by network. Philip Morris & Co., New York (Philip Morris and Parliament cigarettes), has signed again for *Public Defender* (Thurs., 10-10:30 p.m. EST), and Liggett & Myers Tobacco Co., New York (Chesterfield and L&M cigarettes), for *Perry Como Show* (Mon.-Wed.-Fri., 7:45-8 p.m. EST). Agencies are Biow Co., New York (Philip Morris), and Cunningham & Walsh, New York (Liggett & Myers).

SPARK PLUGS TRY TV • A. C. spark plug division will use network television for first time, effective Oct. 6, as alternate-week sponsor of *Big Town,* Wednesdays, 10:30-11 p.m. on NBC-TV, through D. P. Brother & Son, Detroit. Other sponsor is Lever Bros. via its three agencies: Hewitt, Ogilvy, Benson & Mather, SSC&B, and McCann-Erickson, all N. Y.

Murrow Eulogizes Klauber

MEMORIAL SERVICES for Edward Klauber, former executive vice president of CBS (see obituary page 50), were conducted in New York Friday with CBS newsman Edward R. Murrow, appearing on request made by Mr. Klauber some years ago, paying tribute to his former employer and colleague's honesty, ability, integrity, belief in fundamentals of democracy, and his "intolerance" of "deceit, deception, distortion and double-talk." He said that "if there be standards of integrity, responsibility and restraint in American radio news, Ed Klauber more than any other man is responsible for them."



Dogging it up for our sponsors

Here's the newest thing in merchandise gimmicks for WAGA-TV clients: our familiar trade-character *Waga*, with wagging head and tail, to sit on counters, in windows, at the point-of-purchase—calling attention to sponsor's campaign, tying it in with products and services advertised on WAGA-TV.

This attention-getting display, coupled with our complete hard-hitting merchandising program — plus the impact of WAGA-TV's thorough coverage and top audience in the rich Atlanta market—will move merchandise or sell services for you. Get all the facts from a WAGA-TV representative.



waga-tv 100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

NBC Radio Rate Cut To Match CBS Oct. 3

NBC RADIO's reduction in network evening time charges will become effective Oct. 3, same date as CBS Radio's [B•T, Sept. 20], Fred Horton, director of sales for NBC radio network, announced Friday, reasserting that lowering of evening time costs is calculated "to keep NBC Radio fully competitive in meeting reductions recently announced in the industry." ABC officials said their radio network would follow suit shortly.

As in case of CBS Radio, whose nighttime rollback averages about 20%, NBC reductions are accomplished via increases in discount structure, including rise in annual continuity discount for 52 consecutive weeks to 17½% of net time billings for evening periods.

NBC spokesmen said nighttime reduction not easily expressable in percentages, but offered following comparisons of new NBC and CBS radio nighttime costs assuming 52-week contracts and use of full networks: weekly quarter-hour, $4,875 on NBC, $4,975 on CBS; weekly half-hour, NBC $7,118, CBS $7,323; weekly hour, NBC $11,492, CBS $11,965; quarter-hour twice weekly, NBC $9,492, CBS $9,758; quarter-hour five times weekly, NBC $22,433, CBS $22,482.

TvB Membership Committee Adds 11, Plans Expansion

APPOINTMENT of 11 telecasters to membership committee of Television Bureau of Advertising announced Friday by Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., committee chairman. These are in addition to TvB board members originally named to committee: Henry W. Slavick, WMCT (TV) Memphis; Kenneth L. Carter, WAAM (TV) Baltimore; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., and Mr. Rogers of WSAZ-TV. Still other members will be appointed to committee to obtain "almost state by state representation," Mr. Rogers said.

Named last week were Charles H. Crutchfield, WBTV (TV) Charlotte; John Esau, KTVQ (TV) Oklahoma City; Frank P. Fogarty, WOW-TV Omaha; Gordon Gray, WOR-TV New York; Gaines Kelley, WFMY-TV Greensboro, N. C.; G. Bennett Larson, KTVT (TV) Salt Lake City; Robert Lemon, WTTV (TV) Bloomington, Ind.; Ralph W. Nimmons, WFAA-TV Dallas; Frank R. Schreiber, WGN-TV Chicago; Don Searle, KOA-TV Denver, and Colin Selph, KEYT (TV) Santa Barbara, Calif.

Mennen Anniversary Series Stars Heads of Elder Firms

TO COMMEMORATE its 75th anniversary, Mennen Co., Morristown, N. J., is sponsoring series of forums on future of American business, with presidents of companies 75 years old or older as participants, as one-time local telecasts in six major markets. William Mennen Jr., executive vice president, will moderate series. Telecast forums will be held in Washington, Boston, Atlanta, Detroit, New York and on West Coast. Institutional series will include no product advertising. Kenyon & Eckhardt, N. Y., Mennen agency, is handling.

FILTER SATURATES

U. S. Filter Products Co., Newark, will launch $300,000 spot saturation compaign over WOR-AM-TV New York exclusively, starting today (Mon.), to introduce its new "Aquafilter" cigarette holder in New York metropolitan area, station said Friday. Agency is Adolph F. Gottesmann Adv., Newark. Company has purchased some 140 commercial announcements per week on 26-week basis and will use station personality programs as means of obtaining "prestige" endorsements.

District 5 Urges Cut In Broadcaster Meetings

COMPLETE overhauling of industry meeting pattern to cut down travel time, maintain industry unity and take advantage of "highly beneficial sessions" held by business, sales and service associations urged Friday at NARTB District 5 Daytona Beach meeting (early stories pages 38, 39, 40).

Following similar step taken by District 4 at Virginia Beach (story page 39), District 5 delegates added new proposal—invitations to all stations, member and non-member alike, to attend association meetings. Delegates felt this would serve as "recruiting" device for NARTB and help bring solid industry front into association operations. NARTB board was asked to reconsider policy of excluding non-members from meetings.

Weaver Defends Spectaculars

SPIRITED defense of NBC-TV color "spectaculars" was offered by Sylvester L. Weaver Jr., NBC president, in talk last Friday in which he took cognizance of recent adverse criticism of such programs but maintained they incorporated basically sound concepts.

He told Advertisers Club in Louisville that NBC-TV intends to move ahead with development of "spectaculars," during which additional writers, artists and composers will be sought and various forms of 90-minute tv shows will be attempted.

WTVW (TV) Joins DuMont

AFFILIATION of WTVW (TV) Milwaukee with DuMont Television Network, effective when station begins operation in November, announced by Elmore B. Lyford, DuMont director of station relations. WTVW (ch. 12) is owned and operated by Milwaukee Area Telecasting Corp.

UPCOMING

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

For other Upcomings see page 119

PEOPLE

GEORGE BAREN BREGGE, sales manager, WDTV (TV) Pittsburgh, will become general manager of WABD (TV) New York Nov. 1, succeeding **NORMAN KNIGHT,** who has resigned to "accept another station managerial post outside New York City," according to announcement by DuMont Tv Network, which owns both stations. Mr. Bregge has been sales manager of WDTV for two years, Mr. Knight general manager of WABD since July 1953.

BEN GRAUER, NBC radio-tv commentator and special events reporter, and **MELANIE KAHANE** were to be married last Saturday.

EILEEN HOWARD NOLAN, Grey Adv., to Anderson & Cairns, N. Y., copy staff.

Ruling on Reds, Sec. 315 Asked of Justice Dept.

DOES a Communist Party member have right to equal opportunity provisions of Section 315, even if he is running as candidate under label of another party? That is question which has been submitted to Justice Department by FCC —in light of recently-signed law against Communist Party—it was disclosed by FCC Comr. Robert E. Lee in speech before Mid-Atlantic conference of Public Relations Society of America in Washington Friday.

Mr. Lee said in his view such "candidate" does not have right to be treated as *bona fide.* Former FBI executive also said that Communist Party affiliations would probably be given more weight than heretofore when station licenses come up for renewal.

KMOX Status to High Court

SUPREME COURT was asked Friday to rule on status of CBS (KMOX) in St. Louis ch. 11 hearing when St. Louis Amusement Co. petitioned for *writ of certiorari* from decision of U. S. Court of Appeals last month dismissing its complaint [B•T, Aug. 16].

Lower court refused to entertain appeal from FCC action which refused St. Louis Amusement Co. request that CBS be barred from ch. 11 hearing because it already has limit of five tv stations. Court held that petition was premature. St. Louis applicant (Fanchon & Marco theatre chain) holds that not only should CBS not be allowed in hearing, but that CBS is so far superior to all other applicants, it is sure to get grant. This means others are wasting their time, St. Louis Amusement Co. implied. Besides CBS and St. Louis Amusement, other applicants are St. Louis Telecast Inc., 220 Television Inc., and Broadcast House (KSTM-TV on ch. 36, now suspended).

KLAS-TV Fights KLRJ-TV Move

ECONOMIC protest against FCC grant for move of main studio of ch. 2 KLRJ-TV Henderson, Nev., to new site near Las Vegas filed with Commission Friday by ch. 8 KLAS-TV Las Vegas. KLAS-TV charged ch. 2 competitor got initial grant on representation it would put studio in Henderson. Protest cited KLRJ-TV call matches *Las Vegas Review Journal* and noted common ownership. KLAS-TV alleged this shows KLRJ-TV will be "held out" as Las Vegas station.

WECT (TV) Turns in CP

WECT (TV) Elmira, N. Y., ch. 18, turned in its CP to FCC Friday, reporting that tv station in Elmira area was "financially impossible." Station was 51% owned by *Corning* (N. Y.) *Leader,* and 49% by *Elmira Star-Gazette* (Gannett). Also informing FCC he intended to return grant was Richard H. Balch, holding CP for ch. 19 in Utica, N. Y. This is part of arrangement whereby ch. 74 WMGT (TV) North Adams, Mass., has asked FCC to assign ch. 19 to replace ch. 74 in North Adams and has agreed to pay Mr. Balch $11,000 for his expenses (see story on page 62).

Brown for Membership

RICHARD M. BROWN, KPOJ Portland, Ore., will head NARTB board's Membership Committee for 1954-55, Harold E. Fellows, NARTB president, said Friday. Other members: Kenneth L. Carter, WAAM (TV) Baltimore; Cy Casper, WBBZ Ponca City, Okla.; Henry B. Clay, KWKH Shreveport; John Esau, KTVQ (TV) Oklahoma City; Lester L. Gould, WJNC Jacksonville, N. C.; J. Frank Jarman, WDNC Durham, N. C.


WREX-TV
47,000 WATTS E.R.P.
13
FALL SCHEDULE
ASSURES YOU THE "Lion's Share" of the big
ROCKFORD - MADISON AREA AUDIENCE

★*Disneyland*
★I LOVE LUCY
★U. S. Steel Hour
★PROFESSIONAL FOOTBALL GAMES
★Jackie Gleason Show
★Voice of Firestone
★N.C.A.A. Collegiate Football
★*Robert Q. Lewis Show*
★Blue Ribbon Bouts
★Bob Crosby Show
★Toast Of The Town
★PERRY COMO
★*Arthur Godfrey*
★Make Room For Daddy
★Meet Millie
★I've Got A Secret
★WHAT'S MY LINE
★*Strike It Rich*


WREX-TV
NOW SERVING OVER 214,992 TELEVISION SETS
13
ROCKFORD - ILLINOIS
NETWORK AFFILIATIONS CBS • ABC
REPRESENTED BY
H-R TELEVISION, INC.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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BUREAUS

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Something's up in Washington!

WTOP-TV, already seen and heard by more homes than any other station in Washington, is increasing to maximum power (316,000 watts ERP), more power than any other station in the area.

And WTOP-TV has the tallest antenna in Washington... 228 feet higher than the Washington Monument!

But here's the record that advertisers really should investigate. As the station with the most popular programs in Washington, WTOP-TV has been first in share of audience *every month since December 1952.*

More and more it's easy to see that the best way to send sales up in Washington is to be on the station where everything's up—power... tower... program popularity and people watching.

WTOP-TV *channel 9, represented by CBS Television Spot Sales*

Sources on request

YOUR BEST BU

"Mr. DISTRICT ATTORNEY"

THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS IN ACTION

starring Hollywood's dynamic

DAVID BRIAN

Dramatized so vividly listeners live the ADVENTURE, EXCITEMENT AND ACTION as MR. D. A., Harrington and Miss Miller match wits with the underworld.

Each half-hour a complete story with 5 sponsor identifications, including 3 full-length selling commercials.



Technical Supervision through the cooperation of the Los Angeles Law Enforcement Agencies.

★ **PROVED BY PAST PERFORMANCE!**

Renewed for 12 years by the same sponsor. During this period, the sponsor tried and dropped other shows because none could match Mr. D.A. in sales!



IN RADIO TODAY!

Be sure "MR. D.A." goes on the air for you in your market!

★ PROVED BY CURRENT SALES!

Sales-alert advertisers like these are buying up market after market.

• BAKERIES ARE BUYING!

Pennington Bakeries in 7 markets; Royal Baking Co. in Provo and Logan, Utah; McIntyre Baking Co. in Kayser, W. Va.; Adams Baking Co. in Portsmouth, Ohio.

• APPLIANCE DEALERS AND DISTRIBUTORS ARE BUYING!

Knerr, Inc. (Zenith) in 8 markets; Simon Distributing Co. (Zenith) in Washington, D. C. and Baltimore, Md.; Leo Maxwell, Inc. (Zenith) in Oklahoma City; Jefferson TV & Appliance (Philco) in Beaumont, Texas; Goff & Snider (Philco) in Beaumont, Texas; Geer TV & Appliances in Kennewick, Wash.; Jack Mashburn Co. (Maytag) in McComb, Miss.

• MEAT PACKERS ARE BUYING!

Haas-Davis Packing Co. in 4 markets; Archie McFarland & Son in Salt Lake City; United Packing Co. in Wheeling, W. Va.

• BANKS ARE BUYING!

Liberty National Bank in Louisville, Ky.; Home Savings Bank in Albany, N. Y.; Houston Bank & Trust Co. in Houston Texas; Western Savings Bank in Buffalo, N. Y.

• SAVINGS & LOAN ASS'NS ARE BUYING!

Women's Federal Savings & Loan in Cleveland, Ohio; Oak Cliff Savings & Loan Assn. in Dallas, Texas; First Federal Savings & Loan in Wichita, Kansas; First Federal Saving & Loan in Gainesville, Ga.; Standard Building & Loan Assn. in Columbia, S. C.

• BREWERIES ARE BUYING!

Terre Haute Brewing Co. in 13 markets; Gettelman Brewing Co. in 6 markets.

• UTILITIES ARE BUYING!

Carolina Power & Light Co. in 5 markets; Oklahoma Gas & Electric Co. in Woodward, Okla.

• INSURANCE COMPANIES ARE BUYING!

American Home Life Insurance Co. in Topeka, Kan.; Bon General Insurance Agency in Casper, Wyo.; R. E. Daniel Insurance Agency in Indianapolis, Ind.

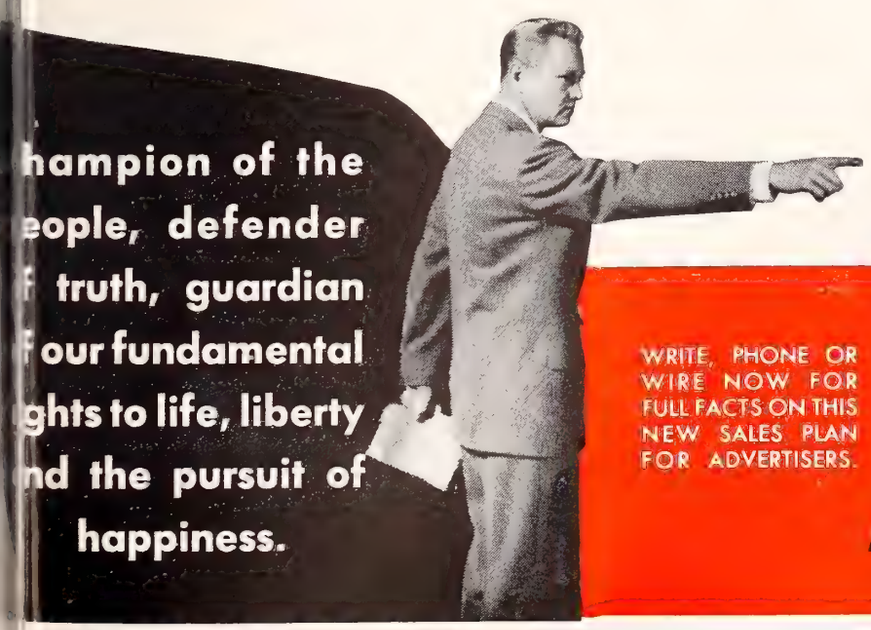
• RETAILERS ARE BUYING!

Dearco Glass & Paint Co. in Shawano, Wisc.; E. A. Scott Paint Co. in St. Johnsbury, Vt.; Big Red Warehouse, Inc. in Tulsa, Okla.; Manufacturers Outlet Shoe Store in Colorado Springs; Best Gift & Jewelry Shop in Zanesville, Ohio.

• FOOD LINES GALORE ARE BUYING!

Tarnow Food Delicacies in Tampa, Fla.; Interstate Coffee Co. in Bennettsville, S. C.; Acme Super Markets in Syracuse, N. Y.; Equity Dairy Stores in Lima, Ohio.

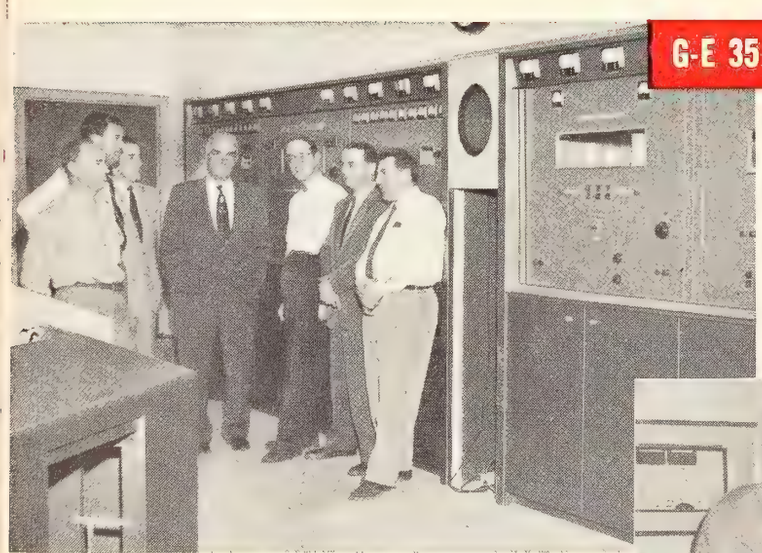
PLUS MANY MORE VARIED LINES OF BUSINESSES!



WRITE, PHONE OR WIRE NOW FOR FULL FACTS ON THIS NEW SALES PLAN FOR ADVERTISERS.

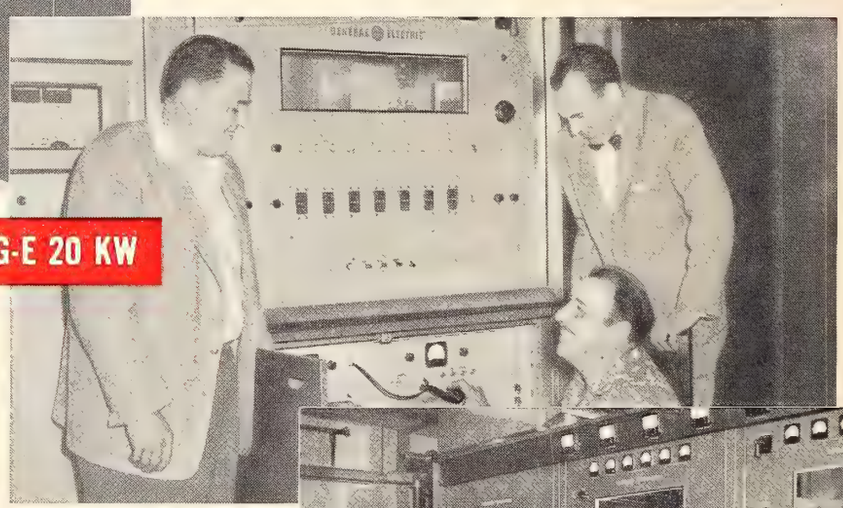
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

4 out of 5



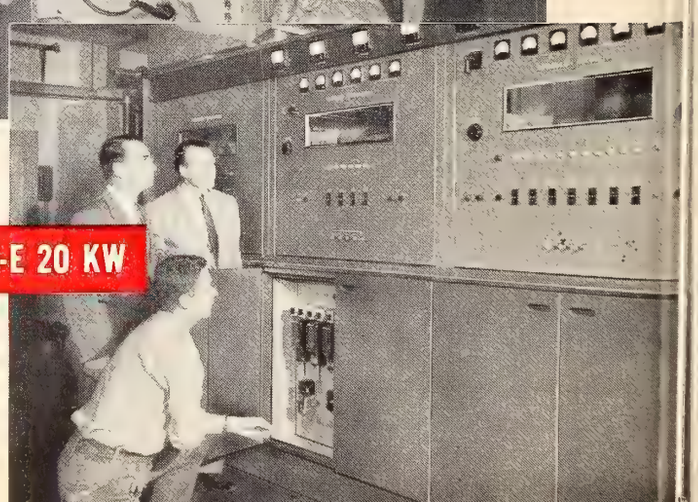
G-E 35 KW

KNXT...Channel 2...CBS flagship station. This installation is already capable of transmitting color at full 35 KW rating. At the meeting pictured left, KNXT officials conferred with General Electric sales representatives. (l. to r.) Dick Seitz (CBS, L.A. transmitter supervisor), F. V. Larkin, C. Smith (G.E.), Les Bowman (chief engineer), Joe Stern (CBS, N.Y. engineer), F. R. Walker (G.E.) and E. Cousy (CBS, N.Y. engineer).



G-E 20 KW

KABC-TV... Channel 7... ABC Affiliate—Licensed to American Broadcasting — Paramount Theatres, Inc. Extra effort went into every phase of KABC-TV's planning. The station employed Kear & Kennedy as engineering consultants. A *special* G-E 6-bay antenna was recommended and installed to provide correct null fill-in for the Los Angeles market area. Shown here are (l. to r.) Cam Pierce (chief television engineer), John Stagnaro (transmitter supervisor) and Phil Caldwell (manager of engineering).

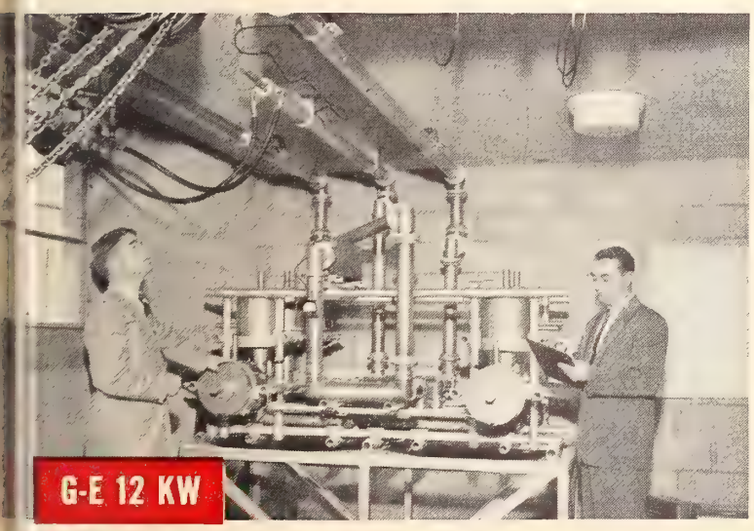


G-E 20 KW

KTTV...Channel 11...DuMont Affiliate. Owned by the widely known and respected publishers of the Los Angeles Times and Mirror, KTTV went on the air more than five years ago. This station is particularly noteworthy for its use of a competitive transmitter as a driver to obtain high power with G-E equipment. Ed Benham, chief engineer (right), is responsible for much of the success KTTV has enjoyed. Also inspecting the G-E transmitter are F. R. Walker, G.E. district manager and T. F. Quigley, transmitter supervisor (kneeling).

HIGH POWER STATIONS buy G-E

LOS ANGELES BROADCASTERS CAP MOUNT WILSON WITH G-E TRANSMITTERS



KBIC-TV...Channel 22...John Poole Broadcasting Co. Well established in broadcast radio circles, this company entered the TV picture early last year after nearly *five years of UHF experimentation.* Their logical transmitter choice...a G-E 12 KW high power UHF unit. With "a product that's tailored to fit listener needs" KBIC-TV will serve the country's third largest market from a mile above metropolitan Los Angeles. Their filter diplexer is examined by Jim Garrett (left), transmitter supervisor, and Bob Walker of General Electric. John Poole's television outlet in Fresno, KBID-TV, chose G-E high power, too—another 12 KW UHF pioneer station.

WHENEVER station officials go out to buy the best in broadcast equipment—G-E high power transmitters win in a walk. Take those stations in Los Angeles...probably the most competitive TV market in the nation today. Nearby Mt. Wilson, alone, has five high power transmitters on it. But for complete coverage of the area and for strong picture signals...only one transmitter in the industry is considered outstanding by an almost unanimous choice. And that transmitter is General Electric—chosen by majority vote...4 out of 5! Why not put your station on the "power team"...on the winning team! Get the *complete* G-E story today from our local broadcast field representative. Or if you prefer, write direct to:

General Electric Company, Section X294-27
Electronics Park, Syracuse, New York

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

Advertisement



From where I sit
by Joe Marsh

Slugger Wins the "Home" Game

Slugger White, the home town's star baseball player, dropped by the other day to talk about baseball, and to "tell one" on himself.

Seems Slugger had been baby-sitting. "I was doing just fine," he said, "until it was time for a 'diaper change.' I called Mom on the phone for advice. Still didn't get it right. Then Dad set me straight."

" 'Place the diaper like a baseball diamond with you at bat,' he said. 'Fold second base over home plate, and pin first and third base on home plate.' That did it—with no errors!"

From where I sit, Slugger's Dad had the idea. Often, like his Mom, a lot of us tend to give advice in our terms without considering the other fellow's way of doing things. Even in choosing your favorite beverage, it's best to think of your neighbor. If you like tea, and I prefer a temperate glass of beer, we should both "play the game" *and try to understand each other's point of view.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

OPEN MIKE

Workable System Wanted

EDITOR:

Whether or not the meeting in Chicago becomes "historic" only time will tell, but your job of reporting must always be recognized by the industry as particularly good and I think that the Sept. 6 issue of BROADCASTING • TELECASTING should be kept as something of a guide for optional stations in their future relationship with the networks.

It seems to me that radio "networks" will always be with us on a small "n" basis and I suppose the industry is aware of the fact that the public interest will require some orderly interconnection. Granting this supposition, presumably Gen. Sarnoff and Dr. Stanton are talking about commercially profitable networks, the Sarnoff view being that the future is dim and the Stanton view, at least for pep talk purposes, being that the future is bright.

I am afraid that it will take more than enthusiasm to counterbalance the visual asset of tv. If networks are to continue on a national basis, it seems to me that they must be operated somewhat in the nature of a transportation utility, with the profit-making end of the business in effect subsidizing the non profit-making parts so that the true national characteristic of the utility can be maintained.

Are the networks thinking along this line? Your reporting indicates that they are not. Gen. Sarnoff seems to take the view that NBC has performed its function when it reaches something more than a majority of the people, and that also seems to be Dr. Stanton's view, except that he intends to give special help to his network affiliates so that they themselves can fill in the blank spots.

It is apparent that the next Congress is going to devote some time to an examination of network activity, and incidentally the industry as a whole. Since communication is so vitally important in these times—and of course I mean communication of ideas as well as emergency messages—should not the networks be prepared with a workable system for reaching the entire nation both through radio and television? Such a program would seem to me to counteract whatever trend there is toward Government radio and tv.

Harold W. Bangert
Bangert & Bangert
Fargo, N. D.

Wonderful Surprise

EDITOR:

I would like to express my gratitude for the fine story in the [Sept. 13] issue of BROADCASTING • TELECASTING.

To accept such a tribute from your respected magazine was a wonderful surprise, particularly since, to us, your publication has always been "the bible" of the broadcasting and telecasting industry. . . .

Fred Waring
Shawnee-on-Delaware, Pa.

All in the Day's Work

. . . WXDL "scooped" the biggest election night story in the recent Tennessee Democratic primary. . . . We were recapping the election shortly after 1 a.m. and preparing to wrap it up and sign off. Our studios are downtown on a first floor location and I was sitting in my office, which is adjacent to the reception office. It was a stormy morning, lots of thunder and lightning.

Suddenly there was a tremendous banging on the front door and, thinking it was a drunk or youngster trying to be funny, I put on my best "Sgt. Friday" grimace and raced to the

Memo to NBC:

TODAY we send you congratulations from the 140,000 TV **HOMEs** in our listening area on the debut of Steve Allen's **TONIGHT** this evening.

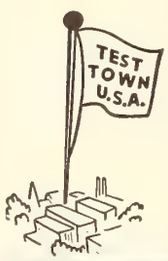
We hope that all our 140,000 TV homes will soon be at HOME, TODAY and every day, TONIGHT and every night.

PS: In the event that any of your HOME, TODAY or TONIGHT sponsors are interested in this magnificent market, we'd appreciate your telling them that after only four weeks on the air Ford Motor Company, Pet Milk, American Tobacco Company, Hazel Bishop, Simonize, Lever Brothers, General Foods, Buick Motors, Colgate-Palmolive, Proctor & Gamble, Borden, Gulf, Oldsmobile, Sweets & Company, DeSoto, Sunbeam, Liggett & Myers, Armour & Company, Gillette, Goodyear, Philco, Wesson Oil, Warner-Hudnut, R. J. Reynolds, Allis Chalmers, Kraft Foods, Mutual of Omaha, S. C. Johnson, Reynolds Metals, and Texaco are already on the NBC-WTVD bandwagon.

Congratulations and regards,

WTVD CHANNEL 11

Durham-Raleigh, North Carolina *Represented by Headley-Reed

MORE POWER
on
WSBT-TV
Owned and operated by The South Bend Tribune
CHANNEL 34
SOUTH BEND
Power Now INCREASED to
204,000 Watts
Equipped for Network Color
Now—1,261,000
POTENTIAL VIEWERS
In Northern Indiana — Southern Michigan
Average Share of Audience:
73% NIGHTTIME
71% DAYTIME
(June 1954 Hooper Survey)
Continuous Programming
7 in the morning to 11 at night


IDEAL TEST MARKET
• Typical of America
• Self-contained
• Diversified
• Stable
• Controlled distribution
WSBT-TV
CHANNEL 34
America's Outstanding UHF Station
CBS • ABC • Dumont
Paul H. Raymer Co., Inc., Representative

door. As I whipped it open the local Chief of Police staggered in, revolver in hand, covered with blood, and moaned: "Cogburn shot me." . . . I took the revolver away from him, put it in my pocket and eased the Chief on to the reception room couch.

In the meantime, another wild-eyed individual raced into the reception room, shouting "the Cogburn car just whipped around the corner and Policeman Gurly was killed a minute ago at the court-house [a block away]." . . . Piecing the story together from several others who took refuge in the station, I found that allegedly James Cogburn, defeated candidate for sheriff and the so-called "Enoch Arden" case of the Korean War, and three companions had just participated in a gun battle on the court square. . . .

Here's where our "scoop" enters the picture. Between running back into the reception room to see how the Chief was doing we flashed the news on the air as we pieced it together from the other officers and State patrolmen who had arrived in the meantime.

A few minutes later we learned that the [Cogburn] car had been wrecked two blocks from the station and that the four in the car were on foot in the neighborhood of the station. We turned out all the lights as [it was] reported Cogburn had a list of those he was "after" and about half of them were in the station by this time.

The next day—after a sleepless night—we began broadcasting a description of the four and asked that anyone seeing men answering this description call. By 11 a.m. we received five calls . . . Each located the men in the same area and we alerted the State Police. By this time over 300 men, UP says the biggest manhunt in West Tennessee, were hunting the men. Within an hour there had been another gun battle and two of the men had been injured and the others captured.

So we scored . . . I took my automatic home, wrapped up the story on the air and went back to work on sales. . . .

Neal B. Bunn
General Manager
WDXL Lexington, Tenn.

Granted

EDITOR:

. . . I am requesting permission to reproduce 5,000 offsets of the article you carried on *Stop the Music* [PREVIEW] in the Aug. 30 issue of B•T. Many thanks for your cooperation in this matter.

Tricia Hurst
Public Relations Dept.
Exquisite Form Brassiere Inc.

Bang Up Job

EDITOR:

I read with interest the story "Radio Railroaded by the Santa Fe" on page 56 of your September 6 issue.

I think my good friend, G. B. (Jerry) McDermott, is to be commended for his effective letter to Santa Fe. However, either his typewriter needs new keys or you need some new proofreaders. The train wreck was in Lomax, Ill. . . .

I think that both KBUR in Burlington and KXGI did an outstanding job. We had the first news bulletin on the air just eight minutes after the wreck. We, too, went all out in coverage, locating doctors and ambulances along with using announcements from the Highway Patrols of both Iowa and Illinois. As the accident occurred on Sunday, the railway people were unable to locate Mr. D. W. Raney, the local agent. It was our broadcast that called him back to duty.

Maybe the whole thing boils down to the fact that radio always seems to do a bang up job selling everything except ourselves. It's unfortunate that a letter such as McDermott's can receive publicity only in the trade publications. It's sort like of taking in each other's washings.

Greg Rouleau, Pres.,
KXGI Inc. Fort Madison, Iowa

Moore and Moore

EDITOR:

This may have been called to your attention, but in case it hasn't been, we suspect the picture of "Mr. Moore" on page 93 of the Sept. 13 issue is Jack instead of Ellis.


ELLIS MOORE

Jack Moore, who was ad manager of Longines - Wittnauer at one time, recently resigned from our executive staff to sell Long Island real-estate to city-bound advertising colleagues.

He's doing well at it, too.

Jane Pinkerton
Publicity Director
Broadcast Advertising Bureau
New York

[EDITOR'S NOTE: Ellis Moore, correctly pictured above, is the new director of the NBC Press Department.]

Coverage Invited

EDITOR:

Radio and television rights are again available for the National Milk Bowl, annual football classic for small fry elevens, matching a team from Texas and one from anywhere in the world [Dec. 11, to be broadcast by MBS].

The western theme will pervade the festivities and half-time activities, because the event will be held in the heart of the dude ranch country, Kerrville, Tex. H. R. Cullen, Glenn McCarthy and Jesse H. Jones are among the colorful world famed oil men on the board of directors. Revenue goes for a 500-acre camp, near Kerrville, maintained for crippled children, regardless of race, creed or color.

The Milk Bowl welcomes any and all coverage. Game coverage never hurts the gate of a sports event. Promoters must improve their offerings to compete with many forms of entertainment that compete for spectators' money.

Eugene C. Weafer
Executive Director
The Milk Bowl Inc.
Bryan, Tex.

Left-Hand Dig

EDITOR:

I note you are still using the expression "he is so-and-so's right-hand bower."

There is no such animal as a right-hand bower. A right bower is not called a right-hand bower any more than a right fielder is called a right-hand fielder.

John W. Willis
Fischer, Willis and Panzer
Washington, D. C.



Neither Rain Nor Hurricane Stops This Bird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!



Providence, Rhode Island — Here's the story of a pretty tough Rhode Island Red:

Hurricane "Carol" struck Providence, Rhode Island with the full fury of 100 mile an hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their mid-town Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW's.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a "bird's eye" view of hurricane "Carol" thanks to WJAR-TV!

NBC—Basic
ABC-DuMont—Supplementary

Represented by WEED TELEVISION



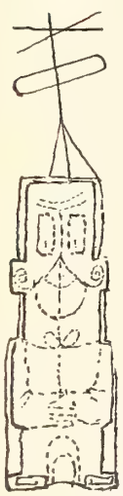
CHANNEL 10 WJAR-TV
PROVIDENCE, RHODE ISLAND

EVEN MONTEZUMA WATCHES

W·H·E·N



Cortez was just a Spanish playboy in comparison—the real conquest of Montezuma was done by WHEN-TV.



And it didn't hurt at all! On the contrary, it was a real feather in Montezuma's cap when WHEN-TV moved in. (Montezuma, N. Y., of course.)

That's the way 250 towns in upstate New York feel about Channel 8. Happiest invasion you ever saw! And the citizens never weary of their bondage!

If you're an adventurer seeking Eldorado, enlist under the flag of WHEN-TV. It's a sure passage to the Land of Gold!

SEE YOUR NEAREST KATZ AGENCY

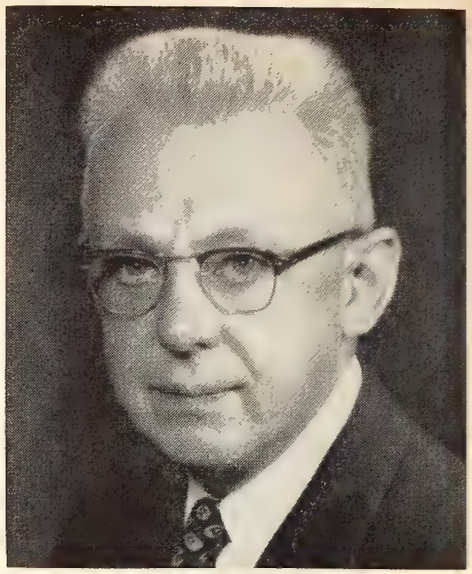
CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES
W·H·E·N TV
CHANNEL 8
SYRACUSE, N.Y.

our respects

to EDWARD MOUNT WEBSTER



IT IS not given to many men to be able to point to two major accomplishments during their lifetime. FCC Comr. Edward M. Webster —who on Sept. 17 celebrated 45 years government service—is one of those fortunate few.

Comr. Webster, an erect, trim man with steel gray hair, cut Prussian style, and twinkly blue eyes behind steel rimmed glasses, is perhaps proudest of his participation in the various agreements and legislation involving safety at sea. He was handed this assignment when he joined the FCC as assistant chief engineer in 1934—following the gasp of horror that went up in the U. S. over the 134 dead in the 1934 *Morro Castle* disaster when the cruise ship burned off the coast of New Jersey and which was covered extensively by radio newsmen on a spot basis. The sinking of the *Mohawk,* also along the New Jersey coast in 1935, only added to the urgency of this work.

Comr. Webster was one of the less than a dozen men on the staff of the special Senate Commerce subcommittee which investigated these two American marine disasters and recommended new legislation to tighten radio watches aboard U. S. merchant ships. This was signed into law by President Franklin D. Roosevelt in 1937. Hanging on the wall of Comr. Webster's office is the pen used by Pres. Roosevelt to sign this revision of Part II of Title III of the Communications Act of 1934.

The second accomplishment of which Comr. Webster is proud—which, as he puts it, has given him the greatest sense of "concrete" accomplishment, was his job of establishing the U. S. Coast Guard's famed ship to shore system of radio-telephone communications during prohibition.

Comr. Webster, then Lt. Comdr. Webster, chief communications officer of the Coast Guard, was given the job of tieing in a communications system between Coast Guard shore bases and the more than 1,000 craft at sea in the Treasury Dept.'s "little war" with rum-runners. With $2 million, Comdr. Webster set up radio stations up and down the East and West Coasts, the Gulf Coast and the Great Lakes. Because he did not have time to train the 2,000 communicators of the Coast Guard for radio-telegraph work, he used radio-telephone, and it was this system that was the genesis of AT&T's now famous radio-telephone service to and from ships at sea.

Edward Mount (his mother's maiden name) Webster was born in Washington, D. C., in 1889, the son of a Treasury Dept. civil servant. After education in the local schools, he entered the U. S. Coast Guard Academy at New London, Conn., in 1909, and was graduated and commissioned in 1912. He served on various ships of the Coast Guard on the North Atlantic patrol during World War I. Because of a physical disability, he was officially retired in 1923, but was recalled to active duty and made chief communications officer the next day. He served in that capacity until 1934, when he was relieved from active duty.

His friendship and acquaintance with FCC engineers brought him to the FCC in 1934. In his eight years as an FCC employe, he was instrumental in building up a hard-hitting and effective organization primarily concerned with marine, safety and such other categories that fall under the name special services.

In 1942, Comr. Webster was recalled to his old job as chief communications officer of the Coast Guard and he was returned to retired status, as a commodore, in 1946.

For four months and 10 days after that, Mr. Webster was director of telecommunications for the National Federation of Shipping. This was his only break in Government service. Early in 1947, President Harry S. Truman nominated him to be an FCC commissioner for the unexpired term of FCC Chairman Paul A. Porter, and after Senate confirmation, he took office April 10. In 1949, he was reappointed for a full seven-year term which ends June 30, 1956.

He is a member of various engineering and veteran organizations.

Mr. Webster has taken a definite stand on subscription tv—having raised the issues of law and policy as early as 1951 when Zenith Radio Corp. asked for permission to run a 90-day test on its Phonevision system in Chicago with 300 families. It is Mr. Webster's contention that there is no question of the technical feasibility of subscription tv, the main questions are whether Congress intended to permit broadcasters to charge for broadcasts when it adopted the Communications Act, and whether the concept of free broadcasting would be violated by subscription television.

Of the 24 international conferences which Mr. Webster has attended—beginning in 1925 when he was a member of the U. S. delegation to the International Telegraph Conference in Paris—he has been U. S. delegation chief of four of them.

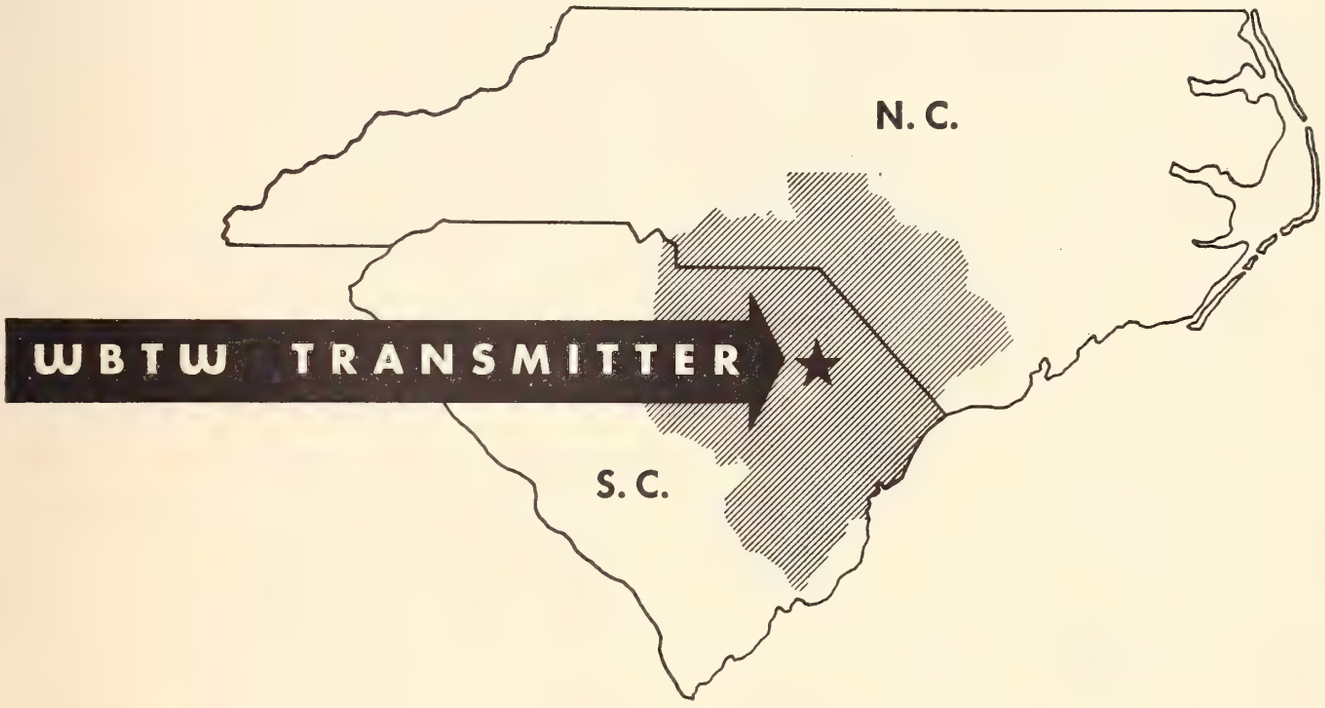
This conference work also exemplifies one of Mr. Webster's salient characteristics—his ability to get along with opposing parties and to coordinate and get them to compromise their differences.

Mr. Webster holds the Presidential Legion of Merit for his work during World War II, and also is the holder of the Marconi Memorial Medal of the Veterans Wireless Operators Assn.

Mr. Webster lives with his wife, the former Dorothy Richardson of Baltimore, in Rock Creek Hills, Md. They have a son and a daughter, and two grandchildren.

Soon!

new, top-power VHF coverage of 1,000,000 carolinians



A great new area station will take the air in the Carolinas in early October—WBTW with studios and transmitter at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. As of November 1, 1953, sets in the WBTW area exceeded 69,000—a total which is expected to grow to 100,000 by debut time.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION

WBTW
FLORENCE, S. C.
Channel 8 Top Power

Represented Nationally by CBS Television Spot Sales

Tv Auction

WWLP (TV) Springfield, Mass., recently contributed over three hours of air time to an auction for funds for the Emergency March of Dimes. Merchandise donated by local merchants was sold to the highest bidder by the station with station personnel voluntarily contributing their time to the drive.

Polio Saturation Campaign

WILS Lansing, Mich., conducted a 19-hour long saturation campaign on behalf of the Emergency March of Dimes as its contribution to the success of the drive.

Young Collectors

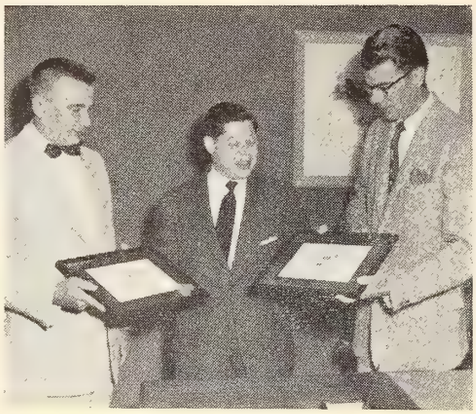
WHAM-TV Rochester, N. Y., presented a filmed appeal for the polio fund drive which set six-year-old Billy Volnak on the march for contributions from his neighbors. Word of Billy's independent effort reached the station which in turn presented Billy to the viewing audience. The station now reports that it has been besieged with requests from youngsters who have collected money for the drive—$850 at the last count—and who also want to appear on the air.

10,000 Dimes

WMIQ Iron Mountain, Mich., disc m.c. Core Nelson broadcast an appeal for the Emergency March of Dimes campaign and netted over 10,000 dimes for the drive.

Altruistic Anniversary

AS PART of its fifth anniversary celebration WOW-TV Omaha, Neb., helped the Red Cross collect 476 pints of blood in two days. The Red Cross turned the studio into a donor's center and collected what was termed a "new two-day record for Douglas County."



RECEIVING the "first" CARE awards for radio and tv in New England from Paul J. Caron, New England director for CARE, are Paul E. Mills (l), station manager for WBZ-WBZA Boston-Springfield, and W. C. Swartley (r), general manager of WBZ-TV Boston. The awards were made for the promotion of CARE services.

Crippled Children's Benefit

WAYZ Waynesboro, Pa., in conjunction with the Waynesboro Rotary Club, staged *Hill Billy Jamboree,* a benefit program to raise money for the Crippled Children's Building Fund. Merchants of the area donated prizes to be given away and WAYZ furnished seven hillbilly bands. The program was promoted by neighboring radio stations and newspapers. The station reports nearly $2,000 was raised.

WPAT Blood Appeal

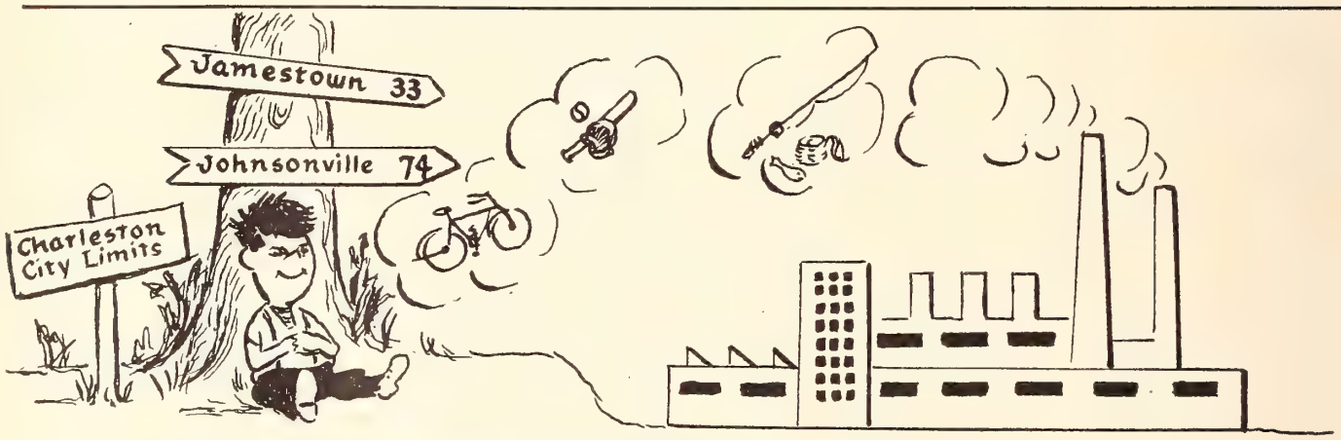
WITH three broadcast appeals, WPAT Paterson, N. J., secured more than enough volunteer donors of a rare blood type needed for a patient in a Passaic (N. J.) hospital, the station reports. In less than two hours the WPAT appeals brought 10 donors to the hospital, which was turning away other volunteers by the time the fourth broadcast appeal was aired.

Promoting Understanding

WBBM-TV Chicago has launched a series, titled *Operation New Horizon,* designed to encourage public understanding and appreciation of the various nationalities which comprise Chicago. The series, subtitled "The World in Your City," is prepared by DePaul University, which plans to stockpile the programs for use on WOTW (TV) Chicago, educational tv station slated to begin operation in mid-1955.

Sunday School Selections

DANCER ELEANOR POWELL, long-time Beverly Hills Presbyterian Church Sunday school teacher, will instruct a special class Oct. 3 over KNBH (TV) Hollywood's *Faith of Our Children,* and her husband, film star Glenn Ford, will narrate Bible material from church libraries and foreign missions.



We're wool gathering ... and proud of it!!

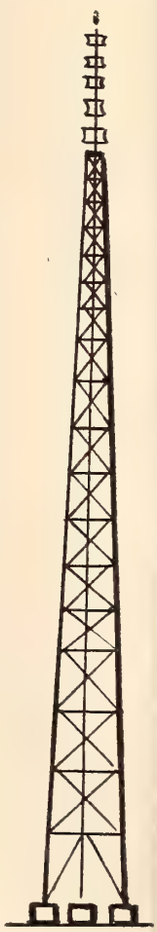
. . . and no wonder, for two (not one) $3,000,000.00 woolen mills nearing completion are within a 75 mile radius of WCSC-TV. These are but two indications of the rapid industrial expansion of the market—a market in which WCSC-TV has produced over 100 advertising success stories in its first year. Future prospects: *Unlimited.*

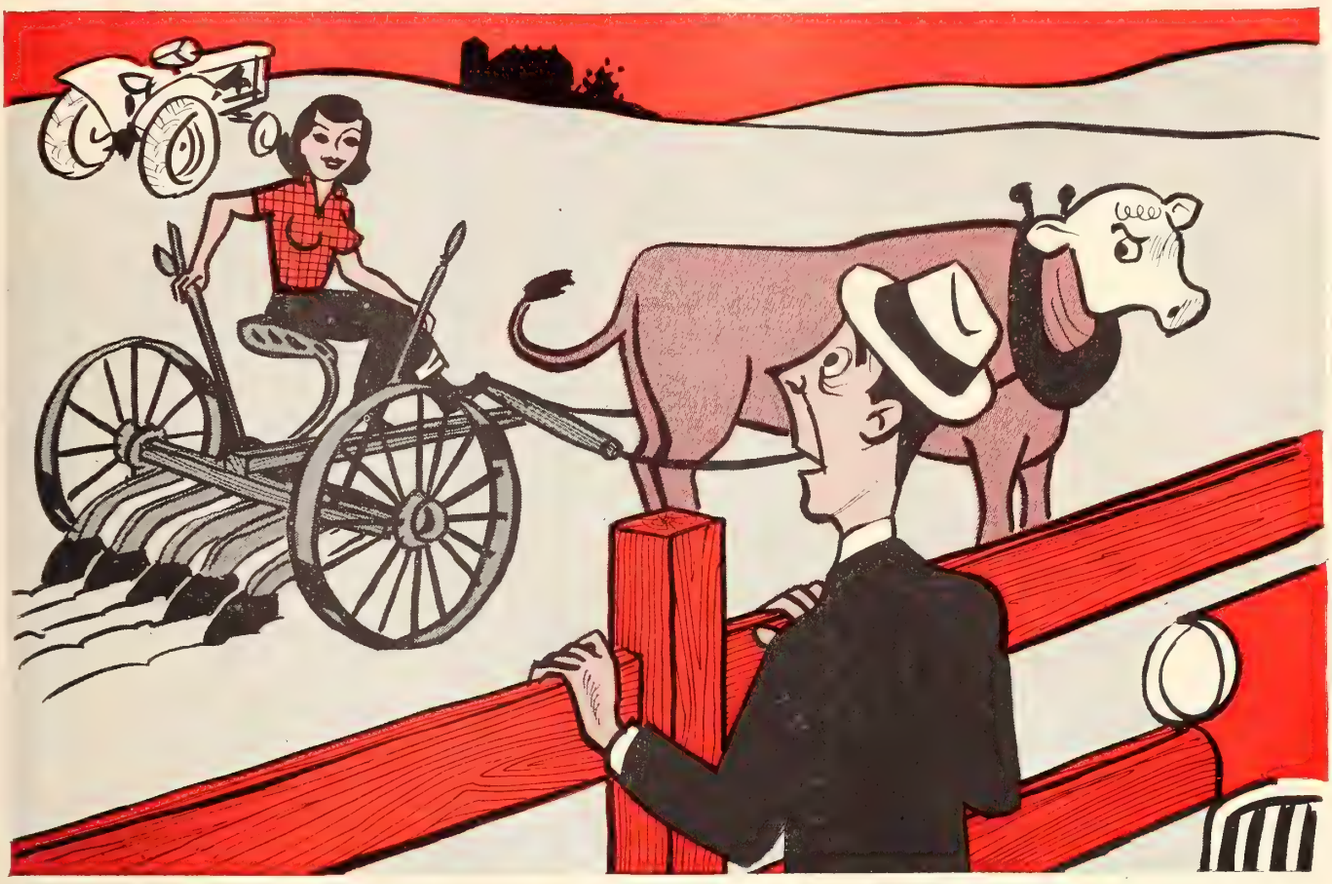
CBS
ABC

WCSC-TV
Channel 5
CHARLESTON, S. C.

JOHN M. RIVERS
PRESIDENT

REPRESENTED NATIONALLY BY
FREE AND PETERS





Heard the Story About the Farmer's Salesman and the Traveling Daughter?

It had something to do with the farmer's daughter who was seen "out in the south forty" doing some fall plowing with a prize bull hitched to where the tractor ought to have been. Asked why by a farmer's salesman she replied, chewing her bubble gum furiously—"I'm just tryin' to teach this critter that life ain't all romance."

And it ain't. You've got to reach the people where they are and reach them at a cost that will leave something in the till for coffee and. . . . And . . . with KEYSTONE BROADCASTING SYSTEM'S 766 Home Town and Rural radio stations you have an instrument that can be just as big or just as small as you want. You can pick a territory and a group of sixty or six hundred stations as the case and your sales requirements may indicate.

Our files are loaded with success stories, sales records of national brands you know and respect.

Let us tell you why, how and where we should be on your selling team.

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone®

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

© 1954 by Broadcasting Publications Inc

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Nick Carter (497)	TBA
6:15	Paul Harvey Belltone			
6:30	Co-op George Sokolsky	Hall Bros. Radio Hall of Fame (206) (sts. 10/3)	Mutual Benefit On the Line with Bob Considine (546)	TBA
6:45	Quincy Howe		Harry Wismer Sports (355) General Tire	
7:00	Highway Frolics	Amer. Tob. Jack Benny (213)	Rod & Gun Club-Co-op	
7:15				
7:30		CBS Columbia Amos 'n' Andy (alt. wks.) Music Hall	Wonderful City	TBA
7:45				
8:00		Toni & Whitehall Cosponsored Our Miss Brooks (206)	Heartbeat of Industry	TBA
8:15				
8:30		Philip Morris My Little Margie (204) R	Enchanted Hour	
8:45				
9:00	Walter Winchell Gruen & ASR alt. wks.	Kraft Foods Edgar Bergen-Charlie McCarthy Show (206)	The Army Hour	
9:15	Lorillard Taylor Grant			
9:30	Highway Frolics (Cont'd)		London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Manion Forum of Opinion	Fibber McGee & Molly *3-Plan
10:15	Geo. Hamilton Combs	10:05-10:30 Mahalia Jackson	Hazel Markel Co-op	The Great Gildersleeve 3 Plan
10:30	The Assemblies of God "Revival Time"	U N Report	Little Symphonies	Meet the Press
10:45		John Derr Sports		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News from NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn Ernie	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Longines Choraliers M-F (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family
	General Motors Henry Taylor (159)	Toni & Carter Corliss Archer (207)	Top Secret Files *	Best of All
	American Music Hall			
	Voice of Firestone	Lever-Liston Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
		Liggett & Myers Perry Como (195)	Johns Manville Bill Henry 9:05 Spotlight Story	
	Camaratta Music Show	9:15-30 Mr. & Mrs. North	Co-op Mutual Newsree	Bell Telephone Telephone Hour (185) R
		9:30-9:55 Amos 'n' Andy Music Hall Murine Segmts. on Various Nights (206)		
	Sammy Kaye		Co-op Reporters Roundup	Cities Service Band of America (113) N
		Robt. Trout, News Chevrolet (197)		
	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery (189)	Fibber McGee & Molly *3-Plan
	Richard Rendell News	M-F Dance Orchestra	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan
	Philco News			
	Martha Lou Harp		Distinguished Artists Series	Two in the Balcony
	Songs by Dini	News	Co-op Virgil Pinkley News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe		Co-op Dinner Date	No Network Service
	General Mills Silver Eagle	Longines Choraliers	Beltone alt. Tues. Gabriel Heatter	Miles Labs. News of World (168)
	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show 245)	One Man's Family (182)
	Jack Gregson	8-9:15 Stop the Music (172) Quality Goods (alt. weeks) Exquisite Form 8:45-9 (206)	Treasury Agent *	Toni Co. Mars People Are Funny
	News S			
			Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
	News S		Johns Manville Bill Henry 9:05 Spotlight Story	Lux Radio Theater
	Co-op Town Meeting	Mr. & Mrs. North	Co-op Newsreel	
	Chr. S. Publ. Co. Irwin D Canham (20)	9:30-9:55 Amos 'n' Andy Music Hall Murine Segmts. on various nights Robt. Trout, News Chevrolet (197)	Search That Never Ends	
	Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
	Richard Rendell News	Davies Orchestra	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan
	Edwin C. Hill			
	Martha Lou Harp		Co-op State of the Nation	Listen to Washington
	Chautauqua Story	News	Co-op Virgil Pinkley	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
	Not in Service	Metro. Life Allan Jack (30)
		Dwight Co Guest Bo
	Budweiser Bill Stern	No Servi
	Co-op George Hicks	Lowell Tho (155) R
	Vandercook CIO	Tenn. Er
	Co-op Quincy Howe	
	Gen. Mills, Lone Ranger (153)	Longine Choralie
	Les Griffith 7:55-8 S	Am. Oil-F Ed. R. Mu (199)
	Jack Gregson	Wrigley FBI in Pea War (190
	News S 8:25-30	21st Precinc
	Sammy Kaye	Liggett & M Perry Co (206)
	News S	Mr. & M North
	Paul Whiteman Varieties	Amos 'n' Music H Murine S on various Robt. Trout, Chevrolet
	Co-op Headline Edition	Mr. Ke
	Richard Rendell News	
	Philco News	M-F Dance Orches
	The Dunigans and Their Friends	
	Songs by Dini	New
	Sports Report S	Danc Orches

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Collector's Item
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review		Co-op John T. Flynn	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Pan-American Union	12:05-30 Campaign '54	Studio Concerts	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	The Barbasol Co. Barbasol Parade of Hits	
1:00	Churches of Christ Herald of Truth (108)	Man's Right to Knowledge	Wings of Healing Global Frontiers	Youth Wants to Know
1:15			World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	ReaLemon Tu & Th M sustaining W&F Rockwood	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Allen Prescott	
	Philco, M-W-F Quaker Tues. & Thurs.	Staley, Pet Milk Campana Godfrey (192) R	Johnny Olsen Show	
	Sterling Drug My True Story (212)	Campana Starkist Godfrey (199) R	Co-op Cecil Brown	The Bob Smith Show S
	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Minn. Mining Frigidaire-Arthur Godfrey (198) R	Co-op Kenny Baker Show	
	When A Girl Marries (165) Carnation Co.	Kellogg Toni (203) R Kellogg	10:30 S. C. Johnson News 10:35-11 Madeleine Carroll Story Time*	Miles Labs Break the Bank
	Mdrn. Romances M-F Junket half sponsorship)	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	C-P Strike It Rich (179)
	Ever Since Eve	Pillsbury & Toni alt. Fri. Pillsbury M-Th	S. C. Johnson News	
	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day	C-P The Phrase that Pays (183)
	Three City By-line	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	Second Chance *3-Plan
	Valentino	Armour & P&G Wendy Warren (206)	(Miles) Break the Bank	No Network Service
	Art & Dotty Todd	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
	Jack Berch (12:30)	Toni MWF Whitehall M-F Helen Trent	12:20-12:30 Down at Holmesy's	
	N.S.A.	Whitehall Our Gal Sunday (183)	12:30-1 No Service	No Network Service
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Luncheon at Sardi's	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		Galen Drake		Egbert & Ummly 8:30-9:30
	Co-op No School Today	St. Louis Melodies	9:30-9:35 Les Higbie News	
		Co-op Garden Gate	No Network Service	Serenade to Romance
	(10-10:30) Table Products, Inc.	Galen Drake		
	Ralston & Nestles Alternate wks. Space Patrol (284)	Calgon Galen Drake (65)	American Travel Guide	
		Robt. Q. Lewis	Kite Flite	
	Platterbrains	Nehi (165)		
		Milner (125)	11:30-35 W. Fanning News	
	All-League Clubhouse S	Helene Curtis (205)	11:35 U. S. Military Academy Band	
		Van Camp (203)		Roadshow
	101 Ranch Boys S	12-12:30 Romance S	Farm Quiz	
	American Farmer S	Carnation. Stars Over Hollywood (201)	Co-op N. E. Barn Dance Jamboree	
	Mary Hour S	Carter City Hospital (205) Tasti Diet Galen Drake (st. 9/11) (205)	Dance Orchestra	Allis-Chalmers Natl. Farm & H. Hour (188)

D A

	ABC
1:30 PM	Pilgri
1:45	
2:00	Healing In
2:15	Dr. Oral
2:30	Dr. V
2:45	Wings of
3:00	Samm Sun
3:15	Sere Ro
3:30	
3:45	Dr. Billy Hour of (2
4:00	
4:15	Gospel I Old-Fa Revival
4:30	
4:45	
5:00	Youth M P Cra
5:15	
5:30	Goo Greate Eve
5:45 PM	

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
	Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
Budweiser Bill Stern	No Service		No Network Service
Co-op George Hicks	Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Co-op Dinner Date	No Network Service
General Mills Silver Eagle	Longines Chroniclers	Gabriel Heatter	Miles Labs News of World (168)
Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)		Toni Co. One Man's Family (182)
Jack Gregson	8-8:25 Suspense	Coca-Cola Co. Eddie Fisher Show	Dodge Bros. Roy Rogers Family Program (200)
News S		Official Detective *	
	Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
News S			
Sammy Kaye	Rosemary Clooney	Johns Manville Bill Henry 9:05 Spotlight Story	Adventures of the Scarlet Pimpernel
	Mr. & Mrs. North	Co-op News Reel	
News S			
Ephrata Park Treas. Show S	Amos 'n' Andy Music Hall Murine segmts. on various nights Robt. Trout, News Chevrolet (197)	Author Meets the Critics	Harkness News 9:30-35
			Senor Ben 9:35-10
Co-op Headline Edition	Mr. Keen	A. F. of L. Harry Flannery	Fibber McGee & Molly *3-Plan
Richard Rendell News	M-F Dance Orchestra	Manhattan Crossroads Co-op	The Great Gildersleeve 3 Plan
Edwin C. Hill			
Front & Center		Musical Caravan	Jane Pickens Show Co-op
Indoors Unlimited	News	Co-op Virgil Pinkley News	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
	Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
Budweiser Bill Stern	No Service		No Network Service
Co-op George Hicks	Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
Vandercook CIO	Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Co-op Dinner Date	No Network Service
Gen. Mills, Lone Ranger (153)	Longines Chroniclers	Gabriel Heatter	Miles Labs News of World (168)
Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	One Man's Family
Jack Gregson	8-8:25 Crime Photographer	Countersp y *	Chevrolet Dinah Shore
News S			Toni Frank Sinatra Show
	Bristol-Myers Godfrey Digest (205)	Co-op Take a Number	
News S			
Sammy Kaye	Liggett & Myers Perry Como (206)	Johns Manville Bill Henry 9:05 Spotlight Story	Friday with Garroway
	Mr. & Mrs. North	Co-op Mutual Newsreel	
News S			
The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall Murine segmts. on various nights Robt. Trout, News Chevrolet (197)	Have a Heart	
Football Forecast S	Mr. Keen	A. F. of L. Harry Flannery	Gillette Fights
Philco News	M-F Dance Orchestra	Manhattan Crossroads Co-op	
Capitol Concerts		TBA	Sports Highlights
Frank & Jackson	News	Co-op Virgil Pinkley News	No Network Service
Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Lou Cioffi	Grunfeld's Musical Almanac	George Hicks News
	Memo From UN		H. V. Kaltenborn News Co-op
Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	
Co-op Sports Afield with Bob Edge	Daniel Schorr		Showcase
Show Time Review	Gen. Mtrs., News		
At Ease		Co-op Sam Levine	
	Juke Box Jury	Co-op Report from Washington	Stars from Paris
Dinner At The Green Room S		Keep Healthy	
8:00-8:05 ABC News		The Globe-Trotter	TBA
	Liggett & Myers Gunsmoke (213)	True or False	Conversation
	Gangbusters	Magic Valley Jamboree	
Dancing Party S			Boston Symphony Orchestra
	P. Lorillard Two For The Money (209)	Hawaii Calls	
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93)
	9:55-10 Chevrolet A. Jackson (192)		
Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Dude Ranch Jamboree
Music	Dance Music		Pee Wee King Show Co-op
	News	Basil Heatter Commentary	News from NBC
	Dance Orchestra	Airmen of Note	No Network Service

SUNDAY

ABS	MBS	NBC
-1:35	Lutheran Hour (479)	U. of Chicago Roundtable
rs., News		
pation ece	Bandstand USA	The Catholic Hour
gines nonette 26)	The Barbasol Co. Barbasol Parade of Hits	American Forum
	Co-op Merry Mailman	
York rmonic	Band Concert	
	The Barbasol Co. Barbasol Parade of Hits	
	CBC Symphony Orchestra	
	Flight in the Blue	Weekend
	The Shadow	
	True Detective Mysteries	Inheritance
Trout (205)	5:50-6:00 State Farm Mut. C. Brown	Dennis Day Nutrilite Show

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Armour Mrs. Burton (146)	Luncheon with Lopez	No Network Service
T&Th Charles Antell Show	P&G Tide Perry Mason (173)	2:25 Johnson & Son, News	
Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
	P&G Ivory Fl. Brighter Day (164)		
The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R		News
	Lever, Kellogg Housenarty * (182) R	Ruby Mercer Co-op	Woman In Love
	Pillsbury MTh House Party Hawaiian F (196) R*		P&G Pepper Young (166)
Reed Browning Show 4-4:25	Mike & Buff		P&G Right to Happiness (163)
Betty Crocker M-W-F T&Th Dorese Belc	No Service	No Network Service	P&G Backstage Wife (175)
Treasury Bandstand 4:30-5		Tony Martin's Musical Quiz	Sterling MWF Toni Tu-Th Stella Dallas (162)
	4:55-5 News	Bruce and Dan	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
Musical Express			P&G Woman in My House (188)
	No Service	MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Miles Labs Just Plain Bill
Gloria Parker			C-P Lorenzo Jones (191)
Vincent Lopez		MWF Kellogg Co. Wild Bill Hickok TuTh B. Benson Johnson News	Mr. Jolly's Hotel for Pets Coast Fisheries It Pays To Be Married *3-Plan

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer Show	Roadshow 1:30 Until Start of Football Game
	Peter Lind Hayes		Crosley Div. Arco Approx. 2:30-5:30 Football Games
	Let's Pretend		
Co-op Football	Dance Music	Sports Parade	Approx. 5:30-6 Roadshow 9/18 & Thereafter
	Allan Jackson Chevrolet (205)		
	Report From Overseas		
	Adv. in Science	Bandstand U.S.A.	
	Farm News		
	World Assignment		
Chautauqua Symphony	Operation Music	Salute to the Nation	
	Treasury Band Stands		
	Allan Jackson Chevrolet (205)	Mac McGuire Show	
Pop Concerts	Washington U.S.A 5-5:30		
		5:00 Teen-agers Unlimited	
Labor & Management	Saturday at the Chase	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins.	
		E. Holles News	

6:00 PM
6:15
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10:45
11:00
11:15 PM

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Texas Co. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
12-12:05 p.m., Sat., Dr. Scholl—Bill Shadel 188
3:15- 3-30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Victor A. Bennett Co. (Agcy)
Sun.—News 12 Noon-12:05 p.m.; 4:00-4:05 p.m.; 5:00-5:05 p.m. 44 Sta.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Gen. Foods—Jell-O Young & Rubicam, Inc.
St. 9/13-9/24 M. W. F.
St. 9/27-9/30 M-Th.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m., st. 9/15 S S C & B
Galen Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta. Sidney Garfield Assoc.
Galen Drake—Calgon Sat 10:45-55 a.m., 65 Sta. Ketchum, MacLeod, & Grove.
Arthur Godfrey Time
10-10:15 A. E. Staley & Pet Milk alt. days.
10:15-30 Campana & Star Kist alt. days.
10:30-45 Minn. M.-W. alt. Fri. & Frigidaire Tu.-Th. alt. Fri.
10:45-11 Kellogg M.-W. alt. Fri. & Toni Tu.-Th. alt. Fri.
11-11:15 Lever M.-W. alt. Fri. & National Tu.-Th. alt. Fri.
11:15-30 Pillsbury M.-Th. alt. Fri. & Toni alt. Fri.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
Lemon Products-Mon., Wed., Fri.
R. J. Reynolds Tob. Co.—M-F.
Pan American Coffee Bureau-Tues. & Thurs.
SOS Co. Mon. & Thurs. eff. 9/13
Multi-Message
Madeleine Carroll, Story Time—Duell, Sloan & Pearce M.-F. 10:35-11 a.m.
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA. Fibber McGee & Molly; Second Chances; It Pays to Be Married.



For 31 years, WMC has offered an unmatched combination . . . the best of NBC programs, plus such outstanding local personalities as,



GENE STEELE, King of the Hillbillies . . . outstanding early morning favorite for the past 15 years . . . more than 3,300 programs for the same sponsor.



WALTER DURHAM, WMC's Farm Director. Farm Editor of The Commercial Appeal . . . Director of nationally-famous Plant-to-Prosper Program. Holder of the Reuben Brigham award. His morning and noon programs are farm favorites.



SLIM RHODES, and his Mountaineers . . . 8 consecutive years for the same sponsor. This six-piece hillbilly band is a WMC noontime favorite.



CHARLEY DIAL, rates high with early risers and the Mid-South rural audience . . . unique western and pop music by this former star of famed Kansas City Brush Creek Follies.



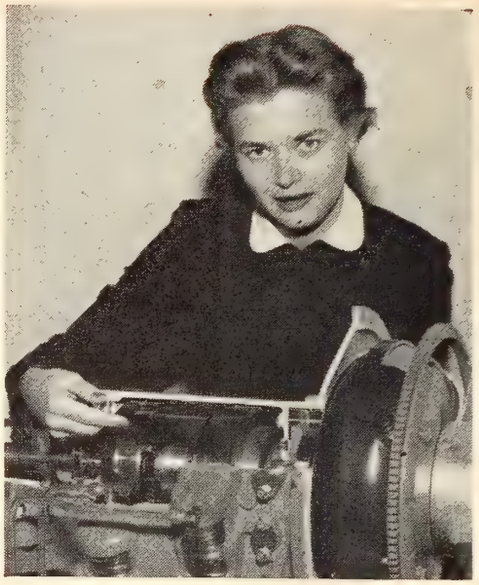
OLIVIA BROWNE, conducts the Mid-South's top women's show in the early afternoon (Pulse, June, 1954). Features interviews with national personalities.

The only station in the Mid-South with both AP and UP news services.

The only station in the Mid-South with two experienced, full-time news writers.

WMC MEMPHIS
NBC—5,000 WATTS—790 K. C.

WMCF WMCT
300 KW Simultaneously Duplicating AM Schedule
First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal
National representatives, The Branham Company



LUCILLE PIETI

on all accounts

CHRYSLER Corp. 10 years ago anticipated the day when 80% of the women would have the final say-so in buying an automobile and, after an interview with 17-year-old Lucille Pieti, hired her on a cooperative basis. She finished high school and went on to Wayne U. from which she graduated in 1950 with a B.S. in mechanical engineering.

When Plymouth Div. branched out into its own tv programming, instead of "riding along on the coat tails of Dodge and DeSoto," and started *That's My Boy* on CBS-TV, it borrowed the services of Miss Pieti, now known as the only lady automotive engineer in the industry. Plymouth and its agency, N. W. Ayer & Son, figuratively clapped their collective hands in glee over the attractive and intelligent lady engineer as a "natural" to deliver the commercials. A technical writer in the Central Engineering Div. of Chrysler, the trim blonde knows whereof she speaks on such as engines, special gear ratios, torques, acceleration, transmissions and performance. Slide rules, calipers and micrometers are as familiar to her as lipstick and powder.

Emphasizing she is not an actress, Miss Pieti, whose division is designed partly to work with advertising agencies on copy, spent the 15 months prior to the start of *That's My Boy* last April on the road with the "New Worlds in Motion" show. Representing Chrysler, she traveled all over the U. S. with more than 100 exhibits as the factory's demonstrator. In her current job she particularly likes the public relations aspects, declaring she finds public contact most stimulating.

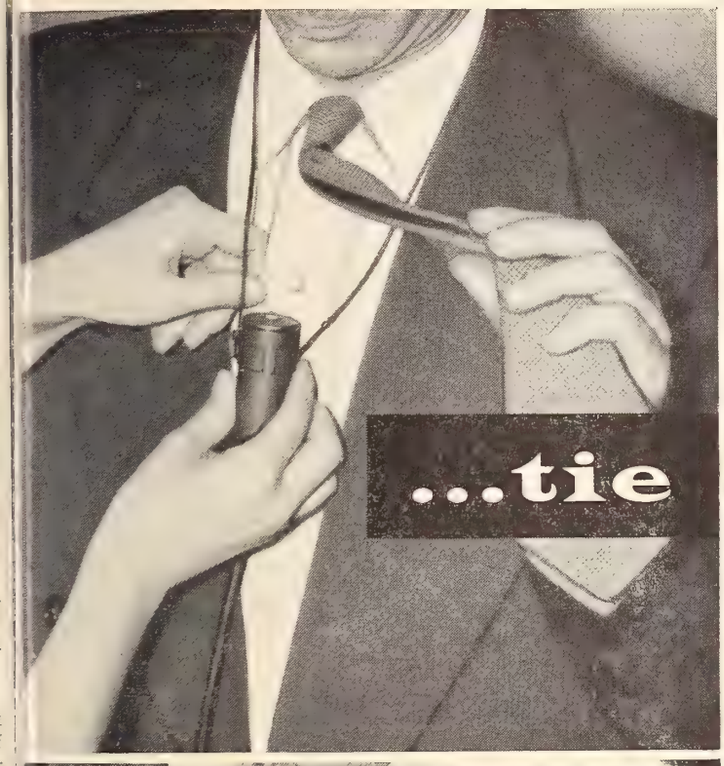
With no loss of femininity, Miss Pieti wears "working" clothes such as suits and tailored dresses while on camera to further convince the viewers she really is an engineer and not a model reading copy. Bill Goodwin does the general commercial on the Saturday evening program and then introduces her to explain a particular phase or function.

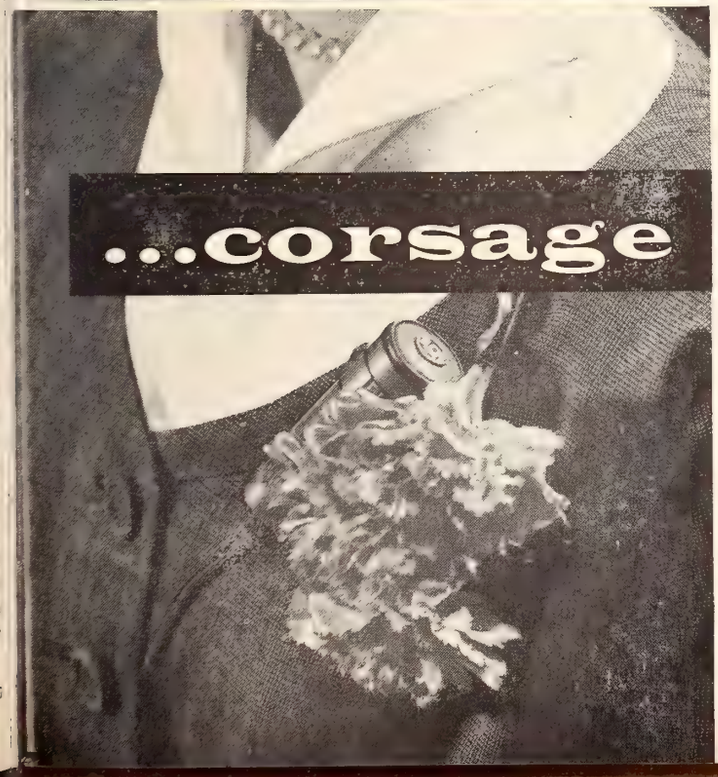
Born in Detroit 27 years ago, she had planned to follow a nursing career. After an aptitude test, which showed mechanical abilities, she did a turnabout and concentrated upon becoming an engineer.

When she's home in Detroit she lives with 11 other career girls in a resident hotel. Interested in swimming, skiing, photography and music, Miss Pieti is a member of the Society of Automotive Engineers, Society of Women Engineers and—more recently—American Federation of Television & Radio Artists.

"hides" *behind a...*







...the new **BK-6A** **RCA** *dynamic miniature microphone*

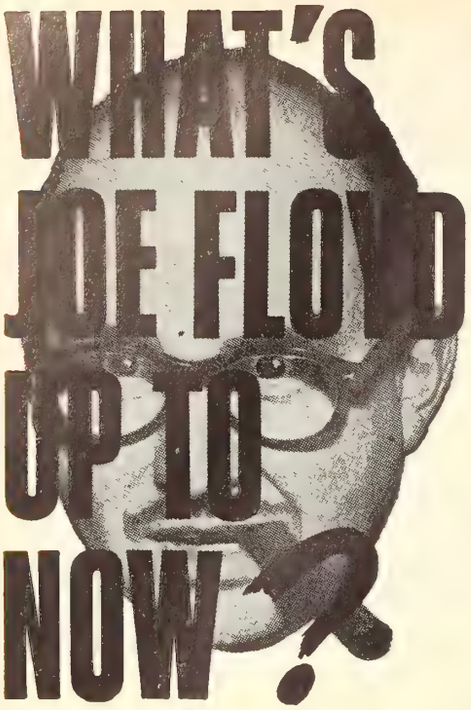
Here's a miniature mike that does a man-size job . . . This RCA Dynamic Microphone is small enough to conceal in a man's hand or under his necktie. Ladies can hide it behind a corsage. Or, you can put it behind a table decoration. In any setting, it's an amazing help in keeping the informal atmosphere so many television shows, interviews and public occasions require.

However you use it, you can be sure of correct speech quality. Low-pitched chest sounds, sibilants and high-pitched sounds are all reproduced in proper balance.

Just three inches long, weighing only 5½ ounces and neutral in color, this RCA Miniature is as inconspicuous as modern microphone design can make it. A small and very flexible cable allows free, easy movement by anyone using it. And in spite of its unusual compactness, the BK-6A is a high quality microphone and has very durable construction.

This RCA Miniature Dynamic Microphone can increase *your* staging and production flexibility in many ways. For information on *all* of its advantages . . . contact your RCA Broadcast Sales Representative, or write Dept. **I-22**, RCA Engineering Products Division. In Canada, write RCA Victor Ltd., Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.



Just this! Joe Floyd's already dominant KELO-TV now adds even greater power. September 1st marks installation of new 25 kw amplifier capable of driving signal

up over

200,000

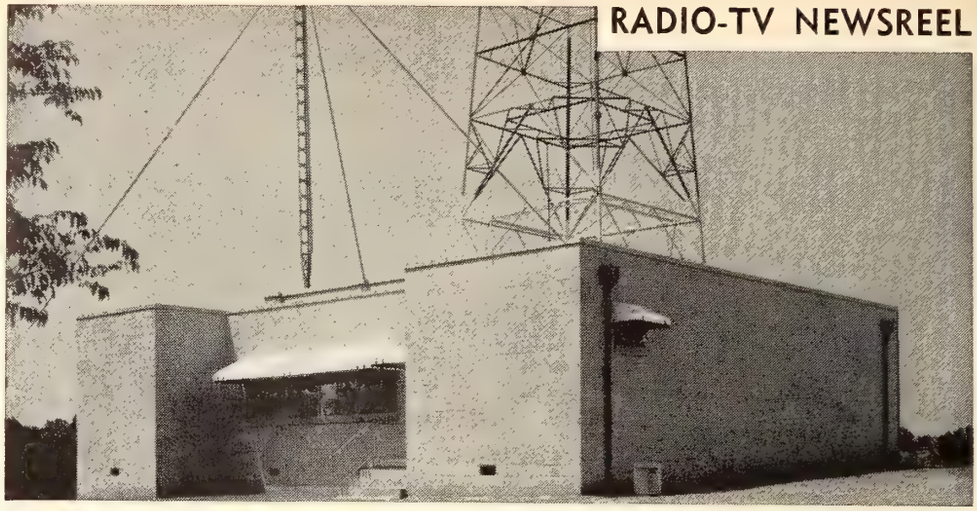
WATTS

. . . and signal makes sales in this flourishing greater Sioux Empire. KELO-TV, its great entertainment medium and constant buyers' guide, now reaches out to bring extra thousands of customers into your selling orbit.

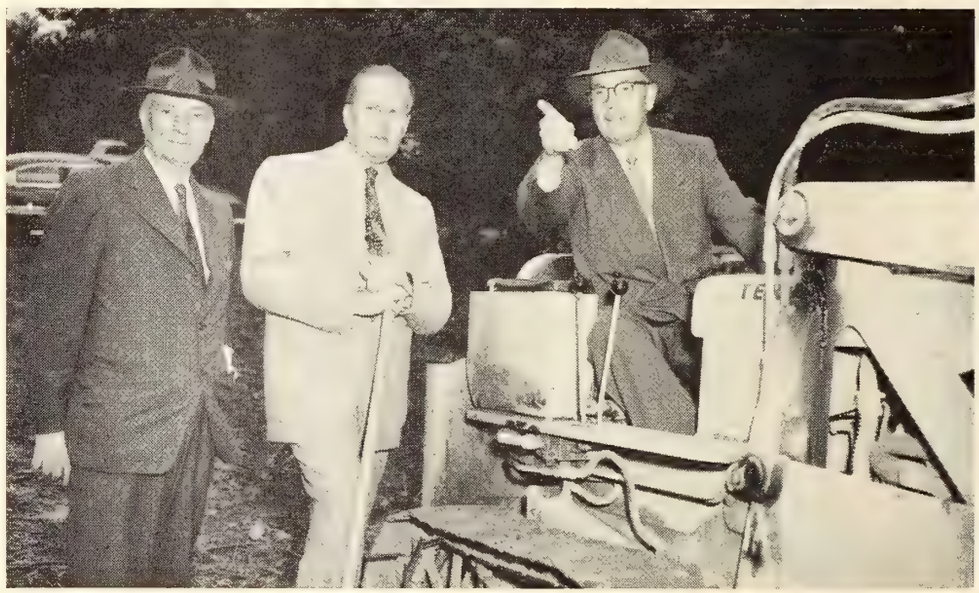
*South Dakota, Minnesota, Iowa

KELO TV
and Radio

Channel 11 – Sioux Falls, S. D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate



WAIR Winston-Salem, N. C., has moved into its own building that combines studios, transmitter and offices. The building cost less than $14,000 and the station, licensed to Radio Winston-Salem Inc., expects to have it paid for in three years. John S. Riggs is president and Joseph A. Pace general manager. Station formerly rented space for offices and studios. Upon expiration of its lease and faced with a sharp increase in rent, WAIR decided to get its own building. The resultant savings in overhead is around $1,000 a month, according to the station.



PARTICIPATING in ground breaking ceremonies at the site of Milwaukee's new $1 million station, WTVW (TV), are (l to r) Lawrence Timmerman, county board chairman, Soren H. Munkhof, station manager, and Paul A. Pratt, president of WTVW. Target date for the ch. 12 outlet, which will be a basic ABC and a primary DuMont affiliate, is Oct. 27. Permanent studios, to be erected at an undetermined Milwaukee site, are expected to be in use within six to nine months.



CONSTRUCTION has begun on the new $400,000 home for WDAY-AM-TV Fargo, N. D., shown here in an artist's sketch. The three-story steel, concrete and brick structure will have a 75-ft. front of Indiana limestone and polished granite and will be 110 ft. deep, the stations report.



nothing **W***orks* **L***ike* **W***antmanship*

Might-buys become *must*-buys with the Crosley Group's three-way **W***antmanship*. 1, Program promotion captures a maximum audience for your advertising. 2, Depth-selling talent adds personality push to your message. 3, Solid-sell merchandising follows through to the point-of-*sold*. Typically, WLW-D, Dayton, proves that the Crosley Group **W***antmanship* moves more merchandising faster, *at less cost*, than any other medium or combination.

the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

Exclusive Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

© 1954, The Crosley Broadcasting Corporation

DON'T "PICK BLIND" IN SHREVEPORT!



LOOK AT KWKH's HOOPERS!

Hoopers show that despite competition from four other stations (and all three *other* networks), KWKH and CBS are the BIG Shreveport favorites. And of course Metropolitan Shreveport represents only a fraction of KWKH's total coverage!

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

S.A.M.S. credits KWKH with 22.3% more daytime homes than all other Shreveport stations, *combined!* Yet KWKH gives you 89.4% more *listeners-per-dollar* than the next-best Shreveport station!



KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

September 27, 1954 Vol. 47, No.13

RADIO AND TELEVISION SETS: HOW MANY—WHERE THEY ARE

An advance summary of the Politz survey for radio networks and BAB counts 100,920,000 U. S. radio sets in working order and 28,450,000 television sets. Only 5 out of 20 radios are in living rooms where 17 out of 20 tv sets are located. Biggest concentration of radios: in family automobiles.

A BENCHMARK in radio-television research was exposed last week in a comprehensive advance report on the $80,000 national survey conducted by Alfred Politz Research Inc. for the radio networks and Broadcast Advertising Bureau and supervised and validated by the Advertising Research Foundation Inc.

The Politz survey determined the number of radio and television sets in working order in U. S. households, the rooms in which they are located and the number of family automobiles with radio sets.

The full report will be distributed next month, but a summary released last week by ARF showed:

- That 45,020,000 homes—or 94.7% of all U. S. households—have a total of 100,920,000 radio sets in working order. These include 26,180,000 radios in family autos.
- That 27,600,000 homes—58.1% of all U. S. households—have a total of 28,450,000 tv sets in working order. (Estimates do not include radio and tv sets located in "public places, business establishments and quasi-households such as hotel, college dormatories and armed forces installations," ARF explained.)
- That 97.1% of all tv households have one or more radios in working order.
- That 91.3% of non-television households have at least one radio set in working order.

The study showed that of the more than 45 million radio households, 26,800,000 have tv receivers in working order and 18,220,000 do not. It found that of households equipped with radio and tv, 75.6% have two or more radios and 42.8% have three or more. Among radio households which do not have tv, 52.5% have two or more radio sets in working order and 20% have three or more.

In locating radio and tv sets in the home, the Politz study revealed:

- That 17 out of every 20 tv sets are located in the living room, while only 5 out of 20 radio sets are found in that room.

The Politz study showed the following distribution of radio sets in working order, according to location (includes almost 5 million portable radio sets):

Location	Radio Sets (add 000)
Living Rooms	25,320
Bedrooms	21,560
Kitchens	16,100
Dining Rooms	4,390
Dens, Studies, Libraries	1,450
Misc. Locations	5,920
Automobiles	26,180

The survey pointed out that of the radio sets in bedrooms, 70.5% are in bedrooms occupied by persons 20 years of age and older; 21.1% by persons 10 to 19; 8.7% by persons under 10 years and the balance are in unoccupied bedrooms.

The Politz findings were based on 11,020 interviews, according to ARF, which noted that the report when distributed in October will contain 78 tables.

Other Politz data, from each category as set forth by ARF:

1. GEOGRAPHIC DISTRIBUTION. Highest radio ownership is in the North Central section of the U. S. There, 96.9% of all households have at least one set. Lowest is in the South—90.8%.

Highest tv ownership is in the Northeast—71.6% with one or more sets. The South: only 44.4% of households have tv sets in order.

2. METROPOLITAN vs. RURAL. Nearly two-thirds of all radio sets are in metropolitan areas, with 95.6% of all households having one or more sets in working order. Rural areas (population under 2,500) account for one-fifth of all radios—92.1% of households have sets.

Metropolitan households account for three-quarters of all tv sets, with 72.1% of these households so equipped. Rural areas account for about one-seventh of all tv sets, and 35.6% of rural households have one or more sets.

3. ECONOMIC LEVELS. Politz sets up four: upper, upper middle, lower middle and lower. According to the study, 98.8% of upper income households have one or more radios; 72.8% have one or more tv receivers. In lower income, corresponding figures are 85.7% (radio) and 35.9% (tv).

Politz found that persons living alone apparently are less likely to have either radio or tv sets than the larger household groups. For example, the survey explains that 13.6% of all single-member households do not have radios, while the average for all households is 5.3%. At the same time, 77.7% of persons living alone do not have tv—average for all households without tv is 41.9%.

Politz found that car radio distribution follows generally the geographic and economic patterns similar to household radios. Highest proportion of radio equipped: Northeast with 67.8%, metropolitan areas with 67.7%. Lowest: the South with 56.1%, although the ARF summary notes the number of car radios there exceeds six million. In rural areas, 51.7% of household automobiles are radio-equipped.

Other car radio facts: the newer the automobile the more likely it is radio equipped: 75.2% of all 1953-54 autos have radios in working order. Of the 1946-52 autos inclusive, the percentage is 67. Only 35.5% of all cars dated earlier than 1946 have radios operating.

The ARF summary said the Federal Civil Defense Administration took part in the project by providing letters of introduction for the use of interviewers as well as descriptive leaflets about Conelrad. In return, ARF said it included in the questionnaire two "basic questions to determine the public's knowledge of civil defense plans for the use of radio in cases of emergency." The information, ARF added, is not in the report but was sent to FCDA. ARF said it believed a large measure of the interviewing success was due to the civil defense participation.

Set Inspection

Among controls and definitions used were:

In at least 10% of all interviews, radio and tv sets had to be subjected to actual inspection by the interviewer who, after recording answers, asked if he could check each radio and tv set in the house. Ninety-three percent of households so queried consented. ARF noted that at first, Politz intended to use the results of this "control data" to correct any claims out of line. However, it was pointed out, information obtained during the interviews corresponded so closely with that obtained through "controls" that the idea of adjusting claims was discarded.

In its classification of sets out of order, the study stuck to rigid rules. If a set could not receive at least one station or channel it was "out of order" regardless of when repairs were to be made. Totals under this definition:

Household radios out of order were 14,110,000; automobile sets, 2,630,000. These compared to the 100,920,000 radios in working order. The number of household radios not working are located in 11,270,000 homes of which 9,470,000 have at least one other in working order. Besides 28,450,000 tv sets in working order, 810,000 are not in working order.

Tv sets classified as out of order were those which were incapable of reception, but receivers which could receive a picture but no sound (or vice versa) were counted as in working order. This also went for sets which were in working

RADIO IS WHERE TV ISN'T

HERE'S a quotation from the ARF summary released last week:

"Of the 67,870,000 radio sets in television households, 53,920,000—or approximately 80%—are not in the 'same room' location with the television set. These 53,920,000 radios plus the 33,050,000 sets associated with 'radio only' households produce a total of 86,970,000 radios which are not in the 'same room' location with television. Correspondingly, there are 15,140,000 television sets not in the 'same room' with radio."

order but in areas where signals were not available.

The Politz study is based on a stratified probability sample of households, designed to be self-correcting for population changes since the 1950 census, ARF said.

Field work was begun May 3 and completed May 28. Personal interviews in that time were completed in 11,020 households in 1,014 different sample segments distributed over 140 counties in 70 primary sampling units. To assure accuracy, personal room-by-room inspections were made in 1,200 households, ARF explained.

Objectives, scope and design of the study were approved by the ARF's technical committee headed by Arno H. Johnson, vice president and research director of J. Walter Thompson Co. ARF staff members observed actual interviewing in 25 primary sampling areas across the country. ARF supervision and validation also included the checking of tabulations and the preparation of the report.

Committee supervising the project was headed by Harper Carraine, director of research, CBS Radio. Also on the committee: G. S. Brady, research director, General Foods Corp.; E. L. Deckinger, vice president in charge of research, the Biow Co.; Kevin Sweeney, president of BAB.

The ARF summary released last week was copyrighted. ARF granted permission until Oct. 20 to quote from the summary provided the meaning of its findings are not distorted and that proper copyright notice accompanies quotations.

The Politz computations approximate percentages arrived at by J. A. Ward Inc., also a research company, which surveyed radio for MBS [B•T, Aug. 23]. The Ward report, which has not yet been released in detail, reported that 96% of all households have a home radio in working order and 60% have a tv set in operating condition. The Politz study, when separating radio and tv set ownership, found 94.7% of households with radio sets in working order and 58.1% with tv sets in working order.

BAB has been using a percentage of 98.2 as the rate of radio saturation of U. S. homes and a figure of 46,646,000 for homes which have at least one radio. (Both MBS and BAB are underwriters of the Politz study. Others: ABC, CBS Radio and NBC.)

BIOW CO. PARTS WITH BULOVA, GETS BENRUS WATCH FROM C&P

J. D. and Len Tarcher, along with other C & P executives, move to Biow Co. Benrus shift marks third account to leave C&P in recent months. Bulova withholds announcement of new agency.

AFTER an uninterrupted association of more than 30 years, Bulova Watch Co., New York, one of the largest spot advertisers in radio and television, with an annual spot budget of $5½ million, last week withdrew its advertising from the Biow Co., effective Jan. 1, 1955.

Biow responded instantly to the setback by securing the Benrus Watch account from Cecil & Presbrey, New York. Benrus boasts an annual advertising budget of nearly $2 million, most of it in television spots. It is likely that three other clients—Seeman Brothers, Julius Wile, and Necchi Sewing Machines—will also leave Cecil & Presbrey for Biow. Benrus will begin its new affiliation on Jan. 1; details on the remaining three accounts are still unsettled.

Bulova made no comment on its future plans beyond the traditional statement that "announcement of the appointment of a successor agency will be made at a later date."

Moving to Biow Co. along with the Benrus business will be Jack D. Tarcher, senior vice president and secretary of Cecil & Presbrey, as a vice president and group head, and Len Tarcher, account executive on Benrus at C & P, together with several other C & P executives.

Two Years With C&P

Benrus had been with Cecil & Presbrey for two years, dating from the merger of the Tarcher and C & P agencies in the fall of 1952. Benrus has been a national advertiser since 1924. Benrus recently introduced a line of 25-jeweled watches and a new clock radio with unique features. In addition, Benrus is engaged in research and development of other products in the consumer durable goods field.

Jack Tarcher will supervise the Benrus account at Biow Co., as he has done since the inception of Benrus advertising.

The loss of Benrus is the third major defection from Cecil & Presbrey radio and tv billings in the past several months and follows the death 10 days ago of James Cecil, chairman of the board of Cecil & Presbrey (see obituary, page 35). The other radio-tv accounts to depart Cecil & Presbrey recently are Block Drug Co.'s Ammident (to Harry B. Cohen) and Electric Autolite Co., which cancelled radio and tv. C & P retained some of the Block Co.'s products (Polident and Polygrip).

The news of the Bulova-Biow disaffiliation broke as a shock to the industry, signaling the end of one of the longest and most celebrated agency-advertiser unions in radio and tv history. The association began in 1924, resulting early in the creation of the first time signal ever heard on radio, in 1926. The tandem was responsible also for the first television time signal, spotted on WNBT (TV) New York in 1940 at a cost of $4. Currently Bulova devotes about 90% of its budget to tv spots and the rest to radio.

Always one of the most enthusiastic advertiser proponents of radio and television, Bulova today is the leading watch manufacturer in the country.

It is understood that the current action of the company will in no important way alter its basic reliance on radio and television as the principal advertising media for its products.



ATTENDING a post-premiere party of CBS-TV's *The Best of Broadway* series, sponsored by Westinghouse Electric Corp., are (l to r): Bob Livingston, CBS-TV sales account executive; Bill Hylan, CBS-TV vice president, network sales; Emerson Foote, executive vice president, McCann-Erickson Inc.; Mrs. Tom Losee; Lawrence Scott, advertising manager of consumer products, Westinghouse; Tom Losee, vice president and Westinghouse group head, McCann-Erickson, and Al Scalpone, McCann-Erickson radio-tv vice president. The premiere performance Sept. 15 was "The Royal Family."

Tea Assn. President Asks More Advertising

REQUEST to increase and strengthen the promotion of the tea industry in the U. S. was made last week by tea executives at the ninth annual convention of the Tea Assn. of the U. S. A. The meeting, attended by some 300 leaders of the tea, restaurant and grocery trades, was held at Bretton Woods, N. H.

Delegates heard Samuel Winokur, president of the U. S. Tea Assn., assert that competitive conditions demand yearly increases in advertising expenditures. The Tea Assn., a heavy user of spot radio-tv time, will spend $1,500,000 on advertising in 1954. Leo Burnett Co., Chicago, handles the account.

In the 40% market currently reached by the campaign, home consumption of tea has increased an average of five million pounds a year for the past three years when the "Take Tea and See" campaign was launched, according to Anthony Hyde, executive director of the Tea Council of the U. S. A. In his address Mr. Hyde also stated that "if we were able to project our television campaign into a greater share of the market we would get even greater results."

Maus Promoted at Seeds Co.

ELECTION of Harry H. Maus as executive vice president of Russel M. Seeds Co., Chicago, has been announced by that advertising agency. He succeeds the late George R. Bayard. Mr. Maus, who has been with the agency for 19 years, will assume administrative duties and continue to act as supervising account executive on the W. A. Sheaffer Pen Co. account. He joined the agency as a copywriter and later became copy chief, vice president and account executive. Mr. Maus' length of service is second only to that of Freeman Keyes, agency president.

Tiffany in Radio

FOR the first time in its long history, Tiffany & Co., New York, world-famous jewelers, will use radio to acquaint new customers with the reputation of the store. Tiffany will sponsor WQXR New York's *Symphony Hall,* starting this Thursday, and will use "only brief and informative commercial announcements." Contract was through H. B. Humphrey, Alley & Richards, New York.

James Cecil Dies; C&P Board Chairman

JAMES M. CECIL, 63, board chairman of Cecil & Presbrey, New York, died in New York Sept. 17.

Mr. Cecil started his advertising agency career in his hometown of Richmond, Va., after World War I. Prior to that he had been a newspaper reporter and officer in the Naval Air Corps during that war.



MR. CECIL

With his brother John and a partner he formed Cecil, Barreto & Cecil, in Richmond, Baltimore and New York. During the early 1920s Mr. Cecil moved to New York and the name of the agency became Cecil, Warwick & Legler. In 1939 Mr. Cecil joined the original Frank Presbrey Co. as president and the name became Cecil & Presbrey Inc.

Mr. Cecil was a trustee of the New York U.-Bellevue Medical Center, a member of the Council of New York U., vice president of the Travelers Aid Society, chairman of the board of the National Hospital for Speech Disorders, member of the executive committee of the National Civil Service League and of the Arthritis & Rheumatism Foundation. He was twice chairman of the Red Cross fund campaign in greater New York and vice president of the Netherland American Foundation, a chairman of the New York Council of the American Assn. of Adv. Agencies, and a member of the board of the national organization of the American Assn. of Adv. Agencies. His widow and four children survive.

Jones, SB&W Announce Differences Concluded

THE DUANE JONES CO. and Scheideler, Beck & Werner, New York, officially issued a joint statement last week asserting that "all differences outstanding" between the two agencies and Duane Jones, individually, "and the other parties involved in the various litigations, . . . have been composed to the mutual satisfaction of all parties, and all litigation between the parties had been terminated."

The legal wrangle between the two agencies started in mid-1951 when several executives of the Jones agency left to form the Scheideler, Beck & Werner agency. Mr. Jones sued and the matter went through several courts, resulting in a judgment awarding Mr. Jones $300,000 in damages.

18 BUY NBC-TV PARTICIPATIONS

Their purchases total 300 participations in the network's 'magazine concept' shows, 'Today,' 'Home,' 'Tonight.'

IN THE past 30 days more than $1,275,000 in new business has been signed for NBC-TV's *Today, Home* and *Tonight,* the network announced last week. Included in the purchase are some 300 participations by 18 advertisers. It marks the entry of Corning Glass Works, Corning, N. Y., into network tv with a campaign on *Home* and the charter client plan purchases of 39 participations each on *Tonight* by Peerless Electric Inc., New York, and Helene Curtis Inc., Chicago.

Nearly $650,000 of time representing over 160 participations, was bought on *Today;* $117,000, equal to 37 participations, on *Home,* and $452,000 with 113 participations on *Tonight,* which was scheduled to make its network debut this evening (Monday).

Richard A. R. Pinkham, vice president in charge of the participating programs department, said the sales are "evidence of the validity of the magazine concept which gives the smaller advertiser the consumer impact and dealer prestige of a major network show at a low cost per thousand viewers."

List of *Today* advertisers includes Malt-O-Meal Co., Minneapolis; Swift & Co., Chicago; Wright Silver Cream Co., Keene, N. H.; Washington State Apple Commission, Seattle; Electronics Div., GE Co., Syracuse.; Chevrolet Div., General Motors Corp., Detroit; Curtis Publishing Co., Philadelphia; Diamond Crystal Salt Co., St. Clair, Mich.; Crowell-Collier Publishing Co., New York, and *Family Circle* magazine, Newark, N. J.

Advertising on *Home* in addition to Corning are Curtis Publishing, also a *Today* advertiser; Parker Bros. Inc., Salem, Mass.; Cameo Curtains Inc., New York, and Sawyer Inc., Portland, Ore.

Besides Peerless and Helene Curtis, participations on *Tonight* have been sold to Chevrolet Motor Div., also a buyer on *Today;* Westclox Div. of General Time Corp., La Salle, Ill.; Cadillac Motor Div. of General Motors, Detroit, and Polaroid Co. Cambridge, Mass.

Four Renew on NBC Radio

RENEWAL by four advertisers of six NBC Radio programs for the 1954-55 season was announced last week by Fred Horton, director of sales. Renewal business was:

Skelly Oil Co., Kansas City, through Henri, Hurst & McDonald Inc., Chicago, for "Alex Dreier, News" (Mon.-Fri., 8-8:15 a.m. EST) and "This Farming Business" (Sat., 8-8:15 a.m. EST); Colgate-Palmolive Co., Jersey City, N. J., for "Strike It Rich" (Mon.-Fri., 11-11:30 a.m. EST) through Bryan Houston Inc., New York, and "The Phrase That Pays" (Mon.-Fri., 11:30-11:45 a.m. EST) through William Esty Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty Inc., for "Walk a Mile" (Wed., 8:30-9 p.m. EST); Miles Labs. Inc., Elkhart, Ind., through Geoffrey Wade Advertising, Chicago, for "Break the Bank" (Mon.-Fri., 10:45-11 a.m. EST).

Sinclair Spots to Push Power X

TO PROMOTE Sinclair Power X premium gasoline, "Power primed with rocket fuel," Sinclair will use an intensive advertising campaign, effective tomorrow (Tuesday), James J. Delaney, Sinclair's advertising manager, announced last week. Mr. Delaney disclosed that 160 radio and 34 tv stations will carry spots promoting the new Power X. Morey, Humm & Johnstone, N. Y., handled campaign for Sinclair.



THE NEW YORK and New Jersey plants of Sealy Mattress Co. will sponsor the *Sealy Television Playhouse* (five weekly half-hour plays, Tuesday through Saturdays at 11 p.m.) over WABC-TV New York, ABC o&o outlet. Approving the agreement are (l to r): seated, Eugene Kligman, president of the New York plant; Max Lewis, head of the New Jersey plant; standing, Trevor Adams, WABC-TV sales manager, and Budd Getschal, head of The Getschal Co., Sealy's agency.

Hall Clothes Augments Spot

ROBERT HALL CLOTHES, New York, plans to use heavy radio and tv schedules in fall for New York area to announce the Oct. 11 opening of its new Robert Hall "Super Salesroom" in Manhattan. Firm, which places spot schedules in 128 cities on more than 150 radio and 50 tv stations, will stage a week-long "multi-million dollar celebration" to be tied in with tv and radio schedules on WABC-TV, WNEW, WMGM, WINS, WMCA New York, WAAT Newark, N. J.; WPAT Paterson, N. J.; WHLI Hempstead, L. I.; WALK Patchogue, L. I.; WCTC New Brunswick, N. J.; WJLK, Asbury Park, N. J. Teaser announcements start Oct. 4.

SPOT NEW BUSINESS

Borden Co., N. Y., sponsoring *The Old Scotchman's Scrapbook,* series of 400 five-minute American-scene transcribed radio sketches, in 26 southwestern and southeastern markets as test to determine possible national sponsorship. Agency: Tracy-Locke Co., Dallas.

General Foods Corp., (Log Cabin syrup), N. Y., planning radio spot campaign for 26 weeks in number of selected markets, effective Oct. 4. Company also placing test radio spot campaign in Zanesville, Ohio, for eight weeks to promote new Apple Jello product, effective today (Mon.). Agency: Young & Rubicam Inc., N. Y.

Oxo (USA) Ltd. (Instant Oxo flavoring), Boston, placing test radio-tv spot campaign in New England to introduce product. Agency: Platt, Zachary & Sutton Inc., N. Y.

Carnation Co. and **Western Condensing Co.,** both L. A., introduce new "Instant Milk" with network and local program and spot announcement radio-tv campaign. Agency: Erwin, Wasey & Co. Ltd., same city.

United Gas Corp., Houston, Tex., conducting "Old Stove Round Up" radio-tv spot campaign in southern and western markets with nearly 10,000 spots on 60 stations in 40 towns and 200 filmed spots on seven tv stations in Gulf South. Agency: Bozell & Jacobs Inc., same city.

NETWORK NEW BUSINESS

Ralston-Purina Co. (Ry-Krisp), St. Louis, has purchased 19 participations on *Home* (NBC-TV, Mon.-Fri., 11 a.m.-12 noon EST), effective Oct. 26. Agency: Gardner Adv. Co., same city.

Carnation Co., L. A., and **B. F. Goodrich Co.**, Akron, Ohio, alternating sponsors of *Burns and Allen* (CBS-TV, Mon., 8-8:30 p.m. EST) adding 10 Canadian stations to sponsorship list and will add others as they go on air. Canadian showings will be Sun., 1:30-2 p.m. local time. Agencies: Erwin, Wasey & Co., N. Y. (Carnation) and BBDO, N. Y. (Goodrich).

AGENCY SHORTS

Boylhart-O'Connor, L. A., changes name to Boylhart, Lovett & Dean Inc.

Neale Adv. Assoc., L. A., moves to larger quarter at 8462 Sunset Blvd., West L. A.; tentative telephone: Hollywood 1-9955.

Olian-Sidman Adv. Agency Inc., Harrisburg, Pa., moves to 1517 North Second St.; telephone remains 4-7069.

A&A PEOPLE

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A.; **William H. Petit,** vice president, Clary Multiplier Corp., San Gabriel, Calif., and **John G. Clary,** assistant to president, Clary Corp. appointed to board of directors, Clary Corp.

Richard L. Brown, L. W. Ramsey Co., Chicago, to J. R. Pershall Adv. Co., same city, as vice president.

Robert P. Crane Jr. elected vice president, Carl S. Brown Co., N. Y.; **Samuel E. Gill** rejoins agency as vice president and assistant to president.

Charles A. Wilcox, research director and account executive, Wherry, Baker & Tilden Inc., Chicago, elected vice president.

Michael L. Stiver, manager, Buenos Aires office, J. Walter Thompson Co. Ltd., appointed vice president and managing director, Montreal office; **W. S. Mowatt** and **Benjamin H. Holdsworth,** both Montreal, and **Reginald F. Walsh,** Toronto, appointed vice presidents of agency; **Albert I. Camerson,** representative, J. Walter Thompson Co., Lakeland, Fla., office, promoted to account executive, succeeding **John Forshew,** who moves to Campbell-Ewald Inc., Detroit.

Gene Thomas, formerly account executive, G. M. Basford Co., N. Y., to McCarty Co., L. A., as merchandising and account executive.

Edward D. Gottlieb, advertising manager, International Latex Corp., N. Y., returns to Foote, Cone & Belding, same city, as account executive.

Lillian L. Shapiro, formerly with Schepp-Reiner Co. (station representative), N. Y., appointed advertising manager, Holzer Watch Co., same city.

Bobbie Francis appointed radio-tv timebuying dept. head, Arthur Meyerhoff & Co., Chicago.

Erwin H. Klaus, marketing director, Pacific div., Northrup, King & Co., Berkeley, Calif., appointed marketing-advertising dept. head, moving to company headquarters, Minneapolis.

Gary Stevens, N. Y. radio-tv producer, to Warner Bros., Hollywood, as radio-tv advertising director.

Howard A. Heller, associate media director, McCann-Erickson Inc., N. Y., appointed media director, agency's Chicago office.

KAUFMAN PLANNING NEW FILM NETWORK

XETV (TV) general manager has invited 126 stations to organizational meeting.

ORGANIZATION of the National Film Network, to be comprised of independent and "semi-independent" tv stations as affiliates and owners, was announced last week by Julian M. Kaufman, general manager, XETV (TV) Tijuana, Mexico (across the border from San Diego).

Mr. Kaufman reported that 126 stations which are either non-network or which have secondary affiliations with national networks have been invited to an organizational meeting in Los Angeles. Date of the West Coast meeting has not been set, but will be held within 30 days, Mr. Kaufman said.

Structure of the NFN will be similar to that of regular networks, Mr. Kaufman said, in that stations will guarantee regular time periods to the network. In this way, Mr. Kaufman pointed out, advertisers who have bought film properties will be able to place their programs on a national coverage basis, buying a network of stations through a single source.

Repayment to "affiliates" will be on a percentage basis for each account, Mr. Kaufman said. This will be based on the film network rate card, he said.

Initially, dues will be requested from all stations joining the organization, Mr. Kaufman said. This will be for the purpose of organizing and hiring a coordinator and a secretary. NFN ownership will be open to affiliated stations, Mr. Kaufman said.

Headquarters of the NFN are at the San Diego offices of XETV, 1229 Park Blvd., San Diego 3, Calif.

At the present time, the only station-owned film company is Vitapix Corp., which syndicates film features to member stations. Vitapix buys and commissions film features and series, for distribution to member stations.

In previous years, Paramount Television Productions Inc., subsidiary of Paramount Pictures Corp., licensee of KTLA (TV) Los Angeles, formed the Paramount Television Network, which syndicated film and kinescopes of KTLA programs to other stations. It was believed by Paramount officials that this could evolve into a full-fledged film network for tv stations. Although KTLA still sells kinescopes of its programs to other stations, the idea of a film network has lapsed.



EDWARD ARNOLD (r), star of the Television Programs of America film series, *Your Star Showcase*, chats with C. B. Stephenson, president of First National Bank of Portland (Ore.), during Mr. Arnold's visit to the city. The show premiered in Portland yesterday (Sunday) under First National Bank sponsorship. Mr. Arnold has been visiting as many local markets where the series is showing as his shooting commitments will allow.

Guild Film's 30 New Sales Include Ten for Laine Show

COMPLETION of 30 new sales on behalf of four program series of Guild Film Co., New York, was announced last week by Joseph P. Smith, general sales manager of the tv film production and distribution firm.

Heading the business activity were ten sales for the *Frankie Laine Show*. They were to Erin Brew for WEWS (TV) Cleveland; Whiteway Laundry for WSM-TV Nashville; Hamm's Beer, KHSL-TV Chico, Calif.; Stout Jewelers and Arch Wilson's Men's Store, WICS-TV Springfield, Ill.; Hot Point, WGTH-TV Hartford; GI Surplus and United Builders, KIMA-TV Yakima, Wash.; Virginia Brewing, WSLS-TV Roanoke, and WTRI (TV) Albany, KGTV (TV) Des Moines and WWTV (TV) Cadillac, Mich.

Nine sales for *Life With Elizabeth* were to: All detergent, WCSH-TV Portland, Me.; Seven-Up Bottling Co., WTVD (TV) Durham; Bell Bakeries, WNAO-TV Raleigh, N. C., WDBO-TV Orlando, Fla., WBTV (TV) Charlotte, N. C., and WFMJ-TV Youngstown, Ohio; Bon Marche Dept. Store, WLOS-TV Asheville, N. C.; Westinghouse Dealers, KBES-TV Medford, Ore.

Eight sales of *Florian Zabach Show* were to Gate City Savings & Loan, KXJB-TV Fargo, N. D.; Capital Federal Savings & Loan, WIBW-TV Topeka, and WCPO-TV Cincinnati, WHYN-TV Springfield, Mass., KOPO-TV Tucson, WMT-TV Cedar Rapids, WWTV (TV) Cadillac, Mich., and KARK-TV Little Rock.

Sales of *Joe Palooka Show* were to Seven-Up Bottling Co., WTVD (TV) Durham; and to WEAR-TV Pensacola and WTOP-TV Washington.

Kling Studios Opens New Chicago Facilities

NEW FILM production center comprising 44,000 square feet of property to house enlarged television and motion picture facilities has been unveiled by Kling Studios, Chicago.

The center is reported to be the largest such facility outside of Hollywood, where Kling also maintains lot and animation studios. All motion picture and tv facilities and personnel (some 80 people) will be housed in the new Chicago location at 1058 W. Washington Blvd., once the site of a roller rink. Other personnel will remain at 601 Fairbanks Court, Chicago.

The building has three sound stages of 8,645, 3,355 and 2,440 square feet.

Fred Niles, vice president in charge of Kling's motion picture-tv enterprises, now maintains offices in the new building, as do other key executives. Original cost of the project was estimated at $750,000.

CBS-TV Film Sales in Memphis

OPENING by CBS-TV Film Sales of a new office in the Three Sisters Bldg. in Memphis was announced last week by Wilbur S. Edwards, general sales manager. James McCormick has been appointed manager of the Memphis office, which covers Tennessee, Arkansas, Mississippi, Louisiana, and Alabama.

Unity Sales Campaign Dedicated to Sales Chief

AT UNITY Television Corp., New York, they're talking about the "Len Firestone Drive," a combination promotion-sales-advertising campaign and recognition of the company's top salesman. It kicks off Unity's 10th anniversary which begins the first of next year.

Last week, Arche Mayers, general manager of Unity, announced that Oct. 1-Dec. 31 will be dedicated to Mr. Firestone, Unity's national sales manager. District managers in each Unity territory will act as captains of the drive. Special packages will be offered to the trade with incentive payment terms. The comprehensive plan of tv film service, begun by Unity three years ago, will be augmented specially for the drive, Mr. Mayers said.

Backing up the drive are special cash prizes totaling more than $1,000 which will go to Unity field men for largest dollar volume, largest number of contracts and the highest single dollar contract. According to Mr. Mayers: "It is the first sales drive in the tv film industry to honor a sales executive." Mr. Firestone, known in the radio-tv field for more than 10 years, joined Unity in June 1953.

FILM SALES

United Television Programs Inc., Hollywood, has sold package of all programs it handles to KPLC-TV Lake Charles, La., starting in October and covering releases for two years. New markets for United's individual series: *Old American Barn Dance,* 6; *Lone Wolf,* 4; *Curtain Call, The Ruggles, Heart of the City,* 3; *Waterfront,* 2; *Royal Playhouse, Where Were You?, Counterpoint* and *Rocky Jones, Space Ranger,* 1.

Reid H. Ray Film Industries Inc., St. Paul, Minn., announce sale of *Walt's Workshop* to KCJB-TV Minot, N. D. and WSUN-TV St. Petersburg, Fla., bringing total markets to 22.

S. W. Caldwell Ltd., Toronto, has leased *Range Rider,* half-hour tv show, to: Canadian Bakeries Ltd. and Canada Nut Co., on CBUT Vancouver, CFRN-TV Edmonton, CKCK-TV Regina, CHCT-TV Calgary, and CFQC-TV Saskatoon; Canada Bread Ltd., and Milko Products Ltd., on CBWT Winnipeg, CKSO-TV Sudbury, CBOT Ottawa, and CBLT Toronto. Agency: James Lovick & Co. Ltd., same city.

CBS Television Film Sales Inc., N. Y., announces sale of *The Gene Autry Show* to Brookshire Ice Cream Co., WTOK-TV Meridan, Miss; Palmetto Baking Co., WIS-TV Columbia, S. C.; Crispie Potato Chips, KBAK-TV Bakersfield, Calif.; and Anderson Trailer Co., KELO-TV Sioux Falls, S. D., bringing total markets sold to 123. Company also announces renewal of *The Range Rider* by Fairmont Foods Co., Omaha, Neb., over WBAY-TV Green Bay, Wis., KVTV (TV) Sioux City, Iowa, KSWO-TV Lawton, Okla., and WDAY-TV Fargo, N. D.

FILM PRODUCTION

Mark VII Ltd., Burbank, is completing its 101st NBC-TV *Dragnet* film with new group of 23 films expected to be completed by end of year. Jack Webb is serving as producer-director-star of *Dragnet* since resignation of Stanley Meyer as producer to return to theatrical films.

Screen Gems Inc., Hollywood, is completing "Charlie C Company" and "Girl in Flight" for NBC-TV *Ford Theatre.* Former, co-starring Edmond O'Brien, Gene Evans and Robert Strauss, is produced and directed by Fred Briskin and Arnold Laven, respectively. Latter, shooting in color, stars Joan Leslie and Tom Drake with Michel Kraike, producer, and Fred F. Sears, director.

Harris-Tuchman Productions, Hollywood, for fifth consecutive year will film all promotional films for 1955 Shipstads and Johnson Ice Follies, producing three five-minute films and 12½- and 20-minute versions of "Show Business on Ice." Agency: Walter McCreery Inc., Beverly Hills, Calif.

Hal Roach Jr. Productions, Culver City, Calif., has produced *Blondie* featuring Pamela Britton and Hal LeRoy. Tom McKnight and Abby Berlin are producer and director, respectively.

Vanguard Productions, Vancouver, is planning production of new *Actors Theatre* tv film series, slated to begin Sept. 25 with shooting of "The Illusion" and "Dark Portrait."

RANDOM SHOTS

Frank Ferrin Productions, Hollywood, has signed Andy Devine, co-star of *Wild Bill Hickok* tv film series, as star and narrator of ABC-TV's *Smilin' Ed's Gang,* succeeding late Ed McConnell. Production of 52 half-hour film series to begin in October and will be called *Andy's Gang.*

Cine-Tel Productions (tv and comercial motion picture packagers), N. Y., changes name to John F. Ward Associate Productions, with Mr. Ward as president. Firm has formed foreign dept. to adapt scripts and film productions to specific audiences here and abroad and has been engaged to handle two special projects for agricultural development in Philippines, according to Mr. Ward.

National Television Films, Charlotte, N. C., has opened west coast office at 1591 Cross-Roads-of-the-World, Hollywood, with Dorothy De Mayo in charge.

Tv Spots (tv commercials), Hollywood, signed by Chrysler Corp., Detroit, to create special openings for CBS-TV *Shower of Stars* and Climax programs. Agency: McCann-Erickson Inc., N. Y.

FILM PEOPLE

Ace Herman, supervising film editor, William F. Broidy Productions, Hollywood, appointed executive assistant to president.

Nat Goss, merchandise manager, Schenley Industries Inc., N. Y., to Kling Studios Inc., Chicago, as account executive.

William Self, associate producer, Meridian Pictures, Hollywood, promoted to producer.

Byron Roberts, assistant director, *Korla Pandit* tv film series, Snader Productions, Hollywood, adds duties as production manager.

A Mere 31 Years

ARCHE A. MAYERS, general manager of Unity Television Corp., has reported that Unity's *Mark of Cain* motion picture, shown in a compilation by Al Preiss & Assoc. research firm, as having been made in 1917 [B•T, Aug. 30], actually was produced by the J. Arthur Rank organization in 1948.

HOOPER GIVES DATA TO ARF RESEARCHERS

Firm head says there is 'high degree of conformity' between coincidental and coincidental diary rating methods.

FIELD tests conducted by C. E. Hooper Inc. show that program ratings produced by the coincidental method used by Hooper in radio measurements since 1934 and by the coincidental diary method used in the firm's tv audience measurements reveal "a higher degree of conformity than is to be expected theoretically from using two different samples of the same method."

A summary of results is being released by the Hooper organization today (Monday) in conjunction with an announcement that it is submitting complete results of the comparative tests to the Advertising Research Foundation's ratings evaluation committee for inspection and analysis before publication of its long-pending report on various rating methods. This report had been described by ARF President Edgar Kobak a few weeks ago as slated for "fall" publication, "as soon as it has been reviewed and approved by the 'main' committee for the entire project, the technical committee, and the board of directors" [B•T, Sept. 13].

The Hooper company said the reason for its conducting the validation test was to prove its two-year-old contention "that coincidental-diary ratings do not vary from coincidental to any greater degree than the results of two parallel coincidental surveys vary from each other."

Trendex Rates 'Dragnet' As First for Sept. 1-7

NBC-TV's *Dragnet* was the top-rated evening sponsored network tv program for the Sept. 1-7 period, according to ratings issued last week by Trendex. The complete listing:

1	Dragnet (NBC)	35.3
2	Public Defender (CBS)	34.0
3	Talent Scouts (CBS)	28.4
4	Ford Theatre (NBC)	27.3
5	Best of Groucho (NBC)	26.5
6	This Is Your Life (NBC)	26.1
7	I've Got A Secret (CBS)	25.5
8	Toast of The Town (CBS)	25.4
9	Masquerade Party (CBS)	24.7
10	Justice (NBC)	24.2

NOTE: The above figures are based on the one live broadcast during the week of September 1-7, 1954.

SSC&B Research Report Covers Tv Market Status

A STUDY prepared for its clients by Sullivan, Stauffer, Colwell & Bayles, New York, released last week, shows 322 tv stations, or 85% of all tv stations on the air, are located in 233 metropolitan county areas.

The report was prepared by Richard Dunne, director of media research for SSC&B, and is an up-to-date version of the 1953 report. It is part of a continuing study for clients and covers the present and proposed status of vhf and uhf.

Shipments of Tv Sets in July Exceeded Same Month in 1953

SHIPMENTS of tv sets to dealers for July were up (329,574) compared to those in June this year (297,505) and July 1953 (313,012), Radio-Electronics-Tv Mfrs. Assn. reported last week.

Total tv sets shipped during the first seven

months of this year numbered 2,997,177, a drop from the 3,335,262 sets shipped during the similar 1953 period. Seven-month totals sent to dealers for 1954 by states:

State	Total	State	Total
Ala.	48,436	N. J.	87,686
Ariz.	14,091	N. M.	10,655
Ark.	44,578	N. Y.	286,487
Calif.	215,449	N. C.	76,445
Colo.	24,584	N. D.	10,401
Conn.	41,756	Ohio	145,960
Del.	6,315	Okla.	41,519
D. C.	18,586	Ore.	34,059
Fla.	88,994	Pa.	185,733
Ga.	77,043	R. I.	9,651
Idaho	20,118	S. C.	41,109
Ill.	184,702	S. D.	9,010
Ind.	87,558	Tenn.	63,887
Iowa	64,502	Tex.	168,781
Kan.	45,054	Utah	10,827
Ky.	32,753	Vt.	8,248
La.	64,817	Va.	50,694
Me.	46,289	Wash.	51,156
Md.	35,103	W. Va.	34,263
Mass.	83,453	Wis.	73,414
Mich.	119,626	Wyo.	3,780
Minn.	50,114		
Miss.	28,701	U. S. TOTAL	2,988,504
Mo.	83,914	Alaska	1,650
Mont.	12,145	Hawaii	7,023
Neb.	28,337		
Nev.	3,123	GRAND TOTAL	2,997,177
N. H.	14,598		

'Dragnet,' 'Howdy Doody' Maintain Leads in Aug. Pulse

LEADING shows in the Pulse listing for August remain NBC-TV's *Dragnet* and *Howdy Doody*.

Top 15 Regularly-Scheduled, Once-A-Week Shows

	Rating Aug.	July
Dragnet (NBC)	35.0	35.4
Toast of the Town (CBS)	28.1	27.9
Best of Groucho (NBC)	26.5	28.3
Godfrey's Talent Scouts (CBS)	26.2	25.3
Public Defender (CBS)	26.0	25.2
Ford Theatre (NBC)	25.1	26.1
What's My Line (CBS)	23.9	25.0
Boxing (CBS)	23.7	21.4
Burns & Allen (CBS)	23.5	24.7
Studio One Summer Theatre (CBS)	23.2	23.1
This Is Your Life (NBC)	23.1	23.5
Robert Montgomery (NBC)	22.1	
Kraft Tv Theatre (NBC)	22.0	
Red Skelton Revue (CBS)	22.0	
Masquerade Party (CBS)	21.9	
Our Miss Brooks (CBS)	21.9	24.0

Top 10 Regularly-Scheduled, Multi-Weekly Shows

	Rating Aug.	July
Howdy Doody (NBC)	13.5	13.9
Arthur Godfrey (CBS)	12.0	12.1
Camel News (NBC)	11.8	12.1
Search For Tomorrow (CBS)	11.3	11.8
Guiding Light (CBS)	11.2	11.3
Love of Life (CBS)	11.0	10.8
Strike it Rich (CBS)	10.3	10.7
Big Payoff (CBS)	9.7	9.8
Art Linkletter (CBS)	9.5	10.1
Tv Top Tunes (CBS)	9.4	10.2

Ramlow, Nielsen V.P., Dies

FUNERAL SERVICES were held in Milwaukee Tuesday for Arnold C. Ramlow, 47, vice president of A. C. Nielsen Co., who died of a heart attack Sept. 17. He had been associated with the market research organization's food-drug index staff and the field and client service departments since 1935 and was elected a vice president last year. He is survived by his wife, Melva, and a daughter, Barbara.

TOO MANY MEETINGS? SOME IN INDUSTRY THINK SO, AND STREAMLINING MAY RESULT

Declining attendance at NARTB district meetings this year is seen as symptom that the number of conventions and business gatherings is getting out of hand. Virginia-Carolina delegates urge NARTB to see what can be done.

NARTB may be running its last district meeting roundup on the present formula, judging by signs that began to appear last week.

Five NARTB meetings held between Maine and Florida have showed an attendance drop of 10% from last year. The schedule enters its fourth week today in the Mississippi valley.

The falling off in registration raised this question among many delegates: Are there too many meetings in the industry?

In the five district meetings held thus far, delegates have generally indicated the programming was the most profitable in the postwar period. Attendance of registered delegates in meeting rooms has been at a high ratio despite the fact that three sessions have been held at pleasure spots—Lake Placid, N. Y. (Lake Placid Club); Virginia Beach, Va. (Cavalier Hotel), and Daytona Beach, Fla. (Daytona Plaza).

At Virginia Beach last Tuesday the District 4 delegates adopted a resolution (see text this page) calling on NARTB to study the whole meeting problem and what to do about it, looking toward a change in the 1955 lineup.

That was the first open indication that travel demands on the time of management are becoming unbearable as 42 state associations, BMI, BAB, news, women's, farm directors and other groups hold periodical conventions.

Thought has been given to a re-grouping of districts as well as a system of regional scheduling, in addition to consolidation of BMI and BAB clinics with NARTB's autumn roundup.

A disturbing feature of the decline in attendance at the 1954 district meetings, judging by industry and NARTB staff comments, is that the industry is facing governmental and private pressures to an extent never before experienced. Delegates have left meetings showing grave concern over the basic problems of industry survival as set forth by NARTB President Harold E. Fellows and his staff.

They have expressed confidence in NARTB management and praised President Fellows for the aggressive fight the association is making on Capitol Hill and among governmental and private agencies whose activities affect the industry.

Here are the registration figures for the first five meetings, with comparative figures for last year (includes delegates, wives and members of the "flea circus"—the group which makes the circuit of meetings).

District	*1954*	*1953*
1 (New England)	108	129
2 (N. Y., N. J.)	109	114
3 (Pa., etc.)	121	142
4 (Va., Carolinas)	119	88
5 (Fla., Ga., Ala.)	60	86
Total	517	559

In addressing the South Atlantic meetings President Fellows made this observation, "There are too many meetings among broadcasters. All of these meetings are valuable and beneficial to our ever-growing industry, but broadcasters are becoming nomads, absorbing new ideas but left with little time to go home and apply them."

NARTB's board has for many years considered both ways of reapportioning the states into districts and formulas for consolidation of meetings.

The resolution calling for a onceover of the meeting problem developed in the district with the best relative attendance record this year—District 4. The Virginia-Carolinas group, traditionally a pace-setter in attacking key industry problems, felt something must be done to give management a chance to stay home and manage and also participate in joint industrywide and regional meetings.

Resort locales for three of the first five meetings brought an unusually large registration of wives. The flea-circus delegations have been large as tv service companies are now sending sales personnel around the NARTB loop.

Despite the growth of tv membership in the association, tv delegate registration appears to have stayed around the same level instead of increasing.

From a programming standpoint, the meet-

Time-Consuming Meets

ADVOCATING consolidation, where possible, of the many meetings and conferences within the industry that impose a time drain on station personnel, NARTB District 4 went on record last week at Virginia Beach with the following resolution:

WHEREAS great benefits accrue to broadcasters from attendance at meetings conducted in the field by the various sales, service and business associations of the industry, and,

WHEREAS the complexity of the organizations with which broadcasters have affiliation results in an increasingly large number of meetings involving sizeable percentages of station personnel,

NOW THEREFORE BE IT RESOLVED by the broadcasters of the Fourth District of the NARTB that it is to the best interests of the industry that some amalgamation of meetings be given immediate consideration, and that prior to the establishing of all 1955 meeting schedules, NARTB to be urged to coordinate needful adjustments with a view to maintaining adequate service while at the same time reducing both the frequency and the variety of locations of these meetings.

Videodex Top-Ten Spot Shows * (Aug. 1-7)

Name of Program	% of Tv Homes	# of Cities	# Tv Homes (000's)
1. I Led Three Lives (Ziv)	23.9	121	8,575
2. Badge 714 (NBC Film)	20.1	123	6,266
3. Liberace (Guild Films)	19.7	113	6,236
4. Life With Elizabeth (Guild Films)	16.7	57	3,607
5. Favorite Story (Ziv)	16.2	88	4,693
6. Mr. District Attorney (Ziv)	15.9	87	5,628
7. Annie Oakley (CBS-TV Film Sales)	15.8	64	4,407
8. The Lone Wolf (United Tv Program)	15.5	34	1,273
9. Cowboy G-Men (Flamingo Films)	15.4	37	2,434
10. Janet Dean, R. N. (Motion Pics for Television)	15.1	30	3,236

* Programs appearing in a minimum of 20 markets.

Copyright, Videodex Inc.

ings have provided helpful workshop material for both radio and tv delegates, judging by reaction of broadcasters from Maine to Florida, checked informally by B•T. Guest broadcasters from outside the districts have appeared at each meeting to present practical pointers on both radio and tv.

Agendas have included NARTB staff specialists, headed by President Fellows. The headquarters spokesmen have covered top-level problems of governmental and private pressures against radio and tv along with practical discussions dealing with management operating details.

Last week FCC Comr. Robert E. Lee addressed the Virginia Beach meeting (see stories). The week before Comr. John Doerfer spoke at Lake Placid. They gave their views on the philosophy of regulation and added some pointed tips on what can happen to broadcasters if a small minority of stations violate standards of good taste or offer low-grade programming.

The NARTB meetings enter their fourth week today as District 6 (Ark., La., Miss., Tenn.) meets at Little Rock, Ark. Henry B. Clay, KWKH Shreveport, La., is district director. District 7 (Ky., Ohio) meets Thursday-Friday at Louisville. F. E. Lackey, WHOP Hopkinsville, Ky., is district director.

DISTRICT 4 MEETING

RADIO and tv broadcasters gained new insight into the comparative value of the two media, plus ideas on how to use their facilities efficiently, at the NARTB District 4 (D. C., Va., N. C., S. C.) meeting held Monday-Tuesday at the Cavalier Hotel, Virginia Beach, Va. James H. Moore, WSLS-AM-TV Roanoke, Va., presided as district director.

The meeting was capped by an important address by FCC Comr. Robert E. Lee, who warned that the "growing cancer" of pitch and bait advertising, along with bad-taste commercials, may wreck the present commercial broadcast structure (see story, page 40).

District 4 took a stand against the growing number of industry meetings, urging NARTB to study the whole problem prior to scheduling of the 1955 meetings. Delegates felt the demands on time of broadcasters are becoming unbearable as more and more meetings are held. A resolution to this effect was adopted at the closing business session (see text, page 38).

Two industry speakers—Robert C. Fehlman, WHBC Canton, Ohio, for radio, and Charles Vanda, WCAU-TV Philadelphia, for television—led the discussion of ways to use the electronic media.

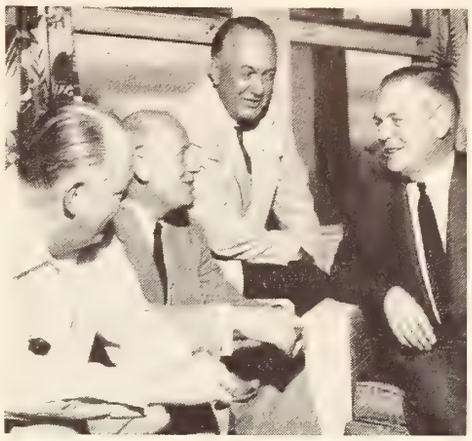
Named by Director Moore to the resolutions committee were Carl Burkland, WAVY Portsmouth, chairman; Gaines Kelly, WFMY-TV Greensboro, N. C., and Frank E. Koehler, WROV Roanoke.

J. Frank Jarman, WDNC Durham, N. C., NARTB board member for medium stations, presided at the Monday morning business session. An afternoon radio discussion was led by John F. Meagher, NARTB radio vice president. Another Monday session was presided over by Lester L. Gould, WJNC Jacksonville, N. C., NARTB small-stations director.

Harold Essex, WSJS-TV Winston-Salem, led the tv discussion Tuesday. Panel members included Carleton Smith, WNBW (TV) Washington; Charles Baskerville, WNAO-TV Raleigh; Tom Chisman, WVEC-TV Hampton, and B. T. Whitmire, WFBC-TV Greenville, S. C.

The NARTB headquarters team included President Harold E. Fellows; Robert K. Richards; Mr. Meagher; Ralph W. Hardy; Charles H. Tower; Abiah Church; Fran Riley, and Bill Carlisle.

Other resolutions reaffirmed belief in the radio-tv codes and the principle of voluntary self-regulation; warned of the dangers in legislative attacks, especially those affecting advertising; demanded equal access with other media in reporting public proceedings; lauded NARTB for its fight against restrictive legislation and its presentation of the industry's case before government agencies; praised Comr. Lee for his part in the meeting, along with contributions of Director Moore and the NARTB staff; called for cooperation with NARTB in its studies of station revenue; thanked the Cavalier Hotel and Virginia Beach Chamber of Commerce for facilities provided to delegates.



FLORIDIANS greeted NARTB President Harold E. Fellows, heading NARTB's roving District meeting troupe at Daytona Beach. L to r: W. Wright Esch, WMFJ Daytona Beach; Jerry Stone, WNDB Daytona Beach; C. L. Menser, WJBS Deland, and Mr. Fellows.

Hold to Rate Scale

Mr. Fehlman called on broadcasters "to stick to your rate cards." Every advertiser "is entitled to your best offer," he said, adding, "You should be able to look every one of your sponsors straight in the eye." He advocated hard radio selling, especially at the local level, and urged development of staff enthusiasm.

In favoring salaries for salesmen, Mr. Fehlman said it provides a sense of security. "Well-paid salesmen are worry-free salesmen," he said.

Audience ratings aren't what they're reported to be, he declared, and in any case are of more value to program directors than to salesmen. He contended use of ratings leads to abandonment of other sales tools, and offered this poser, "Every sponsor can't have the best time on your station. In any case, radio is too big to be measured." He said a substantial share of radio listening never shows up in surveys. "Results at the cash register measure the power of an advertising medium," he argued.

Mr. Fehlman said his station places public service agencies into its feature programs along with staff personnel, keeping programs more interesting and making room for more organizations.

Mr. Vanda, recalling his former post at KNX Los Angeles, said that in radio "the biggest station was the best" whereas in tv "it's the power of the program." He demonstrated ways of achieving tv programming effects by use of every-day items found in the station or even the home.

These included: 35 mm lens for gigantic effects; reflectors made by soaking old transcriptions in hot water; black stockings for a mask disguise and other effects; old auto tubes for the famed *Willie the Worm* program; fishbowls for marine scenes of all kinds; foot powder for dust effects; pressured shaving cream for pie-throwing bits; dry ice in hot water for smoke; house electric fuses filled with flash powder for explosions; black art card and glitter; magnets; vertical inverter switch for upside down effects; cheap cigar smoke in front of lens for fire effect; small mirror for scenes straight up or down; 3-D effects by mounting foreground object in front of background photo; prism lens for multiple effects; inverted image of glass of beer, out of focus, for rain; blown drippings of rubber cement for cobwebs.

DISTRICT 5 MEETING

PUBLIC service programming offers the key to profitable radio station operation, NARTB District 5 (Ga., Ala., Fla., P. R.) members were told at a Thursday-Friday session at Daytona Plaza Hotel, Daytona Beach, Fla. Presiding was John Fulton, WQXI Atlanta, district director.

Mike Layman, WSFC Somerset, Ky., appearing as guest radio speaker, took the theme "Never Say No to Public Service" and demonstrated how this type of programming has brought a 37% boost in WSFC gross in three years, accompanied by a 45% boost in profits and 60% increase in total assets.

"We have never turned down a legitimate request for help," Mr. Layman said. "We have been repaid 1000-fold in each instance. Each investment of labor and time resulted in greater listener response and increased loyalty. It's not always easy, but public service programming is the best way of insuring that you'll be in business for a long, long time.

"If you lost a cat, mule, dog, bicycle, auto, wife, girdle or friend and if you lived within



FIRST-DAY luncheon group at the Pittsburgh NARTB Dist. 3 meeting Sept. 16-17 [B•T, Sept. 20] (l to r): Robert Ferguson, WTRF-TV Wheeling, W. Va.; Paul Miller, WWVA Wheeling; Lew Dickey, WDTV (TV) Pittsburgh; Andy Hoffman, WWVA; Walter Patterson, WHAR Clarksburg, W. Va.

the broadcast area of WSFC, the chances are you would soon get it back." He explained how the station gathers all types of local news and even gets births and deaths up to one minute of program time.

Charles Vanda, WCAU-TV Philadelphia, was District 5 tv guest speaker (see District 4 story). Taking part in the Friday afternoon tv panel were Glenn Jackson, WAGA-TV Atlanta; Harold Danforth, WDBO-TV Orlando; Charles Kelly, WSUN-TV St. Petersburg, Lee Ruwitch, WTVJ (TV) Miami, and Jan Gilbert, Bryan Houston Inc., New York.

Members of the resolutions committee were Mr. Danforth, chairman; A. D. Willard Jr., WGAC Augusta, and Hugh Smith, WCOV Montgomery.

HASTINGS WINS BAB RADIO SALES PRIZE

WHDL sales manager sells time to distributors and radio dealers to win BAB's first 'best radio salesman of the month' contest.

RADIO SETS may be old hat to some people, but a 30-year-old sales manager of WHDL Olean, N. Y., who sold 19½ hours of radio time to a wholesale distributor of radio and tv parts and nine participating retail dealers last week was adjudged first-place winner of BAB's newly-inaugurated "best radio salesman of the month" competition.



MR. HASTINGS

The winner for August, James F. Hastings, was chosen because his task, according to BAB, encompassed "considerable ingenuity and imagination with a large share of diligent selling effort." Before completing his sale, Mr. Hastings helped organize a radio dealers association in Olean which meets weekly, and also assisted in developing a new program, *Radio Repair Time,* which is broadcast six quarter-hours weekly from 1:15-1:30 p.m. Monday through Friday and from 6:30-6:45 p.m. Saturday for a minimum of 13 weeks. Mr. Hastings subsequently persuaded the Radio Equipment Co., wholesale radio and television parts distributors, and the nine participating retail dealers to underwrite the show.

The program is designed to reactivate interest in the repair of radio sets. The show includes constant reminders—interspersed between popular transcribed musical selections—on the value of repairing radio receivers. Names and addresses of participating dealers are rotated regularly, and the middle commercial is devoted to selling fm, high fidelity, portable sets and car radios.

Second and third place winners respectively in the August competition were Philip K. Eberly, account executive at WSBA York, Pa., who sold a total of 195 hours to an automobile dealer, and Buck Long, salesman at WABB Mobile, Ala., who sold a variable schedule to an insurance agency.

Salesmen at BAB's member stations are eligible to compete in the monthly contest. The deadline is the 10th of the month following the consummation of the sale. Nominations should be sent to BAB, 270 Park Ave., N. Y.

FCC COMR. LEE ADVISES BROADCASTERS TO CLEAN OWN HOUSE TO AVOID CONTROLS

Commissioner tells NARTB District 4 that he believes governmental controls are not conducive to best radio-tv service. However, he recounts reports of abuses that could invite federal intervention.

ONE YEAR of FCC experience has convinced its newest member, Comr. Robert E. Lee, that broadcasters must find a way to clean their own house or the sins of the few will bring "the walls of the temple crumbling down on the heads of the vast majority of this great industry."

Comr. Lee believes just as firmly that the American public will get better radio-tv service through competitive broadcasting than by imposition of more controls. He set forth his convictions last Tuesday in an address to NARTB District 4 at Virginia Beach, Va.

Taking a firm stand in favor of the free enterprise system, Comr. Lee spoke bluntly and paternally about the offensive practices of a small minority of broadcasters and listed some of the results of a personal scanning of the radio-tv programming spectrum.

He found some things that worried—even irritated him. These included over-commercialism in some cases, pitch advertising in others, and finally evidence of a "growing cancer" in the form of advertising in bad taste.

All these inspired one of the soundest governmental spankings broadcasters could recall.

Principal conclusions drawn by Comr. Lee from his 12-month Commission career follow:

- Federal regulation should keep pace with radio-tv industry progress to permit such new developments as color television.
- An FCC permit properly offers no guaranty of financial success; there is no place for federal subsidies in the competitive broadcasting world.
- The Commission has ample power to regulate networks, leaving no need for passage of network-control legislation.
- Radio-tv must have equality with the press in reporting public proceedings, aside from requirements of decorum and justice; electronic reporting encourages objective reporting by the press.
- No discrimination should be permitted against newspaper applicants for FCC permits.
- Disc jockeys are "notable offenders" in over-crowding of commercials.
- "A large percentage of the broadcast day apparently does not need a live announcer since the advertisements are recorded and the records are not announced."
- "As far as I am concerned the pitchmen . . . do not belong on the air."
- Plan of local or regional clearance of advertising, such as a Better Business Bureau, "might tend to bar access to the fly-by-night and swift-moving shakedown artist."
- A very small minority endangers "the greatest system of free broadcasting in the world."

In his barbed comments on broadcast advertising standards, Comr. Lee pointed to the "prevalent practice" of turning up volume during commercials "lest the deafest member of the audience fail to note that Smiling Joe's appliance store is practically giving away television sets." He cited examples of bait advertising, including a complaint made to Federal Trade Commission than an unhappy sewing machine buyer was "beat and kicked" by hoodlums. This was one of 173,000 complaints on radio and 60,000 on tv advertising made in a year, of which 10,000 were marked for "legal or corrective action." He added there was no special significance in these figures since large portions of the 10,000 could deal with a few incidents.

As to bad taste in advertising, he said he could not "ignore repeated violations of acceptable standards and I do not think that a sweating armpit in obvious need of deodorant or a hairy leg in need of depilatory meets the public interest, convenience or necessity."

Comr. Lee said FCC is using "old regulations to fit new developments" whereas it should revamp "the old to meet present day requirements." He added, "There are those in the broadcast industry today who believe the Commission should attach guarantees of financial success to authorizations which are issued."

FCC, he said, tries to operate on "a fairly solid middle ground" between "those who would adopt complete jungle warfare through no regulation and control to those who advocate government ownership." He warned that "once subsidy creeps in, it never creeps out".

Since government intervention into economic problems is repugnant to him, Comr. Lee said, "the price we pay is too high" if to save a few citizens from financial loss "we get another government nose under another government tent." He summed up his concept of FCC's role as "one of protecting the spectrum in the public interest" by a "minimum of regulation."

Going into the legislation situation, he said the plan to move all tv into uhf makes about as much sense as trying to move all the people in the U. S. to Alaska to cure that area's economic ills. The proposal to declare a tv freeze drew similar criticism.

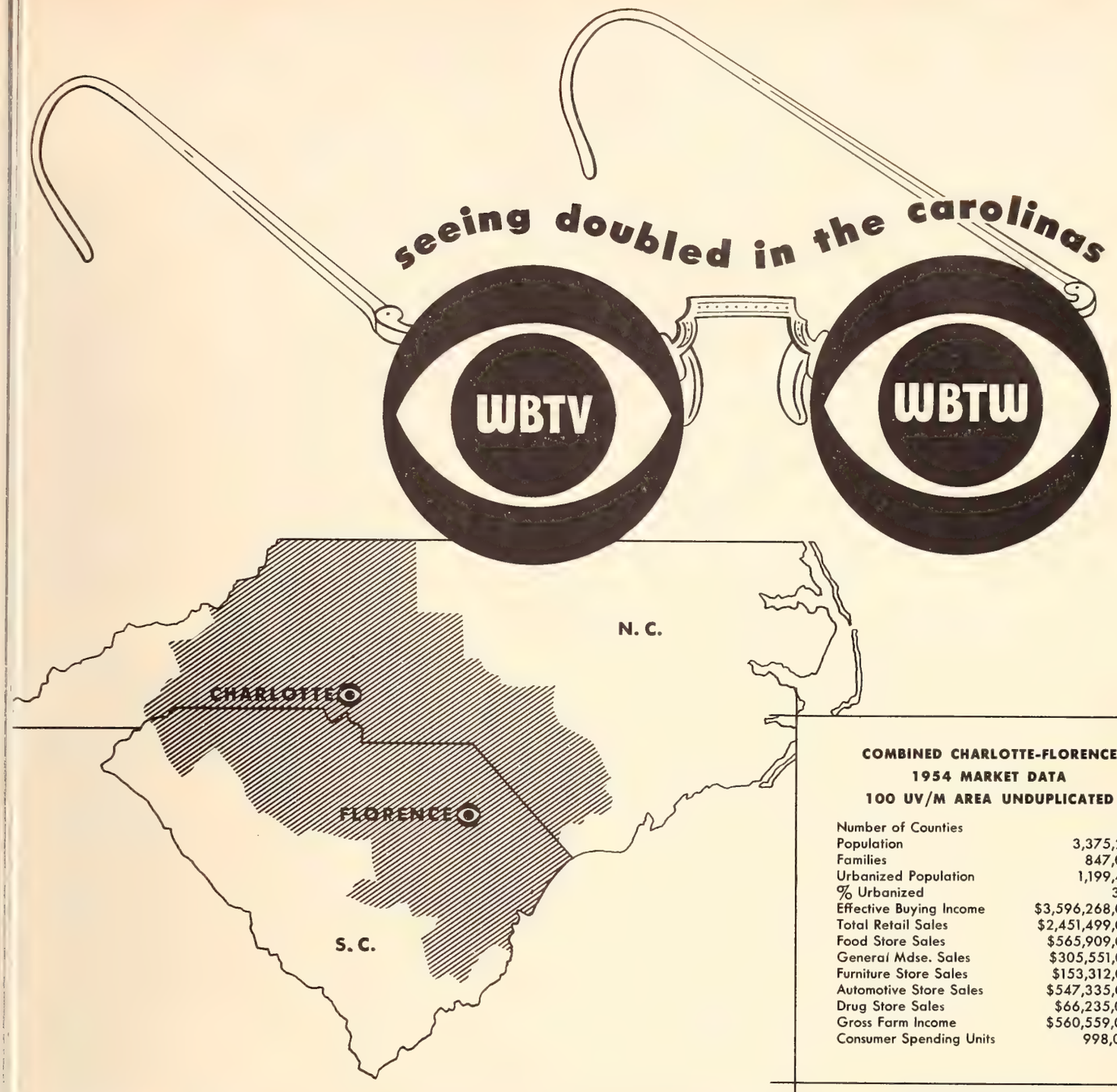


COMR. LEE

He contended "as an old arm of the Congress myself" that searching inquiry is needed to show the need or lack of need for legislation, referring to the upcoming network probe and the demand for network regulation. He felt this study will show legislation is not needed and at the same time bring correction of practices not now in the public interest. He voiced "complete confidence" in the Senate Committee and "the excellent staff recruited for this investigation."

Neither the present FCC nor its predecessor

seeing doubled in the carolinas



COMBINED CHARLOTTE-FLORENCE
1954 MARKET DATA
100 UV/M AREA UNDUPLICATED

Number of Counties	67
Population	3,375,200
Families	847,000
Urbanized Population	1,199,400
% Urbanized	37.3
Effective Buying Income	$3,596,268,000
Total Retail Sales	$2,451,499,000
Food Store Sales	$565,909,000
General Mdse. Sales	$305,551,000
Furniture Store Sales	$153,312,000
Automotive Store Sales	$547,335,000
Drug Store Sales	$66,235,000
Gross Farm Income	$560,559,000
Consumer Spending Units	998,000

Source: 1954 SALES MANAGEMENT. Areas normalized to county lines. Seven overlapped counties figured only once.

with 2 great area stations

Now advertisers can develop a new, one-two punch to sell the TV-conscious Carolinas as Jefferson Standard opens a second top-power, VHF area operation with transmitter located in Florence, South Carolina.

WBTW will debut as a mature station fortified with WBTV experience, WBTV-trained management and staff, top equipment and facilities, and a ready-made audience of 100,000 set-owning families. Rapid growth is assured because WBTW has the only VHF allocation in a 75 mile radius. Its projected 100 uv/m contour embraces an area with 1,000,000 people and effective buying income nearing $1 billion.

Together WBTV and WBTW create a television market comparable to the 8th largest in the nation. Choice time franchises on WBTW are rapidly being taken. For best remaining availabilities contact your nearest office of CBS-Television Spot Sales today.

The Television Services of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales



Federal Radio Commission has favored Congressional authority to regulate networks, he said. FCC rules can be amended, if necessary to keep the relationship between stations and program source within the public interest.

Comr. Lee said networks compete with other media and national spot, with the total radio-tv share of the advertising dollar less than 20%. He described printed media as "the dominant industries."

He suggested that passage of network legislation likely would have to include advertising agencies, talent agencies, program packagers, motion picture companies and others. "Any other course would be inequitable and unfair," he contended.

"Regulation dictated by public opinion is far more effective than governmental regulation," he argued. "The viewing and listening American public, in the last analysis, has always been the best judge and jury in regulating a competitive industry." Should more control be deemed necessary there will be 65 regional and local networks as well as national networks, he said, and temporary controls invariably have "a tendency to become permanent." Moreover they breed additional controls, inviting evasion with all its evils, he continued.

Every business has its failures, with survivors continuing "to furnish their superior services," according to Comr. Lee. "However, this is a dynamic business and today's survivor may become tomorrow's failure unless he maintains a sufficiently high standard of programming to attract and hold his audience. The American people are assured of better program fare by the ever-changing demands of competition than can ever be provided by additional controls."

Going into radio-tv reporting, he said, "I believe in not only the broadcasting but the telecasting of any important event covered by the press." He conceded the need for public-interest precautions. As to the rights of newspaper applicants, he said 94 newspapers operate tv stations in their cities and 19 newspaper interests have stations in other cities. He took a flat stand in opposition to discrimination against newspaper applicants, with each case to be judged on its merits.

Comr. Lee lauded the NARTB's radio and tv codes, regretting "there are always the few who refuse to abide by the high standards which govern the majority." He added, "You know and I know" some code provisions "are not being adhered to by some segments of the industry."

He explained how he made his own study, describing results as follows:

"Over a period of 18 hours of the day over a several-day period I found an average of 19 commercials an hour and an average duration of a minute-and-a-half. The average hour was composed of over 40% of time devoted to commercials as compared with less than 60% of time for entertainment, which by the way, radio-wise was over 90% recorded and less than 10% live."

Tv Board, Networks Meet

NARTB's Television Code Review Board will meet with top network executives during its regular quarterly meeting today (Monday) and tomorrow at New York's Ambassador Hotel, John E. Fetzer, WKZO-TV Kalamazoo, chairman, said last week.

Members are J. Leonard Reinsch, WSB-TV Atlanta, co-chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; William B. Quarton, WMT-TV Cedar Rapids; Richard Shafto, WIS-TV Columbia, S. C. Others to attend are NARTB's Robert K. Richards, administrative vice president; Thad H. Brown Jr., tv vice president; Edward H. Bronson, tv code affairs director.

250 W OPERATORS FORM ASSOCIATION

Community Broadcasters Assn. will seek FCC approval of boost to 1 kw for the low-power stations. F. Ernest Lackey is spearheading the project.

FORMATION of the Community Broadcasters Assn.—whose avowed objective is to persuade the FCC to allow 250 w local am stations to raise their power to 1 kw [CLOSED CIRCUIT, Aug. 30]—was announced last week.

The announcement followed a two-day meeting in Washington to discuss the results of a pilot three-channel study made by Washington consulting engineer T. A. M. Craven, former FCC commissioner. The group also met with Howard J. Schellenberg Jr., Washington attorney.

F. Ernest Lackey, WHOP Hopkinsville, Ky., is acting chairman of the working group. Others who participated in last week's meeting were Fred Weber, WFPG Atlantic City, N. J.; Robert Mason, WMRN Marion, Ohio; Sherman Marshall, WOLF Syracuse, N. Y., and Merrill Lindsay, WSOY Decatur, Ill. Mr. Lackey is acknowledged to be the sparkplug of the CBA's formation. He is NARTB District 7 director, and is a past president of the Kentucky Broadcasters Assn.

The preliminary study showed, it was reported, that there would be no nighttime interference to any regional or clear channel station if local stations boosted power to 1 kw. It also showed, it was said, that only 10% of the stations on adjacent frequencies would suffer interference, ranging from slight for the most part to severe in some few instances.

The present rules use a 1:1 ratio of desired to undesired signal strength as a basis for protecting adjacent channel stations from interference. This is also used as a basis in international agreements (NARBA, for example). Present rules now protect all stations to their 500 uv/m contour, with some exceptions. They also specifically limit Class IV stations to 250 w in power.

The Class IV frequencies are 1230 kc, 1240 kc, 1340 kc, 1400 kc, 1450 kc, and 1490 kc. There are about 960 stations operating on those channels, the CBA group estimated.

If a substantial number of local stations join the organization, a full-fledged study will be made and, based on these results, a petition will be filed with the FCC to revise rules and standards to permit local stations to use 1 kw of power, it was stated.

In addition to the working group, the following have officially allied themselves with the new organization—all contributing $100 to bear initial organizing costs:

Lee Little, KTUC Tucson, Ariz.; James Woodruff, WGPC Albany, Ga.; Clair McCollough, WGAL Lancaster, Pa.; Jay Wagner, WLEC Sandusky, Ohio; Oliver Keller, WTAX Springfield, Ill.; Si Goldman, WJTN Jamestown, N. Y.; Les Gould, WJNC Jacksonville, N. C.; Lou Lingner, WFFM Lewisburg, Tenn.; John Fetzer, WJEF Grand Rapids, Mich.; Pierce Lackey, WPAD Paducah, Ky.; Don Menke, WEOA Evansville, Ind.; Jerry Boyd, WPAY Portsmouth, Ohio; Gene Trace, WBBW Youngstown, Ohio; Ed Kobak, WTWA Thompson, Ga.; Jim Howe, WIRA Fort Pierce, Fla., and Virginia Bennett, WIZE Springfield, Ohio.



JUDGE Justin Miller (l), former president and chairman of the board of NARTB and newly re-elected president of the National Conference on Citizenship, greets Joe Gerdes (c) one of the four winners of the 1954 Voice of Democracy contest, and his father, Dr. Joseph Gerdes of Harrisburg, Pa. Young Gerdes delivered his prize-winning script before the eighth annual Citizenship Conference in Washington.

RETMA to Continue Fight for Tax Relief

AN INDUSTRY drive for excise tax relief on radio-tv receivers which bogged down in the last congress will be renewed this January when the new congress convenes.

The Radio-Electronics-Tv Mfrs. Assn.'s board approved this action at its final session Thursday of a three-day fall conference held at the Roosevelt Hotel in New York.

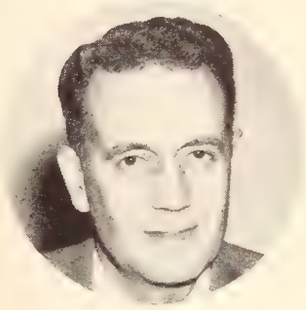
In the last congress, RETMA's President Glen McDaniel in appearances before the Senate Finance Committee asked for reductions—elimination of the 10% excise levy at the manufacturing level on all color sets and a cutting of the present 10% tax to 5% on all radio and black-and-white tv receivers. While failing to obtain the committee's approval, Mr. McDaniel was assured by Chairman Eugene Millikin (R-Colo.) that RETMA's bid would be reconsidered in 1955 when the committee expects to review excise tax levies again.

The board also approved a Federal Civil Defense Administration request that RETMA cooperate with it and the Atomic Energy Commission in this spring's series of tests at the Nevada Atomic Proving Grounds. Member firms will be prevailed upon to provide certain equipment—particularly all kinds of communications equipment—for tests in an attempt to measure the extent of damage from nuclear explosions.

In other actions, the board approved its Technical Products Division and Electronics Industry Committee proposal to expand its engineering operations by specifying a staff man to devote most of his time to military needs; approved plans to revise and re-print a RETMA-Better Business Bureau booklet (now outdated) on "What You Should Know About the Purchase and Service of Tv Receivers"; indicated approval upon but deferred a final decision until its Chicago Nov. 16-18 meeting of a proposed film on servicing tv receivers; heard a report from its committee working on spurious radiations, and approved applications of 11 new members.

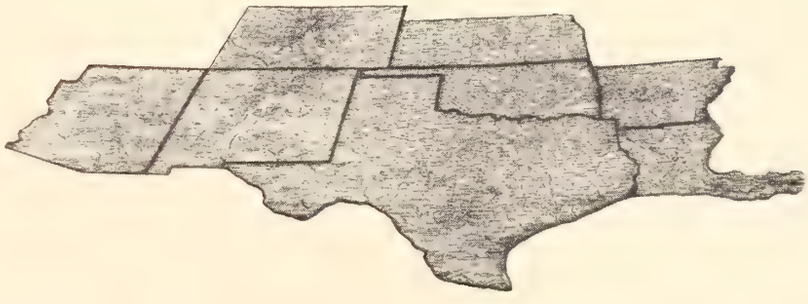
The association's Set Division Executives

The "Barclay Russell Show" - another reason why The Southwest listens to WOAI!



Radio's terrific for early morning selling in Texas . . . and tops on WOAI. Here's why! Every morning, Monday through Friday, from 7:15 to 9:00 A.M., it's time for the most-listened-to personality in South Texas—WOAI's Barclay Russell. Barclay has been a favorite in Southwest early morning radio for years. And now, on WOAI's 50,000 watt clear channel he puts on the kind of easy-to-listen-to morning show that Texans love. The best in music, weather by nationally famous Henry Howell, time, news . . . all put together in the wonderful Barclay Russell style . . . add up to great selling for your product. Rates are attractively low for such a Texas-size package. Better check with Petry or WOAI Radio fast.

WOAI



"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate

represented by Edward Petry & Co., Inc.

Committee announced a new awards program which will go into effect next year. Awards will be made in three separate categories—manufacturing, distributing and on the dealer level—for the "most outstanding job" in merchandising, sales and sales promotion and advertising. Recognition will be for 1955 and the awards presented in June 1956 at RETMA's annual convention.

The set committee also announced these new appointments: L. W. Teegarden, RCA executive vice president, succeeding J. B. Elliott as director and committee member; Ernie Alschuler, president, Sentinel Radio Corp., to committee; L. G. Haggerty, Capehart-Farnsworth Co. president, to committee succeeding Fred D. Wilson, former Capehart president and now IT&T vice president; William H. Kelley, Allen B. DuMont Labs vice president, as chairman of the RETMA Sports Committee. Latter appointment was announced by Robert S. Alexander, chairman of the set division group.

RETMA also decided to again share costs of the 1954-55 Voice of Democracy contest with NARTB and the U. S. Chamber of Commerce and to again donate tv or radio sets to 52 state and territorial winners.

Idaho Broadcasters Assn. Plans Fourth Annual Meet

FOURTH annual meeting of the Idaho Broadcasters Assn. will be held Oct. 1-2 at Shore Lodge in McCall, Idaho, Edward Hurt, association president and president of KFXD Nampa, has announced. Guest speaker will be Hugh Feltis, radio and tv consultant, who will discuss "How Radio and Tv Live Together." In addition, two panels will discuss "Radio's Conquest for 1955 Advertising Dollars" and "How Can Radio and Tv Better Serve Idaho's Political Candidates and the People They Serve?" Panel moderators, respectively, will be Earl Glade Jr., associate manager of KDSH Boise, and Walter Wagstaff, general manager of KIDO-AM-TV Boise.

Employer-Employe Unit Named

NARTB has named Robert D. Swezey, WDSU-AM-TV New Orleans, as chairman of its Employer-Employe Relations Committee.

Serving with him will be (radio members) Herbert E. Evans, WRFD Worthington, Ohio; S. R. Sague, WSRS Cleveland Heights, Ohio; Calvin J. Smith, KFAC Los Angeles; C. L. Thomas, KXOK St. Louis; and (tv members) Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Philip G. Lasky, KPIX (TV) San Francisco; Herbert R. Ohrt, KGLO-TV Mason City, Iowa, and Donald W. Thornburgh, WCAU-TV Philadelphia.

Network representatives on committee will be John Clifford, NBC; William Fitts, CBS; E. M. Johnson, MBS; Paul O'Friel, DuMont, and Mortimer Weinback, ABC.

Fitzsimonds Heads Dist. 11

NEW DIRECTOR of NARTB's District 11 is F. E. Fitzsimonds, KFYR-AM-TV Bismarck, N. D. C. E. Arney Jr., NARTB secretary - treasurer, announced Mr. Fitzsimonds' election last week.



MR. FITZSIMONDS

The new District 11 director will head the region comprising Minnesota and North and South Dakota. The election was held after John F. Meagher resigned as District 11 director to become vice president in charge of radio (am-fm) for NARTB.

KEY OFFICERS, OTHERS FIRED AS ECONOMY WAVE HITS ABC

Two vice presidents and at least 50 other executives and employes are forced out by general belt-tightening. It's a simple matter of 'dollars and cents' in the words of a remaining executive.

IN ONE of the most slashing cutbacks in recent network history, ABC last week tightened its purse strings with "a series of executive promotions and departmental consolidations" that squeezed out more than a dozen high-echelon officials plus other employes expected to raise the overall toll to half a hundred or more.

A high-placed remaining top executive attributed the move strictly to "dollars-and-cents reasons" casting no reflection on the abilities of the victims.

Headed by two vice presidents, the list of persons authoritatively reported "out" as a result of the sudden realignment—whose promotions and consolidations were announced by President Robert E. Kintner on Tuesday without reference to departing personnel—ranged through virtually all departments of ABC network operations: programming, sales, station relations, legal, news, network film activities, accounting, advertising, promotion, and publicity.

Those resigning included:

Alexander Stronach Jr., vice president in charge of the ABC tv network, understood to be the only one slated for replacement.

Charles Underhill, vice president in charge of the tv program department.

Charles Holden, assistant national director of tv programming.

John Pacey, director of public relations and special features.

Mitchell DeGroot, advertising and promotion director.

William A. Wylie, manager of the station relations department.

William M. Materne, assistant tv network sales manager.

Donald G. Buck, director of operations for sales and traffic.

Walter C. Tepper, chief accountant.

Robert Holland, in film editing and related work.

Spencer Schiess, in office managerial duties in station relations.

Raphael Scobey, legal department.

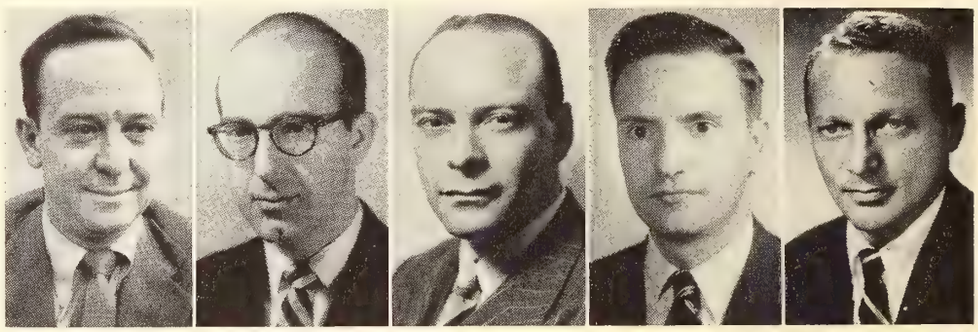
Claire Wirth and John Dullighan, of tv news.

Mae Dehn and Karl Gericke, tv programs.

These were reported to include the majority of executives being released, but with secretaries and other assistants left jobless as a result of these curtailments the overall number of departing executives and aides was expected to reach 50 to 60. Severance pay was provided, it was reported, and the ABC personnel department was said to be undertaking—and in some cases already to have succeeded—in finding new jobs for leaving personnel.

In the reshuffling, some form of which had been forecast intermittently since shortly after ABC merged with United Paramount Theatres in February, 1953, John Daly, vice president for tv news, special events and public affairs, was put in charge of a new news and special events department created by consolidating departments formerly operated separately for the radio and tv networks.

Thomas Velotta, who has been vice president in charge of news and special events for the radio network, was named vice president and administrative officer, under Mr. Daly, in the combined radio-tv news and special events department. This new unit also includes religious and educational programming, headed by Ruth Trexler as executive producer in these fields.



MR. DALY | MR. ACCAS | MR. VELOTTA | MR. DURGIN | MR. LEWINE

Robert F. Lewine, eastern program director for ABC-TV, was named director of the ABC-TV network program department—a post whose duties, authorities said, he had been discharging to a considerable degree in his role as eastern program director.

Don Durgin, director of network tv sales development, was appointed director of sales development and research for both ABC Radio and ABC-TV.

Gene Accas, director of sales promotion for the radio network, was put into the directorship of a newly formed department encompassing advertising, promotion and publicity for both radio and television. Thus he takes over from Mr. Pacey as director of public relations and special features and from Mr. DeGroot as director of advertising and promotion. Structurally, it was said, the consolidation of advertising, promotion and publicity activities is substantially the same as that which prevailed before these functions were split for radio and tv last year.

Meanwhile, it was learned that Alfred R. Beckman, national director of the station relations departments (radio and tv), will be named director of the tv station relations department, and Charles Godwin, who has been functioning as assistant to Ernest Lee Jahncke Jr., ABC vice president and assistant to the president, will be appointed director of the

WE SELL PERFORMANCE- NOT PROMISES...



For instance:

In Rockland, Maine, 65 miles distant, 93% "good to excellent".
In Waterville, Maine, 69 miles, 94% "good to excellent".
In Rumford, Maine, 65 miles, 74% "good to excellent".
In Littleton, N. H., 90 miles, 70% "good to excellent".
In Sanford, Maine, 30 miles, 94% "good to excellent".

Since the start of regular telecasting on December 20, 1953 WCSH-TV has been proving to clients and viewers alike that it provides effective, reliable service to the 123,700 TV-equipped homes (August 1 circulation estimate) in the 14-county (Maine and New Hampshire) Portland trading area.

SPOT CHECKS MADE IN A BALLOT STUDY IN COMMUNITIES FRINGING THIS MARKET REGION ESTABLISH THIS AS FACT.

WCSH-TV carefully has developed acceptance of Channel 6 by the viewers of its area by programming to their local interests and needs.

IT IS THE EXCLUSIVE NBC STATION FOR THE REGION.

Conclusive proof of performance lies in results, as attested by the more than 125 advertisers who have used WCSH-TV and, finding it productive, have renewed their accounts.

WE REPEAT—TO REACH THE TV HOMES IN THE PORTLAND, MAINE MARKET AREA, **WCSH-TV** IS YOUR BEST DEAL. WE CAN **PROVE** IT!

100,000 watts full power on Channel Six

Represented by
WEED
Television

WCSH-TV

CHANNEL 6 ★ PORTLAND, MAINE

WCKY IS



of

FIFTY THOUSAND WATTS OF SELLING POWER

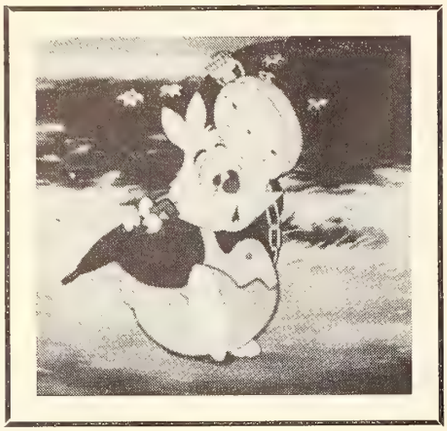
Celebrating

PUBLIC SERVICE

and

STILL DOING THE REAL JOB FOR THE ADVERTISER . . .

L. B. Wilson **WCKY** CINCINNATI



TRAILER

Disney clips promote ABC-TV's 'Disneyland'

ABC-TV, preparing for next month's *Disneyland* tv debut, wanted a promotion film that was animated—naturally Disney-animated.

Inquiries were made of the Disney studios in Hollywood with the most prohibitive answer imaginable: too expensive. But at that point the Disney staff working with the network's Mitchell DeGroot, then ABC-TV director of advertising and promotion, struck on an idea.

Why not burrow through Disney's welter of filmed cartoons, select those which have some "time" sequence, attach the frame promoting the tv show, dub in a network announcer's voice at the tail end and then print the whole thing for television use? This procedure was followed, and the 20-second film now being spotted around the country (ABC-TV's five owned and operated stations as well as some 80 affiliates have prints) was the result.

Originally, three sets of film sequences (five sequences in each set) were made at Disney Studios. The first was aired for about a month after July 15, noting that "Walt Disney is up to something big on ABC-TV," the second telecast after Aug. 15 used the same slogan with "this fall" added, and the third, which is underway now, is similar with the day and date of the show added. The five sequences now being used to herald the Oct. 27 debut include Pluto, Snow White, March Hare (from "Alice in Wonderland"), Monstro the Whale (from "Pinnochio") and Mickey Mouse.

The March Hare sequence, illustrated herewith, opens with a close-up of the Hare looking at his watch and saying, "I'm late. I'm late." Alice, seeing the Hare running frantically, asks, "Isn't that curious? What could he possibly be late for?" And, as he pays her no heed, she continues, "Most curious," and calls after him, "Please, sir."

As the Hare disappears over the hill, he shouts back, "No time to say hello, goodbye, I'm late, I'm late, I'm late. . . ." The *Disneyland* title card concludes the sequence, as the announcer says: "And don't you be late for your important date with Walt Disney. He's up to something big—Wednesday, October 27, on *Disneyland*."



radio station relations department. Regional managers in station relations will continue to serve both radio and tv affiliates in their respective territories, reporting to Mr. Beckman on matters relating to tv and to Mr. Godwin on radio matters.

The reorganization plan caught the industry and seemingly most of ABC by surprise even though speculation about possible realignments had cropped up from time to time in the 19 months since the merger of ABC and United Paramount Theatres into AB-PT, of which ABC is a division.

With the merger, AB-PT management installed Robert H. O'Brien as executive vice president under President Kintner; Robert M. Weitman as vice president in charge of programming and talent; Earl Hudson as vice president in charge of the western division, and John Mitchell as vice president in charge first of WBKB (TV) Chicago and later of the key WABC-TV New York.

It traditionally has been the policy of Paramount Theatres management to grant autonomy of operation to its various divisions, subject to top-policy guidance in certain areas plus reasonably satisfactory financial returns. ABC, admittedly in poor financial shape when the merger went through, has since embarked on a program of steady expansion involving top name-talent acquisitions and star programming as well as improvement of physical facilities.

ABC's gross radio time sales are holding up and tv billings this year are expected to be approximately double 1953's, and AB-PT President Leonard Goldenson told stockholders in a mid-year report that ABC operated during the second quarter of this year at about "a break-even point." Nevertheless, it was reported last week, the profit-and-loss statement for recent months, and the profit-and-loss outlook for the final quarter of the year dictated the tightening of lines for more economical, efficient operation.

Mr. Daly, who heads the new radio-tv news and special events unit, is widely known among radio and television audiences as a commentator, moderator, news reporter, and "quarterback" of ABC national political coverage of 1952. He joined ABC as vice president in charge of tv news, special events and public affairs in August, 1952.

Mr. Velotta, second man to Mr. Daly in the new department, entered radio in 1927 with NBC, served there in numerous capacities before joining ABC as assistant director of news and special events. He rose to director of special events for ABC in 1945, became director of the news and special events department in January, 1946, then advanced to vice president in charge of news and special events for the radio network in December, 1947. He held the latter position until his promotion last week.

Mr. Durgin, new director of sales development and research for ABC-Radio-TV, joined ABC in 1951 after service with Foote, Cone & Belding, *Pageant* magazine, and NBC Spot Sales. He served in ABC's tv sales department and as manager of WABC-TV New York sales development before becoming director of ABC-TV network sales development.

Mr. Accas, newly named director of advertising, promotion and publicity, was a writer in the sales presentation department of NBC and assistant account research supervisor for Foote, Cone & Belding before moving to ABC in July, 1951 as manager of the radio sales development division. He became radio sales development manager and consultant the following November, and rose to manager of radio sales development and owned stations development in May, 1953.

Mr. Lewine, new director of the ABC-TV program department, served with Hirshon-Garfield agency in New York for three years, supervising a number of network programs, before he transferred to ABC in February, 1953, as eastern program director of the tv network. Before his association with Hirshon-Garfield he organized the tv and film department of Rockhill Productions in 1949, and previously was an independent motion picture producer and television consultant and, before that, was with Cine-Television Studios Inc., New York, independent tv packaging firm, and eastern representative for Dudley Pictures Corp. of California.

Backgrounds on those released by ABC in last week's moves include:

Mr. Stronach joined ABC as eastern program manager when ABC entered tv in 1948. Subsequently he was placed in charge of television operations, named vice president in charge of programming and finally became vice president of ABC-TV network. Prior to his association with ABC, Mr. Stronach was with the William Morris agency, where he helped develop the television sales department.

Mr. Underhill, former general manager of CBS-TV's program department, moved to ABC in 1951 as national director of television programs. Two years later he was named vice president in charge of television network programming. He began his broadcasting career in 1930 when he joined BBDO. At CBS-TV he was responsible for the development and presentation of such programs as *The Goldbergs, Suspense, What's My Line, Mama* and *Danger*.

Mr. Holden, previously production manager for ABC-TV, was promoted in June 1951 to assistant to the national director of program production, a position he held until last week's realignment. He was CBS' first tv production manager and served as that until he joined ABC in 1948, when the network's WJZ-TV (now WABC-TV) New York began operation.

Mr. Pacey joined ABC approximately eight years ago after extended service on the *Wall Street Journal*.

Mr. DeGroot went to ABC in 1945 as a copywriter in the network's advertising department and four years later became assistant director of advertising and promotion. He was ultimately named manager of ABC's advertising and promotion department, the position he has

With RADIO'S Economy you can afford priceless FREQUENCY

With radio advertising you don't have to start all over again with each advertising message. You can afford continuity and frequency; therefore, each broadcast message builds on the one that went before. Radio's economy lets you keep building, day after day, the year round. In no other medium is such frequency practical.

This is the basic economy of all radio, the secret of its tremendous advertising power.

When you add to this basic economy the special efficiency of great stations — then you have the immense force of radio at its utmost effectiveness. Great radio stations have always given the advertiser far more for his money — not only in coverage but in responsiveness, prestige and believability.

To make the most of today's great opportunities in radio, the best plans start with the best stations. Let us tell you some of the exciting facts about the 12 great stations we are privileged to represent.

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

WBAL Baltimore (NBC)
The Hearst Corp.

WBEN Buffalo (CBS)
Buffalo Evening News

WGAR Cleveland (CBS)
Peoples Broadcasting Corp.

WJR Detroit (CBS)
The Goodwill Station, Inc.

WTIC Hartford (NBC)
Travelers Broadcasting Service Corp.

WDAF Kansas City (NBC)
Kansas City Star



Measure of a Great Radio Station

KFI Los Angeles (NBC)
Earle C. Anthony Inc.

WHAS Louisville (CBS)
Louisville Courier-Journal & Times

WTMJ Milwaukee (NBC)
Milwaukee Journal

WGY Schenectady (NBC)
General Electric Company

WSYR Syracuse (NBC)
Herald-Journal & Post-Standard

WTAG Worcester (CBS)
Worcester Telegram-Gazette

held since June 1949. Before his affiliation with the network, Mr. DeGroot was active in radio advertising, promotion and theatre management.

Mr. Wylie joined the network in 1945 as a script writer and later became manager of the program promotion division. In mid-1948, he moved to the radio station relations department as a regional manager and early in 1951 was appointed manager of the department. When ABC's integrated radio and television station relations department was put into effect in 1952, Mr. Wylie was named manager and had held that position from that time.

Mr. Materne was appointed assistant national sales manager for ABC-TV in March this year. He had been with the network since 1949, first as an account executive in radio sales, then as general manager of WABC New York. These assignments were followed by promotions to national spot sales manager of ABC owned radio stations in December 1952, and in March 1953 to coordinator of ABC's owned radio and tv outlets, the position he held until he moved to ABC-TV as assistant national sales manager.

Mr. Tepper, ABC controller, was named chief accountant nine months ago. After 16 years in the NBC accounting department, he had joined ABC in 1943 as assistant controller and was promoted to controller in 1948.

Mr. Buck, former regional manager of the television stations department, was named director of operations for sales and station traffic two years ago. He has been with ABC for 10 years, serving first in the sales service department where he became assistant sales service manager and then as manager of tv station clearance.

Mr. Schiess joined the radio stations department of ABC as contract supervisor in August 1951. He was formerly with Foote, Cone & Belding.

Mr. Scobey, an attorney in ABC's legal department, moved to the network's business affairs department when it was created in February of this year. Before joining ABC, he was with the New York law firm of Davis & Gilbert.

Derr Named to Direct Joint CBS Sports Unit

CONSOLIDATION of the sports divisions of CBS Radio and CBS-TV into a single unit serving both media with John Derr as director of sports for CBS was announced last week by Sig Mickelson, vice president in charge of news and public affairs for CBS Inc.

Mr. Derr, who has been director of sports for CBS Radio since December 1951, joined the network in 1946 as writer on the staff of Red Barber, currently CBS counselor on sports. He became assistant sports director in 1947, associate director in 1949 and director of sports, CBS Radio, in 1951.

Mr. Derr is heard Saturdays and Sundays on CBS Radio on his own sports series, and has covered many of the nation's outstanding golf tournaments. He is the producer-director of CBS Radio's *Football Roundup*. During the 1949 season, he directed CBS-TV's pickups of the Brooklyn Dodgers home games and the World Series games at Ebbets Field that year.

New Spanish Network

FORMATION of National Spanish Network has been announced jointly by National Time Sales, New York, station representative firm, and Radiovision International S. A., Mexico City. Stations comprising network reach three million Spanish-speaking people in the Southwest and Midwest, officials said.

EDWARD KLAUBER, EX-CBS EXECUTIVE AND PIONEER NEWSMAN, DIES AT 67

EDWARD KLAUBER, onetime high executive of CBS and one of the men most responsible for establishing radio as a news medium, died last Thursday in New York after a long illness. He was 67.



MR. KLAUBER
1942 Photo

Mr. Klauber resigned as chairman of the executive committee of CBS in 1943 because of ill health and, except for wartime duty as associate director of the Office of War Information, had been in retirement since.

Memorial services were held Friday at the Campbell Funeral Home, New York. He is survived by his wife, Mrs. Doris Larson Klauber.

In his 13 years with CBS, Mr. Klauber directed the formation of that network's news-gathering services and gained a wide reputation in the broadcasting field as a crack administrator.

Mr. Klauber joined CBS on Aug. 7, 1930, as assistant to the president, William S. Paley (now chairman of the board). In January 1931 he was made a vice president of the network; in December of that year he was named first vice president, and in January 1934 he was given the title of executive vice president.

He held that position for eight years, until March 25, 1942, when he was appointed to the newly-created post of chairman of the executive committee. He resigned from CBS in August 1943 because of ill health, but in November of that year he came out of retirement to accept the wartime appointment to the Office of War Information.

Mr. Klauber went to CBS from Lennen & Mitchell, where he had developed a number of radio accounts, including Old Gold cigarettes. Previously, he had been for 12 years with the *New York Times*, which he joined as a reporter in 1916. He became night city editor, remaining with the paper until 1928.

'Medic' Proves Popular

TRENDEX rating on the first NBC-TV's *The Medic*—reportedly the highest ever recorded by the network in the Monday 9-9:30 p.m. time period—was broken last week but the shattered precedent was welcome news at NBC. The second *Medic* telecast moved into first place with a 25.3, several points ahead of the debut program, which pulled a 19.6. New record outdistanced CBS-TV's *Public Defender*, which drew a 19.9 rating, a 38.8% share of the audience, as opposed to a 44.2% share recorded for *The Medic*, according to NBC.

WHB, WHCC DROP MBS AFFILIATIONS

TWO Mutual affiliates, WHB Kansas City and WHCC Waynesville, N. C., have announced they are severing network connections to become independents.

WHB will drop the affiliation after midnight Oct. 17, according to a joint announcement last week by Todd Storz, vice president of Mid-Continent Broadcasting Co., licensee, and George W. Armstrong, WHB manager. The announcement said that relations with the network have been amiable but that they (Messrs. Storz and Armstrong) believe the future of radio rests with the aggressive and intelligently-programmed independent station. They pointed out that the company also operates KOWH Omaha and WTIX New Orleans, both independents, and that these stations have the "largest audience of any station in their respective cities according to the latest Hooper audience reports."

WHB was established in 1922 and was purchased last June by Mid-Continent from Cook Paint & Varnish Co.

WHCC relinquished the Mutual affiliation and became independent Sept. 16. It published a new fulltime program schedule and in an open letter to listeners said it believes ". . . we can be of greater service and bring you better programs as a local and independent station." WHCC is a 250 w fulltimer and is owned by Kenneth D. Fry and Margaret F. Fry.

'Reluctant' on '48 Sale, Benny Tells Tax Court

HE WAS RELUCTANT to sell Amusement Enterprises Inc. to CBS in 1948, comedian Jack Benny testified during a three-hour witness stand session before the U. S. Tax Court in Los Angeles last week [B•T, Sept. 20].

Whether the $2,260,000 CBS paid for outstanding Amusement Enterprises stock is subject to income tax, as the Internal Revenue Dept. insists, or is a long-term capital gains tax, as Mr. Benny's attorneys contend is the issue in the case. Approximately $1 million difference in applicable rates is involved. The government also contends most of the CBS money went to Mr. Benny personally for switching from NBC, and is thus subject to income tax.

CBS' switch decision was made after a meeting between representatives of MCA (Mr. Benney's agents), sponsor American Tobacco Co., CBS, and Mr. Benny's associates in Amusement Enterprises (a former brother-in-law Myrt Blum and attorneys Loyd Wright Sr., and Sylvan Oestricker), Mr. Benny said.

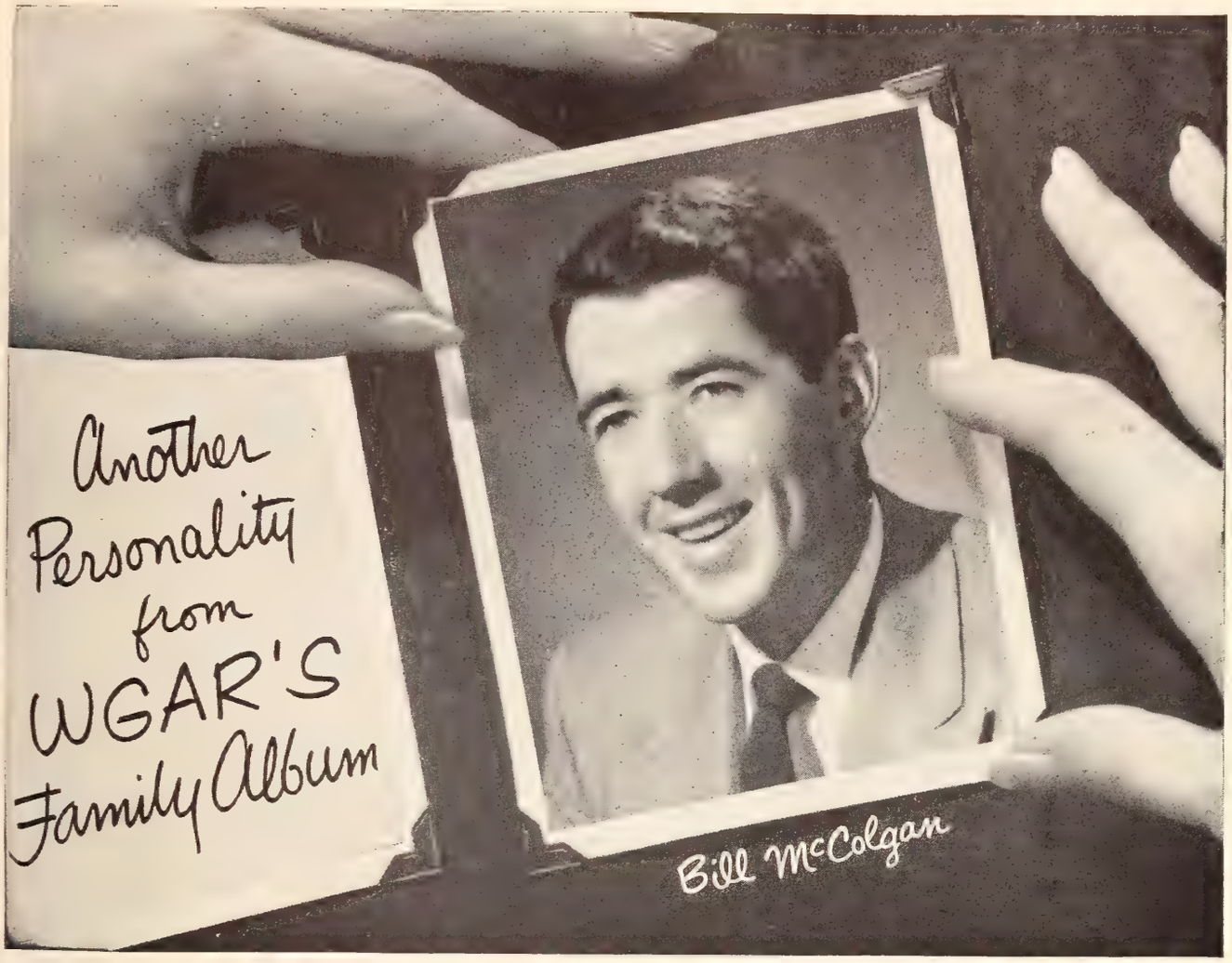
"The stock was sold to CBS, although I wanted to give NBC the first choice. My relationship with the network was very good—and still is," Mr. Benny testified.

Further, he didn't want to sell his stock at all, but his associates so advised him and it was his first opportunity to "collect a hunk of dough," he said.

Amusement Enterprises was formed in 1947 because he was dissatisfied with the previous contract with American Tobacco Co. Under it, the CBS comic said, he received $22,000 weekly, from which he paid the show cast, plus an extra $200,000 yearly for guest stars and exploitation and $50,000 for traveling expenses. However, the unused portion of the last two items had to be returned, he pointed out.

After a "general discussion" between the sponsor and MCA, a corporation was formed and earned approximately $250,000 during a year's existence, he testified.

Mr. Benny also denied that he participated personally in stock sale negotiations. This followed the line of previous testimony by Mr.



He scores with buyers in Northern Ohio

If you want buying *action,* you want McColgan!

Northern Ohio's ace sportscaster, Bill McColgan, knows the score. He knows what sports fans want to hear—*and* he knows how to move them to action. When he's "Speaking of Sports" nightly on his three fast-paced sports roundups, he produces the type of listener response that rings cash register bells.

One feature alone of Bill's program, his "Athlete of the Month" listener vote, draws over 5,000 cards and letters monthly! Response like this helps explain why WGAR is Northern Ohio's most-listened-to station . . . why it can get results for *you.*

PROGRAMMING · PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES

Measure of a Great Radio Station

Give your sales a boost by letting Bill McColgan speak for *you* when he's "Speaking of Sports", 5:05 p.m., 6:10 p.m. and 11:10 p.m. Get the facts now from your nearest Christal representative.

WGAR

THE STATION WITH

4½ MILLION FRIENDS IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

Oestricker, Amusement Enterprises minority stockholder, that the 1948 switch to CBS from NBC was ordered by American Tobacco Co., and that Mr. Benny had no role in the change.

Pending depositions from MCA President Lew Wasserman and CBS attorney Ralph Colin, both New York, Judge Stephen E. Rice presently has the case under submission.

Court Expected to Stop Benny Lampoon of 'Gaslight'

RADIO-TV comedian's right to satirize material from other media received a setback in Los Angeles Federal District Court last week with the issuance of a one-page memo by Judge James C. Parker, indicating he would issue the necessary injunction to prevent Jack Benny from showing a lampoon version of the MGM feature "Gaslight" on the comedian's CBS-TV program [B•T, Feb. 1].

While CBS Hollywood attorneys said they would have to see the decision before deciding a future course, "a fair certainty" exists that they will appeal the decision, especially because of the implications to broadcast programming.

Loew's Inc. and playwright Patrick Hamilton filed the suit last year against Mr. Benny, CBS and American Tobacco Co., charging "substantial parts" of the MGM film and original Broadway play, "Angel Street," were copied without their consent or knowledge by Mr. Benny on two occasions, once on radio and once on live tv, and that the comedian was about to film a third version, still without their consent, for his tv program.

Judge Carter permitted Mr. Benny to complete the third parody, because of the hardship and expense involved in possible delays, but subsequently ordered this version sealed pending the outcome of the suit.

Both the live program kinescope and filmed version will be banned by the injunction, Judge Carter's memo indicated. The judge said he is preparing a full opinion, to be issued shortly.

MGM reportedly has waived damages, but will insist that the defendants pay attorney fees.



AFFILIATION contract with DuMont Television Network is agreed to by Milton R. De Renya (r), assistant general manager of WEAR-TV Pensacola and WJDM (TV) Panama City, both Florida, and Elmore B. Lyford, DuMont director of station relations. The agreement covers both stations.

NBC-TV, MBS Planning Record Series Lineup

RADIO and television coverage of the World Series, starting Wednesday, promises to be the most extensive in history with NBC-TV and Mutual reporting a record-breaking number of outlets set to carry the baseball classic. Sponsorship is by the Gillette Co. through Maxon Inc.

Total cost for Gillette for broadcasting the 1954 Series on radio and television: almost $1,750,000. Of this sum, annual tv rights (under a six-year deal extending to 1956) cost $925,000 (plus $75,000 for the All-Star Game, rights for which went into same package, making $1 million for annual rights to the Series and All-Star Game). Radio rights to the Series cost $200,000. Thus, if rights for this year's Series cost $1,125,000, Gillette's radio-tv time and production costs are almost $625,000.

For the first time, the World Series will be on tv in all states in the U. S. It is estimated that the potential viewing audience for each game amounts to 100 million persons. The Series will be carried on television on 155 NBC-TV interconnected stations in 150 cities, including 47 cities which have not had World Series television before. The classic also will be presented on eight outlets in Canada and on non-affiliated stations including WPIX (TV) New York and General Teleradio outlets—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles, with the possibility that other stations will be added. It marks the second time that the Series has been telecast in Canada.

Radio coverage will be on a total of 920 stations. Paul Jonas, MBS director, said it will be carried on 569 MBS network stations and arrangements have been made to provide coverage for a total number of 753 stations in the U. S.; 79 in Canada (including 12 French language stations). Series also will be carried on 100 stations in 15 Latin American countries, four stations in Alaska and two in Hawaii.

For Gillette, it is the 16th consecutive year of sponsorship of the Series on radio, the eighth on television.

Gillette bought the tv rights to the games and to the baseball All-Star Games in late December at a total cost of $6 million through 1956. The radio rights to both classics were purchased in 1949 by Gillette for a period through 1956 at a cost of $1,375,000 [B•T, Jan. 1, 1951].

O'Neil Reported Recovering From Heart Attack on Ship

WILLIAM O'NEIL, 69, president of the General Tire & Rubber Co., owners of the Mutual network, was reported to be recovering from a heart attack suffered while aboard the *Queen Elizabeth* enroute to England. Mr. O'Neil was taken by ambulance to a Southhampton (England) hospital upon the ship's arrival last Monday.

Mrs. O'Neil said, "We don't think my husband is as ill as we thought when he collapsed on the ship." Mr. O'Neil's son, Thomas F., is chairman of the board and president of MBS.

NETWORK PEOPLE

Carl Gylfe, sales service manager, CBS Radio, Chicago, appointed research and sales promotion manager.

Tom Seehof, sales promotion dept., Columbia Pacific Radio Network, Hollywood, appointed program promotion manager, succeeding **Roland H. McClure,** promoted to sales representative.

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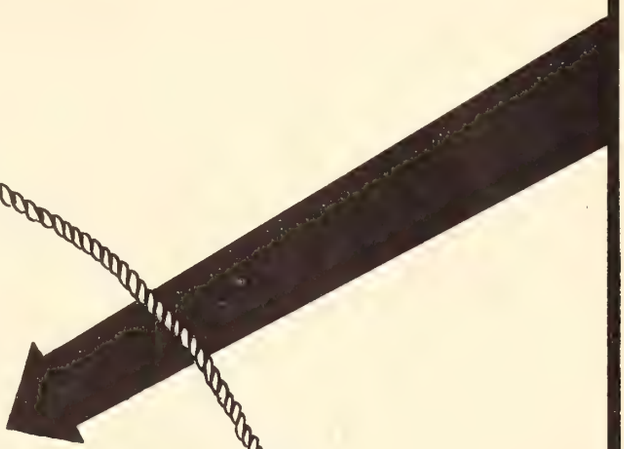
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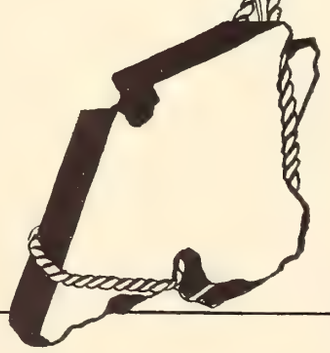
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Perspective

WHAT'S NBC-TV's answer to reported "low" ratings of its first "spectacular"—*Satins and Spurs*—of the 1954 color season?

Sydney H. Eiges, vice president of NBC's press and publicity department, put it this way last week to a Cincinnati audience: "It would be fallacious to judge the success of this show or that of any of the other spectaculars from the rating viewpoint alone." More important, he said, is what effect the show has had on the progress of color—from this viewpoint: "The Betty Hutton show has made a great contribution by focusing audience and industry attention on the advent of a new era in color television." "Another point," he said, "is an assessment of what the spectacular concept will do to invest television broadcasting with new excitement."

Mann Holiner, N. Y. song-writer and radio producer, appointed producer, NBC-TV *Jack Carson Show.*

Allen Reisner and **William H. Brown Jr.** appointed alternate directors, CBS-TV *Climax* drama series.

Carroll Nye, publicist, CBS-TV, Hollywood, to ABC-TV there in similar capacity.

Les Tremayne, Hollywood radio-tv actor, signed for role of Bill Herbert in NBC-TV *One Man's Family.*

Harry Wismer, sports commentator, MBS, writing twice weekly football column "On the Fifty Yard Line," distributed by International News Service.

Ted Koop, news and public affairs director, CBS, Washington office, and recently returned from abroad, spoke on "Through Darkest Europe Without a Camera" last Tuesday at National Press Club, Washington.

James T. Aubrey Jr., general manager, Columbia Television Pacific Network, served as L. A. area chairman of National Dog Week, Sept. 19-25.

Lucian Davis, production co-ordinator, network programs, CBS Radio, Hollywood, father of boy, Lucian IV, Sept. 11.

Richard Erdman, actor, *Ray Bolger Show,* ABC-TV, father of girl, Erika, Sept. 9.

A. L. Hollander Jr., acting director, DuMont Television Network operations, and **Jean Hollander,** tv producer, parents of boy, Edmund David.

NETWORK SHORTS

NBC Radio has added daily news broadcasts direct from Chinese Nationalist Formosa resulting from growing seriousness of Formosa-Quemoy island situation.

ABC-TV's *Creative Cookery,* premiered Aug. 30 on two station network (WABC-TV New York, WBKB (TV) Chicago), has added following outlets: WATR-TV Waterbury, Conn.; WROW-TV Albany, N. Y.; WARM-TV Scranton, Pa.; WXYZ-TV Detroit; and WILK-TV Wilkes-Barre, Pa.

REDS SOLICITED LAMB IN 1931-33, EX-COMMIE TESTIFIES AT HEARING

Legalistics continue to dominate the inquiry into past associations of broadcaster-publisher Ed Lamb in second week of hearing.

LOTS of legalistics and little testimony marked the second week of FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., before Examiner Herbert Sharfman as the Broadcast Bureau produced Witness No. 2 in an effort to link the broadcaster-publisher with past communist activities and thus prove he had lied about alleged red ties.

Lowell Watson, Communist Party member from 1929-41 and now a Kansas dairy farmer and "consultant" to an undisclosed government agency dealing with security data, took the stand to recall soliciting Mr. Lamb in the period 1931-33 for financial aid to provide legal defense for the "Scottsboro boys" and others (considered Communist Party "work") but did not recall any specific instance in which the party was actually mentioned in Mr. Lamb's office.

The new witness said Mr. Lamb was an attorney for International Labor Defense and that a number of times he contacted Mr. Lamb on specific cases.

Highlight of Mr. Watson's testimony was a charge by Russell Morton Brown, co-counsel for Mr. Lamb with ex-U. S. Attorney General J. Howard McGrath, that while the witness could not remember specific details Tuesday morning, he suddenly recalled them during the afternoon after what appeared to have been an "illuminating lunch."

During cross examination by Mr. Brown, the witness admitted discussing the case with Broadcast Bureau counsel in their FCC offices during the lunch recess and this "refreshed" his memory. He also admitted reading during the recess the question - answer sheet he helped prepare for FCC before his appearance.



MR. WATSON

Asked how, after so many years, he could pick Mr. Lamb out for identification in the hearing room, the witness admitted to Mr. Brown that on the previous weekend he had been shown pictures of Mr. Lamb by FCC counsel.

The witness testified his entrance in the case began with William G. Cummings, the Broadcast Bureau's first witness who testified the previous week he was an FBI plant in the Communist Party at Toledo from 1943-1949 [B•T, Sept. 20].

Mr. Watson at one point testified that in talks with Mr. Cummings the latter indicated concern that Mr. Lamb's stations were near U. S. borders and could be used for international communication should "circumstances" arise.

Under cross examination early in the week, Mr. Cummings admitted he never told anyone at any time he thought Mr. Lamb had been a Communist. He also admitted Communist Party membership lists were padded with phony members—by using prominent names picked at random from the phone book or city directory—to protect members in case the lists fell into "unfriendly" hands.

Walter R. Powell Jr., chief of FCC Broadcast Bureau's Renewal & Transfer Division, has pointed out the proceeding does not involve Mr. Lamb's personal philosophy but only a question of whether or not he misrepresented himself when he told the Commission in various applications that he never had Communist ties. Mr. Lamb continues to deny such associations.

Associated with Mr. Powell in the Broadcast Bureau's case are attorneys Thomas B. Fitzpatrick and Arthur J. Schissel.

Mr. Brown cross-examined Mr. Cummings Monday morning about who he discussed the Lamb case with before trial. Mr. Cummings recalled talks with his family and that he was contacted by Sunne Miller, manager of WTOD Toledo, a Lamb station.

Questioned if he talked about the case with Emmett Lee Wheaton Jr., the man Mr. Lamb's *Erie Dispatch* reported has given Mr. Lamb an affidavit about an alleged bribe offer by Mr. Cummings, the witness paused in answering and from the rear of the hearing room Mr. Wheaton shouted to the effect he and the witness had talked together.

Asked again, Mr. Cummings said he had talked to Mr. Wheaton alone only once and explained "the case was mentioned but not discussed."

Identifies Mr. Lamb

Mr. Cummings testified he had never talked to Mr. Lamb personally. (The previous week he testified that the Mr. Lamb in the hearing room was the same man he saw speak 10 years ago at the dedication of Lincoln House, Communist Party headquarters in Toledo. The identification is under protest by Mr. Brown.)

"Would you say that before you came into this hearing room you had seen him [Mr. Lamb] many or few times?" Mr. Brown asked.

"Few times."

"How many times would you say, Mr Cummings?"

"I would say I saw him at Lincoln House . . . in 1944."

"That is the only time?"

"That is the only time."

"Now, Mr. Cummings, have you ever said to any one at any time in any place that Edward Lamb is or was a Communist?"

"Not at no time I have never said that."

Asked by Mr. Brown if it was not true that the party mailing list "had the names of prominent Toledo citizens on it who had no connection or link or affiliation of any kind with the Communist Party?" the witness replied, "That is right."

He explained that among the party membership cards the names of prominent people were added to protect the actual members in case they fell into "unfriendly hands." This was in 1947, he said, when party security was being tightened.

The witness said the additional names were "picked at random" out of the telephone book and city directory.

The witness said that although he saw the list and was present when it was prepared, he never had "access" to the list and couldn't remember the names.

On Tuesday morning the Broadcast Bureau counsel called to the stand Mr. Watson, 52, Olathe, Kan., dairy farmer and admitted former Communist Party member. Mr. Watson said he

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had belonged to various trade unions, National Unemployed Council, International Workers Order, the Communist Party (1929-41) and the International Labor Defense, which he said was the Party's legal arm.

The witness said he began with the Communist Party as a "rank and file member," was advanced to "organizer of my specific unit," and later was elected to the section committee of the Communist Party in Lucas County (Toledo), Ohio, in 1931. This committee, he said, determined local guidance and policy.

He said he was responsible for functions of International Labor Defense in that area, an organization he claimed was set up on a nationwide basis to rally mass and legal defense for persons arrested in "class struggle" activities.

Amid turbulent exchanges among counsel, Mr. Watson testified he first went to Mr. Lamb's office in 1931 in the company of Eugene Stoll, then head of the local Communist Party. Mr. Stoll's party name was Gene Johnson, he said.

Mr. Watson said he was told Mr. Lamb was an attorney for ILD and should be consulted on matters concerning ILD.

After protests by Mr. Brown, the witness was asked what Mr. Lamb said to him and he replied he didn't recall anything specifically.

Mr. Watson was asked to identify Mr. Lamb in the hearing room. The six-foot-six witness said it had been "a long time" but he thought he could and walked down the aisle to point out Mr. Lamb.

The witness estimated he visited Mr. Lamb's office several times in the period 1931-33 but could not recall any conversations which took place although he could give the subjects of the talks which he said involved such things as legal defense of persons arrested, ILD organizational problems and raising money.

He said conversations covered the person arrested, offense, charge, bond if any, and details on whether Mr. Lamb or another attorney would handle the case.

Later he said an ILD attorney was never consulted except on "class struggle activities." This term brought objections from Mr. Brown, who said various groups define the term different ways. When the witness volunteered to elaborate on the term "class struggle," he was warned by Mr. Sharfman to refrain from making voluntary remarks.

Warrant for Witness

EXISTENCE of a warrant for arrest of William G. Cummings, ex-FBI plant in the Toledo Communist Party and initial FCC witness in the Edward Lamb case, on a charge of making a false statement in obtaining his second marriage license in 1931, was related to the FCC proceeding Wednesday by Walter R. Powell, Broadcast Bureau counsel.

Complaint for the warrant, issued by a Bowling Green, Ohio, justice of peace, was reported made by a Mr. Zimmerman, said to be Mr. Lamb's personal pilot. Mr. Powell said he based his statement on press reports. The warrant reportedly was issued Monday night.

Counsel for Mr. Lamb Monday put in evidence court documents from Florence County, S. C., certifying Mr. Cummings' first marriage was in 1929 and records showed no annulment.

Mr. Cummings was to appear Tuesday for re-direct examination but the session proceeded with a new witness who later testified Mr. Cummings was in Mr. Powell's office at the FCC Tuesday noon.

On Tuesday afternoon, Mr. Watson testified he now could remember details about the "six or eight" later meetings which he said he and Mr. Stoll held with Mr. Lamb. He remembered the three discussed finances, that he and Mr. Stoll solicited money from Mr. Lamb and that Mr. Lamb responded by making contributions.

He said he and Mr. Stoll told Mr. Lamb that although most of the money would go to particular causes such as legal defense of the "Scottsboro boys," some would be used to further the work of the Communist Party in Toledo and New York.

At this point the witness was removed from the hearing room for discussion on his qualifications in view of these statements of what happened at the meetings and his claimed inability in the morning session to remember what had happened.

". . . This is a monstrous performance," Mr. Brown shouted, pacing the floor. "Everybody callously sits here and seems to treat it as a legalistic joust.

". . . Mr. Lamb was consulted in the role of an attorney. Is he now on trial for the sins of his clients? Can this Commission bring before you witnesses who have apparently been prepared to utter this slander?"

Noting the witness had said he couldn't remember, Mr. Brown exclaimed, "Ah! but that was before lunch!"

Mr. Sharfman, however, just before the noon recess had ruled that since the witness was under direct testimony he would be permitted to communicate with Broadcast Bureau counsel during the recess.

Examiner Sharfman now expressed concern and said he didn't know what weight to give the witness' testimony. "The witness is recollecting matters he couldn't recollect this morning," he observed.

Back on the stand, Mr. Watson related he and Mr. Stoll received contributions from Mr. Lamb and that these amounts were never more than $25, that Mr. Lamb made the contributions "six or seven times" out of the "nine or ten times I visited him."

Mr. Watson said Mr. Lamb was ILD's attorney in 1934 and was a member of the Advisory Committee of ILD on a national scale.

On Wednesday afternoon Mr. Brown began minute cross examination of Mr. Watson, delving into his personal background as well as Communist Party experiences.

Mr. Watson testified that "over the years" he changed his way of thinking and left the Communist Party in 1941.

On Thursday, when asked if he was appearing without compensation, the witness said he hoped to get paid $25 per day plus maintenance but no promises had been made. He indicated FCC representatives told him it was hoped it could be worked out for another government agency to pay him.

The witness, under questioning, said he was employed as a consultant by another agency which deals with security matters, hence he would not disclose which agency.

Asked if his services for the other agency were similar to those he performed for FCC, the witness felt they fall in "an entirely different category" but acknowledged he then was performing "one of the services." Later he said one of his duties is to "identify witnesses." He estimated about 10% of his time is spent giving testimony.

Later on Thursday the witness went into detail about the party's collection policy and his experience. He told Mr. Brown he had solicited some 100 people regularly in the Toledo area and no distinction was made between communists or non-communists since the party gladly accepted money from anyone.

The witness testified that during the 12 years he was a party member, the identity of contributors was never reported to the executive committee although the names of some of the financial supporters might be given the treasurer when money was turned in by the worker. He said no lists of contributors or amounts given were used.

To Mr. Brown's interrogation, the witness replied that when non-communists were solicited, the appeal was made on the basis of legal defense for various persons such as the Scottsboro boys or jailed strikers and the Communist Party was not mentioned.

The witness explained that when he testified earlier that solicitations of Mr. Lamb were for the work of the Communist Party, he meant that money was asked for legal defense of this or that person and such defense was considered part of the work of the party.

"Do you recall whether the words 'Communist Party' were ever uttered in any conversation in Mr. Lamb's office?" Mr. Brown asked.

After admitting, "I'm afraid of your next question," the witness answered, "I cannot recall any specific instance in which the words 'Communist Party' were used in Mr. Lamb's office."

In further cross examination, the witness admitted the party and ILD secured the best legal counsel they could "afford" and it didn't matter whether counsel were Communists or not although the party would have preferred that they were.

The witness agreed it is a "matter of historic record" of many prominent attorneys going to the aid of persons who needed legal defense but could not afford such defense. He said Mr. Lamb "certainly was" one of those who gave his time and effort to help such as these.

New Lamb Suit

SECOND $500,000 damage suit against Rep. Pat Sutton (D-Tenn.) by broadcaster-publisher Edward Lamb was reported filed last week in Federal court at Nashville, charging slander by Rep. Sutton on a political talkathon earlier this year [B•T, July 19]. The suit names as co-defendant WLAC there. Another suit in Federal court for $500,000 was filed by Mr. Lamb against Rep. Sutton several weeks ago [B•T, Sept. 13] while three previous suits for $500,000 each against Rep. Sutton pend in Nashville Davidson County Circuit Court. Other co-defendants in the suits are WSIX-AM-TV and WSM-AM-TV Nashville.

BOTKIN SWORN IN AS ODM EXECUTIVE

HAROLD BOTKIN, assistant director of operations for AT&T's Long Lines Dept., last Wednesday afternoon was sworn in as assistant director for telecommunications in the Office of Defense Mobilization.

Mr. Botkin, a former consultant in the Defense Dept.'s Office of Transportation and Communications, succeeds William A. Porter, who returns to private law practice with the Washington law firm of Bingham, Collins, Porter & Kistler [AT DEADLINE, Sept. 30].

Present for the oath-taking ceremonies were FCC Comr. Edward M. Webster; Rear Adm. Henry C. Perkins, chief of operations of the Coast Guard; Dean Garner, director of the Defense Dept.'s Communications Division; Lloyd Simpson, Civil Aeronautics Administra-



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RADIO-TV officials look over Philadelphia's potential as a site for the 1956 political conventions which a special municipal committee is trying to bring to that city. Network news executives were shown the facilities which would be available to them if the "City of Brotherly Love" were chosen. Represented here are (l to r): seated, Milton Burgh, MBS director of news; Davidson Taylor, NBC director of public affairs; standing, James Caddigan, DuMont director of programming and production; Paul Levitan, CBS producer; Elmer Lower, CBS director of special projects, news and public affairs; William R. McAndrew, NBC head of news; Walter Phillips, Philadelphia director of commerce; and Walter H. Annenberg, editor and publisher of the *Philadelphia Inquirer* (WFIL-AM-TV) and chairman of that city's Citizens Committee.

tion communications liaison officer; Perry Johnson, Central Intelligence Agency deputy assistant director for communications; John Cross, assistant chief of the State Dept.'s Telecommunication Division.

Mr. Botkin will work on U. S. policy problems in communications.

Date Set in Govt. Suit Against Picture Firms

NEW trial date of Oct. 4 has been set by Los Angeles Federal Judge Harry Westover in the government anti-trust suit against major motion picture production and distribution firms to force release of 16 mm prints of their theatrical films to tv and other uses [B•T, Feb. 8].

Judge Westover granted the delay after attorneys for both defendants and the justice department anti-trust division reported progress in a series of pretrial conferences aimed at narrowing issues to be heard and deciding on admissibility of evidence and documents, so as to expedite trial hearings.

Government suit, originally filed two years ago [B•T, July 28, 1952], listed as defendants Columbia Pictures Corp. and tv subsidiary Screen Gems Inc.; Universal Pictures and subsidiary United World Films Inc.; Warner Bros. Pictures Inc. and Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp. and Republic Productions Inc., and Pictorial Films Inc. Theatre Owners of America (TOA), a trade group, was named a co-conspirator, but not as a defendant in the anti-trust suit.

Shortly after suit filing, William C. Dixon, chief of the West Coast anti-trust division, said the government felt the defendants "conspired to restrict the use of their product," adding that the only question involved in pressing the suit was the enforcement of the anti-trust laws.

RADIO, TV MAY GET INTO PARTY PARLEYS

"FAVORABLE reaction" has greeted the proposal by J. Leonard Reinsch, managing director of the Cox stations, that all committee sessions of the Democratic Presidential nominating convention in 1956 be made available to all media, including radio and television.

The plan was submitted by Mr. Reinsch, radio-tv consultant to the Democratic National Committee and member of its special advisory committee, to the national committee during a two-day session in Indianapolis Sept. 17-18. The committee met to draft plans for the fall congressional election campaigns [B•T, Sept. 20]. No formal radio-tv action was taken, it was reported.

The advisory group will meet again sometime in December and will weigh other innovations suggested by Mr. Reinsch for the nominating convention.

Earlier, Clayton Fritchey, deputy chairman of the national committee, told B•T the committee plans to buy no national time itself but hopes to support individual senatorial and congressional candidates. The financial aid would be lent through various Democratic state and local groups, each buying their local time.

Peoria U's Don't Want V

TWO operating uhf stations at Peoria, Ill., ch. 43 WEEK-TV and ch. 19 WTVH-TV, petitioned FCC last week to make all commercial channels there uhf in order to prevent creation of a new intermixed uhf-vhf market. Pointing out that the area presently is virtually all uhf, the stations asked that the educational reservation affixed to ch. 37 be switched to ch. 8, now in contest between WIRL and WMBD there. An alternative suggestion submitted by the stations is to add ch. 31 to Peoria and reassign ch. 8 somewhere else.

Query of FCC to Start Bricker Network Probe

THE FCC will be the first entity on the list of groups to be questioned by the Senate Commerce Committee staff in Chairman John W. Bricker's investigation of the networks and the uhf-vhf situation, according to developments last week.

The Ohio Republican's office said lines of inquiry for obtaining the Commission data already have been marked, but first must be cleared with the Senator.

Indications were that at least the preliminary phases of the investigation would be handled by questionnaires.

It was unlikely that the Senator will be in Washington to give attention to the matter until perhaps Monday, Oct. 4.

Sen. Bricker will be in Boston until Friday, Oct. 1, attending a conclave of the Supreme Council of the 33rd Degree Scottish Rites Masons, and, it is reported, probably will return to Ohio for that weekend.

Nature of the data to be asked from the Commission was withheld pending clearance by Sen. Bricker, and the date the questionnaire will be submitted depends on how soon the Senator acts on the recommendations of the staff conducting the investigation.

This staff, headed by Robert F. Jones, held a series of conferences all last week in working out plans for the probe. Participating with Mr. Jones in the conferences were Harry M. Plotkin, minority counsel who joined the investigating group last Monday, and Nicholas Zapple, the Commerce Committee's communications counsel who is coordinating the probe.

Tv Crime and Horror Hearing To Commence in Mid-October

EXACT date for the Senate Juvenile Delinquency subcommittee's planned hearings on tv crime and horror programs has not been set but sessions definitely will begin around mid-October, Herbert Beaser, the subcommittee's chief counsel, said last week.

The hearings will be held in Washington, Mr. Beaser said, and will cover every phase of programming in the television industry. The hearings are expected to go into the activities of the Television Code Review Board to determine who makes decisions on programming [CLOSED CIRCUIT, Sept. 20].

Chairman of the group is Sen. Robert C. Hendrickson (R-N. J.). Other members are Sens. William Langer (R-N. D.), Thomas C. Hennings Jr. (D-Mo.) and Estes Kefauver (D-Tenn.).

'Round The World'

TELEVISION diary, recording the 'round-the-world journey by Sen. Margaret Chase Smith (R-Me.), will be made by CBS-TV *See It Now*. The senator disclosed last Thursday on the Edward R. Murrow show that when she leaves on the tour to Europe and Asia on Oct. 2, she will be accompanied by the show's cameraman Charles Mack and soundman Bobby Huttenloch. CBS-TV said the trip is the first such report by a tv program and the first such tour guided by a U. S. Senator. Sen. Smith will not accept a fee from the program and no government funds are involved, the network said.

old friends

Du Pont is sold on ABC... renews Cavalcade of America for '54-'55 season

Prestige-conscious Du Pont and Nielsen-wise BBDO have again chosen the opening slot on ABC's great Tuesday night line-up for Cavalcade of America's '54-'55 bow on September 28. One of TV's most honored dramatic shows, winner of the Freedoms Foundation Award for five straight years, Cavalcade features great actors in great moments from American history, recreated by some of TV's most gifted writers and producers. Du Pont's Cavalcade is the opening gun of the battery of shows that makes Tuesday night ABC night on the nation's TV screens.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY



WEAN SALE, WILS-TV LEASE APPROVED; OTHER TRANSFERS SENT TO COMMISSION

Fox, Wells & Co. seeks approval of its purchase of KFSD-AM-FM-TV San Diego for $2,227,500 plus net quick assets. WHOO-AM-FM Orlando, Fla., sale from Edward Lamb to Mowry Lowe for $295,000 is also submitted to the Commission.

FCC last week granted the transfers of WEAN Providence, R. I., from General Teleradio Inc. to Providence Journal Co. for $260,000, and the lease of WILS-TV Lansing, Mich., from John C. Pomeroy and associates to a group headed by Thomas B. Shull, NBC Film Division account executive, for $5,000 per month, with an option to buy at $166,254.

The week also saw applications for FCC approval of the sale of KFSD-AM-FM-TV San Diego from Thomas E. Sharp and associates to Fox, Wells & Co. for $2,227,500 plus net quick assets [B•T, Aug. 23]; of WHOO-AM-FM Orlando, Fla., from Edward Lamb, now in the throes of an FCC hearing regarding communist affiliations (see separate story on page 54), to Mowry Lowe, former general manager of WEAN Providence, R. I., for $295,000.

Also filed last week was an application by Max Leon, WDAS Philadelphia, asking FCC approval in the sale of his old 1400 kc facility to Friendly Broadcasting Co. (Richard Eaton) for $72,000. WDAS holds a CP to change to 1480 kc.

The WEAN transfer was approved with the proviso that the Providence Journal Co. *(Providence Journal-Bulletin)* rid itself of WPJB in that city. WEAN operates on 790 kc with 5 kw and is an MBS affiliate. WPJB operates on 1420 kc with 5 kw and is an ABC affiliate.

The ch. 54 WILS-TV Lansing lease was authorized to the Inland Broadcasting Co. which is owned by Herbert H. Upton, John A. Strauss, and James C. Hendley. Mr. Shull has no stock interest, but will be general manager of the station. The $5,000 per month rent agreement contains provisions relating the monthly payments to station income in such a way that monthly rent can drop to $500. The option to buy is valid for two years, but is predicated on the Commission granting Parma-Onondaga, Mich., ch. 10 to Television Corp. of Michigan (in which Mr. Pomeroy and his group have an interest).

WILS-TV cost $217,667 to build, the application showed. Total assets of the licensee, Lansing Broadcasting Co., which also owns WILS (1320 kc with 5 kw day, 1 kw night), were put at $418,587, with the surplus set at $50,000.

WILS-TV began operating Aug. 20, 1953, and is affiliated with ABC-TV and DuMont. It is represented by Venard, Rintoul & McConnell Inc.

Application for approval of the sale of the KFSD San Diego stations to Fox, Wells & Co. for almost $2.25 million plus net quick assets indicated that the investment company was borrowing $2.5 million from Bankers Trust Co., New York, for seven years, at 4%. It also showed that an option held by Charles E. Salik, former owner of KCBQ San Diego, to buy 1,330 shares of the 2,660 owned by Mr. Sharp will be taken over by the new licensee, KFSD Inc.

KFSD Inc. will be 95.5% owned by Fox, Wells & Co. It will be headed by James G. Rogers, pre-World War II vice president and general manager of Benton & Bowles advertising agency, and will also include Glen McDaniel, president-general counsel of Radio-Electronics - Television Manufacturers Assn., 3%, and William T. Lane, former general manager of WAGE Syracuse, N. Y., and of WLWT (TV) Atlanta, Ga. (now WLWA [TV]), 1.5%.

Fox, Wells Holdings

Fox, Wells & Co.—which is owned by former American Optical Co. executives Heywood Fox, 15%, George B. Wells, 5%, and Dr. R. Bowling Barnes, 5%, as general partners, and 75% by trust funds—owns 30% of WWOR-TV Worcester, Mass., 40% of Olympic Radio-Television Inc. (radio-tv sets), and substantial interests in community television systems in Florence, Ala.; Bluefield, W. Va.; Parkersburg, W. Va.; Williamsport, Pa.; Clarksburg, W. Va.; Fairmont, W. Va.; Morgantown, W. Va., and Winchester, Ky. It also holds varying interests in spraying, compressor, lighting fixtures, oil, and Coca-Cola bottling companies.

Present licensee of the KFSD stations, Airfan Radio Corp., showed total assets of $1,266,341, with $664,048 in earned surplus listed. Replacement value of KFSD-TV was put at $587,855; of KFSD-AM-FM, at $564,682. In addition to Mr. Sharp, Airfan stock is held in varying minor amounts by three other stockholders and by three trustees for trust funds.

Sale of Mr. Lamb's WHOO stations in Orlando, Fla., which he bought in 1952 for $200,000, to Mr. Lowe will be paid in most part by a six-year note, it was explained in the application. Total assets of the Orlando stations were set at $151,613, with earnings of $25,149 indicated in the June 30, 1954, balance sheet. Estimated replacement cost of both outlets was set at $275,000. Mr. Lowe, who will be president of Radio Florida Inc., the actual purchaser, showed a net worth of more than $50,000. FCC last week approved the sale of WEAN Providence, of which Mr. Lowe was general manager, to the Providence Journal Co. (see above).

WDAS Sale

In seeking FCC approval for the sale of his old 1400 kc facility, Mr. Leon cited cases in which the Commission had approved such sales, even for stations which had changed their frequencies. He pointed out that he had bought WDAS in 1950 for $500,000, had constructed new studios in 1953 for $53,000 and planned to invest $163,000 for complete new studios and equipment for the 1480 kc operation. In addition to the $72,000 purchase price, United Broadcasting will pay $4,350 a year for seven years' rental of the old WDAS studio, the application said.

United Broadcasting now owns WOOK-AM-TV and WFAN (FM) Washington; WSID and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland, and WANT Richmond, Va.

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Your Play Time . . . Comedy Hour . . . TV Playhouse . . . Liberace . . . GE Theatre . . . Tony Martin Show . . . Camel News Caravan . . . Burns and Allen . . . My Friend Irma . . . Viceroy Theatre . . . Dennis Day Show . . . Robert Montgomery Presents . . . Place the Face . . . Studio One . . . Midwestern Hayride . . . Arthur Murray Party . . . Milton Berle Show . . . I Love Lucy . . . Masquerade Party . . . Red Buttons . . . Truth or Consequences . . . You Bet Your Life . . . Red Skelton Revue . . . Arthur Godfrey and His Friends . . . Coke Time . . . I Married Joan . . . Cavalcade of America . . . Strike It Rich . . . I've Got A Secret . . . I Led Three Lives . . . This Is Your Life . . . Dragnet . . . Ford Theatre . . . Mr. District Attorney . . . Favorite Story . . . Pantomime Quiz . . . Mama . . . Life of Riley . . . Best In Mystery . . . Big Story . . . Cavalcade of Sports . . . Game of the Week . . . Jackie Gleason Show . . . Amateur Hour . . . Saturday Nite Revue . . . Your Hit Parade . . . Private Secretary . . . On Your Account . . . Lux Theatre . . . Disneyland . . . Kollege of Musical Knowledge . . . Welcome Travelers . . . Guiding Light . . . Hawkins Falls . . . Chrysler Show . . . Dollar a Second . . . Sports Revue

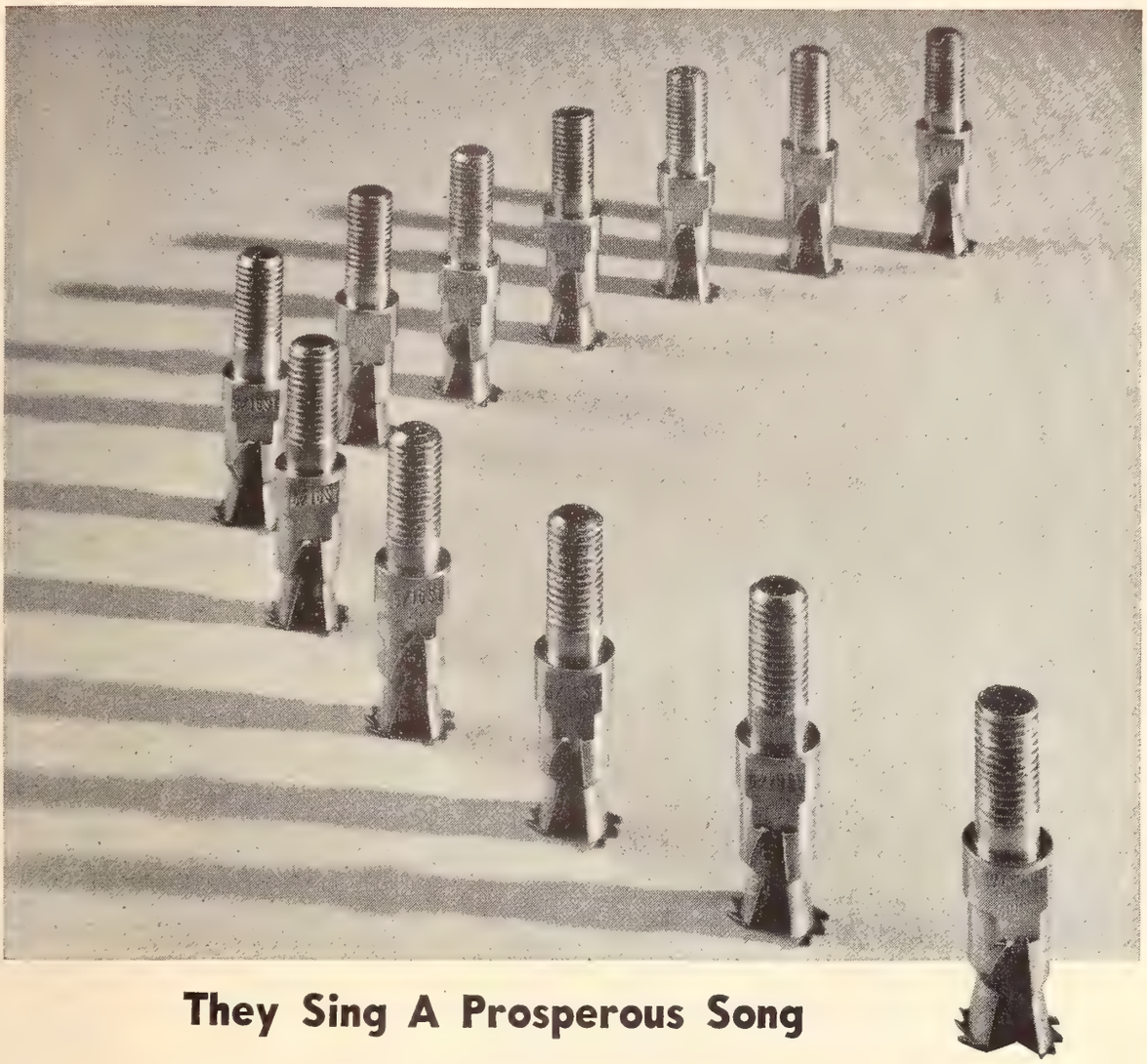
Carter Parham, President Harold (Hap) Anderson, Manager

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Team your product with WFMY-TV and you'll sing a prosperous song, too. Call your H-R-P man today.

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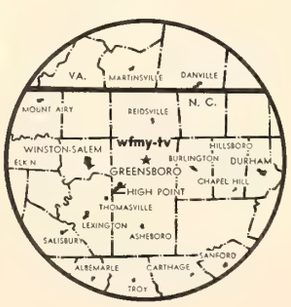
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CBS TELEVISION NETWORK

Basic Affiliate



INTERCITY RELAYS: NEW FCC ISSUE

INTERCITY relays for the exchange of television programs between cities whether or not linked by common carrier facilities have become a lively subject at the FCC.

• The Commission asked for comments on the petition of North Dakota Broadcasting Co. (KCJB-TV Minot and KXJB-TV Valley City, North Dakota) to revise the rules to permit the construction of privately owned intercity relays.

• AT&T asked for permission to use uhf frequencies to put a 150-mile international radio relay across the Straits of Florida to connect the U. S. and Cuba for telephone and tv.

• A private group asked for authority to construct an intercity microwave relay between Granite Canyon, Wyo., and Rapid City, S. D., to feed Denver tv signals to a prospective community television system in Radio City.

The North Dakota Broadcasting Co. petition asked that FCC rules be changed to permit a tv station to build its own interconnection to bring live network programs to its audience where it can be shown that existing common carrier facilities are too costly and might deprive some parts of the country from receiving live network programs or result in no tv service.

The North Dakota licensee asserted that the Commission should have the discretion of considering such requests and authorizing them if it was convinced it was in the public interest.

Under present regulations tv stations may build their own intercity links only as an interim measure until common carrier facilities are available. In the early days of tv, there were about 10 such station-owned facilities. These have now increased to 24.

In issuing its notice of proposed rule-making on this subject, the Commission asked for comments from interested parties by Nov. 8, and allowed 10 days thereafter for counter-comments and replies.

The 24 stations which use their own intercity microwave are:

KATV (TV) Pine Bluff (Little Rock), Ark.; WNHC-TV New Haven, Conn.; WATR-TV Waterbury, Conn.; WRBL-TV Columbus, Ga.; WTTV (TV) Bloomington, Ind.; KQTV (TV) Fort Dodge, Iowa; WBOC-TV Salisbury, Md.; WNEM-TV Bay City, Mich.; WWTV (TV) Cadillac, Mich.; WKZO-TV Kalamazoo, Mich.; WILS-TV Lansing, Mich.; WJIM-TV Lansing, Mich.; WKNX-TV Saginaw, Mich.; WPBN-TV Traverse City, Mich.; WJTV (TV) Jackson, Miss.; WTVE (TV) Elmira, N. Y.; KXJB-TV Valley City, N. D.; WHIZ-TV Zanesville, Ohio; WGLV (TV) Easton, Pa.; WARM-TV Scranton, Pa.; WGBI-TV Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WSAZ-TV Huntington, W. Va.; WEAU-TV Eau Claire, Wis.

AT&T's proposal to institute U. S.-Cuba radio relay service was in the form of a petition asking the FCC to authorize stations in the International Fixed Public Radio Service in southern Florida to use bands between 500 mc and 890 mc, provided no harmful interference is caused to tv.

AT&T claimed that the International Fixed Public Radio Service frequencies could not provide the "over the horizon" transmissions needed to interconnect Cuba and Florida. However, AT&T said, its studies have shown that it is possible to accomplish this over-the-water hop with beamed uhf frequencies. This would permit transmission of "hundreds" of telephone messages and also tv programs, AT&T pointed out, with a 20 mc band.

Proper siting of the inter-nation radio relay transmitters would ensure that no interference would be caused to uhf tv stations in southern Florida, AT&T said. Transmitting facilities in Cuba would be engineered so as to avoid interference with tv reception in the U. S., it added. It suggested that all the possible interference factors could be overcome by using frequencies above 680 mc.

The third request for construction of an intercity relay to feed tv signals to a community television system was submitted last week to the FCC. This was by Eugene Bartlett and C. L. Reed, under the name of Bartlett & Reed Management, to establish a $211,265, seven-hop, common carrier, microwave system between Granite Canyon, Wyo. and Rapid City S. D., to feed a prospective community tv operation in that Black Hills-southern Dakota region.

The applicants, who emphasized they will have no connection with the community tv system in Rapid City, estimated $100,000 revenues in the first year of operation, based on $8,500 per month charge (for both video and audio channels) for each customer. The hope is that more than one mountaintop system may engage its services.

The Dakota businessmen foresee a 4,000-home potential for community tv operation, feeding Denver tv station signals to Rapid City. They informed the Commission that they had aural assurance from KOA-TV Denver that they could use its ch. 4 signals for this purpose.

Hills Broadcasting Co. (N. L. Bentson and associates) holds a CP for KTLV (TV) on ch. 7 in Rapid City. Grant was made last February. The Bartlett-Reed group expressed doubts that the station would be built. There is no tv reception at Rapid City at present, they said.

The application is similar to the proposal of J. E. Belknap & Assoc. to feed Memphis tv signals to Kennett and Poplar Bluff, Mo., community tv systems. This was granted last May [B•T May 10].



KBTM Bids for Ch. 8; WMGT (TV) Asks Ch. 19

APPLICATION for ch. 8, Jonesboro, Ark., was filed last week by KBTM-AM-FM that city, with estimated $100,000 construction cost, RCA equipment, and 11.75 kw power. Antenna, set for one mile east of Jonesboro on Highway No. 4, will be 309 ft. above average terrain (337 ft. above ground). Application showed total assets of the KBTM stations as $127,777 as of Aug. 31, 1954, with $57,750 due in notes. Principals are Harold E. and Helen W. King.

The FCC was also asked by ch. 74 WMGT (TV) North Adams, Mass., to assign ch. 19 there and permit the station to shift to the lower uhf channel. It said that ch. 19 had been granted to Richard H. Balch for Utica, N. Y., and that it had agreed to pay Mr. Balch $11,000 for the expenses he incurred in connection with the projected Utica station. Upon payment of this sum, WMGT said, Mr. Balch has agreed to surrender his CP.

In formal orders, the Commission replaced ch. 65 at Sunbury, Pa., with ch. 38 at the request of WKOK Sunbury, effective Oct. 25. This also involved substituting ch. 74 for 38 at Lewiston, Pa., and assigning ch. 65 to Shamokin, Pa.

In another allocation change, the FCC ordered the assignment of ch. 2 to Andalusia, Ala., and reserved it for educational, noncommercial use. This was on the request of the Alabama Educational Television Commission.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)



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DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Beeline listeners in this independent inland market spend over $3 billion annually at retail, nearly a billion annually for food alone. *(Sales Management's 1954 Copyrighted Survey)*



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SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

FCC ACTS TO END AREA ANTENNA LIMIT

Proposed rule-making issued to delete 1,000-ft. maximum for tv antennas in U. S. northeast and north central areas.

ELIMINATION of the 1,000-ft. maximum antenna height limitation for full-power tv stations in the northeastern and north central area of the U. S. (Zone I) loomed as a possibility last week when the FCC issued a notice of proposed rule-making looking toward the deletion of this provision in its tv rules.

The action was based on petitions requesting the equalization of antenna height maximums for the entire country, submitted to the FCC in 1953 by WBEN-TV Buffalo (ch. 4) and WSAZ-TV Huntington, W. Va. (ch. 3). Both stations are in Zone I peripheries, and claimed they were being discriminated against because of this limitation on height.

FCC Comr. Frieda B. Hennock dissented.

FCC rules, established in 1952 after the four-year freeze, permit 2,000-ft. antennas with maximum powers in all parts of the country except the crowded northeast and north central states. Maximum powers for channels 2-6 are 100 kw, for channels 7-13, 316 kw, and for channels 14-83, 1,000 kw.

It was felt, the Commission said in its 1952 report, that antenna height limitation to 1,000 ft. in Zone I was necessary to permit closer geographical spacing of stations in this densely populated area. This would permit the FCC to assign more vhf channels there than if the general separation criterion were used, it said. However, the Commission held open the door for higher antenna maximums by qualifying the Zone I limitation "until a larger body of data is available with respect to operation with antenna heights over 1,000 ft. with higher powers. . . ."

Both WBEN-TV and WSAZ-TV claimed elimination of this restriction would greatly increase the service areas for all stations in Zone I, and that there would be little, if any interference, provided all stations boost operation to maximum power.

The Commission asked for comments by Nov. 25, with counter-comments due 10 days thereafter. It said it would decide whether hearings were necessary after reviewing the comments and counter-comments.

Comr. Hennock based her dissent on her fear that high powered metropolitan vhf stations with 2,000-ft. antennas would blanket smaller vhf and all uhf stations in the crowded northeast and north central states. This "reflects a basic change in the philosophy of the Commission since 1952," Miss Hennock said.

She urged that the Commission hold up action until the results of the Bricker investigation (see story page 58) are known.

Seven New Tv Outlets Beginning Operations

SEVEN new tv stations were scheduled to begin regular programming this past weekend. These starts would increase to 407 the number of operating tv stations.

A year ago, at World Series time, a record was set when 27 new tv stations in one week started programming.

The new tvs, bringing the first local video outlets to four cities, are:

WGTH-TV Hartford, Conn. (ch. 18), ABC, DuM; represented by H-R Tv Inc., Sept. 25.

WINT (TV) Waterloo (Ft. Wayne), Ind. (ch. 15), CBS; represented by H-R Tv Inc., Sept. 26.

KTIV (TV) Sioux City, Iowa (ch. 4), NBC; represented by George P. Hollingbery Co., Sept. 26.

WMTW (TV) Poland, Me. (ch. 8), ABC, CBS; represented by Harrington, Righter & Parsons Inc., Sept. 25.

KSWM-TV Joplin, Mo. (ch. 12), CBS; represented by Venard, Rintoul & McConnell Inc., Sept. 26.

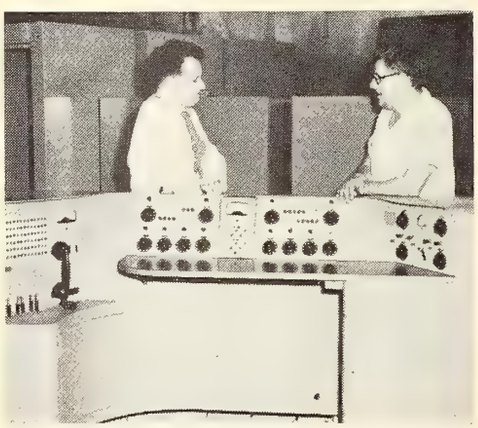
WUSN-TV Charleston, S. C. (ch. 2), NBC, DuM; represented by H-R Tv Inc., Sept. 25.

KUTV (TV) Salt Lake City (ch. 2), ABC; represented by George P. Hollingbery Co., Sept. 26.

This is the first local tv station for Hartford, Waterloo (serving nearby Ft. Wayne), Poland and Joplin; the second for Sioux City and Charleston, and the third for Salt Lake City.

WLOS-TV Asheville, N. C., began regular programming Sept. 18 affiliated with ABC and DuMont. The ch. 13 outlet is the second tv there but first vhf.

WCNY-TV Carthage-Watertown, N. Y., was scheduled to begin test patterns Saturday and expects to begin commercial operation Oct. 1, the station has reported. The ch. 7 outlet will be affiliated with ABC and CBS and represented by Weed Tv.



GATES RADIO Co., Quincy, Ill., announced last week it has been awarded the contract for the construction of audio and control equipment for the new U. S. Information Agency (Voice of America) installation in Washington. Sufficient audio and control equipment is to be provided by Gates for 16 studios, 40 recording positions (disc and tape), one master control console and recording console.

Voice Begins Operation From Washington Studios

FIRST of the Voice of America's broadcasts from Washington went on the air last Wednesday, with the placing into use of four of the Voice's 14 new studios which have been under construction in the Health, Education & Welfare Dept. Building, a spokesman said.

The broadcasts mark the first of the Voice's broadcasting activities to be moved from New York to Washington. The entire move is expected to be completed by Nov. 1.

The four studios will handle the Voice's Near East language desk and adds about 100 to the 100 members of the agency already in Washington. The complete move involves about 1,000 persons, the spokesman said.

The Voice is concluding an extensive recruiting campaign to replace some 20-30% of its personnel who will not make the move from New York. The spokesman said the agency currently is "desperately" in need of 60 stenographers. The recruiting campaign was largely to replace broadcasting personnel who are proficient in the 38 languages broadcast.

The Voice's Far East desk has set Oct. 2 to begin Washington broadcasts.

ROLLINS, OK SEEK SAME AM FREQUENCY

Both want Indianapolis daytimer on 1590. In other actions, FCC grants new radio station and approves two changes from fulltime to daytime.

TWO fast-growing, post-war broadcasters take the field against each other soon for 1590 kc in Indianapolis.

Contestants are Rollins Broadcasting Co., seeking 5 kw daytime only on that frequency, and OK Broadcasting Co., seeking 1 kw daytime only on that wavelength.

Rollins Broadcasting is John W., O. Wayne and Katherine E. Rollins, who started with GI savings in 1948 when they applied for and received a grant for WAMS Wilmington, Del. They now own also WJWL Georgetown, Del.; WRAD Radford, WRAP Norfolk, both Virginia; WNJR Newark, N. J. They also have a television grant for WHRN (TV) Dover, Del.

OK Broadcasting is Jules J. Paglin and Stanley W. Ray Jr., who began in their native Louisiana with KAOK Lake Charles in 1947 and have since added WBOK New Orleans, WXOK Baton Rouge, both Louisiana, and KYOK Houston, Tex. They also hold an interest in WCNO-TV New Orleans.

Both the Rollins group and the Paglin-Ray group program many of their stations for Negro audiences. Both plan to spend $55,000 to $65,000 in building their proposed Indianapolis stations.

In other am actions, the Commission authorized the grant of 1240 kc with 250 w at Eustis, Fla., to Washington radio attorneys Seymour Krieger and Norman E. Jorgensen. They recently bought WSBB New Smyrna Beach, Fla., for $30,000 [B•T, Aug. 9]. They intend to spend $28,500 to build the Eustis station.

Two recent changes from unlimited to daytime only were officially approved by the FCC last week. WWWB Jasper, Ala., was given permission to change from 1240 kc with 250 w, unlimited, to 1360 kc with .1 kw daytime. WNER Live Oak, Fla., was given permission to change from 1450 kc, 250 w, unlimited, to 1390 kc, 1 kw, daytime.

The Jasper stations said it had found that the greatest listening at night in its area was to network radio, or to tv. The Florida station said it needed more coverage during the day in order to serve its population.

Service Censors Cautioned Against Abuse of Powers

ARMY, Navy and Air Force news censors in the field were warned against abuse of their power to suppress information in a joint field manual issued last week by the Defense Dept.

The manual emphasized that censorship is "an impingement upon freedom of the press or freedom of speech" that is "accepted temporarily and reluctantly" so a war effort may be made more effective.

Censors were cautioned not to delete "so-called policy" material or that which might be embarrassing. The single test, the manual said, is: "Will this news aid the enemy in his war against us?"

The manual said that censors when in doubt should err on the side of security, but said questions of degree arise where possibly publication of information might do harm, but its good might outweigh this consideration.

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custom engineered and stress-analyzed for wind conditions in your area

on-the-spot liaison by factory structural experts insures reliability of construction

high tensile, suspension bridge cables, factory pre-tested and proof-loaded minimize sagging or settling after installation

precision jigged welding of flanges to columns insures straight, untwisted towers

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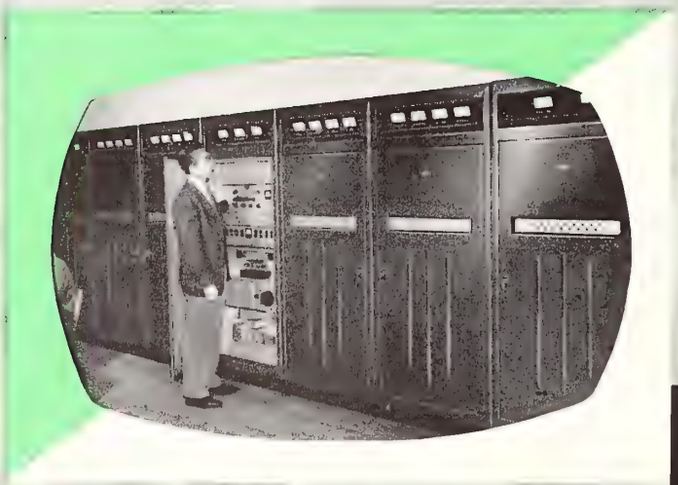
OXford 5-3782 • plant, Columbia, S. C.

DuMont

KXJB-TV, Valley City • Fargo, North Dakota, goes on the air with top equipment geared for top performance... DuMont television transmitting equipment from Image Orthicon camera chains and the revolutionary Multi-Scanner through complete control equipment and high power transmitter.

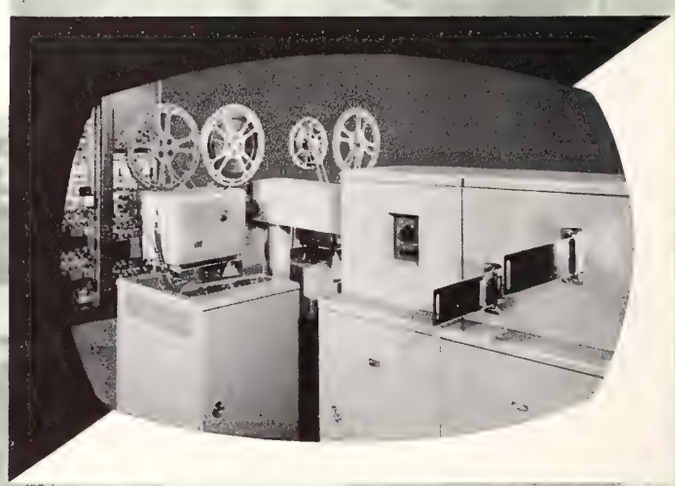
With an eye to the future, KXJB-TV chose DuMont equipment to assure lowest maintenance costs, operating costs, and preparedness for color television broadcasting.

market



Du Mont Series 9000 25 KW television transmitter installed at KXJB-TV includes the Du Mont color modification kit permitting inexpensive, simple conversion.

Du Mont Multi-Scanner, installed in KXJB-TV, Fargo studios, makes films become "live". Also excellent source of slide and opaque pickup. The most-wanted piece of television broadcasting gear today.



DU MONT®

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, NEW JERSEY

kxjb-tv

CHANNEL 4

VALLEY CITY · FARGO, NORTH DAKOTA

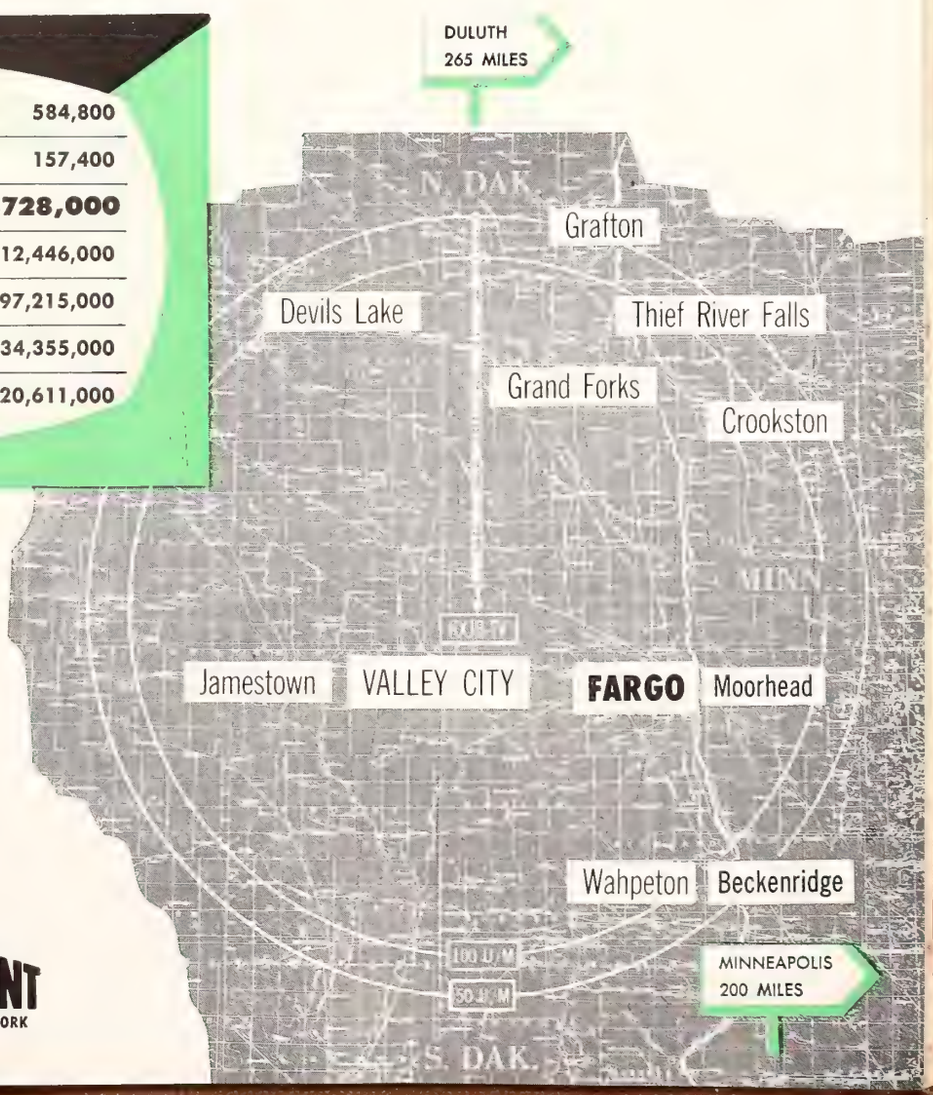
100,000 WATTS VIDEO • 57,000 WATTS AUDIO, E.R.P.
TOWER HEIGHT 1090 FEET ABOVE AVERAGE TERRAIN,
2495 FEET ABOVE SEA LEVEL

Here's market area history being made . . . 9 principal cities, rolled into a single sphere of buying power for the first time, with population exceeding the city of Buffalo, N. Y.!

For the first time, a single area medium that blankets 54% of all families in the state of North Dakota and then some. KXJB-TV can carry your sales message to one of the nation's *top spending* areas never before wrapped up in a single package. KXJB-TV assures saturation through its unequalled power and programming in this rich Red River Valley area.

makers

Population	584,800
Families	157,400
Retail sales	**$670,728,000**
Food stores	$112,446,000
General merchandise	$ 97,215,000
Automotive group	$134,355,000
Consumer spendable income	$720,611,000



KXJB-TV

CHANNEL 4

Sales Office: North Dakota Broadcasting Co.,
West Front Street, Fargo, North Dakota

CBS primary affiliate DUMONT TELEVISION NETWORK

INTERCONNECTED

THIS ISSUE OF BROADCASTING-TELECASTING IS BEING READ BY 75,956 READERS *

* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

FCC DEFENDS MULTIPLE OWNERSHIP RULES

Commission claims Communications Act gives it authority to limit number of stations anyone can own.

THE FCC is well within its rights in establishing a numerical limitation on the ownership of broadcast stations by one person or company, the Commission said last week in a reply brief filed with the U. S. Court of Appeals.

The Commission's brief was in answer to an attack on its multiple ownership rules—which limit to seven the number of am or fm stations, and to five (now seven) tv stations which may be owned by single entities—by Storer Broadcasting Co. [B•T, June 7, Jan. 25].

Storer challenged the legality of the Commission's multiple ownership numerical limitation by claiming that it is not supported by statutory authority, is based on an erroneous interpretation of the anti-monopoly laws, and is inconsistent with the requirement that the FCC must grant an application for a broadcast facility "if the public interest, convenience and necessity will be served."

The multiple ownership rule was made final by the FCC last year following a 1948 proposal that multiple ownership be weighted [B•T, Nov. 30, 1953]. Two weeks ago the Commission revised its tv limitations to permit the ownership of seven tv stations, provided no more than five are in the vhf band [B•T, Sept. 20].

The FCC held in its answer brief that the multiple ownership rules carry out Commission policy that "the public interest requires a maximum diversification of program and service viewpoints."

The Communications Act "clothes" the Commission with full authority to determine public interest, convenience and necessity, FCC said.

The multiple ownership rules provide "reasonable" standards of public interest, FCC said.

The rules do not purport to enforce the anti-trust laws, but implement the Commission's diversification policy, it stated.

The Commission referred to its long-standing policy regarding newspaper ownership as an example of its diversification activity.

". . . while the Commission has never deemed it necessary or desirable to bar newspapers as a class from radio station ownership," it said, "it has consistently favored applicants without newspaper connections in selecting among competing applicants. . . ."

In answer to charges that the multiple ownership limitation is "arbitrary," the Commission said that such restrictions on ownership have been in effect in fm and tv for 10 years, that they are another expression of Commission policy regarding undue concentration (like chain broadcast rules, individual decisions, newspaper ownership policy, duopoly regulation).

"The rules are the product not only of informed, but also of proven experience," the Commission concluded. "While limiting applicants to a single station might have carried out more fully the ideal of maximum diversification and encouragement of wide-spread entry into the field, it might also have impeded the fullest utilization of radio frequencies. For there might not have been enough qualified persons to develop an adequate nationwide system of broadcasting if each were limited to one station. . . ."

The New Limits

FOLLOWING is the new tv multiple ownership rule, authorized by FCC Sept. 17 [B•T, Sept. 20], effective Oct. 22:

Sec. 3.636(a)(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control; consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of area served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, no more than five of which may be in the vhf band.

Buffalo Denial Interprets New Multiple Owner Rules

A BASIC interpretation of the FCC's new multiple ownership rules was issued last week when the Commission denied petitions filed by WKBW Buffalo and Greater Erie Broadcasting Co. (WWOL), asking that the Buffalo ch. 7 issues be enlarged to inquire into the legal qualifications of Great Lakes Television Inc. All are applicants for ch. 8.

WKBW and Greater Erie claimed that Great Lakes is composed of four corporations and six individuals and that the stockholders, officers and directors of these companies, and the individuals in the aggregate own stock interests in eight am stations. This violates the FCC's multiple ownership rule, the two petitioners asserted, which limits ownership or control to seven am stations.

FCC, with Comr. Frieda B. Hennock dissenting and with Comrs. George E. Sterling and Robert T. Bartley not participating, refused to accept that interpretation. It claimed the rule refers to individual ownerships and not to combinations of individual stockholders.

Thus, it was explained, Great Lakes at present has no am interest. Some of its stockholders have interests in am stations, but none has interests in more than seven. The multiple ownership rule speaks of *"any* party or *any* of its stockholders, officers or directors," and, the Commission said in its order, "clearly indicates that the interests of each are to be considered separately rather than added together."

Should Great Lakes have owned a number of am stations, it was explained by FCC attorneys, these could have been added to the number held by each individual stockholder, officer or director, and if the total was more than seven, in each individual case, would have brought the company into conflict with the multiple ownership rules.

Earlier this year, the Commission held that Westinghouse Broadcasting Co. violated the tv multiple ownership rule because three of its parent company's directors held small interests in other tv stations. But the Commission said, Westinghouse cannot be charged with the aggregate ownership of all of its stockholders', officers' or directors' interests.

Great Lakes is a merger of *Buffalo Courier-Express* (WEBR), WPIT Pittsburgh, WKAL Rome-WKTV (TV) Utica, New York, and Cataract Theatre Corp., plus individuals.

COVER NORTH CAROLINA'S Rich, Growing "GOLDEN TRIANGLE"

WINSTON-SALEM
GREENSBORO
HIGH POINT

with WSJS TELEVISION CHANNEL 12

a 24-county market with Effective Buying Income of $1,543,515,000

(Sales Management 1954 Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

NBC

Interconnected Television Affiliate

National Representative:
The Headley-Reed Company

QUALITY GROUP AIMS FOR OCT. START

Ward Quaal formally elected president at Chicago meeting last Monday. Selection of a paid executive vice president is still to be made.

QUALITY Radio Group Inc., cooperative nighttime tape recorded programming lineup of top high-power stations, should be underway by Oct. 15, with its sights set on fall business ness commitments, based on interest shown by some agencies on behalf of their clients. Go-sign will be flashed with the appointment of an execu- under the leadership of Ward Quaal, Crosley Broadcasting Corp.



MR. QUAAL

The group still hopes to take advantage of fall busi- tive vice president by Oct. 15, Mr. Quaal said.

Groundwork for the appointment of such an executive to oversee the New York sales operation—and later his own staff, plus a Chicago branch office contingent—was formally laid at Chicago's Palmer House last Monday.

Identity of the prospective QRG Inc. member stations was not ascertained at last week's meeting, but it was understood that the stations' qualifications would undergo "additional screening and study" before they would be accepted into membership. Feeling, as expressed by one key director, was that QRG can afford "to be choosy" at this time.

In addition to the original station list of 24 members, announced during the earlier September meeting [B•T, Sept. 6] and definitely committed (the list actually was composed of 23 plus two share-time outlets, WFAA-WBAP Dallas-Ft. Worth), another has been added—KSL Salt Lake City.

Mr. Quaal's election to the president's post was formalized last Monday, along with the naming of William Wagner, WHO Des Moines, as secretary-treasurer, and W. H. Summerville, WWL New Orleans, as vice president.

Frank Schreiber, WGN Chicago, was named to head up the executive committee, comprising Jack DeWitt, WSM Nashville; Donald W. Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines, C. T. Lucy, WRVA Richmond, Va., and himself. It will be charged with formalizing the list of applicants for QRG. The executive group expects to meet sometime this week.

Mr. Quaal, along with the other two officers, will serve without compensation. The executive vice president to head up the New York office, who will be appointed by the 12-man board, together with his staff and any Chicago office appointees, will occupy paid positions.

Incorporating directors—QRG Inc. has been legalized as a corporation with filing of papers in Delaware—were elected at Monday's meeting for varying terms. These directors and their terms are:

Three year terms—Chris Witting, Westinghouse Broadcasting Co. (KEX Portland, Ore.; KDKA Pittsburgh, WBZ-WBZA Boston-Springfield but excluding KYW Philadelphia and WOWO Fort Wayne); and Messrs. Quaal, DeWitt and Evans.

Two-year terms—James Gaines, WOAI San Antonio, and Messrs. Summerville, Schreiber and Thornburgh.

One-year terms—J. Leonard Reinsch, Cox Stations (WSB Atlanta); Charles H. Crutchfield, WBT Charlotte; Frank Fogarty, WOW Omaha, and Mr. Lucy. (Mr. Reinsch is the 12th board member to be selected.).

Messrs. Witting and Crutchfield, along with Jack Harris, KPRC Houston, were absent from Monday's meeting. Joseph Baudino represented Westinghouse Broadcasting Co.

Just How Much-

PROGRESS HAS CHANNEL 11
MADE IN THE FIRST TEN MONTHS?

OCTOBER, 1953
ARB rating showed that Channel 11 was rated first or second in the market
9% OF THE TIME

HERE'S THE ANSWER!

JULY, 1954
ARB ratings showed that Channel 11 is rated first or second in the market
65% OF THE TIME

HERE'S THE ANSWER!

IN ADDITION
In the daytime the JULY ARB rates Channel 11 first or second in the market
76% OF THE TIME

ABC STATION

Based on Oct. '53 and July '54 ARB Ratings

WTCN-TV *channel* **11**
MINNEAPOLIS - ST. PAUL
316,000 WATTS FULL POWER
NATIONAL REPRESENTATIVES—BLAIR-TV, INC.

$2 Million Earmarked To Start L. A. Project

TOTAL of $2 million is earmarked for the initial development of a 10-acre studio site on Sunset Blvd. which will house KTLA (TV) Hollywood and Paramount Television Productions Inc., according to Klaus Landsberg, Paramount Tv vice president and station general manager. Cost is exclusive of the $850,000 purchase price which Paramount Pictures paid for the old Warner Bros. Studios last year [B•T, Dec. 28, 1953].

Remodeling starts Nov. 1 under the supervision of the architectural and engineering firm of Pereiera and Luckman with the control booths being designed to handle both color and black-and-white equipment.

Mr. Landsberg himself has devised many engineering innovations to be included in the new studios. Among these, it is reported, is a "Peripheral type batten lighting system" in which less bats can be used by placing them in squares instead of utilizing the parallel system.

Three studios, covering 10,000 square feet each, two of which will serve theatre audiences, are part of the initial project. Representative of the "maximum flexibility" to be carried out in the new facilities is that the three studios can be opened into each other to create studio shooting space of either 10, 20 or 30 thousand square feet.

Largest building, facing Sunset Blvd., will house the general and executive office in 30,000 square feet of space. Production and engineering offices and staging facilities as well as the dressing rooms will be set up in a separate building. Over 40,000 square feet in an adjacent building has been alloted for prop and set storage.

Studio plans also include a special projection and viewing theatre for the advertiser; complete cafeteria and kitchen facilities; air-conditioning throughout the studios, sound stages and control rooms; plus full facilities for both color and black-and-white telecasting, Mr. Landsberg revealed.

New WWJ-TV Tower, Plant Set for Operation Oct. 1

WWJ-TV Detroit on Oct. 1 will begin operating with its new 1,063½-ft. tower, "the tallest man-made structure in Michigan," and a 97.7 kw transmitter, the station has reported. Clear reception will be available to viewers within a 100-mile radius, according to E. J. Love, general engineering manager.

The new tower was designed and manufactured by the Blaw-Knox Co. and weighs 265 tons. The lower 30 feet of the tower tapers to a pivoted base which ultimately rests in a concrete pyramid weighing 183,000 pounds. The tower is equipped with a manlift that can be stopped at any level in its ascent or descent.

NEVER SHOOT THE BULL

when he can be cowed



Riding past his neighbor's ranch house, a Texan noticed a fierce-looking bull loose in the yard; out back, a girl was milking a cow. Before the Texan could make a move, the beast spied the girl, lowered his head and charged. The Texan shouted a warning. The girl glanced up, waved, but continued milking. The bull skidded to a halt ten feet from the cow and pawed the ground. Again the Texan yelled. Again the girl looked, smiled, and continued her chore.

Our hero was considering a dramatic rescue when the bull gave a final snort and lumbered off.

The Texan ran back to the girl. "Why didn't you get out of the way? That bull might of killed you!"

The girl glanced up and smiled. "Thanks, but I reckoned all along he wouldn't dare come near me."

"Wouldn't *dare*? Why not?"

"Because of Bessie," said the girl, patting the cow's flank.

"What's the old cow got to do with it?" asked the astonished Texan.

"She's his mother-in-law."

A few researchers—like the bull—are easily cowed. Mention Panhandle, and they think of wide open prairie. Sure we're wide open, but so's KGNC's coverage: 54 counties in Texas, *plus* 24 counties in New Mexico, Kansas, Oklahoma and Colorado. (KGNC-TV's signal reaches 30 counties with a population of 400,000.) Amarillo's trading area yields oil, crops and livestock to such a wide open extent we're *13th* in the nation in per capita income. And we're *1st in the nation —again—in per family retail sales.*

For availabilities, am and tv, see The Katz Agency.



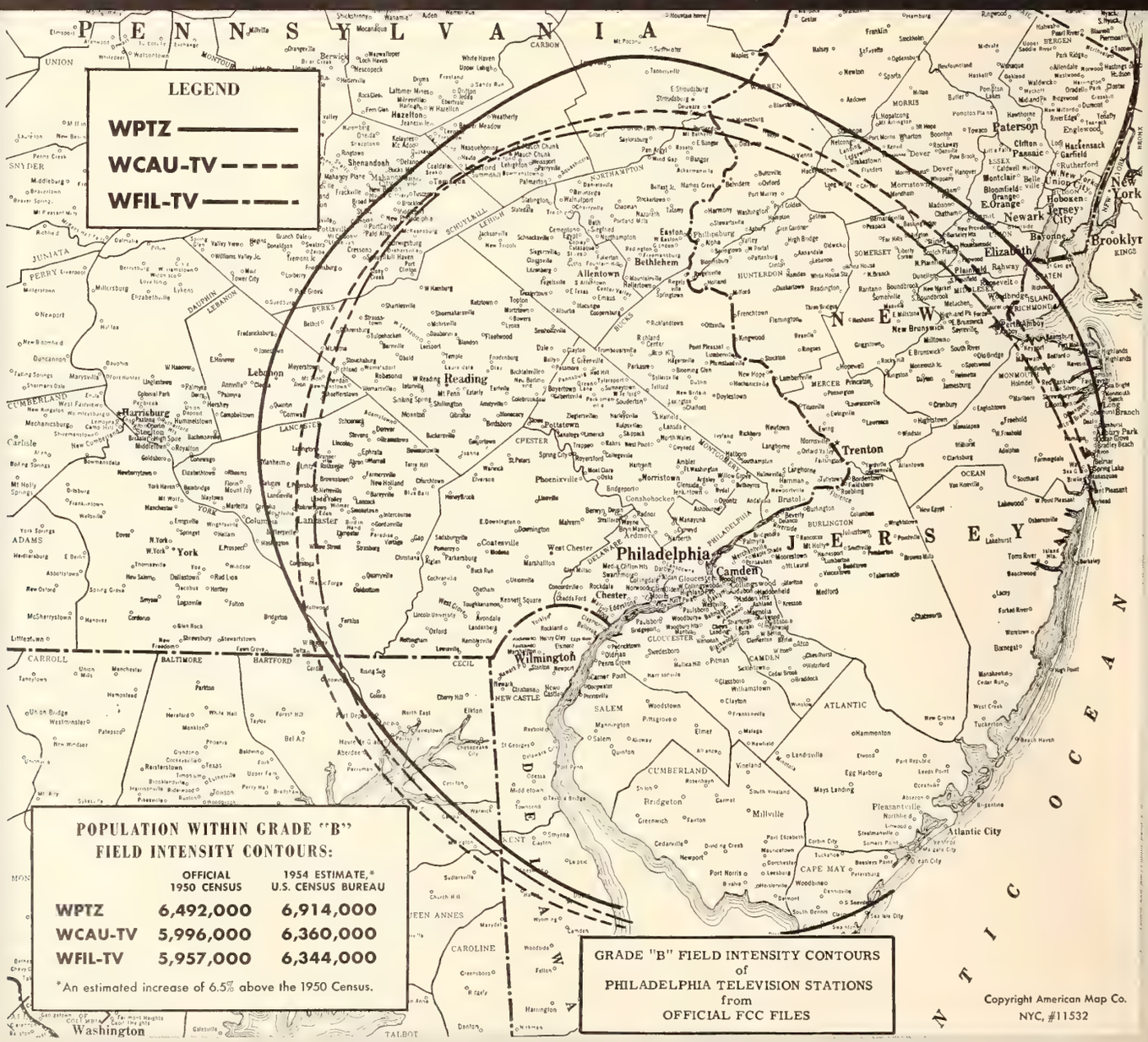
NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

WPTZ Still delivers

picture to more people

any other station in



a clearer, stronger over a wider area than Pennsylvania

It's an engineering fact:

In TV-as in radio-
the lower the
channel number
the greater
the coverage
...the better
the reception

WPTZ

MAXIMUM POWER

PHILADELPHIA

WESTINGHOUSE BROADCASTING COMPANY, INC.

WPTZ • **KYW**, *Philadelphia;* **WBZ-WBZA** • **WBZ-TV**, *Boston;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

National Representatives, FREE & PETERS, INC.
KPIX represented by THE KATZ AGENCY, INC.

BLAIR'S NEW PLAN OFFERS MINUTE SPOTS ON CLIENT STATIONS IN SINGLE PACKAGE

'National Saturation Group' idea gives 24 one-minute announcements a week on 45 stations at gross cost of less than $16,000.

A NEW sales plan offering national advertisers 24 one-minute announcements a week on 45 radio stations across the nation at a gross weekly cost of $15,582 was announced last week by John Blair & Co., whose client stations are participants in the plan.

Officials of the radio representation company, outlining details of the "National Saturation Group" plan at a news luncheon Thursday in New York, said it offers advertisers some 28,160,450 listener impressions at a cost of 49 cents per thousand per week. Use of the plan already is being considered by three advertisers to whom it has been previewed, they reported.

A special feature which Blair officials described as unique is that it involves "only one order, one bill, one affidavit." A single order to the Blair company is sufficient to buy the plan on all 45 stations and the Blair firm in turn will provide the agency with a single bill covering all broadcasting each month, plus a consolidated affidavit for all stations.

John Blair, head of the representation company, said in response to questions that he did not think the NSG plan would necessarily supersede networks in the long run, but that he did feel that radio's greatest effectiveness today is at the local level, which is the program area where NSG will operate, and that the answer for networks depends to a great extent on "how good the networks really are." He expressed the view that networks today seek to "do things" that stations can do better and more proficiently for themselves.

Robert E. Eastman, executive vice president of the Blair company, noted that while the gross cost of 24 participations on the 45 stations would be $15,582 for a single week, the discount structure brings the cost down to $15,150 a week on 13-week contracts, $14,721 weekly on 26-week contracts, and $13,940 a week for 52 weeks' use. Bought separately, 24 announcements on the stations would cost $26,342, it was noted.

Using A. C. Nielsen Co. research conducted for BAB as a basis, Blair calculated that the 45 NSG stations, with 24 participations weekly on each outlet, could deliver a weekly rating exceeding 43.0. "When spot radio can document a rating of 43.0," Mr. Eastman said, "this is something for the industry to get excited about."

Blair emphasized the importance of local programming, into which advertisers' messages under the NSG plan will be inserted (four times a day, six days a week).

Further, the presentation asserted, the 45 stations have a total coverage of more than 75 million population.

The NSG "24 plan" was described as "almost coincidental" with the Quality Radio Group's new method of selling radio, which Blair officials said they regard as another "good" development in the field of radio sales.

Although the NSG plan anticipates that advertisers utilizing it will buy all 45 markets involved, authorities indicated that national sponsors who lack distribution in one or two of the areas may take advantage of the plan without being penalized.

Witting Terms WBC Largest Independent

WESTINGHOUSE Broadcasting Co., which with the acquisition of KPIX (TV) San Francisco operates radio-tv properties in six major markets, "is the largest independent in U. S. broadcasting and it is our intention to grow bigger."

This look at the present and future of Westinghouse broadcast operations was given by WBC President Chris J. Witting at a dinner held a fortnight ago at the Hotel Fairmont, San Francisco, by Walter J. Maythan, Pacific Coast vice president of Westinghouse Electric Co., marking the company's addition of KPIX.

In his talk, Mr. Witting emphasized that Westinghouse has attempted to retain the local "autonomy" of its radio and tv stations.

Mr. Witting explained that by "bigger" he was referring to Westinghouse's applications pending before FCC for tv stations in Portland, Ore., and Pittsburgh. Westinghouse owns and operates WBZ-AM-FM-TV Boston; KYW and WPTZ (TV) Philadelphia; KPIX; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; WOWO Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. [While Mr. Witting claims WBC is the "largest independent" in the broadcast field, Storer Broadcasting Co. also bids for that position. SBC owns and operates WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; WBRC-AM-TV Birmingham; KGBS-AM-TV San Antonio; WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami. Purchase of Empire Coil Co. and its two stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., as well as sale of KGBS-AM-TV by Storer are awaiting FCC approval.]

Country Music Success

COUNTRY music gets a big boost on WKLO Louisville these days and folk tunes give WKLO a big boost, too. In fact, when Jimmie Osborne, WKLO country music star and King recording artist, opened his own music shop the other day, some 3,800 fans jammed the store and street for the opening. Jimmie's store, which sells nothing but country music, is origination point for his daily broadcast.

WLIB to Carry 'Series' In Spanish; Gillette Buys

PUERTO RICAN population in New York city and area, estimated at some 500,000 out of a total 800,000 Spanish speaking people, is to have the baseball it loves and in the language it best understands, WLIB New York reports.

The station has announced signing a contract with Gillette Safety Razor, which also sponsors the World Series on network radio, for play-by-play broadcasts of the games in Spanish. The station claims its largest audience to be of Puerto Ricans.

WLIB, which placed the account through McCann-Erickson, agency for Gillette's International Division, says the broadcasts, starting Wednesday, will be the first of their kind in the U. S. Sponsorship by Gillette also fits into the firm's current extensive campaign for its products among the Puerto Rican population.

Buck Canel, sportscaster, who handles *Game of the Day* in Spanish, will announce the WLIB Series broadcasts.

WDSU-TV Purchases Building Exclusively for Color Tv

PURCHASE of a building behind the present WDSU-TV New Orleans studios for local color-casting operations has been announced by Robert D. Swezey, executive vice president and general manager of WDSU Broadcasting Corp.

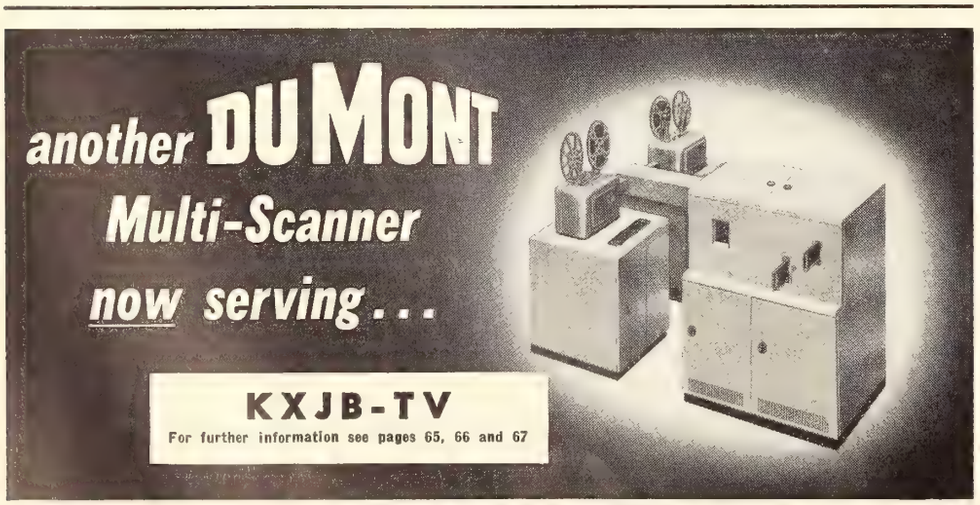
The new studio, comprising 11,500 sq. ft. of floor space, will be used for color telecasts only and, according to the station, is the first tv studio in that section of the country built exclusively for color telecasting. Alterations of the building's interior are scheduled for completion within the next two months.

Sierra Withdraws Plan To Buy KCOK-KVVG (TV)

WITH withdrawal of Sierra Broadcasting System Inc. from an agreement with Sheldon Anderson to buy KCOK and KVVG (TV) Tulare, Calif., for $175,000, both stations remain under the ownership of Mr. Anderson.

Los Angeles Municipal Judge Byron Walters, part owner of Sierra Broadcasting, said the break in the agreement was caused by the failure of Mr. Anderson to comply with contract terms.

The FCC authorized the purchase of the San Joaquin Valley stations last month [B•T, Aug. 16]. KCOK operates on 1270 kc with 1 kw. It is an MBS and Don Lee affiliate. KVVG, on ch. 27, began Nov. 16, 1953.



WKMF Flint

Only Exclusive
disc jockey radio
station in Flint

BIG part of the BIG Michigan Market

Here's Selling Power!

WKMF is Flint's most popular radio station . . . proven by a local impartial survey. Flint's only 24 hour 'round the clock music-news station with top radio personalities, including Flint's No. 1 disc jock, Jim Rockwell and two others in the top bracket. Here is area saturation for your sales message in the billion dollar Flint market. Here is the way to increased profits for you in 1954. And remember! WKMF is in the Michigan Golden Triangle . . . the 6 billion dollar market that's ripe for the picking.

WKMH—WKHM—WKMF . . . package buy of these 3 strategically located Michigan stations offers you maximum coverage at minimum cost.

Michigan's Golden Triangle



WKMF Flint

WKHM JACKSON 1000 WATTS

WKMH DEARBORN—5000 WATTS 1000 WATTS—NIGHTS

MICHIGAN — 1000 WATTS

Represented by **Headley-Reed**

The "Sellingest" Station in Flint

MAJORS FACE SUIT ON TV 'INVASION'

A MULTI-MILLION dollar suit against the major leagues for invasion of minor league territory through television broadcasts is being launched by Frank D. Lawrence, owner of the Portsmouth (Va.) club of the Piedmont League, it was reported last week.

Defendants of the suit will be Baseball Comr. Ford Frick and the 16 major league organizations, Mr. Lawrence said, adding, "I have contacted 83 independent baseball owners and a majority are with me."

Disclosure of the planned suit confirmed earlier reports that a suit would be filed, but Mr. Lawrence refused to pinpoint the exact amount of damages to be demanded. One report set the figure at $50 million.

A spokesman for Mr. Frick said Mr. Frick would have "no comment" at the present time. He said that Mr. Frick would not issue a statement until legal papers are served followed by studies.

Walter O'Malley, president of the Brooklyn Dodgers, declined to comment on this development last Thursday when he spoke before a meeting of the Sports Broadcasters Assn. in New York. He expressed the belief, however, that television "is not the monster a lot of people think it is."

Mr. O'Malley noted that attendance in several minor league cities where there is no television also has slipped. He acknowledged that the plight of minor league baseball is "serious" and said that consideration is being given to their problem by the nine-man committee studying major-minor league baseball relations.

One phase of the radio-television baseball picture that must be cleared up before headway can be made, Mr. O'Malley indicated, is to obtain from the FCC and the Dept. of Justice "exactly what baseball can or cannot do." He pointed out that suits are pending against major league baseball for not permitting broadcasts or telecasts, and on the other hand, a suit is contemplated for permitting these radio-tv activities.

WBC Summer Radio Sales Up 51% over 1953—Campbell

"GIVE radio the selling effort it deserves and it will soon be as profitable as it was 10 years ago," Eldon Campbell, Westinghouse Broadcasting Co. national sales manager, declared in announcing an average 51% local sales increase over 1953 for the five WBC radio stations during the June-July-August period.

Mr. Campbell said, ". . . The tradition of the summer slump in broadcasting or in almost any other business—is just an excuse for needless vacation time let-down."

Individual WBC radio station increases for the 1954 June-July-August period were: KYW Philadelphia, 79%; KDKA Pittsburgh, 74%; WBZ-WBZA Boston-Springfield, 59%; WOWO Ft. Wayne, 25%, and KEX Portland, Ore., 18%.

REPRESENTATIVE APPOINTMENTS

WBMS Boston appoints Indies Sales Inc., N. Y.

KGA Spokane, Wash., appoints Venard, Rintoul & McConnell Inc., N. Y.

WDVA Danville, Va., appoints Robert S. Keller Inc., N. Y.

WHLI "THE VOICE OF LONG ISLAND"

NASSAU COUNTY

the heart of Long Island

★ ★ ★

POPULATION . . . . just topped 1,000,000 people

★ ★ ★

WHLI *has a larger daytime audience in the Major Long Island Market than any other station.* (Conlan)

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y. PAUL GODOFSKY, *Pres.*

the voice of long island

Represented by Rambeau

Studio-in-One

THE PROPER approach to a green is not through the window of a television station adjoining the golf course. That bit of advice was given to a distraught golfer by WMTW (TV) Poland, Me., after the fellow had overestimated the distance and/or underestimated his power and drove a ball into the station's studio, located on the third floor of Riccar Inn. WMTW and RCA engineers, checking equipment, ducked when they heard the crash, fearing an explosion of some sort had occurred. The following day, a wire mesh screen was installed to keep future long-ball hitters in bounds.

Clem Randau, 59, Dies; Was Former Broadcaster

CLEM J. RANDAU,, broadcaster-publisher, died last week at Litchfield, Conn., where he owned the weekly *Litchfield Inquirer*. Verdict as to the cause of death was delayed because the medical examiner was out of town, Litchfield Police Dept. said. Inquest will be held. It has been reported that he suffered a mild stroke some weeks ago with death believed resulting from an overdose of sleeping pills.



MR. RANDAU

Mr. Randau, 59, was a former owner of KXOB Stockton, Calif., which he bought in 1952 for $258,000 on installments and sold a year later for a nominal price. He once held minority interests in WNEW New York and KFBI Wichita, Kan. He was vice president of the United Press from 1936 to 1942 at which time he was appointed business manager of Marshall Field's old *Chicago Sun*. He later became vice president of Field Enterprises Inc. which owned WJJD-WFMF (FM) Chicago, KOIN-AM-FM Portland, Ore., and KJR Seattle. From January 1951 to May 1952 he was with the Civil Defense Administration and served as executive director. He purchased the *Litchfield Inquirer* last May.

Mr. Randau was a native of Ames, Iowa, and graduated from Stanford U. He also studied at the Sorbonne in Paris.

He is survived by his wife, Beatrice, and two sons, John A. and Paul C.

Barrett Leaves KRBC-AM-TV, Ackers Succeeds as Gen. Mgr.

HOWARD BARRETT, general manager of KRBC-AM-TV Abilene, Tex., has resigned to devote his attention to other business interests. Mr. Barrett will be succeeded by Dale Ackers, president-25% stockholder of Reporter Broadcasting Co., KRBC-AM-TV licensee.

Mr. Barrett will not be entirely disconnected with the broadcasting industry, however, as he has 20% interest in KBST Big Spring, Tex.

how big is a SPOT

A spot is only as *big* as the words and sounds that make it . . . as far as radio and television go.

A twenty-second "exclamation point" can send hundreds of people scurrying into stores in either Dubuque or Delray.

One minute—on radio or tv—(when skillfully handled)—can fasten the attention of thousands of potential customers who have dollars to spend and desires to fulfill.

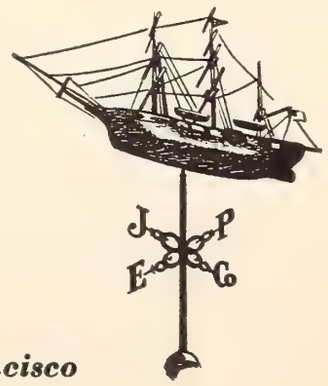
Radio and TV will *make* them go where you want them to go; they'll buy what you *tell* and *show* them what to buy, who from, when and why.

That's radio and tv. That's spot. That's the power of the most powerful medias of our time speared expertly into the homes of millions of listeners through stations represented by The John E. Pearson Co. throughout the U. S.

You see, Pearson people are pros; they know how the wind blows. They know markets as intimately as you know your favorite shaving brush or Mom knows the kitchen shelf.

A Pearson man literally *lives* with his stations and clients. Yes, he totes the latest charts and ratings and so forth, but the greatest things he carries are imagination and know-how. He knows his people, the rolling hills, the little towns, the big cities—the places from which sales flow. He's a Pearson man. He's a down-to-roots man.

Like to get down to *earth* with the Pearson people? They're solid.



. . . JEPCO knows how the wind blows

John E. Pearson Company

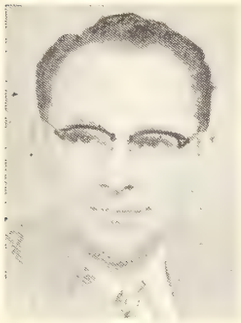
radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco

STATION PEOPLE

Les Ware, formerly vice president and general manager, KXLW St. Louis, to KCKT-TV Great Bend, Kan., as manager, vice president and board of directors member.

Vernon Stedry, formerly sales manager, WJAG Norfolk, Neb., to KOWB Laramie, Wyo., as general manager.



MR. STEDRY

George R. Turpin, former co-owner and general manager, KEYY Provo, Utah, to KGEM Boise, Idaho, as general manager; **Athen Mendenhall,** formerly with KDYL-KTVT (TV) Salt Lake City, to KGEM as program director-assistant manager; **Ron Bailie,** disc m.c., KEYY, to KGEM in same capacity.

Charles Metcalf, program director and news director, WKIC Hazard, Ky., appointed manager, succeeding **Dick Goodlette,** who moves to WNOG Naples, Fla., as manager; **Norma J. Strong** promoted to program director; **Clara Peters** becomes traffic manager; **Bob Mansfield,** sales manager and sports director, adds duties as assistant manager.

Jerry Burns, general manager, KIVA (TV) Yuma, Ariz., announces resignation with future plans to be announced shortly.

Arnold B. Fort, formerly with sales staff, WMAL-TV Washington, to WTTG (TV) there as account executive.

Ted Carlsen, formerly with John Poole Broadcasting Co., Fresno, Calif., to KSFO San Francisco as account executive.

H. H. Robbie and **Marvin Modell** to WKBS Mineola, N. Y., as account executives; **Dave Potts,** NBC, to WKBS as announcer; **Frank Costa,** Armed Forces Radio Service, to station.

Oliver Thornburg, news announcer, WMBR Jacksonville, Fla., appointed local account executive; **Roger A. Langston,** sales promotion manager, WMBR, additionally appointed director of supermarketing; **Tom Harper,** account executive, WMBR, to announcing staff, WMBR-TV; **Mary Meltz** to sales staff WMBR-AM-TV; **Doree Crews** and **Vic Gaston,** vocalists, to WMBR-TV.

Richard O'Leary, account executive, KTTV (TV) Hollywood, to KCOP (TV) there in similar capacity; **George Fisher,** motion picture and entertainment reporter, CBS Hollywood, to KCOP as host, *Let's Go Hollywood* program.

Eugene Muriaty, recently released from U. S. Navy, to WBZ-TV Boston as advertising and sales promotion manager.



MR. MURIATY

Alfred E. Burk, local sales manager, WBAL Baltimore, promoted to sales manager; **Al Ross,** disc m.c., WBAL, appointed supervisor of music.

Alan Henry, sales promotion manager, WGTH Hartford, to KWWL Waterloo, Iowa, as sales manager.

Pete Allen, formerly sales representative, WWJ Detroit, to WXYZ-TV there in that capacity; **Edwin R. Huse,** sales representative, WKMH Detroit, to WXYZ in similar capacity; **Jack Huford,** night supervisor, WXYZ-TV, promoted to operations manager; **John Lee** to WXYZ-TV as studio manager.

Ed Galloway, program director, WIL St. Louis, to WIRE Indianapolis, as program manager.

KARK-TV's Scoop Earns Widespread Praise

ON-THE-SPOT coverage of the Sept. 15 shooting of a mental patient who had escaped from the Arkansas State Hospital by two cameramen from KARK-TV Little Rock earned that station and its newsmen international recognition for reporting.

Going to a private residence where the escaped inmate, armed with a .22 rifle was holding a housewife captive, KARK-TV's Louis Oberste Jr. and Chris Button took up a station in the front line of policemen that surrounded the house. The still below, taken from the filmed sequence, caught the dramatic climax to the news story.

In addition to the KARK-TV telecast, NBC Television News ordered the entire footage for its *Today* program and CBS requested the film. Still photos from the film were distributed internationally by AP and appeared in many magazines.



Wide World Photo from tv film shot by KARK-TV cameramen Chris Button and Louis Oberste.

ABOVE: Escapee J. H. Long (center, with rifle), staggers as he crumples to the ground after being shot five times by Gene Smith (r), off-duty policeman. Mrs. A. D. Lynn (l), who was held captive by Long for more than an hour in her home, had just spun away from the hunted inmate at the front door, giving patrolman Smith, a neighbor, a chance to fire.

RIGHT: Louis Oberste Jr. (r) and Chris Button. Both newsmen used Bell & Howell cameras. Mr. Button used a tele-photo lens, while Mr. Oberste used an ordinary lens for wider scope.



Let the leader do the job!

For 30 years, the entire Western Market of 302 counties in 12 states has relied upon KOA as its main source of news, information and entertainment.

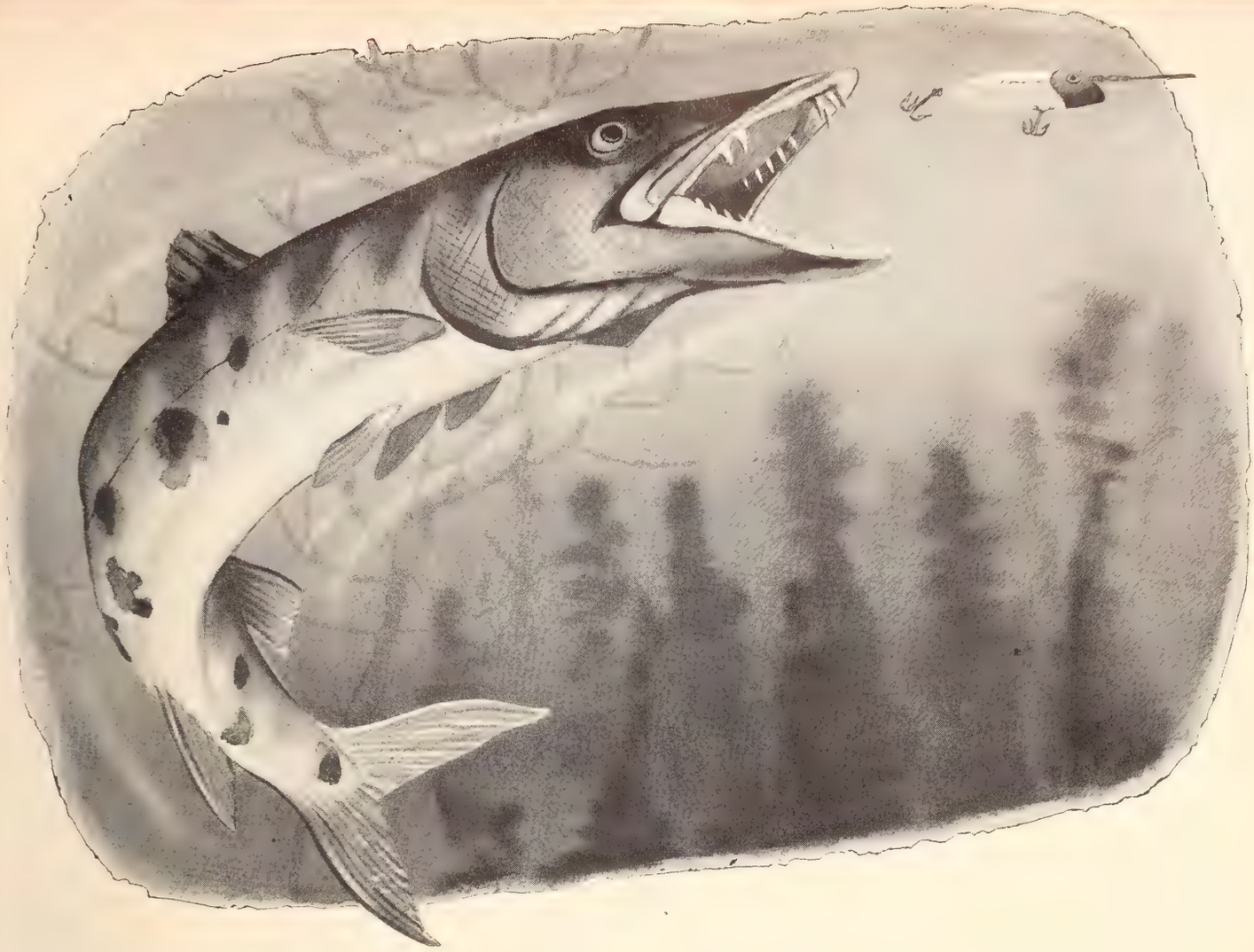
This length of service, unmatched coverage and program excellence has enabled KOA to consistently maintain its dominance. It is the "single station network." KOA covers the West . . . best!

Advertisers! To get more for your advertising dollar, you *can't afford* to miss the Western Market of 3,644,400 people and over $5 billion buying income! Sell this entire market with KOA's 50,000-Watt dominance.

Write today for the September KOA Western Market folder, detailing the latest facts and figures on population, income and sales in the Western Market.

Call Petry
850 Kc
50,000 Watts

KOA DENVER
Covers The West... Best!



YOU MIGHT GET A 103-LB. BARRACUDA —*

BUT . . . YOU NEED WJEF RADIO TO LAND SALES IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

WJEF gets the biggest share of the Metropolitan Grand Rapids radio audience, *morning, afternoon and night.* Latest Conlan figures show that of the area's 116,870 radio homes, WJEF delivers:

12.6% more morning listeners than the next station—
25.2% more afternoon listeners—
9.6% more evening listeners!

What's more, WJEF costs less than the next station. On a 52-time basis, a daytime quarter-hour will run you less than 25¢ per thousand radio homes!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** C. E. Benet caught one this size in the Bahamas, in 1932.*

Joseph A. Jenkins, formerly with NBC, N. Y., to WTVN-TV Columbus, Ohio, as program director.

Tom Abbott, formerly program director-producer, WJMR-TV New Orleans, to WNOE there as program director, succeeding **Robert Walker,** whose plans are to be announced in near future.

Bob Hamilton, announcer, WNNJ Newton, N. J., appointed program director; **Dick Thomas** appointed chief announcer; **John Bennett,** formerly with WGBB Freeport, L. I., N. Y., to announcing staff, WNNJ.

Tony Glenn, producer-director, KROD-TV El Paso, Tex., to WUSN-TV Charleston, S. C., as assistant program director and production manager; **Harry R. Patton,** WCHS-TV Charleston, W. Va., to WUSN-TV as film director; **Art Brock,** WVEC-TV Hampton, Va., and **Jeff Evans,** KPIX (TV) San Francisco, to station as announcers-directors; **Danny Lear,** KOOL-TV Phoenix, Ariz., to station as cameraman-director; **Joanne Mills,** Oklahoma U. graduate, to *At Home Show* of station; **Virginia Bolton,** Artistic Card Co., Elmira, N. Y., to station as staff artist; **Dixie Cawley,** "Miss Fashion Plate of 1950," to station as talent.

Dan Durniak, formerly assistant production manager, WTAR-TV Norfolk, Va., appointed production operations manager, WJNO-TV Palm Beach, Fla.

Gerald Marens, WEWS (TV) Cleveland, Ohio, to educational KQED (TV) San Francisco as production manager. **Robert Katz,** director of film workshop, California School of Fine Arts, San Francisco, to station as film director.

WANT THE WOMAN'S EAR IN ROCHESTER ? ? ? ?



MR. HOOPER GIVES YOU THE ANSWER:-

Hooperatings—July 1954

DAYTIME SHARE OF AUDIENCE:-

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MONDAY THRU FRIDAY 8 A.M.—12 NOON	41.7	19.4	18.5	17.6	1.9	0.9
MONDAY THRU FRIDAY 12 NOON—6 P.M.	36.9	19.9	24.4	8.0	5.7	2.8

And it goes without saying that WHEC is practically unchallenged in presentation of the top daytime shows. Latest Pulse survey confirms above Hooperatings,—in fact, WHEC has lead consistently the Rochester radio field ever since the first Hooperatings were made in Rochester way back in 1943 . . .

Right now we can offer you some fine adjacencies,—also some good participations. If you *want* the woman's ear in Rochester you *want* WHEC!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

John Henry, sales staff, KOA-TV Denver, to KCSJ-AM-TV Pueblo, Colo., as sales manager.

Brent H. Kirk, promotion and public relations director, *Washington Post & Times-Herald,* Washington, D. C., to KUTV (TV) Salt Lake City as sales director; **Milo J. Petersen,** vice president and general manager, KGEM Boise, Idaho, and **E. J. Drucker,** formerly sales manager, KDYL Salt Lake City, to KUTV as account executives; **Rodney C. Parkin,** Utah U. marketing graduate, and **Margery Carleson,** CBS, N. Y., to promotion, merchandising and market research dept. of station.



MR. KIRK

Glenn Nickell, formerly manager, KFIR North Bend, Ore., to KVAL-TV Eugene, Ore., as commercial manager.

Jon Holiday, announcer, KTHS Little Rock, Ark., promoted to night news editor.

Nelson McIninch, agriculture director, KFI L. A., to KNX Hollywood in similar capacity.

Mary Jo Kunches, assistant traffic operations manager, WBBM-TV Chicago, appointed assistant educational director, WBBM; **Jack Boswell** returns to sales staff, WBBM, after being in business for himself since 1951.

Carolyn von Adelung, formerly with *Honolulu Star-Bulletin,* and **Katherine B. Edmonston,** formerly with KHON Honolulu, to KGMB-AM-TV Honolulu as radio copywriter and tv copywriter, respectively; **Robert Kato,** engineer, formerly with KHON, to KGMB-TV in same capacity.

Murray Wissman, promotion and publicity manager, *Tv Guide* magazine, L. A. to KABC-TV Hollywood as publicist.

Harker Spensley, KLZ Denver, to sales staff, KOA there.

Frank S. Forsythe, formerly with Point of Purchase Adv., Pittsburgh, to sales staff, WWSW there.

Mary Ann Dahl, South Dakota U. graduate, to promotion staff, WNAX Yankton, S. D.

Charlie Vais, formerly in sales dept, KOIL Omaha, Neb., to KSOO Sioux Falls, S. D., assisting in sales promotion and merchandising departments.

Jack O'Reilly, sportscaster, WOR-TV New York, to WPEN Philadelphia as host m.c.

Jim Koch, Iowa U. graduate, to news staff, WHBF Rock Island, Ill.; **Beverly Jean Vincent,** formerly music teacher, to WHBF as music librarian.

James Vinson, WBML Macon, Ga., and **Will Sinclair,** WLBB Carrollton, Ga., to announcing staff, WMAZ Macon; **Otis Hughes Jr.,** WBML, and **Nellie Edwards Smith,** promotion dept., WMAZ-AM-TV, to commercial dept., WMAZ-AM-TV. **Lottie Flanagan** to traffic dept., WMAZ-AM-TV.

Jack Davis, formerly with WJLS Beckley, W. Va., to WEAU Eau Claire, Wis., as announcer; **Don Wright,** formerly newscaster, KSTP St. Paul, to news staff, WEAU.

Jack Lazare, former disc m.c.-announcer, WNEW New York, to announcing staff, WATT-WATV (TV) Newark, N. J.

Lewis Penuel, announcer, WHAL Shelbyville, Tenn., to WDEF Chattanooga, in same capacity.

John Scott, formerly disc m.c., WVDA Boston, to WEEI there, in same capacity.

Charles R. Mitchell, WRNL Richmond, Va., to announcing staff, WBTW (TV) Florence, S. C.

Frances Foster, formerly vocalist with Ray Anthony's Orchestra, to WLW-WLWT (TV) Cincinnati.

Mel Waldorf, announcer, WSHB Ft. Bragg, N. C. (Army radio), and WFAI Fayetteville, N. C., to Armed Forces Radio Service, Trieste, Italy.

Philip Steben, Smith-Holden Inc. (dental supplies), Hartford, Conn., to WDRC-AM-FM there as secretary to commercial manager.

Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. [WBT-WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C.], installed as president, southeastern region, Shrine Assn.

George Miller, sports director, WPTR Albany, N. Y., appointed track announcer, Saratoga Raceway, Saratoga, N. Y., for fall harness meet.

Bruce Barrington, news editor, KXOK St. Louis, elected fourth vice president, Armed Forces Council, same city.

Rulon Bradley, news director, KSL Salt Lake City, receives journalism M.S. from U. of Utah with thesis entitled "Radio Editorializing."

Audrey Holmes, personality, *Garden Gate* program, and program conductor and writer, WLAC Nashville, Tenn., selected by Volunteer Chapter, American Business Woman's Assn., to compete for "American Business Woman of the Year" title.

Norman Webb and **Laurie Vitto,** announcers, KFJI Klamath Falls, Ore., appointed United Press correspondents for Klamath Falls area.

Bert Hutchinson, farm director, WEAU Eau Claire, Wis., appointed national news editor for International Farm Youth Exchange.

Norman Kramer, producer, public affairs dept., KCBS San Francisco, appointed to radio-tv committee, United Crusade.

Phil Ellis, WPTF Raleigh, N. C., elected Sertoman of the Year by local Sertoma Club for outstanding community work. Mr. Ellis was also elected president of Raleigh Little Theatre.

Bill Mayhugh, WMAL Washington, was principal speaker at graduation of National Academy of Broadcasting, same city, Sept. 15.

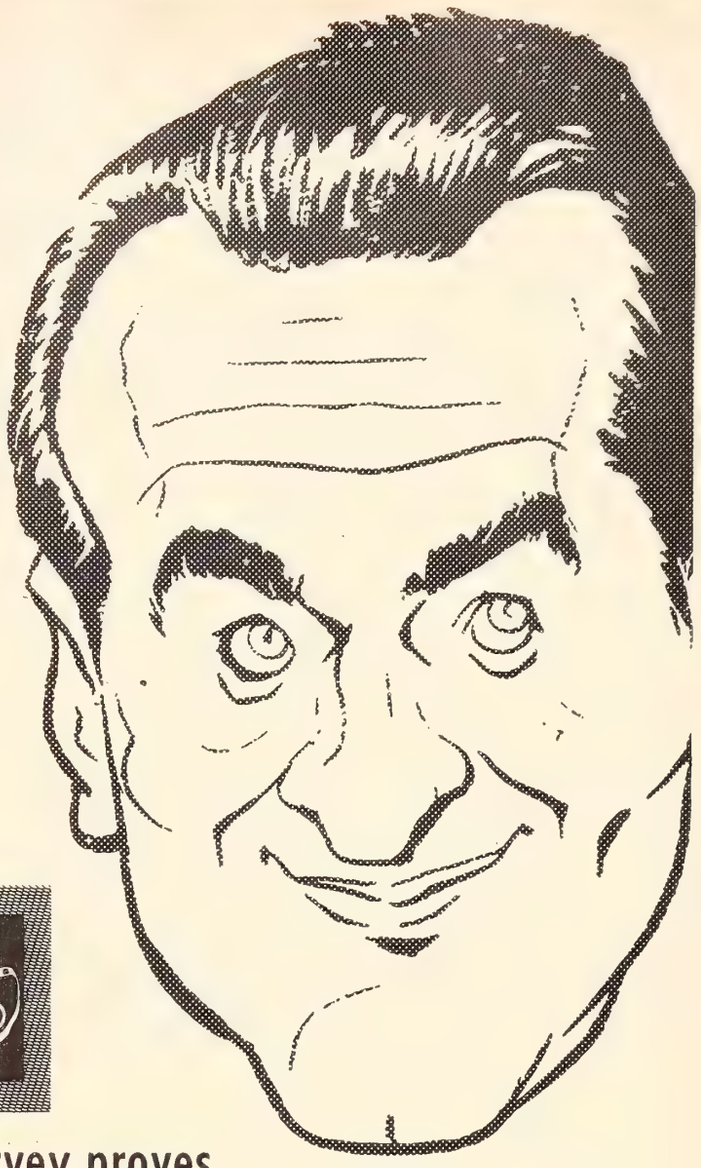
Bill Rhode, cameraman, and **Annette Sladek,** secretary, both WHBF-AM-TV Rock Island, Ill., were married; **Wayne Hansen,** technician, and Dottie Lou Congdon were married; **Jacqueline Davis,** stenographer, and LeRoy David Sauder were married.

John C. J. Chun, engineer, and **Lorraine Won,** tv editor, both KGMB-TV Honolulu, were married; **Frank C. Lawrence,** film editor, and Anne Betsey Clopton, were married; **David Tereda,** art dept. head, father of girl, Sept. 16.

Ernie Kovacs, conductor, *Ernie Kovacs Show,* WABD (TV) New York, and **Edith Adams,** singer, same show, were married Sept. 12.

Sandy Young, producer-star, KTTV (TV) Hollywood *Sandy's Hayride,* and **Mona Stornes,** "Miss Norway" in recent Miss Universe contest, were married Sept. 13.

Chuck Ostler, engineer, WLS Chicago, father of boy, Timothy.



Impartial survey proves

BOB POOLE

is the top radio personality

in the GREENSBORO broadcasting area

Contact Hollingbery,... get the facts from "The Pulse of Greensboro" report. You will learn that day by day Bob Poole attracts more listeners than any other local personality every quarter hour he broadcasts for WBIG.

GREENSBORO, N.C.

WBIG

In 29th Year of Broadcasting

CBS AFFILIATE | 5000 WATTS

We will never be satisfied with less than the No. 1 spot.

New AP Radio Group To Be Set in Motion

Seven-man committee meets in New York tomorrow to further plans for national organization that will supplant present advisory committee.

ACTION is expected to be taken tomorrow (Tuesday) by the seven-man AP Radio member committee to set in motion plans for the first nationwide organization of AP member stations, numbering more than 1,300.

The committee will hold a meeting in New York under committee chairman Les Mawhinney, news director of KHJ Los Angeles, and will move to dissolve the seven-man committee and act on a proposed organization of the AP Radio and Television Assn. Its membership would consist of all stations holding membership in AP.

The committee was organized in 1952 to provide AP management with guidance from representative stations in all parts of the country. It was enlarged a year later by the addition of two subcommittees responsible for "watchdogging" the news report and improving news programming.

The committee decided at its meeting last February, according to AP, that "the job was too important and too complex for a small appointive group to handle." The group felt that a nationwide association was indicated, and Mr. Mawhinney appointed a subcommittee to draw up proposed by-laws for such an association. It consisted of Tom Eaton, news director, WTIC Hartford; Dan Kops, vice president and general manager, WAVZ New Haven, and Oliver Gramling, AP assistant general manager, who heads the wire service's radio-tv division.

Mr. Gramling commended the work of the seven-man committee, pointing out that members had made regular trips to New York on their own time; had helped to streamline the AP Radio News Report, and had launched a sales assistance program under which member stations were aided in making a profit out of their radio wire.

Members of the committee, in addition to Messrs. Mawhinney, Kops and Eaton, are Jack Krueger, news editor, WTMJ Milwaukee; Matt Bonebrake, president and general manager, KOCY Oklahoma City; Joe H. Bryant, president and general manager, KCBD Lubbock, Tex., and Jack Shelley, news manager, WHO Des Moines.

9,000 DOCTORS SEE CLOSED CIRCUIT TV

A CLOSED CIRCUIT telecast, at a reported cost of $50,000, was viewed last Thursday evening by an estimated 9,000 doctors and surgeons in 20 major cities.

The telecast was hailed as a "unique and pioneer experiment in postgraduate medical education" by Dr. Cyrus G. Sturgis, professor of internal medicine, U. of Michigan, and president, American College of Physicians, who introduced the problem which dealt with the latest medical advances in the treatment of hypertension (high blood pressure).

The program, which also described the use of a relatively new drug in the field, was sponsored by the American College of Physicians and Wyeth Labs (subsidiary of American Home Products) of Philadelphia. Cost of the program was borne by Wyeth by a grant to the college.

The closed circuit telecast (in black-and-white) originated in New York at a CBS-TV studio, and was handled by Box Office Television of New York.

While providing instantaneous and wide dissemination of information on the treatment of the disease, the program also served to give wide circulation to the use of Wyeth's product, pentolinium tartrate (known as Ansolysen), a drug developed by the laboratory to combat hypertension. It was understood that although the laboratory wished primarily to disseminate data on the treatment of the disease, it also had searched for a medium that could bring home to the medical field just what its product is and what it can do for those stricken.

The drug was introduced in a paper read to the audience by Dr. Frederick H. Smirk, professor of medicine at the U. of Otago, Dunedin, New Zealand, an international pioneer in the treatment of hypertension.

Unger Reports 15 Ziv Radio Programs Set in 323 Cities

MORE than 15 half-hour Ziv radio programs are being scheduled each week by local stations in more than 323 cities, Alvin E. Unger, vice president in charge of sales, Frederic W. Ziv Co., has reported after a study of penetration of Ziv radio shows in nationwide markets.

Programs are sold to individual sponsors or used as spot carriers, according to Mr. Unger, who stressed his analysis points up again the two-year trend toward an increased use of select programming at the local level by both stations and sponsors. As a result of his survey, he said, Ziv is taking steps to provide newer properties to meet the local demand.

Mr. Unger asserted the analysis indicates the heaviest local penetration by Ziv radio programs in the history of the company. As examples, Mr. Unger noted that Boston was using 26 half-hour programs weekly on local stations; in Cincinnati, 28 half-hour shows are programmed each week; 23 on New Orleans outlets; 33½ in the Dallas-Fort Worth area, 21 in Miami, 25 in Birmingham, 14 in Chicago and 16 in Cleveland.

AP's Butterfield to Retire

RETIREMENT of C. E. (Charlie) Butterfield, radio-tv editor of Associated Press, who has been covering the broadcasting field for more than 30 years, was announced last week by AP. His retirement will take effect in November, at which time AP will name a successor. Mr. Butterfield, 62, joined AP in Chicago in 1918 and shortly thereafter began to write stories about radio. In 1927 he was moved to New York as radio editor, and in 1932 he started to write a radio column. Mr. Butterfield plans to retire to Florida.

PROGRAM SERVICES PEOPLE

William Goodnight, West Virginia sales representative, Alexander Film Co., Colorado Springs, Colo., promoted to West Virginia district manager.

Frank Morris, supervisor, West Coast publicity, Curtis Circulation Co., Hollywood, appointed Hollywood editor, *Tv Program Week,* forthcoming weekly Curtis tv magazine.

James Cox, BMI western station relations representative, assigned California, Nevada, Utah, Arizona, New Mexico and El Paso territories; **Turner Cooke** appointed to cover Northwest area for BMI.

Donn M. Greer, display director and artist, Robinson's department store, Beverly Hills, and brother of tv actress Jane Greer, forms Dice Inc. (Display Industries Cooperative Exchange), Hollywood, to supply special construction and prop facilities to tv studios, with offices at 6322 DeLongpre Ave; telephone: Hollywood 1-9435.

OPPORTUNITY AT RCA ... FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:
- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

Tmks. ®

FOLSOM DESCRIBES ELECTRONICS BOOM

Progress of color tv and other components of industry reviewed by RCA's president.

SOME 82 stations will be colorcasting by Jan. 1, 1955, blanketing about 87% of all U. S. homes, and the coverage will increase to about 95% within four years thereafter, RCA President Frank Folsom predicted last week.

At the same time, he foresaw a near $12 billion industry for electronic sales by 1957 and reviewed RCA plant expansion and scientific advances in color tv and other components in what he described as an "utterly amazing" industry.

Mr. Folsom addressed the Investment Analysts Society of Chicago at a luncheon in that city last Thursday. It was a followup to his talk, nine days before, at the New York Board of Trade [B•T, Sept. 20]. This time, the RCA president spoke on "The Business of Electronics."

With respect to colorcasting, Mr. Folsom observed that NBC's color tv network now embraces 66 stations covering areas with approximately 30 million homes.

Reporting on total annual sales in electronics, the RCA president said they grew from $1.6 billion in 1946 to $8.4 billion last year. Projecting his figures further, he foresaw $8.8 billion for 1954, $9.5 billion in 1955, $10.9 billion in 1956 and $11.8 billion by 1957.

His breakdown of "principal components" saleswise included:

Home and portable radios—Once the chief source of revenue, sales have declined "gradually" from a postwar peak of $600 million in 1947 to an estimated $109 million for 1956.

Auto sets—This has remained "relatively stable" in excess of $100 million annually.

Black and white tv—sales jumped from $1 million in 1946 to $1.4 billion in 1950. With intermediary periods recording $1.2 billion in 1953 and an expected $1 billion this year. By 1957, a drop to $388 million is foreseen because of the expected mass market switch or trend to color.

Color tv—Increased volume is expected to more than offset reduced monochrome set sales, hitting $264 million in 1955, $767 million in 1956 and $952 million the following year—a total of about $2 billion at factory prices during color tv's first three commercial years after this year's introductory period.

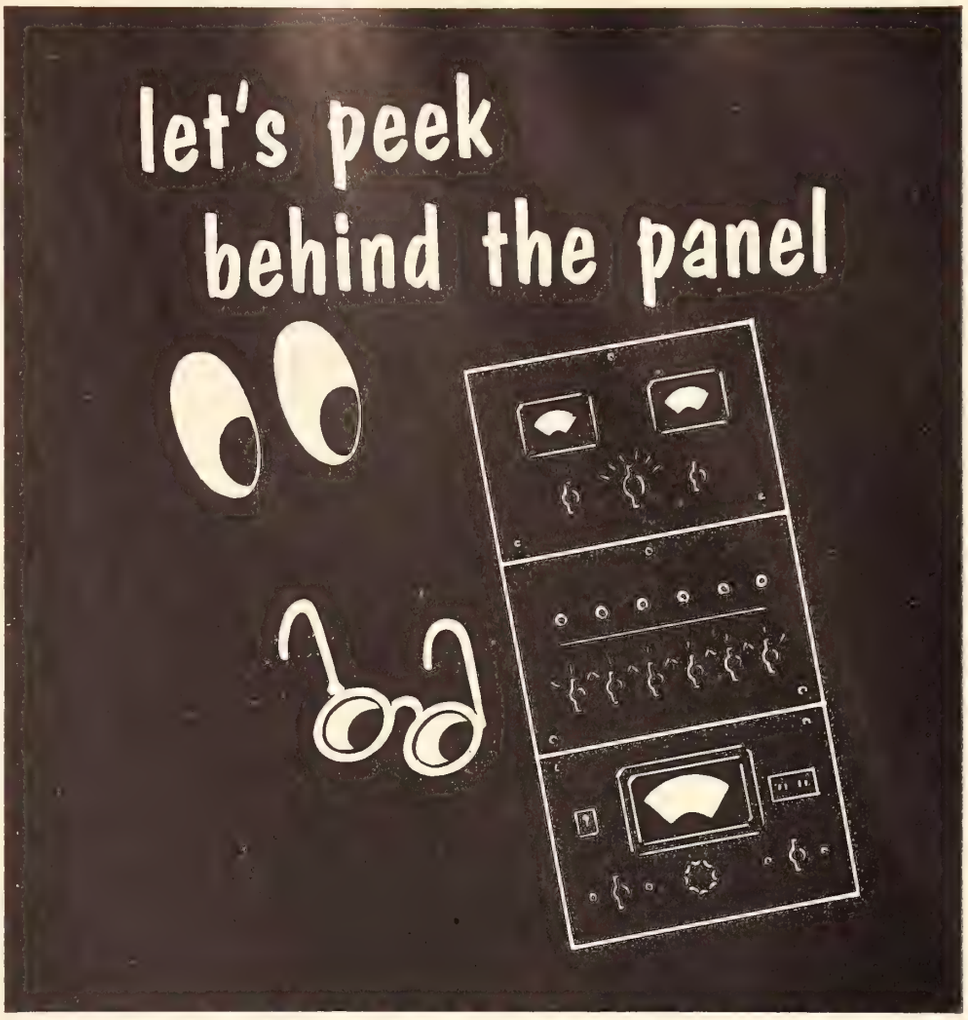
Repair tubes (chiefly renewal tubes)—Steady boost is anticipated, with volume shooting up from $217 million last year to $454 million by 1957.

Servicing and installation — A continued growth, from $145 million eight years ago to $1.4 billion last year, will be accelerated to $2.7 billion by 1957.

Broadcasting and communications — Total revenues accounted for 25% of the total electronic sales in 1946—or $404 million. They will rise from $1.1 billion in 1953 to $1.5 billion in 1957. ("Nearly all of this growth is due to tv broadcasting revenue, with radio and communications showing only modest gains," Mr. Folsom said.)

The RCA president reiterated that sales of color receivers will move from over 350,000 by the end of 1955 to about 5 million in 1958 and 10 million color sets by 1959.

Mr. Folsom reviewed prospects for radio-tv and electronics in general this year and the balance sheet for RCA and its subsidiaries during the first six months of 1954, which he cited in his New York address.



. . . and see why the
Rust Remote Control System is your best buy

First . . . you'll find that no two Rust systems are exactly alike. They are not "packaged" units, but *engineered* systems, specifically designed to fit *your* transmitter.

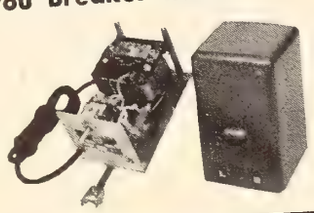
Second . . . you'll see that the Rust system is *complete* — you have nothing else to buy "to fit *your equipment*". You even get interconnection diagrams, especially made for your transmitter and monitors.

Third . . . there are no tubes, so there are no tube failures. There are no adjustments, so there are no maladjustments. The Rust system functions as it should . . . with practically no maintenance.

If you are considering Remote Control, investigate before you buy. Take a peek behind the panel and you'll choose Rust.

FOR EXAMPLE — Rust offers you Breaker Resetting

The RI-108-11A Linear Actuator, used for resetting manually operated overload breakers, permits linear movement of any mechanism to which it is coupled. In many cases it is possible to reset *several* Heinemann overload breakers simultaneously with one unit. Send for Brochure showing what you get when you buy the Rust system.



the rust industrial company, inc.

608 WILLOW STREET, MANCHESTER, N. H.

MANUFACTURING PEOPLE



MR. VAN BRUNDT

Robert M. Van Brundt, assistant advertising manager, Motorola Inc., Chicago, promoted to advertising manager.

Eugene E. Broker, mfg. superintendent, radio tube plant, Burlington, Iowa, Sylvania Electric Products Inc., N. Y., appointed manager, radio tube plant, Shawnee, Okla.

C. J. Bachman, chief engineer, Stanley Warner Theatre chain, appointed theatre equipment products manager, Fairchild Recording Equipment Co., N. Y.

Harold T. Bickford, head bookkeeper, cost dept., Allen B. DuMont Labs, Clifton, N. J., appointed credit manager of company.

Reginald M. Brophy, deputy minister, Dept. of Defense Production, Ottawa, resigns to return to Rogers Majestic Electronics Ltd., Toronto, where he has been chairman of board and president since 1950, operating on loan to Canadian government since October 1951.



MR. FRIEDMAN

Thomas B. Friedman, chief tv engineer, Empire Coil Co., New Rochelle, N. Y., to Adler Communications Laboratories, same city, assisting in development of satellite tv stations and tv station systems.

Robert Steindler, formerly operator of own high-fidelity custom installations business, and **Edmond Ariessohn,** research engineer and audio consultant, to sales staff, Hudson Radio & Television Corp. (electronic equipment distributors), N. Y.

MANUFACTURING SHORTS

Boonton Radio Corp., Boonton, N. J., announces Co-Ax Adapter Kit, Type 515-A, to be installed on company's RX Meter Type 250-A, which "will provide a direct Type N coaxial connection to the bridge for continuous operation between 500 kc and 250 mc."

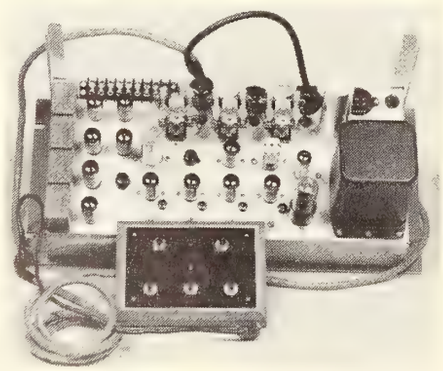
Magnetic Tv Sound Co., Green Bay, Wis., announces Telesync equipment, designed for tv stations to make their own 16 mm sound film commercials.

Coming: Machines to Run the Machines

THE AGE of automation — that art of worker-less factories which has industrial management crackling these days—is coming close to broadcasting. The dream of programming a radio station for endless hours with machines doing the switching, the cut-ins, the station identifications, or of operating a tv outlet for hours with slides and film and nary an engineer in sight is not so far off.

One of the first machines for automatic operation of a radio or tv station has been put on the market. It is the Automatic Sequencer, designed and produced by Vandivere Labs Inc., Arlington, Va.

The equipment, now in commercial production, is designed to integrate automatically two or more tape recorders, or a tape recorder and a slide projection machine, or a tape recorder and a film projection machine, or any combination of these three.



THIS is the chassis of the Vandivere Automatic Sequencer, which promises to bring automatic station operation one step closer to reality. It permits inaudible cue tones to be placed on a tape recording to activate other program equipment. The small block in the foreground is the sequencer control board which is used to inscribe tone signals on the tape.

Trick is the method of recording a high frequency tone on the tape to activate other apparatus. The device can be used to start, stop, or cue other equipment.

The Vandivere automatic sequencer comprises one panel, 8¾-in. high and 19-in. long. It contains 13 tubes, a self-contained power supply and three switches. A control board, attached to the microphone line, comprises five buttons—start, stop, tone, light (for cueing station control room personnel that the program is near the end) and automatic stop.

Equipment sells for $875.

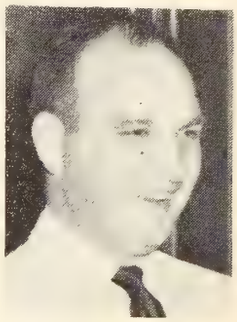
Credit for initial development is given to C. Richard Evans, general manager of KGMB-TV Honolulu, who worked out the method of putting inaudible tone signals on tape recordings in order to speed up tape editing when he was running KSL Salt Lake City. Mr. Evans is continuing to use the device in Honolulu.

A prototype model was shown at the NNARTB convention in Chicago last spring, when Edgar F. Vandivere Jr., president of Vandivere Labs, discussed the apparatus at the engineering conferences. That model is now being used by Wilson C. Wearn, a vice president of the company, at WFBC-TV Greenville, S. C. (ch. 4), where Mr. Wearn is assistant to the president and chief engineer. Messrs. Vandivere and Wearn are principals in the Washington consulting firm of Vandivere, Cohen & Wearn (Jules Cohen).

The only other equipment which lends itself to automatic operation is produced, as far as can be learned, by Ampex Corp., Redwood City, Calif. Ampex has apparatus which handles a tape running for eight hours. This is used in a small number of radio stations, it is understood.

Blackburn-Hamilton Sends Stubblefield to West Coast

APPOINTMENT of William T. Stubblefield, partner in Blackburn-Hamilton Co., media brokers, to head the firm's West Coast operations with headquarters in San Francisco, effective Oct. 1, was announced today (Monday).



MR. STUBBLEFIELD

Mr. Stubblefield has been associated with Blackburn-Hamilton since March 15, 1953, covering the southern territory out of Washington, D. C. He succeeds Les Smith, who resigned last June to enter the broadcast field after being with the company about three years, it was reported.

Mr. Stubblefield, who in 1951 was named station relations director for the NARTB, entered the industry in 1939 when he joined the program staff of KONO San Antonio.

He will represent the firm in 12 western states. A successor in Washington has not been chosen.

Wright Adds D. C. Offices

LOWELL R. WRIGHT, consultant in specialized services to radio and tv where aeronautical problems are concerned with tower construction, has announced opening of additional offices in the Munsey Bldg., Washington. Telephone is District 7-2009.



MR. WRIGHT

Mr. Wright will retain his original offices in Herndon, Va. (RFD No. 2, Box 29; telephone, 114-M). The latter office is also available for night and weekend service.

Mr. Wright served with the Civil Aeronautical Administration for more than 15 years before resigning for private practice.

Philip Baker Law Firm Moves

LAW OFFICES of Philip M. Baker, formerly in the Woodward Bldg., Washington, D. C., have been moved to the Pennsylvania Bldg., Suite 1001, at 13th St. and Pennsylvania Ave., N. W., Washington 4. New telephone is District 7-8881.

PROFESSIONAL SERVICES PEOPLE

S. S. Fox, formerly owner and general manager, KDYL-AM-TV Salt Lake City [now KDYL-KTVT (TV)], announces formation of radio-tv consultant service at 143 S. Main, Salt Lake City; telephone: 9-5031.

Alan R. Sweetow, formerly with William H. Weintraub & Co., N. Y., to Livingstone & Assoc. (public relations), Chicago, as head of Milwaukee office.

Felix Doherty, former public relations director, Rexall Drug Co., L. A., to Burns W. Lee Assoc. (public relations), same city, as account executive.

AN AGENCY PLANS NEW TV CAMPAIGN

TEN DAYS AGO, a veteran advertiser, Lehn & Fink Products Corp., began sponsorship of a new tv series, *Ray Bolger Show,* on ABC-TV (Fri., 8:30-9 p.m.) for the Dorothy Gray cosmetic line and the Lehn & Fink Division.

That, for the millions of American women and girls who each year spend more than $1 billion for creams and lotions and lipsticks and other beauty preparations and for their menfolk who pay the bills, was the beginning. But for the sponsor and for its agency, Lennen & Newell, the inaugural broadcast of the *Bolger Show* was the culmination of months of planning and preparation.

At the beginning was the decision to use network tv and the selection of the *Bolger Show* as the proper vehicle for the specific advertising problem faced by Lehn & Fink and Dorothy Gray. Edward Plaut, Lehn & Fink president, explains his company's thinking this way:

"Our products are family products. Dorothy Gray creams, for example, are used by women from 15 to 60. Schoolgirls and grandmothers use Hinds Honey and Almond Fragrance Cream. We had to find a clean wholesome show that would appeal to just about every age in the family.

"That's why we felt we had found the right man in Bolger. Ray's been loved for his clean, wholesome comedy by people of all ages. His brand of comedy and dancing is as much a delight for the child as it is for the most worldly sophisticate."

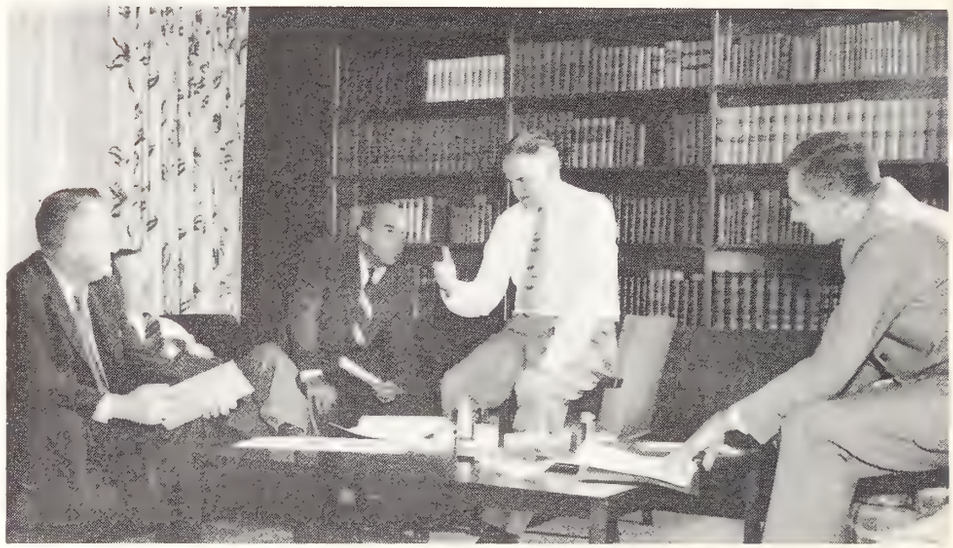
Then came seemingly endless conferences and meetings to work out the myriad details of the tv campaign. There was the selection of markets to be covered, the choice of time when viewers would be found in a frame of mind to enjoy the Bolger brand of comedy and to respond to the L & F product advertising, the adaptation of the general advertising plan to meet tv's specific and demanding requirements, the planning of copy and art for each commercial following the momentous decision on whether to integrate them or not. All this and much more.

To report on how an agency tackles problems such as these, each special and important and unique, yet all part of the normal day's work for the experienced specialists whose job is to find the answers—and the right answers—B•T sent a reporter-photographer team to the Lennen & Newell offices at 380 Madison Ave., the center of New York's agency row.

Here is the pictorial story of the progress of the 1954 fall tv advertising campaign of Lehn & Fink Products Corp. through the factory of Lennen & Newell, from the glint of the original idea to the completed program, rehearsed, produced and ready to go.

A B•T PICTURE STORY

A B•T PICTURE STORY



1 **"Then we agree, gentlemen."** Lennen & Newell President H. W. (Hike) Newell sums up decision of agency planners to recommend network television to client, Lehn & Fink Products Corp. (Dorothy Gray and Lehn & Fink Div.). Included in the exploratory session in Mr. Newell's office are, left to right: Thomas C. Butcher, senior vice president and director of account planning; Jackson Taylor, senior vice president and management account supervisor; Nicholas E. Keesely, senior vice president and radio-tv director; Mr. Newell; Reginald Pierce, account executive.



3 **Following client's approval** of tv plans for Dorothy Gray-Lehn & Fink, agency researchers foregather in Lennen & Newell library to evaluate markets. Left to right: Christopher Sante, vice president, director of research; Francis Barton, vice president, general manager of radio-tv; Terry Reily, merchandising; George Kern, associate media director.



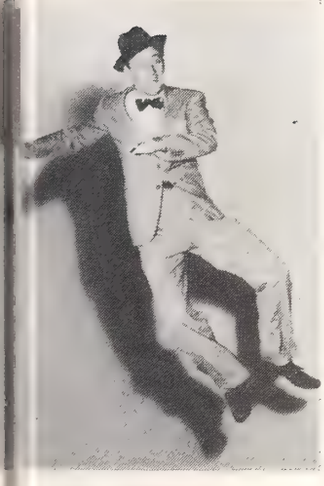
4 **Showdown:** Production executives audition films to find one they consider right. Left to right: Fred Kilian, director of program development; Charles Harrell, supervisor of radio-tv production; George Tompkins, commercial film supervisor.



6 **Agency and advertiser** emissaries meet with Robert Kintner, president of ABC, to thresh out matters of time, money and markets for the *Bolger Show* on ABC-TV. Left to right: Jack Pacey, publicity director, ABC (who resigned last week); Mr. Plaut; Mr. Barton; Mr. Keesely; Mr. Kintner; Mr. Hausberg.

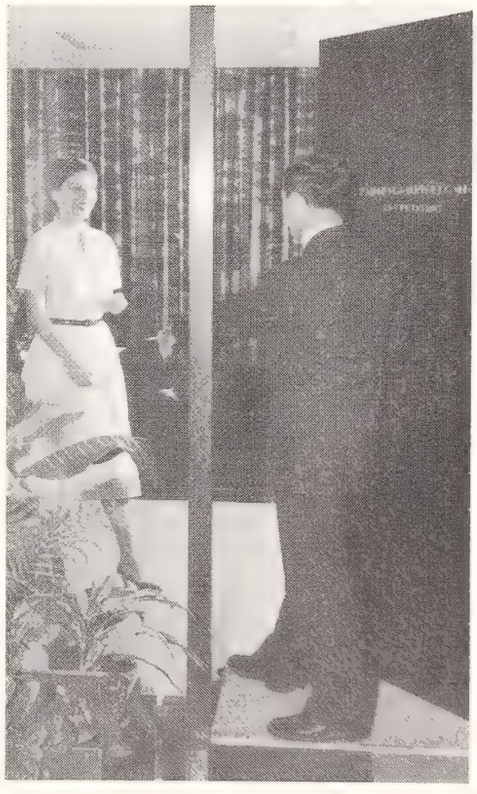


2 **Armed with survey** reports and research figures, agency men point out to client representatives the advantages of network tv for their company's products. Left to right: William H. Weber, art department; Mr. Pierce; Mr. Butcher; Albert Plaut, advertising manager, Dorothy Gray; Mr. Keesely; Ruth Cerrone, group copy head; Mr. Newell; William Hausberg, advertising manager, Lehn & Fink; Mr. Taylor; Louise Moyer, copywriter; Pete Michaels, research department.



5 **It's Ray Bolger!** Agency and client agree that the ABC-TV show starring the famous dancer-comedian is exactly what they've been looking for.

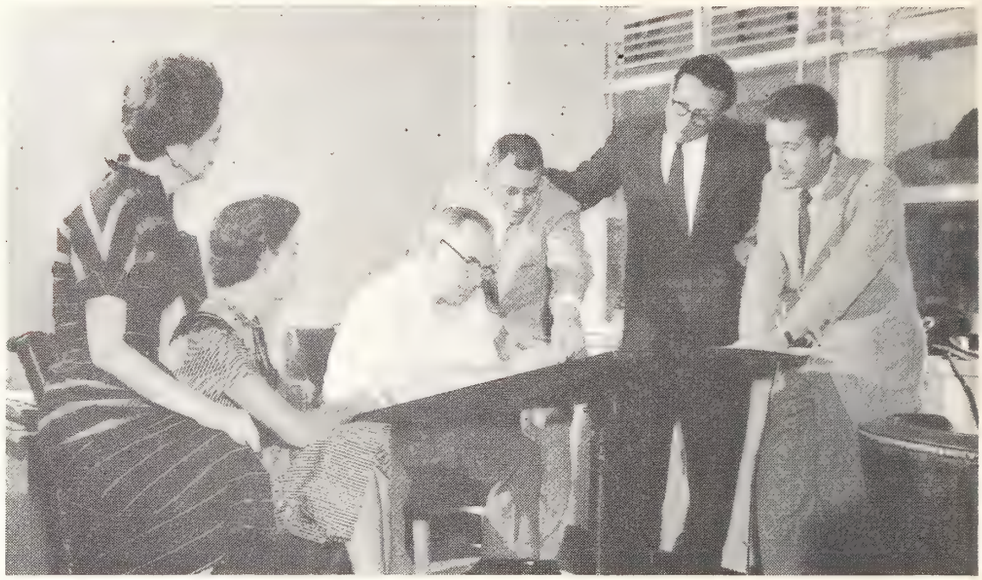
7 **Enter the station rep:** Joe Miller, salesman for Weed & Co., arrives to confer with Jeane Jaffe, agency timebuyer, and George Kern, associate media director, about television station clearances.





A B•T PICTURE STORY

A B•T PICTURE STORY



8 A word for the sponsor: Creative staff gathers around Clark Agnew, tv art director, to work out story boards of commercials for new show. Left to right: Miss Moyer; Miss Cerrone; Mr. Agnew; James Hausman, group copy chief; Anthony J. Pan, vice president-director of commercial production; Art Capello, assistant art director for tv.

LENNEN & NEWELL came into being in June 1952, not as an unknown infant with a long, hard course ahead before it could win a place in the advertising world, but with a heritage that established its position from the start.

Philip W. Lennen, board chairman of the agency until his retirement this July, had been top man at Lennen & Mitchell, which he had founded with John T. Mitchell in 1924. (Mr. Mitchell died in 1931.)

H. W. Newell, L&N president, was one of the three organizers of Geyer, Newell & Ganger and was executive vice president of that agency in the spring of 1952 when he and Mr. Lennen attempted to negotiate a merger of the two firms.

After negotiations for the merger broke down, Mr. Newell and Mr. Lennen continued their conversations on a personal basis. In May, Mr. Newell resigned from Geyer, Newell & Ganger and in June the new agency was established.

Today, scarcely two years later, Lennen & Newell has overall billings of approximately $32 million, half of which comes from business placed in radio and tv for such accounts as Colgate-Palmolive Co.—Lustre-Creme Shampoo, Lustre-Creme Hairdressing, Lustre Color; Emerson Drug Co.—Bromo-Seltzer; Dorothy Gray Ltd.—cosmetics; Lehn & Fink Products Corp. —Lysol Brand Disinfectant; P. Lorillard Co.—Old Gold cigarettes, Embassy cigarettes, Muriel cigars; Schlitz Brewing Co.—Schlitz beer.

"When Phil Lennen and I set up this agency," Mr. Newell said, "we established certain yardsticks for ourselves. We resolved that in serving any advertiser, we would employ these fundamental steps:

"First, determine what the consumer wants most in the advertiser's product.

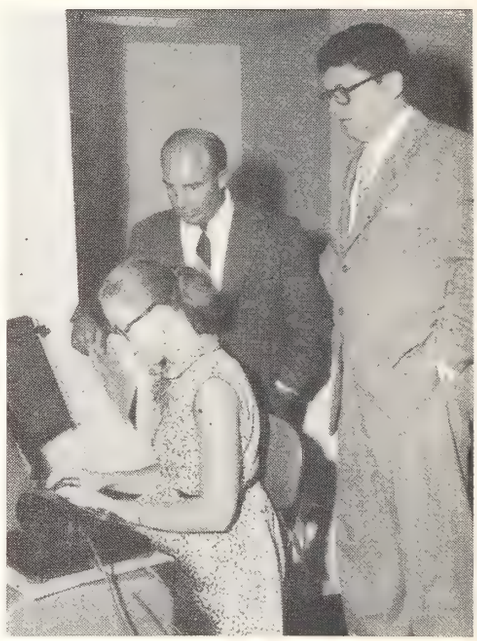
"Second, determine whether these advantages are already present in the advertiser's product.

"Third, if these advantages are not present, determine if it is practical and economical to incorporate them.

"Fourth, tell the story of these desired merits of the product interestingly and factually without relying on mere clever words and witty slogans.

"And fifth, select and use media to tell the product story to the largest number of people per dollar outlay.

"It is a waste of advertising money and a waste of agency time to try to advertise mediocrity into leadership."



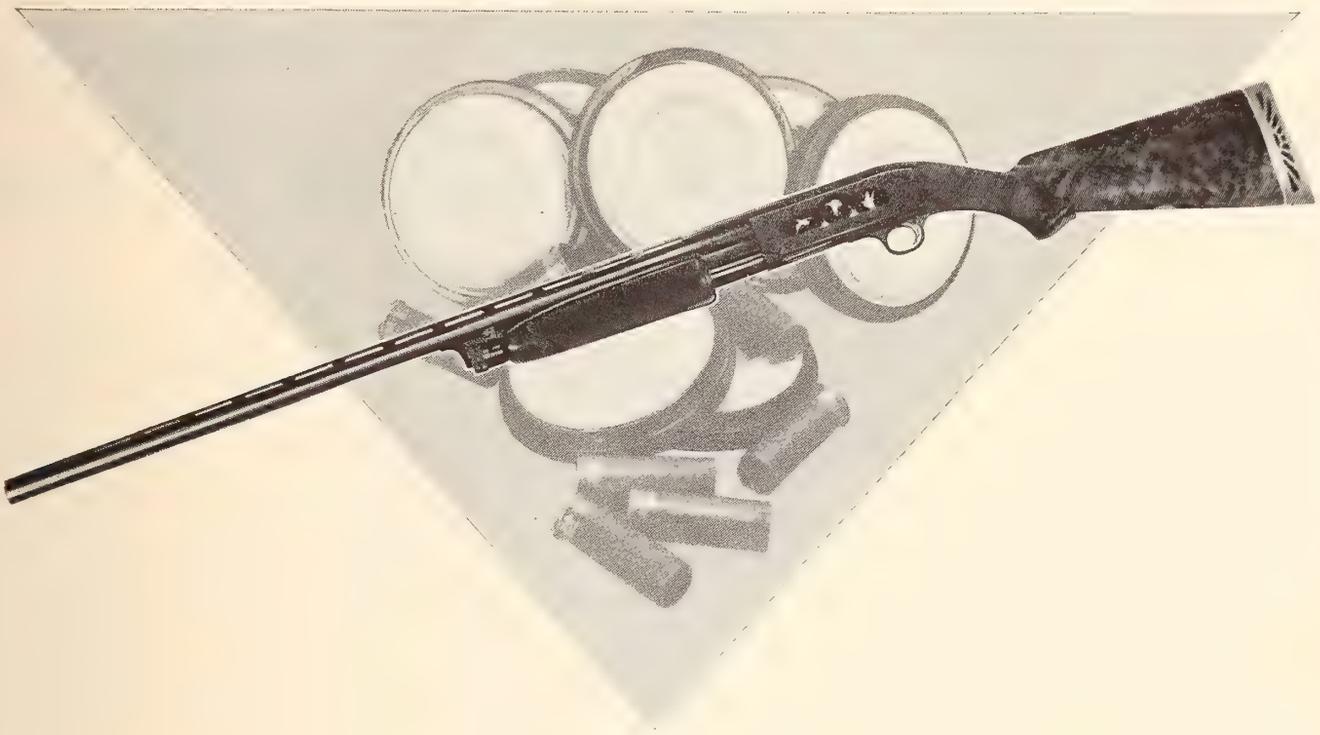
9 Attention, West Coast! Agencymen Keesely and Harrell inform Hollywood office of Lennen & Newell by teletype that commercials are ready. Advise West Coast branch that Edward Plaut, president of Lehn & Fink, will arrive shortly with Mr. Keesely to review shows, scripts. The teletypist is Ethel Johnson, secretary.



10 Star and sponsor, Ray Bolger and Edward Plaut, president, Lehn & Fink Products Corp., survey the studio where the new *Ray Bolger Show* is produced, from behind an array of L & F and Dorothy Gray products.

Bonus from Mt. Washington TV

$2,000 ITHACA Grade Repeater



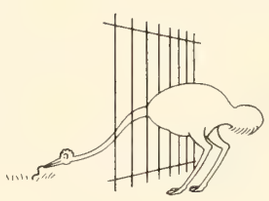
Use America's only "3-state one station TV network" and save . . . in just 4 weeks of a 3 per week 10 minute show . . . the cost of a $2,000 Ithaca Grade Repeater.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 54% less than the combined cost of the 3 TV stations which together give only second best coverage.



COVERS ALL THREE

Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequalled by any other television station in the country. TV sets: 229,884, RETMA — July 2.



REACHES FURTHER

WMTW serves a market with retail sales of over one and a half billion dollars . . . offers primary coverage of 445,000 U. S. families, many of whom have never received television before. Provides the national or regional advertiser with unequalled coverage of northern New England's 3 states.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

MUTUAL REACHES ITS 20TH BIRTHDAY

LARGEST RADIO NETWORK BEGAN WITH 4 STATIONS, NOW HAS 572

By Bruce Robertson

TWENTY YEARS AGO this month, a new radio network was established on a new principle, that of a mutual agreement for the exchange of programs among a group of independent stations. Two decades later that principle still flourishes, although in the interim the original network of four stations has grown into the world's largest network, with 572 affiliates.

Organized by WOR New York, WLW Cincinnati, WGN Chicago and WXYZ Detroit as the Radio Quality Group, the network within a matter of days changed its name to conform to its type of organization and became the Mutual Broadcasting System.

"The name of this network clearly describes our plan of operation," W. E. Macfarlane, business manager of the *Chicago Tribune,* operator of WGN, and first president of MBS, said at the time of its inception.

"Each station will remain independent and make its own decision in accepting programs. Each station will receive its card rates for the time less agency commission, making no additional charge to the advertiser for transmission lines. Thus, we believe, we have established a truly mutual agreement between a group of independently owned stations."

Four advertisers — Horlick's Malted Milk Corp., Thomas Leeming & Co., Wasey Products and Pure Oil Co.—sponsored the new network's first programs. Almost immediately, however, an exchange of sustaining programs was added to the commercials to which the network service had originally been limited.

Another early change was from the initial idea of offering advertisers coverage of "important markets through the use of a few stations having high power and a vast listening audience," in the words of MBS President Macfarlane. Important as New York, Chicago, Cincinnati and Detroit were and are to advertisers, Mutual soon discovered, four markets do not make a nation, nor four stations a national campaign.

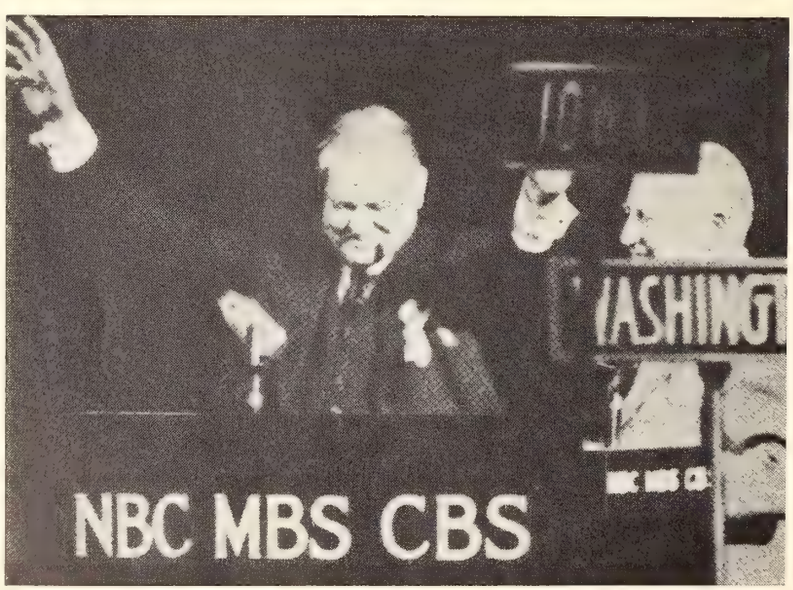
Individual stations were added first—WBAL Baltimore, WCAE Pittsburgh, WFIL Philadelphia; then regional networks—the Colonial Network in New England, the Iowa and Central States Networks in the midwest and, on Dec. 29, 1936, the Don Lee Broadcasting System on the Pacific Coast joined MBS, making it a coast-to-coast network like its older rivals, NBC and CBS.

By Jan. 1, 1937, the Mutual network included 38 stations across the country, plus KGMB in Honolulu. A year later the total stood at 76 outlets; affiliation of the Texas State Network in September 1938 pushed the total past the 100 mark, and by 1940 there were 145 MBS affiliates. Meanwhile, the network's time sales had risen from $1,979,146 in 1936 to $4,767,054 in 1940.

In 1935, Mutual broadcast its first World Series, joining NBC and CBS for three-network coverage of the games between Chicago and Detroit, sponsored by Ford. Four years later, Mutual was the only network to broadcast the series, under an agreement reached Aug. 17, 1939, with Judge Kenesaw Mountain Landis, then baseball commissioner, which awarded exclusive broadcasting rights to the series to MBS and Gillette. This October, for the 16th consecutive year, radio coverage of the series will again be provided exclusively by Mutual, with Gillette still sponsor.

When Mutual was first organized the founding stations thought they could handle its business affairs themselves, but before long it became evident that the network needed its own executives. Fred Weber was appointed coordinator of the network in January 1935 and in June of that year MBS set up its own sales staff of three men. One of that original trio, Adolph N. Hult, is now the network's vice president in charge of sales.

It was also in 1935 that the Lone Ranger's "Hi, ho, Silver" first echoed across the Mutual range, his sponsor, Gordon Baking Co., being the network's largest time purchaser in that year and the two that followed. But as the network expanded, Gordon's limited distribution cramped the Ranger's scope and the company finally allowed the program to be sold to other sponsors in markets not covered by Gordon. So the Lone Ranger became one of the first Mutual cooperatively sponsored programs, "a share-the-wealth plan which really works . . . giving pleasure to listeners, profits to a number



A NEW SET of radio call letters—MBS—first appeared at the 1936 Republican convention in Cleveland where former President Herbert Hoover received the acclaim of the delegates as he delivered the keynote address.

of sponsors and audiences to those stations which carry the show as a sustaining feature," as Theodore C. Streibert, then MBS vice president, observed in 1938.

Starting with one co-op show in 1936, Mutual took the lead in developing this type of program, whose local sponsorship on individual stations seemed particularly suited to the cooperative nature of the Mutual Broadcasting System. By 1938 there were 10 co-op programs on MBS; 10 years later, more than 1,200 local and regional advertisers were sponsoring 18 Mutual co-ops, headed by the daily commentaries of Fulton Lewis jr., with 314 sponsors.

The following year, when Mutual put its daily baseball broadcast, *Game of the Day*, on a co-op basis, the series was sponsored by 950 advertisers on 350 stations; in 1952 *Game of the Day* had 1,879 sponsors and this summer the program's total hit 4,238. (In addition, Falstaff Brewing Corp. sponsors 4½ innings three days a week.)

Testifying before the FCC Network Inquiry Committee in February 1939, MBS executives described the network's structure as comprising three groups: member stations, WOR and WGN, which in effect underwrote the network's operation; participating stations, United Broadcasting Corp. (WHK, WCLE Cleveland, WHKC Columbus), Colonial Network and CKLW Windsor-Detroit (which in 1935 had replaced WXYZ as Detroit outlet), which contributed a share of MBS operating expenses over and above wire charges, and affiliates, which merely carried MBS programs and paid the network a commission on sales to defray wire costs.

This worked out, it was stated, so that in 1938 more than half of Mutual's gross billings was net revenue and the affiliates received 45.17% of the advertiser's dollar, compared to about 25% received by affiliates of the other networks.

Noting that Mutual had made healthy strides (to 110 outlets) as "radio's only cooperative enterprise," MBS officials testified that this growth had come despite the network's being "blocked out" of important cities by lack of adequate facilities and by restrictive or exclusive contracts of stations with other networks. They urged the Commission to limit the term of such agreements, which it eventually did, setting two years as the maximum length of affiliation contracts.

As the impending European war cast its shadows on the world (one of the darkest, Hitler's Wilhelmshaven address on April 1, 1939, was broadcast exclusively in the U. S. by Mutual), the network made increasing use of the technique developed by its special features director, G. W. (Johnny) Johnstone, at the time of the Munich crisis. This involved the use of Press Wireless facilities to pick up and record English language broadcasts from the capitals of Europe for rebroadcast here at a late hour each evening.

WOR, WGN and WLW organized the Mutual Facsimile Network in 1939, operating from 2 to 3:30 a.m. on Saturdays with each station contributing 30 minutes of material. That also was the year that relations between MBS and WLW became strained when, following WLW's refusal to carry the Gillette-sponsored World Series as "unfair" to the station's regular advertisers, Mutual declined to feed the games to WLW's sister station, WSAI, "with which we have no affiliation contract," and gave them instead to WKRC.

The following January WKRC became one of seven MBS stockholding organizations (representing 57 of the 124 MBS affiliates) in a base-broadening move. Other stockholders were WOR, WGN, Don Lee Broadcasting System (33 stations), WAAB Boston and 17 Colonial Network stations, CKLW and United Broadcasting Corp. Each stockholder was represented by one member of the seven-man MBS board of directors, which met four times a year with Fred Weber, general manager. Also in January 1940, MBS secured its largest contract to that time, Wander Co. buying a five-a-week strip on 85 stations for a full year.

In February, MBS introduced a "full volume network discount plan," offering discounts up to 50% for advertisers using the basic network of 62 stations for 52 weeks, and in May expanded the plan to include 13-, 26- and 39-week advertisers. Ed Wood, WGN sales manager, was appointed sales manager of the network in February.

Increased tempo of the European war brought increased sponsorship to MBS commentators Arthur Hale and Raymond Swing (winner of a National Headliners award that year). In August, after Lewis Allen Weiss had cut a Hitler speech off the Don Lee stations, who were being fed by Mutual, the Nazis retaliated by refusing to allow MBS to receive any broadcasts originating in Germany.

Because of its unique organization, Mutual generally stayed out of network contracts with unions and other organizations, each MBS stockholder station negotiating individually for the programs it originated for the network. But in the fall of 1940, Mutual went along with the other networks in rejecting the new contracts offered by ASCAP and assumed copyright clearance responsibility for all musical programs on the network, a function previously handled by each originating station.

With ASCAP's reformation under a Government consent decree, Mutual wasted no time in negotiating a new contract which returned ASCAP music to this network on May 13, 1941, months ahead of the other

AN ANNIVERSARY STATEMENT

By Thomas F. O'Neil

President, MBS

CELEBRATING an anniversary is always a happy occasion. And it is especially true here at Mutual where we observe our twentieth anniversary this October—a milestone that marks an advance from a four-market hook-up, launched in October 1934, to a family of 572 affiliates, the world's largest network, and the only one wholly dedicated to *radio*.

The anniversary honors, however, belong to the radio stations, advertising agencies, advertisers, and to the nation's listeners—those whose faith in Mutual has enabled us to reach our present position.

From a $1 million gross billings sum in 1934, Mutual advanced to a 1953 figure of more than $23 million in advertisers' investments, a clear pattern of broadening, rewarding service.

In reviewing radio's growth during the past two decades we find Mutual, the fastest-growing network, moving ahead against a background of surging public interest in broadcasting—both before and after the advent of tv. When MBS was launched, radio was the entertainment medium enjoying the focal spot in the living room. Still a living room favorite, the radio set is steadily invading new territories. It is now "at home" in the bedroom, kitchen, dining room, den, and has even moved outdoors into the automobile, beach and picnic grounds.

Gearing our program service to meet this different listening pattern during the next twenty years is the challenge confronting us today. A big step toward answering that critical question has already been taken. We are now reviewing the first findings in the largest research project ever trained on all-American habits in living and listening. For the first time we are learning the exact nature and scope of such factors as out-of-home listening, family composition, and program tastes—in and out of tv areas.



MR. O'NEIL

Our investment testifies to Mutual's faith in the future of network radio.

We are grateful to our listeners, to our advertisers, to our affiliates for helping Mutual blaze many radio trails during the past eventful twenty years.

With their continued confidence in us, the Mutual Broadcasting System is assured of its influential position in the broadcasting industry for many more twenty years to come.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

HOTEL *New Weston*

MADISON AT 50TH

English Lounge

Meeting place of show business

So close at hand So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL *Berkshire*

MADISON AT 52ND

Barberry Room

Where the celebrities go after theatre

KNOTT HOTELS

networks. Attempts of the National Assn. of Broadcasters to persuade Mutual to wait for an industry-wide settlement, added to the NAB position on the FCC's network monopoly rules, led to the resignation of MBS stockholders WOR, WGN and Don Lee from NAB.

In November 1941, WFBR Baltimore, WIP Philadelphia and WCAE Pittsburgh became MBS stockholders, now nine in number, with equal participation in underwriting and management of the network. During 1941 Mutual added 48 affiliates. Its gross billings totaled $7,300,955, a gain of 53% over the 1940 gross.

The week following Pearl Harbor, Mutual inserted a new clause in its commercial contracts giving any advertiser whose business was substantially curtailed by the war the right to cancel his program on two weeks' notice, the first war clause in any network contract. Although business was booming, the fact that Mutual's largest commercial hook-up comprised only 128 stations, led in August to a new discount plan "making it irresistible for advertisers to use all 204 MBS stations."

During 1942, 10% of all Mutual air time was devoted to war effort programs; billings were up 32% over 1941; the World Series was shortwaved to U. S. servicemen around the world and the Mutual board hired Miller McClintock, director of the Advertising Council, as the network's first paid president, to take office Jan. 1, 1943.

Given the largest MBS budget to date, 25% over 1942's, President McClintock began a department-by-department overhaul of the network's operations. Program directors of key stations held meetings to review and improve network programming. Richard F. Connor, OWI station relations executive, became station relations head of Mutual. An international program exchange pact was made with Radio Mil, 36-station Mexican network.

Mutual's contracts with stations, which formerly paid the line charges, were revamped along the lines of other networks, with affiliates agreeing to accept 16 hours of commercials each 28 days without payment, the next 25 commercial hours at 25% of rate card, the next 25 hours at 32½% and all other network commercials at 37½%. The MBS discount plan was also altered in line with those of the other networks, ranging from 2½% for a split network advertiser spending $1,000 a week to 27½% for advertisers spending $23,000 or more weekly, with extra discounts for advertisers using 110 stations or more.

Station committees on sales, programming and station service were established, each committee divided into three groups by type of market. A plan to rebroadcast on MBS, in afternoon time, top evening programs of other networks, met with opposition and was never put into effect.

General Tire & Rubber Co. in 1943 purchased the Yankee and Colonial networks and became owner of 13½ shares of MBS stock. Fulton Lewis jr. won the $1,000 duPont award for public service by a commentator and his co-op program's sponsor list passed the 100 mark. A new co-op program was a daily 15-minute news report from foreign correspondents of the *Christian Science Monitor*. MBS war reporter Frank J. Cuhel lost his life in the explosion of the Yankee Clipper airliner off Lisbon. Mutual billings for the year increased nearly 50% over 1942, for a total of $13,841,608.

A similar increase was achieved in 1944, when Mutual's gross time sales reached $19,533,650. In September of that year the network limited its commercial religious programs to a Sunday morning half-hour apiece, with no appeals for funds permitted. A reorganization following the death of W. E. Macfarlane, member of the network's board and chairman of its executive committee, in October brought Mutual a new president, Edgar Kobak, who had been executive vice president of the Blue Network. Also from the Blue came Robert D. Swezey as vice president and general manager, Phillips Carlin as program vice president, Bert Hauser as director of co-op programs, Duncan R. Buckman as eastern sales manager, and E. P. H. James as director of advertising, promotion and research.



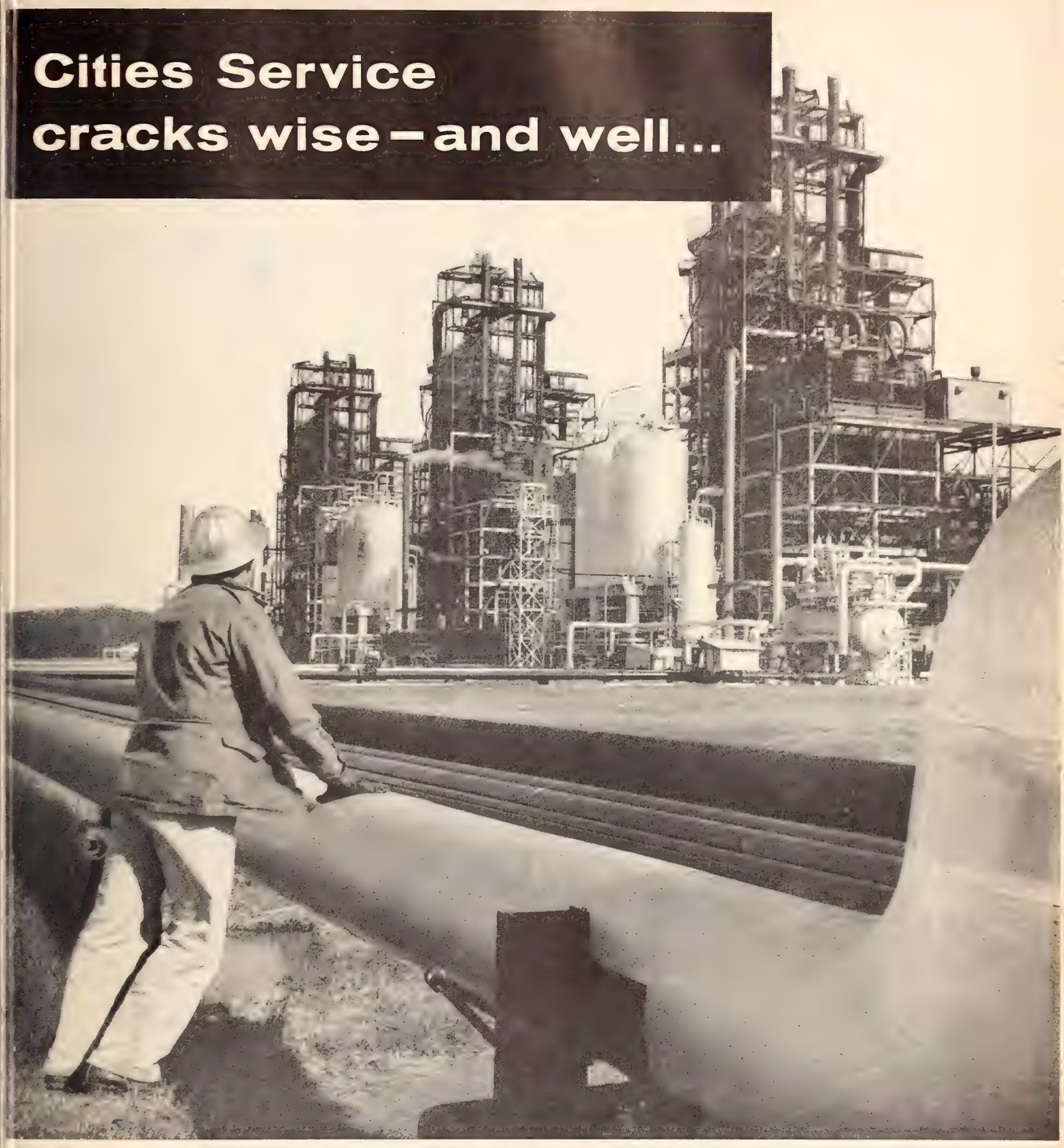
A "PAIR" of firsts took place in 1935 when Red Barber aired the first major league night game in Cincinnati for MBS. This was the first Mutual sports event broadcast and preceded by a few weeks Mutual's first World Series coverage, also handled by Mr. Barber. With Mr. Barber is the engineer, Dave Conlon.

With an enlarged program budget, MBS soon added programs featuring such stellar attractions as Arch Oboler, Morton Downey, Elsa Maxwell and *Queen for a Day*, and in July 1945 moved its network starting time up an hour to 9 a.m. Eastern War Time in keeping with its extended program operations. A. A. Schechter, home from war service as Gen. Douglas MacArthur's radio officer, joined MBS as head of news and special events.

New advertisers as well as programs were attracted to MBS in 1945, with five of radio's ten top clients—Miles Labs, American Home Products, Coca-Cola, General Foods and Procter & Gamble—making their Mutual debuts that year, when the network's billings topped $20 million for the first time. With 30 affiliates added during the year, Mr. Kobak put Mutual's quota at 325 stations, in line with the MBS philosophy of "greater coverage at less cost."

By December 1946 MBS had 383 out-

Cities Service cracks wise—and well...



These three catalytic crackers dominate the skyline of our Lake Charles, Louisiana, refinery which normally processes 175,000 barrels of oil every day.

CITIES SERVICE

A Growth Company

lets, aided by the FCC which was issuing new station grants at an unparalleled rate. Billings for the year exceeded $25 million. A program innovation was launched in April, when *Superman,* sponsored by Kellogg, began to tackle such real problems of childhood as intolerance and juvenile delinquency.

In June 1947, Alfred J. McCosker, who had been board chairman of Mutual since the network's formation in 1934, retired and was succeeded in that post by Lewis Allen Weiss, Don Lee vice president and MBS vice chairman. Mutual that year advanced a "listenability" measurement standard, based on signal strength and freedom from interference, as an industry standard, but wound up joining the industry majority in the second Broadcast Measurement Bureau study. The 1947 gross of $22,372,711 was down $3 million from the 1946 peak, reflecting the postwar "readjustment" period.

Mutual in 1947 passed the 400-affiliate mark and in 1948 added another hundred stations, finishing that year with 519 outlets. Aided by some $250,000 in political time sales during the Presidential campaign, MBS billings in 1948 were $1 million ahead of 1947. While other networks were becoming active in tv, President Kobak stated that for the time being Mutual would be an observer only, leaving actual video participations to its stockholder stations.

The year 1949 saw more realignment of Mutual's upper executive echelon. Even before the year started, Mr. Swezey had resigned in a dispute over policy. Mr. Carlin left in March and on May 1 Frank K. White, president of Columbia Records and former CBS treasurer and vice president, succeeded Mr. Kobak as Mutual president. Mr. Streibert became board chairman, with Thomas F. O'Neil, president of Yankee Network, named vice chairman of MBS.

Mr. James resigned in August, with Robert A. Schmid, network vice president, assuming charge of Mutual's advertising, promotion, research and planning. William A. Fineshriber Jr., who had been associated with Mr. White at CBS, joined Mutual as program vice president. Mr. Hult, by then mid-western sales vice president, was promoted to vice president in charge of all network sales.

Also in 1949 A. B. Chandler, then commissioner of baseball, granted to Mutual and Gillette the radio rights to the World Series for another seven years (through 1956) for $1 million in an agreement that also gave them the right to meet any other offer for tv rights. It was the year that "Mr. Plus" began his career as the Mutual trade character. And it was the year that Bamberger Broadcasting Service, licensee of WOR-AM-TV, changed its name to General Teleradio.

The following fall, General Tire & Rubber Co. acquired control of Don Lee for $12,300,000, thus doubling its MBS stock to 38%, 8% more than the voting rights permitted by the networks by-laws. MBS at year's end had 540 stations, of which 325 served their communities "as the only network voice in town," President White reported. Billings, which had dropped 20% in 1949, fell off another 10% in 1950 as tv's impact bit deep into nighttime revenues of all radio networks.

Pressure from advertisers, who claimed that tv's inroads made a radio rate adjustment imperative, induced CBS, ABC, NBC and, finally, MBS to reduce their evening and Sunday afternoon rates by approximately 10% in mid-1951. New business, notably Sterling Drug's entry into MBS morning time by purchasing the 25-minute *Ladies Fair* across the board, put Mutual's gross for the year 11% ahead of 1950. Yankee President Thomas F. O'Neil, son of the president of General Tire & Rubber Co., became MBS board chairman.

In October, the Don Lee and Yankee networks and the WOR properties were merged into a single company, owned 90% by General Tire & Rubber Co. and 10% by R. H. Macy & Co. This new company, which subsequently took over from WOR the General Teleradio name, held about 58% of the Mutual stock. The rest was held by WGN (19.3%), United Broadcasting Co. (WHK-WHKC) (10.4%), WIP (6.1%) and CKLW (6.1%). In February 1952 the prohibition against any single entity voting more than 30% of stock was abolished.



FORMER MBS CHIEFS (l to r): Alfred J. McCosker, board chairman, 1934-1947; Fred Weber, general manager, 1934-1943; Miller McClintock, president, 1943-1944; Edgar Kobak, president, 1944-1949; Frank White, president, 1949-1952.

In April, when Thomas F. O'Neil became president as well as chairman of Mutual, he announced that it "should continue as a network predominantly composed of a large number of relatively small stations, mostly in non-metropolitan markets, with emphasis on acceptability and flexibility." A study of "Home Town America," released by MBS that summer, reported that of the 795 network stations in the 531 U. S. communities then outside the reach of tv, Mutual had local outlets in 416 of those cities, more than the other three national networks combined.

A merger of the operating personnel of Mutual and WOR radio and tv resulted, before the year's end, in the departure of most of WOR's top executives, including Theodore C. Streibert, who had been president of WOR and for two years, 1949-51, chairman of MBS, and Jack Poppele, WOR engineering vice president, who had been with the station for more than 30 years. J. Glen Taylor, a General Tire executive, came in to serve as a general executive in coordinating radio and tv operations, becoming a director of General Teleradio and a vice president of Mutual. Dwight D. Martin, vice president and general manager of Crosley Broadcasting Corp., was appointed vice president of General Teleradio to implement Mr. O'Neil's plan for getting into television on a nationwide scale.

Although Mutual's 1952 gross billings totaled nearly $21 million, topping 1951 by 15%, it again reluctantly followed the other networks in reducing nighttime rates approximately 25% as of Jan. 1, 1953. Unlike the others, MBS distinguished between areas of tv competition, where its reduction was about 30%, and non-tv areas, where it was only 10%. Mutual also increased its morning rates by about 5% and restored the 1951 cut in Sunday afternoon time costs.

Early in 1953, when Mr. Fineshriber resigned as executive vice president of Mutual, he was not replaced, Mr. O'Neil stating that

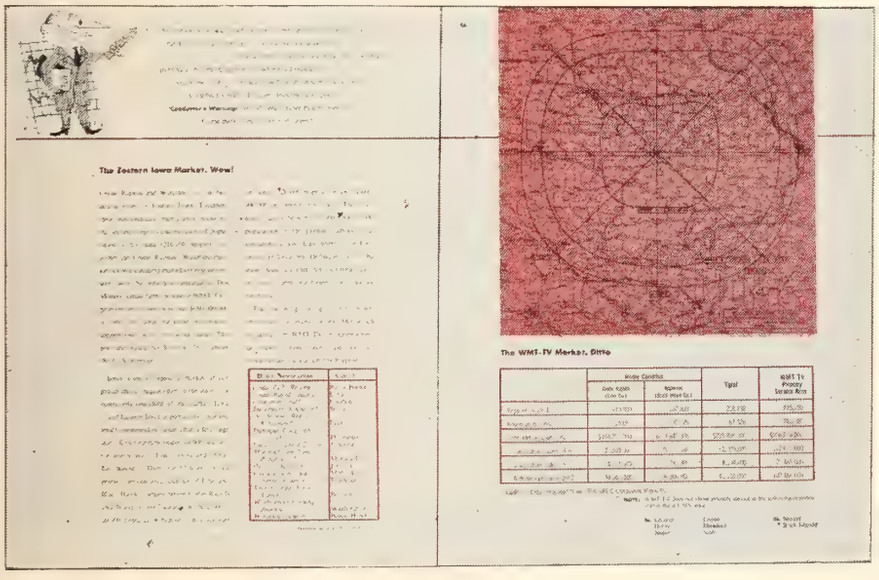
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• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	13th & Spring Streets	(open October 1, 1953)
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Atlantic 9441

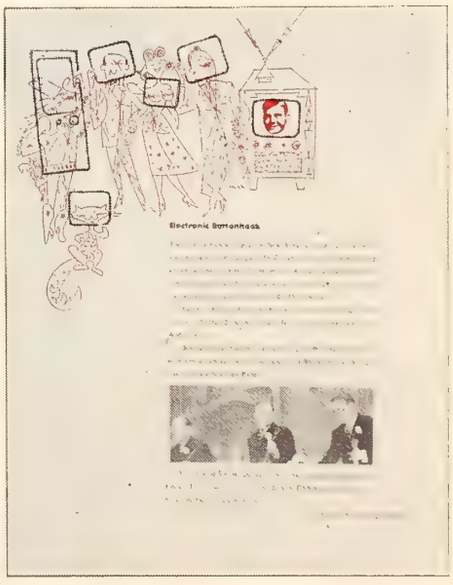
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When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man about WJR.

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WJR's primary coverage area: 15,000,000 customers

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he would "work directly" with the network's officers. In May, Mutual's West Coast offices and those of Don Lee were consolidated under Willet H. Brown, Don Lee president.

At a Cape Cod meeting of Mutual executives and the network's Affiliates Advisory Committee in July a plan was evolved to cut the amount of network option time from nine to five hours a day, at the same time eliminating money payments to affiliates for broadcasting network commercials and instead supplying them with 14 hours a week of "highest quality" network programs for local station sale. Although some affiliates expressed enthusiasm for the idea, opposition from others was so strong that it was finally dropped and at a meeting of affiliates in January 1954 Mr. O'Neil declared, "The Cape Cod plan is dead."

Mutual does not intend to enter tv on a network basis, although it may operate a video program service, Mr. O'Neil told the affiliates. In December 1953, General Teleradio had purchased the radio-tv rights to Phillips H. Lord's programs for $1 million and in the spring began filming *Gangbusters* for tv use. Earlier, GT had co-produced with 20th Century-Fox the *Greatest Drama,* series of quarter-hour documentaries, currently syndicated to 56 markets.

In March, GT paid an estimated $1.25 million for a group of 30 top-flight feature films which were put on sale in June. In September Mr. O'Neil reported that in the three summer months sales had exceeded the original investment and that his organization was in the market for other "high quality, top grade" pictures for tv syndication. Peter M. Roebeck, sales manager, Consolidated Television Sales, in May had been appointed sales manager of the GT film division, a new position.

WHBQ-AM-TV Memphis was acquired for $2.9 million by GT, which concurrently disposed of KGB San Diego. GT properties, in addition to the WHBQ stations, now include WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WEAN Providence, KFRC San Francisco and majority interest in WGTH-AM-TV Hartford. The company owns Yankee and Don Lee Networks as well as controlling Mutual.

MBS in May established a development division to handle subsidiary rights in its programs and appointed Bert J. Hauser, vice president in charge of cooperative programs, to head up this new operation as well. A rumor that H. L. Hunt, Texas oil millionaire owner of *Facts Forum,* was negotiating to buy the network brought an indignant denial from President O'Neil, who termed the idea "fantastic" and averred that "since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these two corporations with anyone at any time."

At an MBS affiliates meeting in Chicago in conjunction with the NARTB convention the end of May, network officials proffered a plan for the sale of additional participations on network programs which would permit the network to sell spots within a half-hour program in the morning and another in the afternoon. Stations would receive no compensation for the first commercial spot in each half-hour, but would be paid for ten minutes of time each for the second, third and fourth spots.

Mutual also asked its affiliates to help merchandise network programs by making from 10 to 50 calls a month on retailers and local representatives of MBS advertisers, seeking store displays and other support.

Last week the network reported that 85% of the total MBS station lineup has accepted the participation plan and that it will be put into effect Oct. 1. There is no definite count as to the number of stations accepting the merchandising plan, but presentations are being made regularly by Mutual executives for local and regional groups and it is expected that a majority of them will sign, with this plan to be inaugurated next spring, probably in April.

In June, Mr. O'Neil announced the promotion of J. Glen Taylor to executive assistant to the president, stating that "constantly expanding interests of the company in radio and tv make necessary the creation of this new post to relieve the president of certain operating details." Roy Danish, director of commercial operation of MBS, was made assistant to the president, another new position, to "expedite plans for Mutual's continued growth."

In 1953, Mutual sales had run 10% ahead of 1952, contrary to the general radio network trend, and while the first half of this year was slightly behind the like period of last, network sales executives are confident that a gain will be shown for the year as a whole. A new MBS audience study, said to be the "first to coordinate both the living and working habits of people in relation to their radio listening on a national basis," is just about ready for release.

Despite the inroads of tv on the nation's listening habits, there will always be a place for radio and a need for radio networks to serve the American public, MBS President O'Neil said recently. And as long as that is true, Mutual will continue to serve its vast audience, adapting its programming to their desires, for many 20-year periods to come.

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50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

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PROGRAMS & PROMOTION

WAPA-TV INTERVIEW SERIES

WAPA-TV San Juan, P. R., is currently conducting a series of programs titled *Actualidad Insular,* which deals with present day issues concerning the island. The program features interviews by Jose A. Benitez, chairman of the Democratic Party of the Commonwealth, who interviews prominent Puerto Rican dignitaries. A set design of "government office and rostrum" is employed to capture an authoritative effect and films, photographs and charts are used to graphically illustrate the speakers' messages. Also, music, directed by American Milton Lehr, is used to lend to the background of the series.

MARTB ROUND-UP

MICHIGAN BROADCASTERS are heading for a round-up Sept. 30—the Michigan Assn. of Radio-Television Broadcasters' Jamboree in St. Clair, Mich. The association is sending to broadcasters and guests a red, white and black "49er" neckerchief and advising, "Bring this with your levis and your happy party disposition and join the 'Sell-Out' crowd at the MARTB Round-Up . . ." Although MARTB members and guests have filled up the St. Clair Inn there (since Sept. 3) for the event, Jim Quello, of WJR Detroit and convention chairman, reports, "overflow reservations are being well accommodated in nearby modern motels with river view . . . so there's room for everyone to join the fun."

LIVE BIRTH TELECAST

LIVE telecast of a Caesarian operation was carried simultaneously last week by WLWT (TV) Cincinnati and WLWD (TV) Dayton, Ohio (both Crosley Broadcasting), as part of their *Let There Be Life* series. The program, titled "Miracle of Birth," was televised from Cincinnati Hospital by an "outstanding but anonymous doctor." A model of a human body was used to explain organs affected and viewers were told why a Caesarian delivery is sometimes necessary. The program was staged in cooperation with the Cincinnati Academy of Medicine and the Montgomery County Medical Society of Dayton.

'TALLEST TOWER' CONTEST

TO PUBLICIZE its new tower, "the world's tallest man-made structure," KWTV (TV) Oklahoma City staged "Amateur Photographers' Field Day." Photographers were invited to take pictures of the tower from any angle and then submit their prints for competition. Photographic merchandise items, donated by local camera stores, were awarded as prizes. The pictures are being used to publicize the construction. An estimated 5,000 persons attended the event, KWTV reports.

MAN WITH A RECORD

"GET THAT MAN. He's Jeffrey Jones—a man with a record. He's a sports-minded sleuth with a clean record of tracking down big audiences in every town he hits. And he's armed with a new hard-hitting merchandising plan that carries advertising impact right to the point of purchase." That, out of context, is part of the sales message in the brown brochure being sent to stations, advertisers and agencies by CBS Television Film Sales Inc., New York. The company claims the series has attained a 49.8 rating in New Orleans and has beat out all competition in its time slot in Philadelphia. "Here are all the clues you need," says the folder, which includes a picture of Jeffrey Jones. It continues, "To get your man—and top sales results—just call CBS Television Film Sales and ask to see *The Files of Jeffrey Jones.*"

WKY-TV 'FIRST NIGHTERS'

BUSINESS AND CIVIC LEADERS of Oklahoma City were treated to hors d'oeuvres and "Satins and Spurs" by WKY-TV there when that station invited them to be "first nighters" for the premiere telecast of NBC-TV's spectaculars. "Charter Membership Certificates" for being first nighters were given to the attending guests. In addition, WKY-TV, equipped for color origination, is inviting local leaders to closed circuit demonstrations and their six hours of regularly scheduled color programming. The station believes that the exposures to the color medium will stimulate set sales in the Oklahoma City area, since their guest list for the most part includes families in an income group which can afford new receivers at existing price levels.

TV COMES TO DURHAM

HERALDING its recent start of operations, WTVD (TV) Durham, N. C., ran a full-page advertisement in the *Durham Morning Herald.* The ad, which showed an angular view of the station's tower, stated "Television Comes to Durham . . . WTVD Channel 11."

TAP-A-COLA CAMPAIGN

PABST BREWING CO., to introduce its new Tap-a Cola soft drink in the Washington area, is conducting on WNBW (TV) there the heaviest spot saturation of the year for the station. The campaign calls for a schedule of 43 spots each week. Tap-a Cola, marketed in flat-top cans and billed as an ideal drink for persons who have to watch their weight because of its claimed three-calorie-per can content, was first introduced in the Capital at a swimming party for WNBW personalities at the Sheraton Park Hotel. The product is being featured with a "Tap-a Cola Fun Diet" conducted by Inga Rundvold on *Inga's Angle* program.

WISH-TV CARRIES VP SPEECH

WISH-TV Indianapolis last week carried the final speech of Vice President Nixon on his eight state pre-campaign swing. The address highlighted a state-wide Republican party rally. The station also presented two telecasts of the FHA-Capehart hearing being held in Indianapolis.

CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN HALIFAX • NOVA SCOTIA

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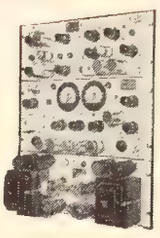
5000 WATTS

TELECHROME INCORPORATED

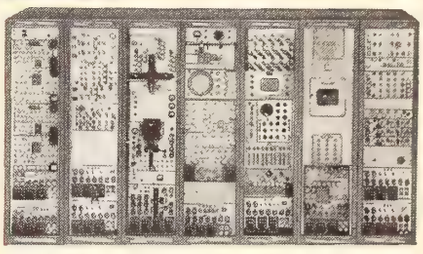
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Full facilities — Transmits, receives, monitors, analyzes composite color pictures

In Color TV instrumentation, no other name means as much as Telechrome . . . because no organization can match Telechrome's 4 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

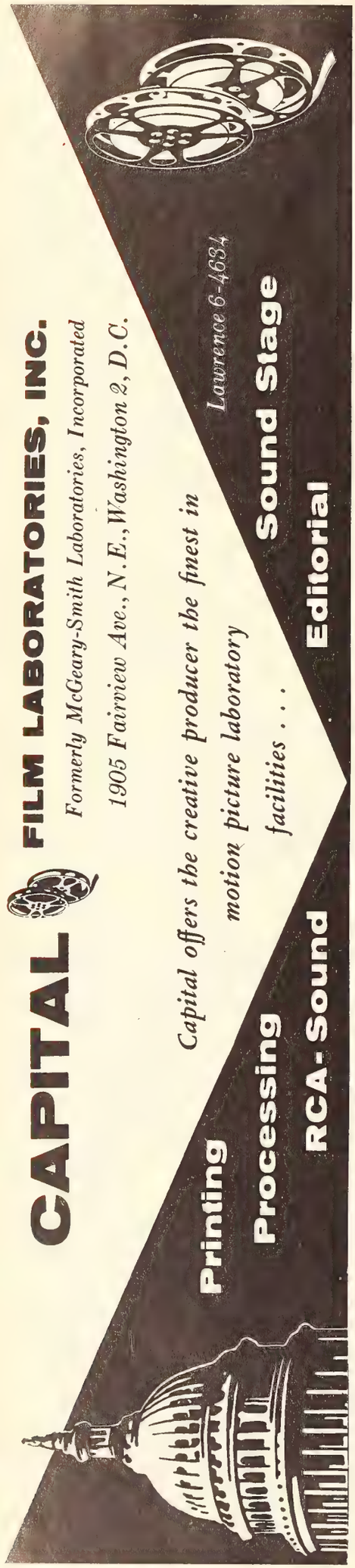
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Station Authorizations, Applications

(As Compiled by B•T)

September 16 through September 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	275	118	393
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	927	337	717	528	1,246[2]
Educational	55		28	27	55[3]
Total	982	337	745	555	1,301[4]

[1] Ninety-seven CPs (17 vhf, 80 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 596 already granted.

FCC Commercial Station Authorizations As of Aug. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,590	537	105
CPs on air	13	24	†308
CPs not on air	113	10	165
Total on air	2,603	561	413
Total authorized	2,716	571	578
Applications in hearing	133	3	175
New station requests	163	6	14
New station bids in hearing	72	0	163
Facilities change requests	126	20	22
Total applications pending	763	123	241
Licenses deleted in Aug.	0	1	0
CPs deleted in Aug.	2	0	4

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 22

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,611	2,596	140	147	72
Fm	561	537	38	4	0

New Tv Stations . . .

ACTIONS BY FCC

Fort Worth, Tex.—Texas State Network, Inc. (KFJZ) granted ch. 11 (192-198 mc); ERP 222 kw visual, 111 kw aural; antenna height above average terrain 587 ft., above ground 574 ft. Estimated construction cost $539,935, first year operating cost $375,000, revenue $450,000. Post office address 1201 W. Lancaster Ave., Fort Worth. Studio location west side of Carl St. just south of Kemble St., Fort Worth. Transmitter location 0.75 mi. E. of White Lake, 0.25 mi. N. of Ederville. Geographic coordinates 32° 45′ 42″ N. Lat., 97° 14′ 40″ W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Gene L. Cagle,** (34.5%), Vice Presidents **R. K. Hanger** and **Charles B. Jordan,** Secretary Treasurer **D. C. Hornburg** and Director **Sid W. Richardson** (62%), oil producer. Granted Sept. 17.

APPLICATIONS

Toledo, Ohio—Woodward Bcstg. Co., uhf ch. 79 (860-866 mc); ERP 167 kw visual, 97.5 kw aural; antenna height above average terrain 419 ft., above ground 437 ft. Estimated construction cost $359,217, first year operating cost $500,000, revenue $500,000. Post office address % Max Osnos, Woodward Bcstg. Co., 3315-19 Cadillac Tower, Detroit 26, Mich. Studio and transmitter location Toledo, Ohio. Geographic coordinates 41° 39′ 03.7″ N. Lat., 83° 32′ 06.5″ W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C. Consulting engineer George P. Adair, Washington, D. C. Principals include **Max Osnos,** department store, drugstore, and parking company executive, president-treasurer (93%); **Jacob Kellman,** department store executive, vice president-secretary (4.5%); **Waldo Abbott,** professor and director of broadcasting, U. of Michigan, (1.25%); **George C. Edwards,** judge, City of Detroit, (1.25%). Corporation has application pending for uhf ch. 50 in Detroit. Filed Sept. 22.

Pasco, Wash.—Cascade Bcstg. Co. (KIMA-TV Yakima), uhf ch. 19 (500-506 mc); ERP 10.2 kw visual, 5.1 kw aural; antenna height above average terrain 915 ft., above ground 151 ft. Estimated construction cost $73,605, first year operating cost $25,000, revenue $45,000. Post office address P. O. Box 702, Yakima, Wash. Outlet would be satellite of KIMA-TV Yakima, Wash. Transmitter location S. W. of Richland Badger Mt., Wash. Geographic coordinates 46° 14′ 02″ N. Lat., 119° 19′ 05″ W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Frank H. McIntosh, Washington, D. C. Principals include **A. W. Talbot,** owner and principal stockholder

Exclusive CBS for Western Washington

KIRO

One of the Nation's Great Stations

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Bellingham Shipyards and Bellingham Cold Storage, president (73.5%); **Thomas C. Bostic**, vice president (16.5%); **Frank E. Mitchell**, vice president (0.5%); **Ralph Sundquist**, owner Sundquist Fruit & Cold Storage, director (8%); **J. Barry Watkinson**, director-engineer (0.5%); **M. E. Burrill**, director-chief engineer (0.5%); **James D. Rolfe**, lawyer, secretary (0.5%); **Herchel R. Cary**, sales manager-director, no stock. Filed Sept. 16.

APPLICATION AMENDED

Onondaga, Mich.—Television Corp. of Michigan Inc. Amended application for new commercial tv station on ch. 10 to change ERP to 316 kw visual and 176.36 kw aural. Filed Sept. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

WDEL-TV Wilmington, Del. — WDEL Inc. granted modification of CP on ch. 12 to increase ERP to 316 kw visual and 191 kw aural; specify antenna height above average terrain 620 ft. Comr. Hennock issued dissent. Granted Sept. 15; reported Sept. 16.

WTOC-TV Savannah, Ga.—Savannah Bcstg. Co. granted mod. CP to change ERP to 209 kw visual and 110 kw aural; antenna height above average terrain 480 ft. Granted Sept. 13; reported Sept. 21.

WINT (TV) Waterloo, Ind.—Tri-State Tv Inc. granted STA to operate commercially on ch. 15 for period ending Jan. 7, 1955. Granted Sept. 16; reported Sept. 21.

KPLC-TV Lake Charles, La.—Calcasieu Bcstg. Co. granted STA to operate commercially on ch. 7 for period ending Jan. 12, 1955. Granted Sept. 14; reported Sept. 21.

WBZ-TV Boston — Westinghouse Bcstg. Co. granted change of transmitter site, change ERP to 95.5 kw visual and 50 kw aural; antenna height above average terrain 470 ft. Granted Sept. 14; reported Sept. 21.

WMTW (TV) Poland, Me.—Mt. Washington Tv Inc. granted STA operate commercially on ch. 8 for period ending March 26, 1955. Granted Sept. 10; reported Sept. 21.

WLOS-TV Asheville, N. C.—Skyway Bcstg. Co. granted STA to operate commercially on ch. 13 for period ending Feb. 9, 1955. Granted Sept. 14; reported Sept. 21.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. granted STA to operate commercially on ch. 2 for period ending March 8, 1955. Granted Sept. 10; reported Sept. 21.

KVDO-TV Corpus Christi, Tex.—Coastal Bend Tv Co. granted mod. CP to change ERP to 16.6 kw visual and 8.91 kw aural; antenna height above average terrain 316 ft. Granted Sept. 14; reported Sept. 21.

WMVT (TV) Montpelier, Vt.—WCAX Bcstg. Corp. granted STA to Nov. 12 to commence operation on ch. 3 with studios in Burlington, Vt., pending construction of studios in Montpelier. Comrs. E. M. Webster and Frieda B. Hennock dissented. Granted Sept. 22.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. filed informal request for STA to operate on ch. 19 in lieu of present assignment on ch. 74. Filed Sept. 22.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. seeks mod. CP new commercial tv station to change aur. ERP to 60 kw; ant. height above average terrain 1,314.5 ft. Filed Sept. 20.

STATIONS DELETED

KDZA-TV Pueblo, Colo.—Pueblo Radio Co. For lack of prosecution FCC deleted CP for new tv station on ch. 3. Deleted Sept. 17; reported Sept. 22.

WTLO (TV) New Orleans, La.—R. L. Wheelock et. al d/b as New Orleans Tv Co. For lack of prosecution, FCC deleted CP for new tv station on ch. 20. Deleted Sept. 17; reported Sept. 22.

KGMO-TV Cape Girardeau, Mo.—KGMO Radio Tv Inc. For lack of prosecution, FCC deleted CP for new tv station on ch. 18. Deleted Sept. 17; reported Sept. 22.

WAKN-TV Aiken, S. C.—Aiken Electronics Adv. Corp. For lack of prosecution, FCC deleted CP for new tv station on ch. 54. Deleted Sept. 17; reported Sept. 22.

KSTM-TV St. Louis—Broadcast House Inc. granted request for cancellation of CP for new tv station on ch. 36 and deletion of call letters. Deleted Sept. 15; reported Sept. 21.

KTLV (TV) Rapid City, S. D.—The Hills Bcstg. Co. granted request for cancellation of CP for new tv station on ch. 7 and deleted call letters. Deleted Sept. 15; reported Sept. 21.

New Am Stations . . .

ACTIONS BY FCC

Eustis, Fla.—Broadcasters Inc. granted 1240 kc, 250 w unlimited. Post office address % Norman E. Jorgensen 514 Wyatt Bldg., Washington. Estimated construction cost $28,423, first year operating cost $35,000, revenue $50,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla., general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%). Applicants have purchased WSSB New Smyrna Beach, Fla. Granted Sept. 22.

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NAME.....

TITLE.....RADIO STATION.....

STREET.....

CITY.....STATE.....

Pensacola, Fla.—Ray Herbert Gunckel Jr., granted 980 kc, 500 w daytime. Post office address 119 Laura St., Jacksonville. Estimated construction cost $17,215, first year operating cost $42,000, revenue $60,000. Mr. Gunckel is engaged in sales of phonographs and accessories. Granted Sept. 22.

Marion, Ind.—Chronicle Pub. Co. [WMRI (FM)] granted 860 kc, 250 w daytime, directional antenna. Post office address % Richard E. Lindsay, 2025 Railway Exchange Bldg., St. Louis. Estimated construction cost $24,700, first year operating cost $35,000, revenue $50,000. Principals include President **Gardner J. Thomas** (2.65%); Vice President **David B. Lindsay Jr.** (8.04%); Secretary **Richard E. Lindsay** (16.8%); Treasurer **Edward W. Camp** (4.24%), and **Katherine Thomas (16.8%).** Chronicle Pub. Co. publishes the *Leader Tribune, Marion Chronicle* and *Chronicle-Tribune.* Lindsay family owns the Lindsay Newspapers Inc., publishers of the *Sarasota Herald-Tribune* and *Sarasota Journal,* in Sarasota, Fla. Granted Sept. 22.

North Vernon, Ind.—Dorrell Ochs granted 1460 kc, 500 w daytime. Post office address 62 E. Walnut St., North Vernon. Estimated construction cost $15,735, first year operating cost $24,000, revenue $48,000. Mr. Ochs is in the retail auto supply business. Granted Sept. 22.

Benton, Ky.—J. Shelby McCallum d/b as The Purchase Bcstg. Co., granted 1290 kc, 1 kw daytime. Post office address Benton, Ky. Estimated construction cost $14,678, first year operating cost $22,000, revenue $35,000. Mr. McCallum is general partner of drive in theatres in Hopkinsville and Russellville, Ky. Granted Sept. 22.

Boonville, N. Y.—Black River Radio Inc. granted 900 kc, 1 kw daytime. Post office address % Livingston Lansing, R.D. #3. Granted Sept. 22.

Murphy, N. C.—Valley Bcstg. Co., 600 kc, 1 kw daytime. Post office address % Hobart L. McKeever, Murphy, N. C. Estimated construction cost $22,600, first year operating cost $40,000, revenue $42,000. Principals include **Hobart L. McKeever,** attorney, president (40%); **Louis R. Feckele,** vice president, general manager, director and part owner Gainesville *Times,* vice president and director of WGGA Gainesville, Ga., vice president and director of WRGA Rome, Ga., vice president (30%); Charles Smithgall, president, director and part owner Gainesville *Times,* president, director and owner of 100% of voting stock of WGGA, secretary-treasurer, director and 40% owner of voting stock of WRGA, secretary-treasurer (30%). Filed Sept. 14.

Sevierville, Tenn.—Smoky Mountain Bcstg. Corp. granted 930 kc, 1 kw daytime. Post office address % William W. Birchfield, P. O. Box 187, Sevierville. Estimated construction cost $25,655, first year operating cost $23,000, revenue $30,000. Applicant is composed of 14 local business and professional men, each holding 7.1% interest. Some of these are: **Fred C. Atchley,** auto dealer; **Clyde C. Blalock,** builder; **Robert A. Broady,** physician; **Norman L. Burchfiel,** contract hauler, and **William W. Burchfiel,** insurance. Granted Sept. 15; reported Sept. 16.

Sweetwater, Tenn.—The Harriman Bcstg. Co. (WHBT-AM-FM Harriman, Tenn.), granted 800 kc, 500 w daytime. Post office address % F. L. Crowder, Harriman, Tenn. Estimated construction cost $17,816, first year operating cost $30,000, revenue $40,000. Principals include President **F. L. Crowder** (100%), Secretary-Treasurer **Tommie Crowder,** and **J. B. Brewer.** Granted Sept. 15; reported Sept. 16.

San Angelo, Tex.—Solar Bcstg. Co. granted 1260 kc, 1 kw daytime. Post office address % Walton Arthur Foster, P. O. Box 3103, San Angelo. Estimated construction cost $18,319, first year operating cost $30,000, revenue $48,000. Principals include **Walton Arthur Foster** (28.8%), employe KTXL-AM-TV San Angelo; **Arthur R. Foster** (22.2%), used car dealer; **L. B. Horton** (4.4%), insurance; **Leona D. Grupe** (22.2%), chiropractor; **Oscar Ruffini** (22.2%), real estate. Granted Sept. 22.

Waxahachie, Tex.—Ellis County Bcstg. Service granted 1390 kc, 500 w daytime, directional antenna. Post office address % Richard Tuck, 904 Sunset Drive, Benton, Ark. Estimated construction cost $16,200, first year operating cost $40,000, revenue $50,000. Principals include **James B. Branch** (⅓), 25% owner of KBSF Springhill, La., and KBBA Benton, Ark.; **Roy M. Fish** (⅓), 25% owner KBSF and KBBA, and **W. Richard Tuck Jr.** (⅓), 25% owner KBBA. Granted Sept. 22.

Moab, Utah—R. L. McAlister granted 1450 kc, 250 w unlimited. Post office address 5125 Wichita St., Ft. Worth, Tex. Estimated construction cost $5,250, first year operating cost $18,000, revenue $22,000. Mr. McAlister is chief engineer at KCUL Ft. Worth, Tex. Granted Sept. 22.

Salt Lake City, Utah—Ralph Elwood Winn tr/as Seagull Bcstg. Co. granted 1370 kc, 1 kw daytime. Post office address P. O. Box 1634, Salt Lake City. Estimated construction cost $15,960, first year operating cost $38,000, revenue $60,000. Mr. Winn is distributor of brake linings and tires. Granted Sept. 15; reported Sept. 16.

APPLICATION AMENDED

Oceanside, Calif.—Melvin F. Berstler and Roy R. Cone d/b as Oceanside-Carlsbad Bcstg. Co. amend application for new am station on 1450 kc 250 w unl. to reduce power requested to 100 w. Filed Sept. 17.

Existing Am Stations . . .

ACTIONS BY FCC

WWWB Jasper, Ala.—Bankhead Bcstg. Co. granted change from 1240 kc 250 w unlimited to 1360 kc 1 kw daytime. Granted Sept. 22.

WNER Live Oak, Fla.—Norman O. Protsman granted change from 1450 kc 250 k unlimited to 1390 kc 1 kw daytime. Granted Sept. 22.

WPGC Morningside, Md. — Harry Hayman granted increase in power from 250 w to 1 kw, operating daytime on 1580 kc, subject to Canadian radiation. Granted Sept. 15; reported Sept. 16.

WVAM Altoona, Pa.—General Bcstg. Corp. granted change from DA-DN to DA-N, operating 1 kw fulltime on 1430 kc. Granted Sept. 15; reported Sept. 16.

WADP Kane, Pa.—Northern Allegheny Bcstg. Co. granted change of frequency from 1590 kc to 960 kc, operating 500 w daytime. Granted Sept. 15; reported Sept. 16.

KLGN Logan, Utah—Atlas Engineering Co. granted increase in power from 500 w to 1 kw, operating daytime on 1390 kc. Granted Sept. 22.

WBLT Bedford, Va.—Bedford Bcstg. Corp. granted permission to change daily signoff time from 11:15 p.m. to 7:15 p.m. Granted Sept. 15; reported Sept. 21.

APPLICATIONS

KOSI Aurora, Colo.—Mid-America Bcstg. Co. seeks mod. CP to increase power from 1 kw to 5 kw (1430 kc). Filed Sept. 22.

WLAR Athens, Tenn.—Athens Bcstg. Co. seeks CP change from 1450 kc 250 w unl. to 1270 kc 5 kw unl. DA-DN and change trans. site.

New Fm Stations . . .

ACTIONS BY FCC

Jasper, Ind.—Jasper On the Air Inc. granted new Class B fm station, ch. 284 (104.7 mc), ERP 1.65 kw; antenna height above average terrain 280 ft. Grantee operates WITZ there. Granted Sept. 22.

Albuquerque, N. M.—CHE Bcstg. Co. granted new Class B fm station, ch. 242 (96.3 mc), ERP 1.4 kw; antenna height above average terrain 31 ft. Post office address % John D. Happerton, President, 211 Sunshine Bldg. Granted Sept. 22.

Existing Fm Stations . . .

ACTIONS BY FCC

KSCU (FM) Santa Clara, Calif.—U. of Santa Clara granted mod. CP to increase ERP to 2.45 kw. Granted Sept. 15; reported Sept. 21.

WEQR (FM) Goldsboro, N. C.—Eastern Carolina Bcstg. Co. granted mod. CP to change ERP to 27 kw on ch. 245 (96.9 mc); antenna height above average terrain 360 ft. Granted Sept. 15; reported Sept. 21.

KWGS (FM) Tulsa, Okla.—U. of Tulsa granted CP change type trans. of educational station, specify ERP of 4.1 kw on ch. 213 (90.5 mc); antenna height above average terrain 350 ft. Granted Sept. 15; reported Sept. 21.

KRCC (FM) Colorado Springs, Colo.—Colorado College granted CP change type trans. of educational station, specify ERP 165 w on ch. 217 (91.3 mc); antenna height above average terrain minus 350 ft. Granted Sept. 15; reported Sept. 21.

Ownership Changes . . .

ACTIONS BY FCC

WOWL Florence, Ala.—Radio Muscle Shoals Inc. granted acquisition of positive control by Richard B. Biddle through purchase of five shares from Jack D. Hollis. Granted Sept. 14; reported Sept. 21.

WINK-AM-TV Fort Myers, Fla.—Fort Myers Bcstg. Co. granted involuntary transfer of negative control (50%) in parent firm, United Garage & Services Co. (Cleveland), from Daniel Sherby, deceased, to Clementine F. Sherby and Sylvester W. Flesheim, executors of estate. Granted Sept. 17; reported Sept. 21.

WMMB Melbourne, Fla.—Melbourne Bcstg. Corp. granted voluntary transfer of control from Frederick and Dorothy Kury to Louis G. Bessler and Erna Bessler through sale of 334 shares of stock for $77,500. Mr. Bessler is former coffee distributor salesman. Granted Sept. 22.

WGIG Brunswick, Ga.—Brunswick Bcstg. Corp. granted acquisition of positive control by Tollison family through purchase by Hugh K. Tollison (12.5%) of stock held by Fred E. Smith (20%) and E. K. Smith (13%) for consideration of $2,333. R. L. Tollison owns 12.5% and J. L. Tollison 25%. Granted Sept. 15; reported Sept. 21.

WEEK-AM-TV Peoria, Ill.—West Central Bcstg. Co. granted assignment of license to All Oklahoma Bcstg. Co. No change in ownership. Granted Sept. 14; reported Sept. 21.

WFGM Fitchburg, Mass.—The Wachusett Bcstg. Corp. granted voluntary acquisition of control by David M. Myers through purchase of 62% interest for $15,050. Mr. Myers will now own 89%. Granted Sept. 22.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. granted assignment of permit for ch. 54 to Inland Bcstg. Co. under lease for two years with option to buy for $166,254. Lease calls for rental of $500 monthly on gross under $10,000 ranging to $5,000 monthly on gross of $16,000 and above. Inland president is Thomas B. Shull, account executive, NBC-TV Film Division. Inland is owned by local businessmen. Granted Sept. 22.

WPON Pontiac, Mich.—James Gerity Jr. granted voluntary assignment of CP to Gerity Bcstg. Co. No consideration is involved as Mr. Gerity is sole stockholder of Gerity Bcstg. Granted Sept. 15; reported Sept. 21.

KBTN Neosho, Mo.—Ozarks Playground Bcstrs. granted assignment of license to John V. Turner tr/as new firm of same name. Mr. Turner buys 50% interest of former partner Lawrence Neumeier for $12,000. Granted Sept. 14; reported Sept. 21.

KVBC Farmington, N. M.—Valley Bcstg. Co., co-partnership of Luella M. and Marvin E. Bowles granted assignment of license to new partnership of same name owned equally by Cloyed O. Kendrick, Hugh DeWitt Landis and Mr. Bowles. Mr. Landis, owner KICA Clovis, N. M., and part owner of KANS Wichita and KRGV Weslaco, cancels $20,000 note owed to him by Mr. Bowles as consideration for one-third interest in KVBC. Mr. Kendrick, KVBC general manager, pays $20,000 for his third interest. Granted Sept. 22.

WBNY Buffalo, N. Y.—Roy L. Albertson granted assignment of license to Roy L. Albertson Inc., new firm wholly owned by assignor. No consideration. Granted Sept. 15; reported Sept. 21.

WEAN Providence, R. I.—General Teleradio Inc. granted voluntary assignment of license to Providence Journal Co., operator of WPJB there, for $260,000 cash and $18,200 for real estate. *Journal* must dispose of WPJB before sale is consummated. Granted Sept. 22.

WMCH Church Hill, Tenn.—Harry J. Morgan & Thales E. Wallace d/b as Twin Cities Bcstg. Co. granted voluntary assignment of license to Thales E. Wallace, already 50% owner. Mr. Wallace purchases Mr. Morgan's one-half interest for $17,784. Granted Sept. 22.

KMLW Marlin, Tex.—Hugh M. McBeath Jr. & Charles E. Reagen d/b as Falls County Public Service granted voluntary assignment of license to KMLW Inc. Partners each retain 49% interest with 1% interest sold to Messrs. Duane W. Ramsey and Jerry Hughes each. Granted Sept. 17; reported Sept. 21.

KAYE Puyallup, Wash.—Puyallup Valley Bcstg. Co. granted assignment of license to new partnership of same name. Henry Perozzo, formerly 77.17% owner, buys 10.38% holding of former partner Paul Schumacker for $5,000. Antonio Gomez retains 12.45% interest. Granted Sept. 15; reported Sept. 21.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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APPLICATIONS

KSBW-AM-TV Salinas, Calif.—Salinas Bctsg. Corp. seeks involuntary transfer of one-third interest from Lewis A. Tervern, deceased, to executors of his estate so that John C. Cohan and William M. Oates, each one-third owner, may buy that share for $69,666 from Mr. Tervern's estate and thus acquire negative control (50%) each. Filed Sept. 20.

KFSD-AM-TV San Diego, Calif.—Airfan Radio Corp. seeks transfer of control to KFSD Inc. for $2.2 million plus [B•T, Aug. 21]. KFSD Inc. is new firm controlled by New York investment house of Fox, Wells & Co., part owner ch. 14 WWOR-TV Worcester, Mass. Filed Sept. 20.

WHDH-AM-FM Boston—Matheson Radio Co. seeks transfer of control to Boston Herald-Traveler Corp. through dissolution of subsidiary firm, Fidelity Bcstg. Corp. No consideration or change of ownership. Filed Sept. 21.

WOIC Columbia, S. C.—Frank A. Michalak seeks assignment of license to Michalak Bcstg. Co., new firm in which he is 99% owner. No consideration. Filed Sept. 21.

Hearing Cases . . .

FINAL DECISIONS

Fort Worth, Tex.—By order, FCC made effective immediately an initial decision and granted application of Texas State Network Inc. (KFJZ) for new tv station on ch. 11. Comr. Hennock dissented. Order Sept. 17.

Tv Allocation—FCC made final its proposal in Docket 11117 and amended table of tv channel assignments by substituting ch. 38 for ch. 65 in Sunbury, Pa., deleting ch. 38 and adding ch. 74 in Lewiston, Pa., and adding ch. 65 to Shamokin, Pa., effective Oct. 25. Action Sept. 22.

Tv Allocation—By report and order, FCC adopted counter-proposal of Alabama Educational Tv Commission in Docket 10936 and amended table of tv channel assignments to make ch. 2 minus available as reserved noncommercial educational facility at Andalusia, Ala., and rejected original proposal set forth in notice of proposed rule-making advanced by John H. Phipps, Tallahassee, Fla., to assign ch. 2 plus to Havana, Fla., for commercial use. Comr. E. M. Webster dissented and would deny both petitions. This makes 252 tv channels now reserved for educational use. Action Sept. 22.

Multiple Ownership Rules—By report and order, the Commission (by Comrs. Hyde [Chairman], Webster, Hennock, Doerfer and Lee) finalized its proposal in Docket 10822 and amended its multiple ownership rules by increasing the maximum permissible ownership of tv broadcast stations from five to seven, not more than five of which may be in the vhf band, as an impetus to a more rapid and effective development of uhf broadcasting. Section 3.636 was amended accordingly, effective Oct. 22, 1954. Comr. Hennock had a dissenting statement. Comr. Doerfer had a concurring statement. (Present rules limit common ownership of commercial am and fm broadcast stations to seven in each of these categories.) Order Sept. 17.

INITIAL DECISION

Washington, D. C.—Examiner H. Gifford Irion issued initial decision looking toward grant of application of Washington Metropolitan Tv Corp. (WGMS) for new tv station on ch. 20. Initial decision Sept. 17.

OTHER ACTIONS

Abilene, Tex.—Bill Mathis. Designated for hearing application for new am station on 1280 kc 500 w daytime and made KTRN Wichita Falls, Tex., party to proceeding. Action Sept. 22.

Parma-Onandaga, Mich.—FCC designated for hearing the following mutually exclusive applications for new tv stations on ch. 10: Triad Tv Corp., Booth Radio & Tv Stations Inc. and Jackson Bcstg. & Tv Corp., all for Parma; and Tv Corp. of Michigan Inc. and Michigan State Board of Agriculture, proposing share-time stations at Onandaga. Action Sept. 22.

Buffalo Ch. 7—The Commission announced its memorandum opinion and order of Sept. 17 denying separate petitions filed April 14 by WKBW Inc. and Greater Erie Bcstg. Co. and conditional petition filed May 19 by Greater Erie, seeking enlargement of issues to inquire into the legal qualifications of Great Lakes Television Inc., in consolidated proceeding involving these three applicants for a new tv station to operate on ch. 7 in Buffalo, N. Y., and, on petition filed April 26 by Great Lakes, accepted an amendment to its application to specify that Mr. Laux will either sell or surrender the license of WJJL Niagara Falls, N. Y., within 30 days after a grant of the Great Lakes' application (Dockets 10968-70; BPCT-1812, 1827, 1841). Comr. Hennock had a dissenting statement. Action announced Sept. 22.

WTRI (TV) Schenectady, N. Y.—By order of Sept. 16, the Commission granted a petition filed by Van Curler Bcstg. Corp. (WTRI, Ch. 35), Schenectady, N. Y., vacated hearing order and dismissed proceeding in Docket 11156, and made effective immediately the grant to WTRI for modification of CP (BMPCT-2201) to change principal community to Albany, N. Y., and to maintain main studio outside Albany. Hudson Valley Broadcasting Co. (WROW-TV, ch. 41), Albany, N. Y., protestant in this proceeding, has advised the Commission that it does not intend to appear at the hearing and requested that the proceeding be discontinued or dismissed. Comr. Hennock dissented. Announced Sept. 17.

Raleigh, N. C., Ch. 5—By order, the Commission denied an appeal filed by Capitol Bcstg. Co. from rulings of hearing examiner concerning points of reliance in comparative proceeding on applications of Capitol and WPTF Radio Co. for new tv station to operate on ch. 5 in Raleigh, N. C. (Dockets 10861-62; BPCT-511, 824). Action Sept. 17.

Clarksburg, W. Va., ch. 12—By memorandum opinion and order, the Commission denied petition filed by Clarksburg Pub. Co. for rehearing and reconsideration of Commission's decision released July 2 which made effective immediately grant to Ohio Valley Bcstg. Co. of permit for new tv station to operate on ch. 12 in Clarksburg, W. Va. (Docket 11004; BPCT-849). Order Sept. 17.

Am 1300 kc—By memorandum opinion and order, the Commission granted petition filed by Great South Bay Bcstg. Co., permittee of WRBS-FM Bay Shore, N. Y., and applicant for new am station to operate on 540 kc 250 w day at Islip, N. Y., to intervene as party in interest with participation limited to issues set forth in its petition, in proceeding involving applications of Key Bcstg. System Inc., Bay Shore, N. Y.; WAVZ Bcstg. Corp. (WAVZ), New Haven, Conn., and Edward J. Fitzgerald, Riverhead, N. Y. (Dockets 10379, 11014-15). Key and Fitzgerald are seeking new am stations to operate on 1300 kc 1 kw daytime, and WAVZ asks change from 1260 kc 1 kw daytime to 1300 kc 1 kw DA-N unlimited; denied petition insofar as it seeks enlargement of hearing issues; and denied request of Key for action withdrawing extension of time for construction of WRBS-FM. Order Sept. 17.

Opinions and Orders . . .

Tv Allocation—On basis of petitions, FCC instituted following rule-making proceedings to amend table of tv channel assignments: (1) Petition by James E. Blair, Goodland, Kan., to add ch. 10 there; (2) petition by American Bcstg. Corp., Lexington, Ky., to add ch. 4 to Richmond, Ky. (would involve including portion of that state in Zone 1); (3) petition by ch. 43 KFAZ (TV) Monroe, La., to substitute ch. 13 for ch. 43 at Monroe; (4) petition by ch. 27 WTOV-TV Norfolk, Va., to assign ch. 13 to Princess Anne, Va. Comments are due Oct. 15. Actions Sept. 15; reported Sept. 16.

Longview, Wash.—By memorandum opinion and order, FCC dismissed joint protest filed Aug. 23 by KWLK Longview and KLOG Kelso, Wash., to July 21 grant of permit to Altru Bcstg. Co. for new am station at Longview on 1220 kc 1 kw daytime. Order Sept. 15; reported Sept. 16.

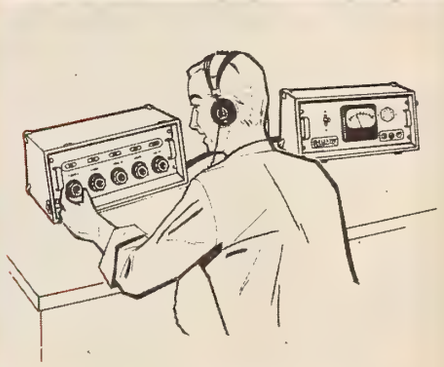
J. Elroy McCaw—By order, FCC granted petition of J. Elroy McCaw and dismissed proceedings instituted Nov. 27, 1953, requiring him to show cause why he should not bring his am

SPECIFICATIONS

INPUTS: Three low impedance microphone (50/250/600 ohm); One high impedance; Phone jack connector; One bridging; W. E. type dual jack connector.
EQUALIZATION: Separate "Speech-Music" switch for each channel.
RESPONSE: 30 to 20,000 cps ±1 db.
TALK-BACK: Built-in microphone with key switch.
MICROPHONE GAIN: 100 dbm.
POWER REQUIREMENTS: 117 volts A.C. 50-60 cycles or battery pack.
LINE OUTPUT: Balanced 50/250/600 ohms.
MONITOR: Two phone jack outputs with volume control; 4½" V.U. meter.
PANELS: Etched aluminum with light grey baked enamel background.
CASE: Grey leatherette with matching hard fiber edge binding.
WEIGHT & SIZE: Closed case 7" x 13" x 16", gross weight—19 pounds.

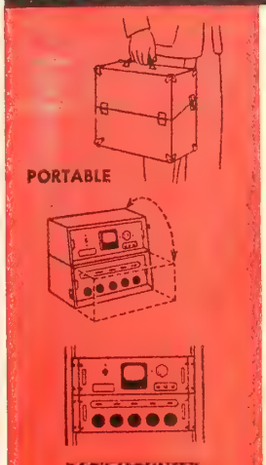
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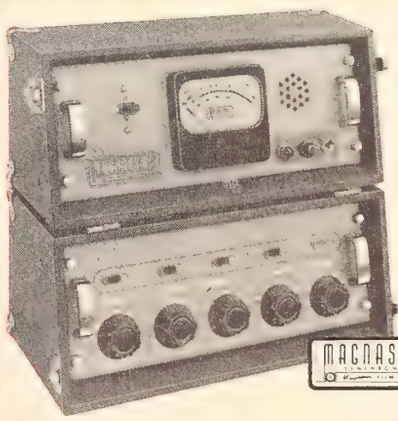
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broadcast holdings within the seven-station limit (Docket 10787). He has since relinquished interest in KLZ Denver, KPOA Honolulu and KILA Hilo, Hawaii. He retains interests in KALE Richland, Wash.; KELA Centralia, Wash.; KAPA Raymond, Wash. (Mrs. McCaw); KYAK Yakima, Wash.; KYA San Francisco; KORC Mineral Wells, Tex., and WINS New York. Order Sept. 15; reported Sept. 16.

Routine Roundup . . .

September 10 Applications

ACCEPTED FOR FILING

License for CP

KOKI Phoenix, Ariz.—James T. Ownby. License to cover CP new am station.

KSDA Redding, Calif.—VALR Inc. License to cover CP new am station.

WEBY Milton, Fla.—Milton Bcstg. Co. License to cover CP new am station.

KGU Honolulu—Advertiser Pub. Co. License to cover CP changes in facilities existing am station.

WJIM Lansing, Mich.—WJIM Inc. License to cover CP changes in ant., trans.-studio site.

KVOX Moorhead, Minn.—KVOX Bcstg. Co. License to cover CP changes in facilities existing am station.

KBIM Roswell, N. M.—Taylor Bcstg. Co. License to cover CP changes in facilities existing am station.

WGSM Huntington, N. Y.—Huntington-Montauk Bcstg. Co. License to cover CP changes in facilities existing am station.

WMCA New York—WMCA Inc. License to cover CP changes in frequency control equipment.

WLON Lincolnton, N. C.—Lincoln County Bcstg. Co. License to cover CP change in frequency (1050 kc).

KMBL Junction, Tex.—Kimble County Bcstg. Co. License to cover CP change trans.-studio site.

WLEV-TV Bethlehem, Pa.—License to cover CP new commercial tv station.

Modification of CP

KGDN Edmonds, Wash.—King's Ltd. Mod. CP new am station for extension of completion date.

KLFY-TV Lafayette, La.—Camellia Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-24-55.

WKZO-TV Kalamazoo, Mich.—Fetzer Bcstg. Co. Mod. CP changes in existing tv station for extension of completion date to 3-30-55.

KTVO (TV) Kirksville, Mo.—KBIZ Inc. Mod. CP new commercial tv station for extension of completion date to 4-1-55.

WDAN-TV Danville, Ill.—Northwestern Pub. Co. Mod. CP new commercial tv station for extension of completion date to 2-10-55.

KSCU (FM) Santa Clara, Calif.—U. of Santa Clara. Mod. CP new educational station for extension of completion date.

WHYN-TV Springfield, Mass.—Hampden-Hampshire Corp. Mod. CP new commercial tv station for extension of completion date to 12-28-54.

KOPR-TV Butte, Mont.—Copper Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-15-55.

WKRC-TV Cincinnati—Radio Cincinnati Inc. Mod. CP changes in existing tv station for extension of completion date to 2-1-55.

Remote Control

WLFA Lafayette, Ga.—Radio Dixie. Application for remote control operation of trans.

KSLO Opelousas, La.—KSLO Bcstg. Co. Application for remote control operation of trans.

License Renewal

Following stations filed applications for license renewal: WAKE Greenville, S. C.; WSSC Sumter, S. C.; WFAX Falls Church, Va.; WCMS Norfolk, Va.; WGWR-FM Asheboro, N. C.; WAYS Charlotte, N. C.; WDNC Durham, N. C.; WFLB Fayetteville, N. C.; WBIG Greensboro, N. C.; WPET Greensboro, N. C.; WCOG Greensboro, N. C.; WHIP Mooresville, N. C.; WREV Reidsville, N. C.; WWGP Sanford, N. C.; WLSE Wallace, N. C.; WSJS Winston-Salem, N. C.; WTOB Winston-Salem, N. C.; WCSC Charleston, S. C.; WIS Columbia, S. C.; WELP Easley, S. C.; WJMX Florence, S. C.; WMRB Greenville, S. C.; WFBC Greenville, S. C.; WDKD Kingstree, S. C.

APPLICATION RETURNED

WMNC Morganton, S. C.—Nathan J. Cooper. Returned application for license renewal.

September 13 Applications

ACCEPTED FOR FILING

Remote Control

Following stations filed applications for remote control operation of their transmitters: KSEI Pocatello, Idaho; WLBK DeKalb, Ill.; KVFD Fort Dodge, Iowa; WTCM Traverse City, Mich.

License Renewal

WSNW Seneca Township, S. C.—Blue Ridge Bcstg Co. Application for license renewal.

License for CP

KFEQ-TV St. Joseph, Mo.—KFEQ Inc. License to cover CP new commercial tv station.

WBAY-TV Green Bay, Wis.—Norbertine Fathers. License to cover CP new commercial tv station.

Modification of CP

WSLI-TV Jackson, Miss.—Standard Life Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-22-55.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. Mod. CP new commercial tv station for extension of completion date to 1-24-55.

KQED (TV) Berkeley, Calif.—Bay Area Educational Tv Assn. Mod. CP new educ. tv station for extension of completion date to 3-22-55.

September 14 Applications

ACCEPTED FOR FILING

License Renewal

Following stations filed applications for renewal of license: WHPE High Point, N. C.; WIAM Williamston, N. C.

Remote Control

KSEI-FM Pocatello, Idaho—Application for remote control operation of transmitter.

License for CP

KLZ-TV Denver, Colo.—Aladdin Bcstg. Corp. License to cover CP new commercial tv station and change studio site to 131 Speer Rd.

WLAM-TV Lewiston, Me.—Lewiston - Auburn Bcstg. Co. License to cover CP new commercial tv station.

WMUR-TV Manchester, N. H.—Radio Voice of New Hampshire Inc. License to cover CP new commercial tv station.

WLWC (TV) Columbus, Ohio—Crosley Bcstg. Corp. License to cover CP changes in existing tv station.

WEAU-TV Eau Claire, Wis.—Central Bcstg. Co. License to cover CP new commercial tv station.

WBKH Hattiesburg, Miss.—Hattiesburg Bcstg. Co. License to cover CP new am station.

KRGA Springfield, Ore.—W. Gordon Allen. License to cover CP new am station.

KNEW Spokane, Wash.—Inland Empire Bcstg. Co. License to cover CP change from DA-DN to DA-N.

WNBQ (TV) Chicago—NBC. License to cover CP changes in existing commercial tv station.

WAAM (TV) Baltimore—WAAM Inc. License to cover CP changes in existing commercial tv station.

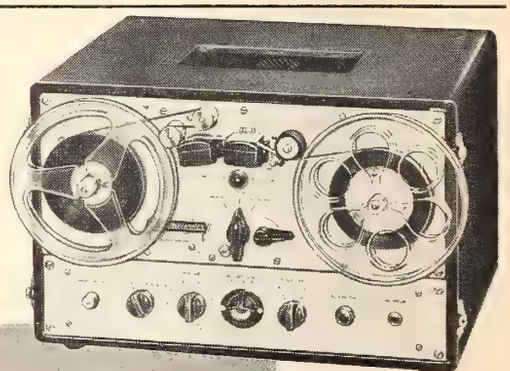
Modification of CP

WRAY-TV Princeton, Ind.—Southern Indiana Telecasting Inc. Mod. CP new commercial tv station for extension of completion date to 3-11-55.



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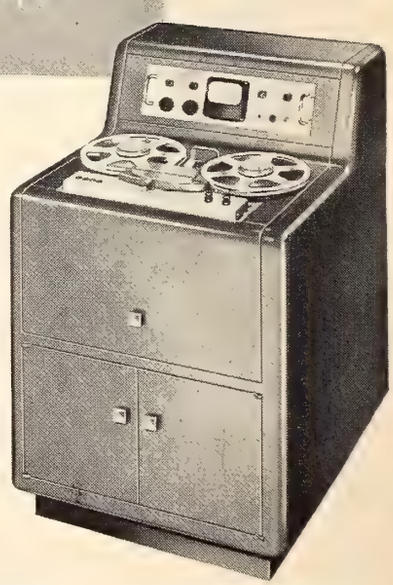


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WCSC-TV Charleston, S. C.—WCSC Inc. License to cover CP new commercial tv station and to change description of transmitter and studio site to 485 E. Bay St. (not a move).

Remote Control

WHBL Sheboygan, Wis.—Application for remote control operation of trans.

License Renewal

WASH (FM) Washington, D. C.—Commercial Radio Equipment Co. Application for license renewal.

Modification of CP

KUTF (FM) Salt Lake City—Utah Bcstg. & Tv Co. Mod. CP new fm station for extension of completion date.

KMJ-TV Fresno, Calif.—McClatchy Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to March 1955.

September 16 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations filed applications for renewal of license: WRHI-FM Rock Hill, S. C.; WIFM-FM Elkin, N. C.

Remote Control

Following stations filed applications for remote control operation of their transmitters: WAPX Montgomery, Ala.; WKAN Kankakee, Ill.; KSMN Mason City, Iowa; WRAL-FM Raleigh, N. C.

Modification of CP

WISH Indianapolis—Universal Bcstg. Co. Mod. CP for changes in DA and move trans. site for extension of completion date.

WAEL Mayaguez, P. R.—Mario Acosta. Mod. CP for change in facilities for extension of completion date.

KERO-TV Bakersfield, Calif.—Mod. CP new commercial tv station for extension of completion date to 4-5-55.

KTVU (TV) Stockton, Calif.—San Joaquin Telecasters. Mod. CP new commercial tv station for extension of completion date to 4-7-55.

WTLE (TV) Evanston, Ill.—Northwestern Tv Bcstg. Corp. Mod. CP new commercial tv station for extension of completion date to 4-12-55.

WISH-TV Indianapolis—Universal Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to 3-20-55.

WMFD-TV Wilmington, N. C.—WMFD-TV Inc. Mod. CP new commercial tv station for extension of completion date to 12-28-54.

WTSK-TV Knoxville, Tenn.—South Central Bcstg Co. Mod. CP new commercial tv station for extension of completion date to 3-25-55.

September 17 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

Chief, Broadcast Bureau—Granted petition for an extension of time to Sept. 22, to file a response to a Petition for Intervention, by Metropolitan Television Co. (KOA), Denver, Colo., in proceeding re application of Western Bcstg. Co. (KIFN), Phoenix, Ariz. (Docket 10914, BMP-6194) (Action of 9-14).

Columbia Bcstg. System Inc., St. Louis, Mo.—Granted petition for an extension of time to Sept. 21, to file a petition for review of a Memorandum Opinion and Order by Examiner on Sept. 13, denying Columbia's petition to enlarge issues relative to 220 Television, Inc. (Channel 11 proceeding) (Docket 8809 et al.) (Action 9-15).

Mountain City Television Inc., Chattanooga, Tenn.—Granted petition for an extension of time to Oct. 11, to file a reply to the Exceptions to the Initial Decision in Channel 3 proceedings (Docket 10438-39) (Action 9-15).

California Inland Bcstg. Co., Fresno, Calif.—Granted petition for an extension of time to Oct. 20, to file exceptions to the Initial Decision in Channel 12 proceeding (Docket 9050; 10650) (Action 9-15).

By Examiner Basil P. Cooper

Granted motion of WORZ Inc. for continuance to Oct. 11, 1954, for the exchange of exhibits to support the direct affirmative case of each applicant in Channel 9 proceeding, Orlando, Fla., and for continuance to Nov. 1, 1954, for further hearing (Docket 11081 et al.) (Action Sept. 16).

By Examiner Harold L. Schilz

Upon request of Van Curler Bcstg. Corp. [WTRI (TV)], Schenectady, N. Y., ordered that hearing re its application for Mod. of CP to change principal community to Albany, N. Y. and maintain main studio outside Albany (Docket 11156, BMPCT-2201) be postponed until further order of the Examiner or the Commission. (Action Sept. 15).

By Examiner Annie Neal Huntting

On the Examiner's own motion, continued until Sept. 30, the prehearing conference now scheduled for Sept. 20, re am applications of Mercer Bcstg. Co., Trenton, N. J., et al. (Docket 10931, et al.) (Action Sept. 15).

By Examiner Millard F. French

On the Commission's own motion, hearing scheduled for Sept. 13, in Channel 13 proceeding, Indianapolis, Ind., Indianapolis Bcstg. Inc., et al. was continued without date (Docket 8906, et al.) (Action Sept. 13).

By Examiner Elizabeth C. Smith

WELO Tupelo, Miss.—Tupelo Bcstg. Co. Granted petition for leave to amend its am application to show certain programming and engineering changes (Docket 11002, BP-8939); (Action 9-14). By Order Governing Hearing in this proceeding, stipulated agreements reached by the parties and ordered that the next prehearing conference will be held at 9 a.m., Sept. 24 and that the taking of testimony will commence on Sept. 30, 1954 (Action 9-16).

By Examiner Hugh B. Hutchison

Notice is given of prehearing conference re AM applications of Mid-City Bcstrs., Arlington, Tex., et al. (Dockets 11024-26 on Sept. 24, 1954 (Action Sept. 14).

By Examiner Thomas H. Donahue

Upon petition of counsel for the Broadcast Bureau and with the consent of the parties in Channel 7 proceeding, Seattle, Wash. (Queen City Bcstg. Co., Docket 9030 et al.), extended from Sept. 15 to Sept. 27, the time for filing replies to proposed findings (Action Sept. 14).

By Examiner Charles J. Frederick

Notice is given that further hearing in Channel 5 proceeding, involving application of The Seaton Publishing Co., Hastings, Neb., scheduled for Sept. 22, at 10 a.m., will commence instead at 9 a.m. on that date (Docket 10965) (Action 9-14).

Florida-Georgia Television Co. Inc., Jacksonville, Fla.—Granted petition for continuance of further hearing in Channel 12 proceeding, Sept. 20 to Sept. 27 (Docket 10833 et al.) (Action 9-15).

By Examiner Herbert Sharfman

By memorandum of ruling, granted petition of Evansville Television Inc. for leave to amend its tv application for ch. 7 at Evansville, Ind., to show certain changes resulting from the death of the secretary, treasurer, director and stock subscriber; record was reopened, proposed amendment accepted, record closed, and all parties were given leave to file additional proposed findings of fact and conclusions relating to present amendment by Sept. 21, 1954 (Dockets 10462 et al) (Action 9-14).

Zenith Radio Corp., Chicago—By memorandum opinion and order, ordered that proposed corrections of its McFarland data are allowed or disallowed as indicated (Docket 8917; et al, Channel 2 proceeding) (Action 9-15).

WICU Erie, Pa., Dispatch Inc.—Referred to the Commission motion to strike certain statements from the Resume of Basic Allegations which had been filed by the Chief, Broadcast Bureau (Docket 11048; BRCT-42) (Action 9-16).

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September 17 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations filed applications for renewal license: WRCS Ahosekie, N. C.; WGWR Asheboro, N. C.; WWNC Asheville, N. C.; WSOC Charlotte, N. C.; WBBO Forest City, N. C.; WGBR Goldsboro, N. C.; WGTC Greenville, N. C.; WIRC Hickory, N. C.; WHKY Hickory, N. C.; WNOS High Point, N. C.; WGTL Kannapolis, N. C.; WFTC Kinston, N. C.; WLOE Leaksville, N. C.; WBUY Lexington, N. C.; WSYD Mt. Airy, N. C.; WPTV Raleigh, N. C.; WAYN Rockingham, N. C.; WRRF Washington, N. C.; WMFD Wilmington, N. C.; WAKN Aiken, S. C.; WANS Anderson, S. C.; WHAN Charleston, S. C.; WGTN Georgetown, S. C.; WESC Greenville, S. C.; WJAN Spartanburg, S. C.

Modification of CP

WFIE (TV) Evansville, Ind.—Premier Tv Inc. Mod. of CP new commercial tv station for extension of completion date to 4-10-55.

WJMR-TV New Orleans—Supreme Bcstg. Co. Mod. CP new commercial tv station for extension of completion date.

WMGT (TV) Adams, Mass.—Greylock Bcstg. Co. Mod. CP new commercial tv station for extension of completion date to March 1955

KGEO-TV Enid, Okla.—Streets Electronics Inc. Mod. CP new commercial tv station for extension of completion date to 1-31-55.

WLTV (TV) Wheeling, W. Va.—Polan Industries. Mod. CP new commercial tv station for extension of completion date to 3-11-55.

WUNC-TV Chapel Hill, N. C.—U. of North Carolina. Mod. CP new educational tv station for extension of completion date to 11-6-54.

September 21 Applications

ACCEPTED FOR FILING

Remote Control

Following stations filed applications for remote control operation of their transmitters: KAMO Rogers, Ark.; WRUM Rumford, Me.

License Renewal

Following stations filed applications for renewal of license: WBBB-FM Burlington, N. C.; WMIT (FM) Yancey County, N. C.; WSOC-FM Charlotte, N. C.; WMFR-FM High Point, N. C.; WBUY-FM Lexington, N. C.; WPTF-FM Raleigh, N. C.; WNAO-FM Raleigh, N. C.; WRAL-FM Raleigh, N. C.; WREV-FM Reidsville, N. C.; WKFM (FM) Roanoke Rapids, N. C.; WFMA (FM) Rocky Mount, N. C.; WSTP-FM Salisbury, N. C.; WWGP-FM Sanford, N. C.; WSIC-FM Stateville, N. C.; WTNC-FM Thomasville, N. C.; WCAC (FM) Anderson, N. C.; WCSC-FM Charleston, S. C.; WIS-FM Columbia, S. C.; WFBC-FM Greenville, S. C.; WESC-FM Greenville, S. C.; WCRS-FM Greenwood, S. C.; WSNW-FM Seneca, S. C.; WDXY (FM) Spartanburg, S. C.; WALD-FM Walterboro, S. C.

Modification of CP

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. Mod. CP as mod., which authorized new tv station for extension of completion date to 3-20-55.

WTHT (TV) Wilmington, N. C.—Wilmington Tv Corp. Mod. CP new tv station for extension of completion date to 2-17-55.

APPLICATIONS RETURNED

WAIM Anderson, S. C.—Wilton E. Hall. Returned application for license renewal.

WJAY Mullins, S. C.—Mullins & Marion Bcstg. Co. Returned application for license renewal.

September 20 Applications

ACCEPTED FOR FILING

Renewal of License

Following applications were filed for renewal of license: WIST Charlotte, N. C.; WRRZ Clinton, N. C.; WEGO Concord, N. C.; WCKB Dunn, N. C.; WLON Lincolnton, N. C.; WTND Orangeburg, S. C.

Remote Control

Following stations filed applications for remote control operation of their transmitters: KFXD Nampa, Ida. (aux.); KDAL Duluth, Minn.; WRAL Raleigh, N. C.; KERG Eugene, Ore.

License for CP

WHFM (FM) Rochester, N. Y.—Stromberg Carlson Co. License to cover CP for changes in licensed station.

WDTV (TV) Pittsburgh, Pa.—Allen B. DuMont Labs. License to cover CP for changes in facilities.

Modification of CP

WCHS-TV Charleston, W. Va.—Mod. of CP for new tv station for extension of completion date to April 1955.

WPTV (TV) Ashland, Ky.—Polan Industries Inc. Mod. of CP for new tv station for extension of completion date to 4-13-55.

KNBH (TV) Hollywood, Calif.—National Bcstg. Co. Mod. of CP changes in existing station for extension of completion date to April 8, 1955.

WOBS-TV Jacksonville, Fla.—Southern Radio & Equipment Co. Mod. of CP new commercial tv station for extension of completion date to 4-12-55.

KBOI (TV) Meridian, Ida.—Boise Valley Bcstrs. Inc. Mod. of CP new commercial tv station for extension of completion date to 4-13-55.

WAAB-TV Worcester, Mass.—WAAB Inc. Mod. of CP for new commercial tv station for extension of completion date to 4-12-55.

KCRG-TV Cedar Rapids, Iowa—Cedar Rapids Tv Co. Mod. of CP new tv station for extension of completion date to 4-12-55.

WFMJ-TV Youngstown, Ohio—Vindicator Printing Co. Mod. of CP new commercial tv station for extension of completion date to 5-13-55.

APPLICATIONS RETURNED

KVOX Moorhead, Minn.—KVOX Bcstg. Co. Returned application for remote control of transmitter.

WITA San Juan, P. R.—Electronic Enterprises Inc. Returned application for license to cover changes in facilities.

KDAV Lubbock, Tex.—Western Bcstg Co. Returned application for assignment of license to David P. Pinkston, Leroy Elmore and David R. Worley d/b as KDAV Ltd.

KGDN Edmonds, Wash.—King's Inc. Returned application for mod. of CP change name to Garden of the King Enterprises Inc.

September 22 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Hennock, Bartley, Doerfer and Lee, took the following actions:

Granted Extension

WOSA Wausau, Wis. — Alvin E. O'Konski. Granted extension of time to Dec. 31, 1954, to operate from present studios in Merrill, Wis., pending completion of main studios in Wausau.

Application Returned

The Commission returned application for renewal of license of WOOD-TV Grand Rapids, Mich., on ch. 8, because station is not now licensed on that channel but is oprating on same with STA (having moved from ch. 7 to 8 pursuant to show-cause order) and is subject to issuance of new license upon completion of authorized construction on ch. 8.

Renewal of License

The following stations were granted renewal of licenses for the regular period: WGHF-FM New York City; KSMN Mason City, Iowa; KUOW-FM Seattle, Wash.; WACH Newport News, Va.; WDON Wheaton, Md.; WDVA Danville, Va.; WGMS and WGMS-FM Washington, D. C.; WHAW Weston, W. Va.; WHLF (and aux.), So. Boston, Va.; WHLL Wheeling, W. Va.; WHTN-AM-FM Huntington, W. Va.; WINA Charlottesville, Va.; WINC Winchester, Va.; WITH, WITH-FM Baltimore, Md.; WJEJ & WJEJ-FM Hagerstown, Md.; WJLS & WJLS-FM Beckley, W. Va.; WJNA Orange, Va.; WJWS South Hill, Va.; WKLV Blackstone, Va.; WKNA & WKNA-FM Charleston, W. Va.; WKEY Covington, Va.; WKOY Bluefield, W. Va.; WKWK & WKWK-FM Wheeling, W. Va.; WKYR Keyser, W. Va.; WLEE & WLEE-FM Richmond, Va.; WLOG & WLOG-FM Logan, W. Va.; WMOD Moundsville, W. Va.; WMON Montgomery, W. Va.; WUST & WUST-FM Bethesda, Md.; WCOD Richmond, Va.; WRFL Winchester, Va.; WRVB Richmond, Va.; WRVC Norfolk, Va.; WTOP-FM Washington, D. C.; WBJC Baltimore, Md.; WSLS-FM Roanoke, Va.

Application Returned

Providence, R. I.—E. Anthony & Sons. Returned resubmitted application for new tv station on ch. 12 since facility is no longer available there. Action of Sept. 22.

September 22 Applications

ACCEPTED FOR FILING

License for CP

KSEW Sitka, Alaska—Voice of Sheldon Jackson Inc. License to cover CP new am station.

WLAK Lakeland, Fla.—Lakeland Bcstg. Corp. License to cover CP change daytime power.

WEAS Decatur, Ga.—WEAS Inc. License to cover CP change facilities of existing station.

KTLD Tallulah, La.—Howard E. Griffith. License to cover CP new am station.

WOKJ Jackson, Miss.—Dixieland Bcstg. Co. License to cover CP new am station.

WOKE Oak Ridge, Tenn.—Air Mart Corp. License to cover CP changes in facilities existing am station.

WINA Charlottesville, Va. — Charlottesville Bcstg. Corp. License to cover CP changes in facilities existing am station.

Modification of CP

WJDW (TV) Boston—J. D. Wrather Jr. Mod. CP new commercial tv station for extension of completion date from 10-12-54 to unspecified date.

License Renewal

Following stations filed applications for license renewal: KABC-TV Los Angeles; KHJ-TV Los Angeles; KTTV (TV) Los Angeles; KTLA (TV) Los Angeles; KFMB-TV San Diego, KRON-TV San Francisco; KPIX (TV) San Francisco.

APPLICATION RETURNED

WBCR Christiansburg, Va.—Vernon H. Baker tr/as Montgomery Bcstg. Co. Returned application for assignment of CP to Montgomery Bcstg. Co.

September 21 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Sept. 17

WLBK DeKalb, Ill.—DeKalb Radio Studios Inc. Granted authority to operate trans. by remote control.

The following were granted mod. of CPs for extension of completion dates as shown: WCHS-TV Charleston, W. Va., to 4-11-55; KGEO-TV Enid, Okla., to 4-13-55; WPTV (TV) Ashland, Ky., to 4-13-55; WMGT (TV) Adams, Mass., to 4-15-55; KCRG (TV) Cedar Rapids, Iowa, to 4-12-55; WBKB (TV) Chicago, Ill., to 4-16-55; KBOI (TV) Meridian, Idaho, to 4-13-55; WISH Indianapolis, Ind., to 3-20-55; WAEL Mayaguez, P. R., to 12-31-54.

Actions of Sept. 16

The following stations were granted authority to operate transmitters by remote control: KSLO Opelousas, La.; KSEI-AM-FM, Pocatello, Idaho; WLFA Lafayette, Ga.; KVFD Fort Dodge, Iowa; WTCM Traverse City, Mich.; WKAN Kankakee, Ill.; WRAL-FM Raleigh, N. C.; WAPX Montgomery, Ala.

The following were granted mod. of CPs for extension of completion dates as shown: WUNC-TV Chapel Hill, N. C., to 4-6-55; WJMR-TV New Orleans, La., to 4-1-55; WLTV (TV) Wheeling, W. Va., to 3-11-55; WFIE (TV) Evansville, Ind., to 4-10-55; KERO-TV Bakersfield, Calif., to 4-5-55.

Actions of Sept. 15

KGUL-TV Galveston, Tex. — Gulf Tv Co. Granted license for tv broadcast station; ERP: vis. 224 kw, aur. 120 kw; ant. 550 ft. (BLCT-189).

The following were granted mod. of CPs for extension of completion dates as shown: WMFD-TV Wilmington, N. C., to 3-29-55; WDEF-TV Chattanooga, Tenn., to 3-28-55; WISH-TV Indianapolis, Ind., to 3-28-55; WRAY-TV Princeton, Ind., to 3-11-55; WTSK-TV Knoxville, Tenn., to 3-25-55; WAPA-TV San Juan, P.R., to 4-12-55; KTVU (TV) Stockton, Calif., to 4-7-55; WTLE (TV) Evanston, Ill., to 4-12-55; KGDN Edmonds, Wash., to 12-17-54; WCAU-FM Philadelphia, Pa., to 10-6-54.

Actions of Sept. 14

The following stations were granted authority to operate transmitters by remote control: WSSB Durham, N. C.; KAPB Marksville, La.

(Continued on page 113)

Southwest AM & VHF

$225,000.00

Controlling interest in highly profitable property. Sufficient working capital already provided. Valuable fixed asset position. Possible to finance one half.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-2009
(nights-holidays telephone
Herndon, Va. 114)

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Established network station needs commercial man for expanded sales program. Good town. Money making station. Apply by letter only, giving biographical sketch, experience and reference. Box 660E, B•T.

Texas station needs additional salesman. Straight salary plus commission and car allowance. Excellent opportunity for man formerly P.D. or announcer who wants to earn more money. Box 730E, B•T.

Representatives needed all regions to sell tape syndicated features on commission basis. Box 748E, B•T.

Local salesman—$400.00 a month draw against 20% on local and 5% on locally-inspired national. 5000 watt network affiliate in metropolitan Iowa city. Hard sell can produce excellent income. Box 755E, B•T.

Experienced salesman-announcer for 1kw southern independent. Prefer southerner who is looking for permanent position in a one station market. Send complete details to Box 760E, B•T.

Experienced salesman for southern kilowatt daytime independent in single station market. Good salary-commission to a man who can take complete charge of commercial department. Send complete details to Box 761E, B•T.

If you can announce and sell radio advertising, if you love money more than beautiful studios, if you are sober and are willing to work hard, you should answer this ad and tell all about yourself. You can earn from one hundred to one hundred and fifty per week working at my little radio station. Box 766E, B•T.

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Wanted, experienced salesman who is interested in permanent, good paying position. Must have proven record and ideas. Good working conditions in small southwestern city. No high pressure selling. Station planning extensive expansion. Send full information and references first letter. Box 794E, B•T.

If you can sell radio time, and have a good character, we have an excellent permanent position for you. Liberal commissions with guaranteed draw. Prefer man from southwest. No drifters please! We want permanent man. Income unlimited for right person. Kay Fancher, Commercial Manager, KPDN, Pampa, Texas. Phone 4-7461.

We need two top-flight men to sell radio. Prefer radio background. Earnings unlimited. Good salary. Extra large commissions. WAFB Radio, sister station of WAFB-TV. If interested contact us immediately. Ron Litteral, WAFB Radio, Baton Rouge, La.

Wanted: Experienced salesman for new daytimer in top market. Must be experienced, sober and reliable. Excellent proposition for hard working family man that wants to work and live in fine city. Contact John C. Greene, Radio Station WSRC, Durham, North Carolina.

Experienced top-flight immediately. Must want to earn at least $10,000, live in exceptionally wealthy small college town. Permanent. You probably have now reached your limit and your employer will regret losing you. New station. WWBG, Bowling Green, Ohio. Phone 3-1334.

Announcers

1st combo, salesmen and announcers. **Indiana.** Box 458E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Help Wanted—(Cont'd)

We are one of the quality stations in the midwest. We are looking for a top staff announcer who can offer the following in return for excellent salary and working conditions: Commercials, news and mature disc jockey presentation. Furnish resume, tape and picture. Box 659E, B•T.

Steady announcer with control board experience. Strong on news and music. Established Michigan net-affiliate. Box 664E, B•T.

DJ, strong on rhythm in blues and selling own program. Established program and station. New York State. Box 678E, B•T.

The man we are looking for is better than the average disc jockey, now working in a small market. He is original in thought, has new ideas, looking for larger market with unlimited opportunities. He has at least five years experience as a disc jockey, and wants to work in a metropolitan southeastern market. Send photo, tape or disc, complete resume and references first letter to Box 702E, B•T.

Virginia kw wants staff announcer. Prefer southeasterner. Drifters need not apply. Start $1.25 hr. Future depends on ability. Send tape, photo, resume to Box 733E, B•T.

Opening, wide-awake morning announcer, small Alabama station. $70.00 start for right man. Must keep it fresh. Box 763E, B•T.

$75 to start for good, versatile announcer with show-wise, good frequency midwest independent. Send photo and details, will ask for audition. Box 768E, B•T.

Experienced announcer with first phone. Excellent paying opening immediately. Engineering ability unnecessary. Rush tape and background. Box 806E, B•T.

Excellent opportunity for experienced announcer-salesman from middlewest or west for farm-ranch area. Contact KCNI, Broken Bow, Nebraska.

Experienced announcer with sportscasting specialty WCEN, Mt. Pleasant, Michigan.

Announcer-control board operator for WGNY, Newburgh, N. Y. Auditions will be held at 161 Broadway, Newburgh, October 7 and 8. If you have not had two years' commercial experience, do not apply. Salary attractive and dependent on your capabilities. Please bring written resume of experience and list of references. No tapes.

Top morning man for 5 kw regional, in west Michigan. Send tape, resume and minimum salary to John Hunter, WKNK, Muskegon, Michigan. All replies answered, tapes will be returned.

Combination announcer - engineer needed by Florida newspaper-owned station. Must have 1st class ticket, however announcing ability most important. Submit background, tapes and minimum acceptable salary to Jerry Stone, WNDB, Daytona Beach, Florida.

Expanding organization, makes opportunity for combination announcer-engineer (first phone) to join growing 5 kw regional in west Michigan. Send tape and resume to John Hunter, WKNK, Muskegon, Michigan.

Announcer—operator, first phone. Preferably capable sports, emphasis announcing all consider for vacancy. Michigan 5 kilowatt independent. WTVB, Box 32, Coldwater, Michigan.

If you have first class, see Technical WWBG.

Technical

Chief engineer for N. C. daytimer with remote control. Want settled experienced man who will maintain equipment. Some announcing ability preferred for relief work but not absolutely necessary. Good position for second engineer who wants to move up. Apply Box 777E, B•T.

Wanted, chief engineer and announcer, 1000 watt Gates equipped, daytime station. Remote control operated. Must be qualified to maintain equipment. Good salary and bright future for right man who wants to settle down. Apply KJIM, Box 2673 Beaumont, Texas.

Help Wanted—(Cont'd)

Needed October 1, chief engineer who can announce. Send letter and tape to Radio Station KMHT, Marshall, Texas.

Wanted: Engineer-announcer, permanent position, no floaters, best of working conditions, start $56.00 for 40 hours. Send tape, KPOW, Powell, Wyoming.

First phone operator. Immediate opening. Give full particulars first letter. WASA, Havre de Grace, Maryland.

Chief engineer-announcer. Gospel daytime station. Call or write, Fred Staples, WCRE, Cheraw, South Carolina.

Assistant chief engineer . . . advancement to chief in near future. Responsible position for a responsible, capable engineer. Send resume of experience and references to John L. Hunter, WKNK, 5 kw regional, Muskegon, Michigan.

Engineer, first ticket, immediately to supplement new daytime station. Must have announcing ability and prefer this to engineering. Permanent. Housing. To right man an exceptional opportunity. WWBG, Bowling Green, Ohio. Phone 3-1334.

Production-Programming, Others

Newsman, some experience, radio or newspaper. Eastern station, strong on local coverage, no announcing. Box 661E, B•T.

Livewire program director wanted for NBC affiliate in northwest. Good market, station paying better than average salary. Send tape, experience, photo to Box 681E, B•T.

Television

Managerial

Uhf permittee in large midwestern market requires services of general manager, commercial manager and program director. Replies held in strictest confidence. Please list experience and compensation desired. Station to be on air in six to eight months. Box 779E, B•T.

Salesmen

Splendid opportunity for aggressive, experienced tv salesman; midwest metropolitan market. In answer include experience, income required, and availability. Box 816E, B•T.

We need two top-flight men to sell television. Prefer radio or television background. Earning will be unlimited with good salary and extra liberal commissions. Successful four network station with strong local programming market area, 350,000. If interested, contact us immediately. Ron Litteral, WAFB-TV, Baton Rouge, La.

Announcer

Tv announcer must be able to sell. Forward tape, references and background. Good proposition for right man. Box 785E, B•T.

Technical

Opening for experienced, first class, tv transmitter, operating and maintenance engineer—vhf station. Address Box 710E, B•T.

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $350 per month to start depending on experience. Wage contract with graduated increases. Send photo—employment history—references. Box 713E, B•T.

Experienced engineer in audio and video studio maintenance. Box 754E, B•T.

Tv technician for community antenna system Durango, Colorado. Send experience, salary, photo. Durango TV Net., 2354 S. Humbolt, Denver, Colorado.

Television technician for Air Force tv station in Maine. $4000 to start. Good housing and recreational facilities available. Applicants must have good maintenance and repair background. Apply, Civilian Personnel Office, Limestone Air Force Base, Limestone, Maine.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.

Girl Friday who can handle radio traffic and copy department. Also chance for tv work. Send experience, samples, photo and references. Good deal for right applicant. Box 786E, B•T.

Situations Wanted

Managerial

CM would like chance to manage south. Can only offer man who thinks radio. Give me security. I'll work my heart out for you. Reply to Box 776E, B•T. Family man, age 37.

Manager available. New or established small station. Excellent record, references. Box 771E, B•T.

A business getting manager-sales manager would like change to good station. Want permanency minimum guarantee, hundred weekly and commission. Seventeen years selling. Sober, reliable. Box 788E, B•T.

Hard working station manager desires position in southeast. Can handle management and sales in small market. Best references. Box 791E, B•T.

General manager—15 years experience, all phases radio. Successful. Desires permanent managerial position in growing market. Phone, wire or write: W. Wallace Robinson, 315 E. Monroe Avenue, Alexandria, Virginia. Overlook 3-4668.

Salesman

Missourian, employed, six years experience selling, programming, copywriting, announcing on local station. Box 781E, B•T.

Salesman-morning man desires job in southeast. Can sell on and off the air. Box 792E, B•T.

Need a good salesman, radio-tv? Four years experience. Excellent sales record, best references. Stable operation only. Box 801E, B•T.

Young man seeks real sales opportunity. Experienced in radio and television. Solid selling. Relocate in any area. Box 815E, B•T.

Announcers

Announcer, combo, newscaster, DJ, can write good copy. Available imediately. Box 563E, B•T.

Announcer, 29—8 years experience, two as program director with extensive writing background and limited sales experience wishes to locate with sound and progressive station. College grad. —family man. Box 665E, B•T.

No beginner. Seven years experience major conference basketball—all sports. Can combine as PD or sales promotion. Top references. Box 695E, B•T.

Experienced staffman. Newsman, DJ, Good voice. First phone. Negro. Box 719E, B•T.

News, commercial, DJ, recent broadcasting school graduate, veteran, college, locate anywhere. Box 731E, B•T.

Attention small stations—voice of the golden throat—available now. Box 735E, B•T.

Announcer—versatile, experienced in all phases, DJ. Preferred. Want to stay in Michigan or surrounding states. Box 740E, B•T.

Announcer. Five years experience news, DJ. Capable. Finest references. College graduate. Box 744E, B•T.

Baseball 1955. Top-flight sportscaster did major league re-creations play-by-play, available. Box 745E, B•T.

First phone. Want announcing or engineering position. Prefer West Coast. Box 747E, B•T.

Announcer, experienced, radio-tv; NBC trained; Columbia graduate; married. Box 749E, B•T.

Announcer, newscaster, staff, DJ, sports. Versatile and dependable. Definitely experienced. Box 751E, B•T.

Announcer-DJ, 21, draft exempt, single, college grad., energetic, ambitious. Experience: Tape and disc recording, board, continuity, sports, news, 3rd class ticket—prefers midwest location. Box 758E, B•T.

Top tv-radio announcer—news, sports, deejay. Good man seeking good position. Box 765E, B•T.

Announcer, thoroughly experienced, news, special events, Michigan. Desire change. Box 770E, B•T.

Staff announcer—recent graduate. Strong on news, DJ. Can relocate. Box 775E, B•T.

Situations Wanted—(Cont'd)

Announcing or staff, or both. Thorough professional and academic background theatre, music, arts. Radio-tv training NBC, Julliard, American Academy, Columbia Theatre Wing. Member AFTRA, AEA, AGMA, AGVA. B.A. (lit.), M.A. (music, art). Partial PhD. Combat veteran, single. Seven languages. Direct, conduct, announce, act, sing, MC; continuity, copy, commercial art, layout; news, classical DJ. Box 782E, B•T.

Announcer, clever deejay, strong news, smooth commercials. Some experience. Single, veteran, travel anywhere, tape, resume. Box 783E, B•T.

Announcer, strong news, music, commercials. Presently employed, sales experience. Veteran, single, will travel, tape, resume. Box 784E, B•T.

Experienced staff, play-by-play, DJ, seeks permanency with fulltime midwest independent. Married. Box 787E, B•T.

Experienced announcer, excellent news, commercials, DJ. Information on request. East or south. Box 793E, B•T.

Young, ambitious, Midwestern graduate. Staff announcer, news, DJ, operate console. Travel, tape. Resume. Box 796E, B•T.

Announcer-writer. Midwestern graduate. Strong on news, commercials, music. Tape, photo, resume. Will travel. Box 797E, B•T.

Announcer—good news — strong sports — smooth platter man—single—dependable. Veteran—light experience—available now. Travel—tape—references. Box 798E, B•T.

Graduate from SRT, wishes position as radio announcer. Good reference. Box 799E, B•T.

Announcer desires position with radio-tv station. Presently employed New York City with leading network in administrative position. Will relocate. New England or midwest preferred. Tape and resume available. Box 803E, B•T.

Negro announcer—DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 804E, B•T.

Announcer, 5 years experience, presently employed. Wants to move-up. Prefer station in Virginia-North Carolina area. Box 810E, B•T.

Our program director, eight years experience, with us 3½ years, desires advancement opportunity as PD-announcer, contact: Sam Blessing, KMAN, Manhattan, Kansas.

Sportscaster—deejay-staff. Strong play-by-play. Three years experience. College graduate, veteran. Prefer heavy music-sports station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Staff announcer: Light experience—strong on commercials—news—will travel. Victor Davis, 640 West 170 Street, New York, N. Y.

College. Graduate of Midwestern Broadcasting School. Experienced in board, DJ, news, sports. Write Ed Day, 52 West 71st, Chicago 21, Illinois.

Experienced announcer. Friendly style. Draft exempt, car. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Announcer, versatile, strong news, commercials. Impersonations, experience light. Reliable. Single 22, veteran. Tape on request. Lee Freeman, 557 Bushwick Ave., Brooklyn 6, N. Y. HY 7-1650.

Staff announcer, limited experience. Edward Hickey, 321 E. 43 Street, New York City.

Negro staff announcer—DJ. Operate console, write copy, continuity. Tape, photo, resume on request. Columbus Jenkins, 1802 W. 13th Street, Chicago, Ill. Canal 6-4219.

Available immediately, permanent work only. Announcer-newscaster, experienced all phases. Married, tape, resume. Walter H. Kalata, Ironwood, Michigan. 1611.

Staff announcer, news—sportscast, friendly DJ shows, play-by-play sports, accent on future. Married, will settle, can travel. Joe Lynch, 195 Elmwood Drive, Clifton, N. J. Phone MUlberry 4-6941.

Announcer, veteran, married, strong on news, good commercials, DJ personality. Seeks permanent connection, will travel, tapes furnished on request. John Mulderrig, 407 Woodbine Street, Brooklyn, New York. Phone HE 3-8549.

Situations Wanted—(Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Announcer-girl Friday. Prefer small station. Tape, resume, available. Lucille Schaller, 5016 N. Winthrop, Chicago.

Everyone needs that first break. I'm looking for mine. Tape, info, Jimmy Whipkey, 338 Charles, Warren, Ohio. Phone 4-6545.

Announcer, writers, producers, familiar with sports, music, news; trained in all phases broadcasting. Available now. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C.

Technical

Engineer—first phone license. Technical school graduate. 2½ years experience transmitter, including uhf. Box 736E, B•T.

Engineer, first class ticket. Ambitious, excellent references. Progressive station anywhere. Box 746E, B•T.

Six years of am-fm and tv experience. Last year installed tv station as chief. Desire relocation. Box 752E, B•T.

Engineer, experienced. Chief maintenance, remote, construction. Box 764E, B•T.

Station reorganization makes available 1st class engineer-announcer, presently chief 2½ years. Family man desiring permanency. Recommend highly. WMFC, Monroeville, Alabama.

Engineer 1st class, some announcing, desire station in small town. References. Henry L. Ankeny, 420 South 16, Clarinda, Iowa.

First phone, second telegraph, ship radar, and ham. Single, 34, steady and conscientious worker. Have car. Edward Johnson, RFD No. 1, Box 77, Mass, Michigan.

First phone, 5 years am experience, seeks permanent employment. Drennon Kenny, 1708 Lucile, Wichita Falls, Texas. Phone 3-8990.

Production-Programming, Others

Newsman, with light experience, needs job in middle-west or west. Experience in rewrite, special events and news delivery. Married. Prefer personal interview. Box 738E, B•T.

Re-enlistment bonus ain't enough! Program director, emcee, announcer for regional overseas Army Radio Network must relocate in January. Happily married to broadcasting for six years. Looking for a new love that'll last. Am-tv announce, manage, PD, or DJ. Pre-service metropolitan DJ show "Hoopered" over a million listeners, 300 letters a week. Southern California, upper midwest preferred. Don't drink, smoke. Tape and resume sent pronto. You'd be so nice to come home to! Write Box 762E, B•T.

Successful, experienced PD seeks executive position, larger station. Best references. Box 772E, B•T.

Program director—9 years experience, 27, B.A. degree. Best references. Box 807E, B•T.

Available: Recently fired, toothache suffering news and sports director. Box 809E, B•T.

Seek position—copywriting and air-work. Marie Garr, 425 Lester, Leonia, New Jersey.

Continuity director . . . radio-tv. Married . . . travel . . . details. P. O. Box 1616, Ponca City, Oklahoma.

Television

Managerial

Commercial manager—experienced tv account executive. Strong on sales. National representative background. Family man. College graduate. References. Box 743E, B•T.

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Situations Wanted—(Cont'd)

Qualified! Twenty years successful advertising and managerial experience—newspaper, radio and now television. Permanency and future all important. References of highest character. Full personal and business history plus reason for wanting change. Available weekend interview —ahem—at your expense. Box 769E, B•T.

Salesmen

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Announcers

Experienced, capable tv staff announcer, presently employed. Seeks more progressive station. Photo, tape, resume and references, available on request. Box 756E, B•T.

Production-Programming, Others

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 657E, B•T.

News director, young, experienced radio-television-film; currently employed by large station; excellent references; have developed original and profitable news-program ideas. All details on request. Box 680E, B•T.

Experienced cameraman — presently employed. All studio operations. Video, audio, lighting, floor manager, some directing. Desires position —operations-production. Box 750E, B•T.

Tv program director. Ten years am-tv experience. Outstanding qualifications of executive ability, showmanship and know-how to direct all phases of integrated programming-production operations. Radio: Announcer, DJ, news editor, program director, station manager. Television: Top commercial announcer, air personality, senior producer-director midwest vhf. Freelance writer, current series for national exposure. College education, age 28, family man, civic leader, best references. Personal interview for sound, progressive tv station offering real opportunity, permanent position. Box 753E, B•T.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copy Writers
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

Situations Wanted—(Cont'd)

Got CP? Thoroughly experienced PD put two stations on air. Can do same for you. Box 773E, B•T.

PD, six years experience radio-tv seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 774E, B•T.

Young man, college graduate, currently associated with leading tv network in administrative position, desires affiliation with agency tv-radio department or film producing company. Experience, production, acting, announcing. Box 802E, B•T.

Program-production manager, 9 years experience, 27, B.A. degree. Best references. Box 808E, B•T.

Film editor-director, presently employed 100 kw vhf, forced to relocate midwest or east due to family commitments. Directing and film production experience. Know-how to efficiently yet economically operate your film department. Charles Dely, KCEN-TV, Temple, Texas.

For Sale

Stations

$30,000 down to handle 1000 watt single station midwest independent. A dream for single or partnership operation. I earned $30,000 last twelve months as single operator. Even greater potential with more competent salesmen. Box 716E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

For Sale. 560 ft. 3⅛" Andrew 452 line. 4, 3⅛" 90° bends, 3, 1⅝" to 3⅛" reducers, 1, 3⅛" end seal 8, 3⅛" support hangers. Make offer. Box 389E, B•T.

RCA TF 5A tv antenna for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Write Box 533E, B•T.

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

Complete RCA equipment for 1 kw uhf television station original cost $125,000.00, yours at 50¢ on the dollar. Box 741E, B•T.

For sale 2 DuMont stabilizing amplifiers with remote control panels, DuMont type 303A oscilloscope, DuMitter, two Craftsmen tv receiver chassis with all tubes, reducer cone for RCA dummy load micromatch connection and Simpson volt ohmmeter, make offer. Box 742E, B•T.

One Collins T-20 transmitter cabinet with necessary equipment for three-tower phasing control. Write or call Dexter M. Ferry, Chief Engineer, KNED, McAlester, Okla.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

Two RMC vertical pick-ups $85.00. Magnemite recorder, slightly used, modified for low impedance mike. Best offer. Chief Engineer, WFLO, Farmville, Virginia.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Wanted to Buy

Stations

Broadcaster with 22 years in business wants to buy or lease radio station, small or medium market, east, south, midwest. All replies confidential. Box 789E, B•T.

Experienced radio operator wants to buy all or part of station in town less than 25,000. Prefer N. C., S. C., Virginia, Florida, Kentucky. Replies confidential. Box 790E, B•T.

Do you have small or medium market radio station in middle-west or west? Experienced broadcaster wants to buy for private resident operation. Confidential. Box 812E, B•T.

Equipment Etc.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Wanted to Buy—(Cont'd)

Clark phase monitor, type JI-108A (51.5 ohms, 1420 kc); three shielded, insulated sampling loops (52 ohms) five sampling lines RG1OU; three 510′ each; 1400′-1⅝" transmission line; field intensity meter RCA type WX-2C. Box 778E, B•T.

Wanted frequency monitor in good condition for fm station. Contact Radio Station WSAM, Saginaw, Michigan. Telephone 2-8161.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Announcers

ANNOUNCER

We need a good, seasoned, all-around announcer who is ready to move-up as a solid news and special events man. Must be anxious to run the department and willing to make a name for himself in a good-sized inland Massachusetts city. Send tape immediately with first letter to Box 734E, B•T.

CALIFORNIA RADIO STATION NEEDS FARM PROGRAM MAN

Experienced top-flight farm program announcer for top station in ideal California market. Must have knowledge of farm programs, on the farm interviews, farm program content and what it takes to command listening by farm audience. You will be in program department writing commercial copy and doing other on the air work with emphasis on farm programs. First phone helpful but not necessary. Send complete resume including schooling, all jobs held, references, photo and tape cut at 7½ rpm to Radio Station KSBW, Salinas, Calif.

Television

Help Wanted

Production-Programming, Others

HEAD OF FILM DEPARTMENT WANTED
by Metropolitan TV Station

Must have experience in supervision of film cutters, librarians, etc. and thorough knowledge of the TV film market. A permanent opportunity for qualified man. Address all replies to Box 805E.

Situations Wanted

Managerial

TOP AM-TV EXECUTIVE

20 years experience. Currently employed on one of the highest rated daytime AM-TV programs. Experienced in every phase of AM and 2 years experience in writing and production of TV programs. Would like to leave so-called "Big Time" for peace and security in average market, preferably West or Northwest. Can manage, direct programs, handle public relations or sales promotion. Much contact with agencies; could handle top spot in radio-TV department. Salary dependent upon location and future. Box 800E, B•T.

Situations Wanted—(Cont'd)

TV or AM STATION OR SALES MANAGER

Available now, top flight AM or TV Station or Sales Manager; seven years experience in metropolitan, competitive markets. Full knowledge sales, programming and station operation. Heavy on sales emphasis. Desire base, commission arrangement. Married. Resume on request.

Box 811E, B•T

BARNEY GOLDMAN

is out of a job

ZIV's whirlwind sales rep. from 1941 to '50; then exec. with a big mid-western dairy and finally general sales manager for Guild Films IS OUT OF A JOB!

A million dollar annual operator with a terrific background of mid-west radio and TV contacts. Available for "immediate delivery." University background ... married ... 3 children. Rarin' to go and ready to produce. "I'm tired of loafin'" ... get in touch with

BARNEY GOLDMAN
626 Washington
Phone Wilmette 4928
Wilmette, Illinois

Production-Programming, Others

NEWSCASTER

NEWSCASTING that's colorful, warm, authoritative, distinctively different, plus enterprising news-sense hold highest ratings & A-I sponsors at 5 kw Midwest net where I'm employed. Long, thorough experience. Highly competent all phases broadcast news, special events. Mature; B.S.; former newspaperman; award winner; good appearance. SDX & RTNDA. Want major market, radio or TV, where my ability & work investment can produce greater returns.

Box 646E, B•T.

Television

Managerial

GENERAL MANAGER

TV

COMMERCIAL MANAGER

Available October 1st

Broad experience and responsibilities as V.P., Director, Stockholder and Commercial Manager of one of Nation's leading UHF stations in major market. Widely known throughout industry, outstanding record of accomplishments. Highly thought of by own staff, as well as, by top network and agency executives. Excellent knowledge of all phases of TV, including engineering and programming. Earlier background includes 50,000 watt radio, CBS, and over fifteen years in advertising, sales and sales promotion, and still under forty. Family man, willing to relocate for right opportunity—VHF frequency preferred. Now available for personal interview.

Box 813E, B•T

Situations Wanted—(Cont'd)

GENERAL SALES MANAGER

Nine years actual television experience in sales and sales management. Seven years with one outstanding TV operation. Presently employed as General Manager with VHF station with outstanding record. Seeking offer to apply this background of success and market with greater potentiality. Available October 1. Available personal interview at any time.

Box 759E, B•T.

For Sale

Equipment Etc.

AVAILABLE IMMEDIATELY

UHF-TV TRANSMITTER CHANNEL 38

If you're building a UHF station or satellite, this is for you! A perfect-condition, almost-new unit, ready for action!

Incl. RCA-TTU1B 1KW UHF transmitter, RCA-TTC1B control console, side band response analyzer visual demodulator, transmission lines, dehydrator, 90-degree elbows, adaptors, cover plates, gas stop, etc. For complete details, contact

GREAT PLAINS TV
4 West 58th Street, New York, 19, N. Y.
PLaza 9-2929

TT-23-A GENERAL ELECTRIC 20KW TRANSMITTER INSTALLATION CONSISTING OF:

TT-6-E Driver
TF-4-A Amplifier
TY-28-H 12 Bay Antenna
1000 Feet Andrew T-453 Transmission Line
500 Foot Emsco 6 RT Guyed Tower

Above equipment presently in use and may be seen in operation. Reason for selling: Building new maximum power plant for 1249-foot height. Will sell equipment separate, but will make special price for package sale.

KGUL-TV
Galveston, Texas

For Sale—(Cont'd)

FOR SALE:

8/828 Tubes 18/811 Tubes
1/829-B Tube 5/814 Tubes
4/8000 Tubes

THESE TUBES ARE NEW
KBUR, BURLINGTON, IOWA
ATTN: JOHN GALLINO, Chief Engineer

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Instruction

WANT a TV or RADIO JOB?
Trained announcers, producers, writers now in demand

NATIONAL ACADEMY OF BROADCASTING
(Est. 1934)
3338 16th Street N.W.
Washington, D. C.
Starts new term Sept. 27
Enroll Now. DE 2-5580
Placement Service

GET YOUR FCC LICENSE NOW
Accelerated tutored course. Need only high school training or equivalent. 1st Class Radio-Telephone Commercial License.
Day or Evening
New Classes starting very soon
RAD-TEL CONSULTANTS
1 Beekman Street
New York 38, N. Y. WOrth 4-1180

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!



right at our fingertips for you!

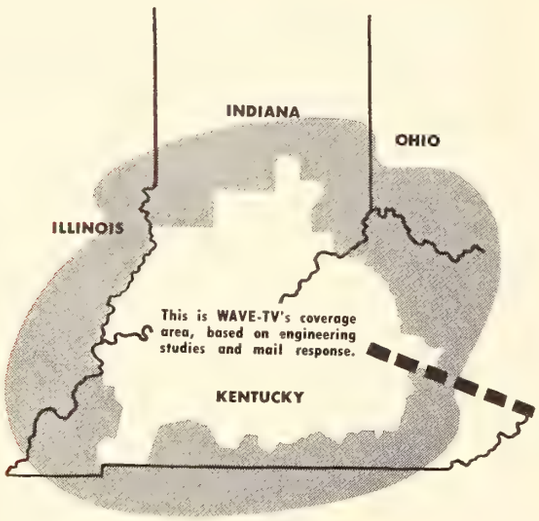
CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

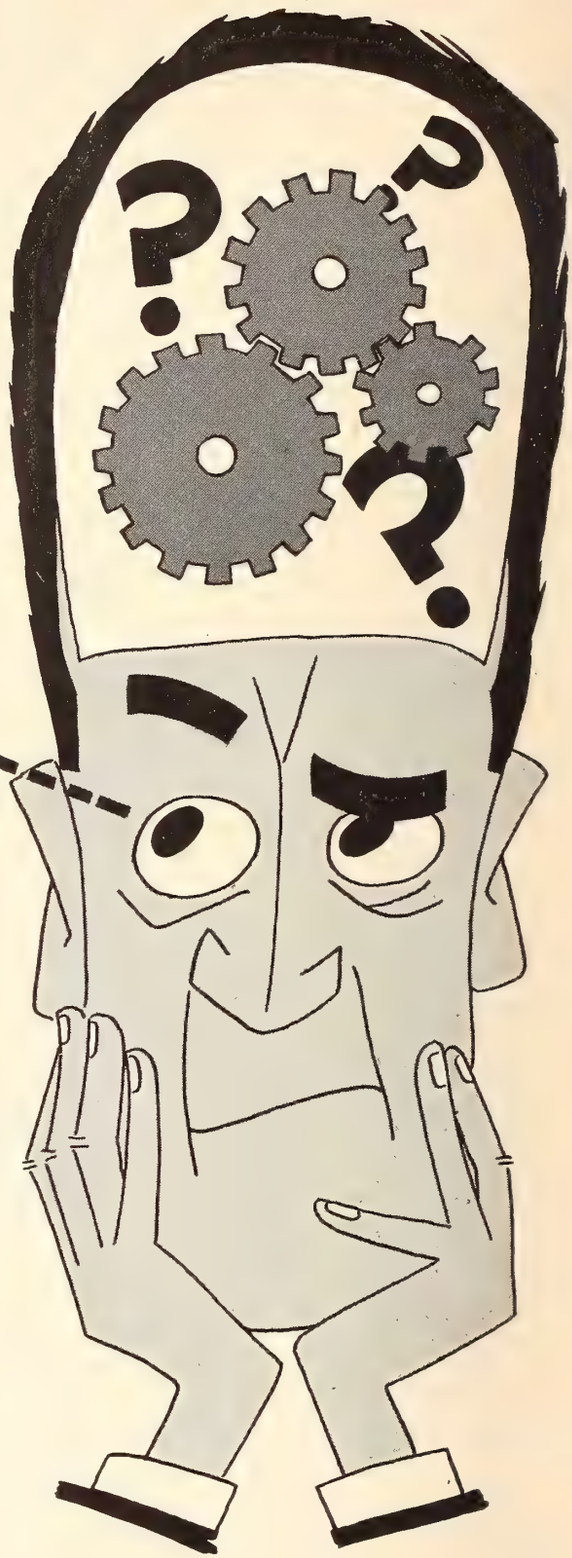
WANTED TO BUY: ALL OR PART INTEREST RADIO-TV STATION

Experienced broadcaster with adequate financing wants to buy TV or Radio-TV property within the 40th to 80th market range; one now in black or could soon get there with more financing and know how. Will buy all or control. Prefer South or West, but will consider other. All replies held in strictest confidence.

Box 795E, B•T

WONDERING?





If you are wondering how to get the biggest TV audience in Kentucky and Southern Indiana — ASK YOUR REGIONAL DISTRIBUTORS!

Now you can quit wondering, pondering or "thinking" about what TV station to use in Louisville! Grab your telephone, and ask your distributors anywhere within 100 miles—

"What is your favorite Louisville television station?"

Lots of busy ad men have reached some quick and accurate conclusions this way. We bet you can, too!

WAVE-TV

CHANNEL 3 · LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

(Continued from page 106)

WEBY Milton, Fla.—Milton Bcstg. Co. Granted license for am broadcast station; 1330 kc, 1 kw, D (BL-5434).

KSDA Redding, Calif.—VALR Inc. Granted license for am broadcast station; 1400 kc, 250 w, U (BL-5427).

KBIM Roswell, N. M.—Taylor Bcstg. Co. Granted license covering increase in power and installation of new trans. (BL-5430).

WMCA New York—WMCA Inc. Granted license covering changes in frequency control equipment (BL-5426).

The following were granted mod. of CPs for extension of completion dates as shown: KOIN-TV Portland, Ore., to 3-15-55; KUTF (FM) Salt Lake City, Utah, to 12-8-54.

Actions of Sept. 13

KELO-TV Sioux Falls, S. D. — Midcontinent Bcstg. Co. Granted license for tv broadcast station (BLCT-178).

KFDX-TV Wichita Falls, Tex.—Wichtex Radio & Tv Co. Granted license for tv broadcast station (BLCT-159).

WPTZ (TV) Philadelphia—Westinghouse Bcstg. Co. Granted license for tv broadcast station (BLCT-177).

WAVE-TV Louisville, Ky.—WAVE Inc. Granted license covering changes in facilities of tv broadcast station (BLCT-192).

KMJ-TV Fresno, Calif.—McClatchy Bcstg. Co. Granted mod. of CP for extension of completion date to 3-29-55.

ACTION ON MOTIONS

The following actions on motions were taken as indicated:

By Comr. E. M. Webster

WOPA Oak Park, Ill. — Village Bcstg. Co. Granted petition for leave to amend its am application (Docket 11163; BP-9271) to change name of applicant to partnership doing business under same name (Action Sept. 16).

By Examiner Hugh B. Hutchison

Issued memorandum opinion, notice of hearing conference and orders, in re applications of Southern W. Va. Television Inc. and Daily Telegraph Printing Co. for Ch. 6 in Bluefield, W. Va. (Dockets 11042-43), setting aside "Preliminary Order Governing Hearing" issued by former Examiner, Claire W. Hardy, on July 6, and cancelled his order continuing date for taking of testimony from Sept. 13 to Sept. 20. Informal conference will be held in this proceeding Sept. 27 and formal conference Oct. 7 (Action Sept. 20).

By Examiner Fanney N. Litvin

Chief, Broadcast Bureau—Granted petition for indefinite continuance of hearing in re application of Western Bcstg. Co. (KIFN), Phoenix, Ariz. for am facilities (Docket 10914; BMP-6194); and hearing conference now scheduled for Sept. 21 and hearing scheduled for Oct. 18, are continued without date until further order of Commission (Action of 9-20).

Arkansas Tv Co., Little Rock, Ark., and Arkansas Telecasters Inc., N. Little Rock, Ark.—Granted motion of Arkansas Telecasters for continuance of hearing from Oct. 4 to Oct. 11, in re applications for Ch. 11 (Dockets 10610-11) (Action taken 9-17).

By Examiner William G. Butts

Chief, Broadcast Bureau—Granted petition to stay hearing now scheduled for Sept. 23 in re application of Port Huron Bcstg. Co. (WLEW), Bad Axe, Mich. (Docket 10944), until decision has been rendered by Commission on motion presently pending before it, and said hearing was continued without date (Action Sept. 17).

By Examiner Herbert Sharfman

On request of Broadcast Bureau, postponed prehearing conference scheduled for Sept. 20 to Oct. 1, in re applications of Southern Ind. Bcstrs. Inc., Newburg, Ind., and Mt. Vernon Bcstg. Co., Mt. Vernon, Ind. (Dockets 11076-77) (Action Sept. 17).

TELESTATUS

September 27, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown

Decatur†—
►WMSL-TV (23) Walker; 15,942

Dothan†—
WTVY (9) 7/2/54-12/25/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/1/54

Munford†—
WEDM (*7) 6/2/54-Unknown

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC; Raymer; 98,108

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 98,108
►KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 30,226
►KVOA-TV (4) ABC, NBC; Raymer; 30,226

Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,410

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 72,967
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,851

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to start regular programming:

KTVX (TV) Muskogee, Okla. (ch. 8), Sept. 18.

CKLW-TV Windsor, Ont. (ch. 9), Sept. 16.

WLOS-TV Asheville N. C. (ch. 13), Sept. 18.

do
KEDD's
Local Programs
have
MAIL PULL!
AND HOW!



Gene McGehee's FRIDAY NIGHT DANCE PARTY
has an average Mail Pull of more than 1,000 pieces every week.

More factual proof that KEDD's local programming is way out in front, in showmanship and production know-how.

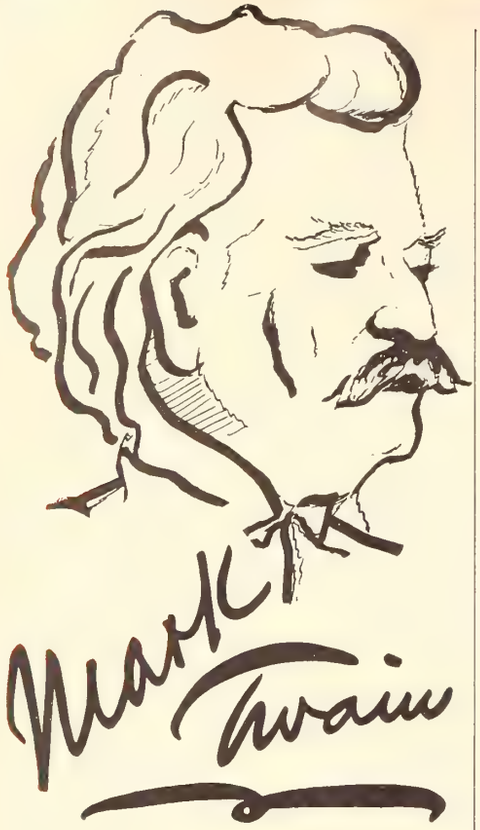
"Dance Party" and KEDD's other special features give you the most in home impact and increased sales on a local level

See Petry for National or Regional Participation.

ONE-QUARTER MILLION WATTS

Represented by
Edward Petry & Co., Inc.

KEDD
NBC WICHITA, KANSAS ABC



NEVER DREAMED OF SUCH COVERAGE

120,475

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bridging the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS – DUMONT

represented by
WEED TELEVISION

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 78,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 15,100
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 123,354
► KMJ-TV (24) CBS, NBC; Raymer; 100,444
KARM, The George Harm Station (12) Bolling; Initial Decision Aug. 31
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,882,304
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,882,304
► KHJ-TV (9) DuM; H-R; 1,882,304
► KNBH (4) NBC; NBC Spot Sls.; 1,882,304
► KNXT (2) CBS; CBS Spot Sls.; 1,882,304
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,882,304
► KTTV (11) Blair; 1,882,304
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 998,260
► KPIX (5) CBS, DuM; Katz; 998,260
► KRON-TV (4) NBC; Free & Peters; 998,260
► KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 50,074
► KRDO-TV (13) NBC; McGillvra; 20,000
Denver—
► KBTV (9) ABC; Free & Peters; 227,882
► KFEL-TV (2) DuM; Blair; 227,882
► KLZ-TV (7) CBS; Katz; 227,882
► KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,700
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) ABC, DuM; H-R; 10/21/53-9/25/54 (granted STA Sept. 8)
New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612.000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker: 2/18/54-Dec. '54
► WIRK-TV (21) ABC, DuM; Weed; 32,500
► WJNO-TV (5) NBC; Meeker; 201,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 395,769
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Summer '54
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 102,600
► WRDW-TV (12) CBS; Headley-Reed; 104,054
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 34,662
Rome†—
► WROM-TV (9) Weed; 134,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 49,052
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,696,519
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,696,519
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,696,519
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 157,245
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 72,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93.657
WINT (15) See Waterloo
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 663,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 195,201
Terre Haute†—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
WINT (15) CBS; H-R; 4/6/53-9/26/54 (granted STA Sept. 16)

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 238,060
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-9/26/54
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
► KWWL-TV (7) ABC, CBS, NBC; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

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Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 147,103
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-10/15/54
► KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Fall '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54 (granted STA Sept. 14)
► KTAG (25) CBS, ABC, DuM; Young; 20,500
Monroe—
KFAZ (43) See footnote (d)
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 153,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
WTLO (20) 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
► WABI-TV (5) CBS, NBC; Hollingbery; 81,275
► WTWO (2) Venard
Lewiston—
► WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
WMTW (8) ABC. CBS; Harrington, Righter & Parsons; 7/8/53-9/25/54 (granted STA Sept. 10)
Portland—
► WCSH-TV (6) NBC; Weed; 123,700
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 555,735
► WBAL-TV (11) NBC; Petry; 555,735
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 555,735
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,541
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,200,000
WGBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,200,000
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 123,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 144,000
Worcester—
WAAB-TV (20) Forjoe: 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 60,384

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 447,464
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 94,349
Duluth† (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 66,500
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 484,930
Rochester—
► KROC-TV (10) NBC; Meeker; 85,485
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 489,100
► WMIN-TV (11) ABC, DuM; Blair; 484,930

THE SPOTLIGHT'S ON
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On the Air September 18th!**

Serving 204,907 TV Families
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2,058,000 People**

Covering four rich Piedmont states with Effective Buying Income of $2,411,466,000***

*operating at 170,000 watts, 2,850 feet above average terrain (FCC maximum for this altitude).

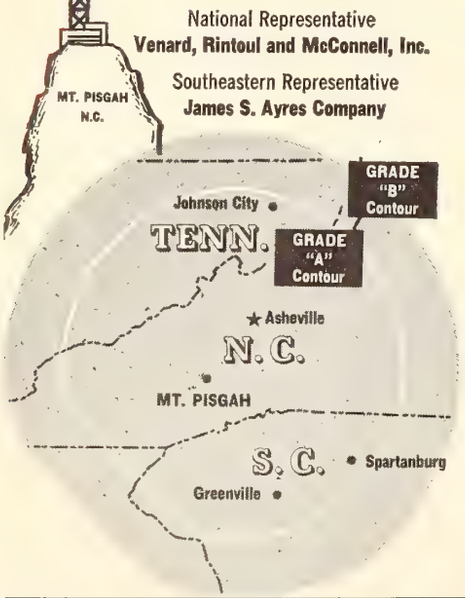
**A.C. Nielsen Co. Report U.S. Television Ownership by Counties as of November 1, 1953 and RTMA set sales figures for Western North Carolina, January through April, 1954.

***Sales Management Survey of Buying Power, May 10, 1954.

WLOS-TV, CHANNEL 13
ASHEVILLE, N.C.

National Representative
Venard, Rintoul and McConnell, Inc.

Southeastern Representative
James S. Ayres Company



MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 120,475
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/26/54 (granted STA Sept. 7)
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 107,612
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 52,600
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 14,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 40,346
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 248,594
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,649
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
► KOB-TV (4) NBC; Branham; 43,797
► KGGM-TV (13) CBS; Weed; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 294,580
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) Initial Decision 8/24/54
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-10/1/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 12,639
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.

WTRI CBS
ALBANY SCHENECTADY TROY
delivers*
105,000
UHF Families
in the
Nation's
29th
Retail Market
SEE YOUR
HEADLEY-REED Man
*SOURCE ON REQUEST

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 378,800
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,460
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 347,000
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 147,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 30,000
► WLOS-TV (13) ABC, DuM; Venard
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 415,313
Durham†—
► WTVD (11) ABC, NBC; Headley-Reed; 116,864
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 83,400
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 224,064
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 30,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 20,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,048,406
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 288,132
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 36,466

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 173,820
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel
Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 151,224
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 274,445
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 103,095
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 184,745
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 81,118
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 34,605
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 779,607
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 193,150
New Castle†—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,500
► WGBI-TV (22) CBS; Blair; 172,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 171,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 180,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 86,400

WMUR-TV

THE STATE STATION

VHF CHANNEL 9 MANCHESTER N. H

THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET

70% of entire New Hampshire population ..... **110,000 TV families**

PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area* ..... **115,000 TV families**

PLUS—*Coverage of south and eastern Vermont* ..... **15,000 TV families**

Total PRIMARY coverage 240,000 TV famlies

4 Million People Live in This Area ▶



RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
► WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 51,000
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
WUSN-TV (2) NBC, DuM; H-R, 3/25/54-9/25/54
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 59,200
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
► WNOK-TV (67) CBS, DuM; Raymer; 60,000
Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-Oct. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 277,632
► WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 84,197

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 91,450
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Oct. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 86,980
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,900

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Saves You Money, Worry and Mistakes!

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Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

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FASTER, SAFER, LESS COSTLY... Because It's More Efficient!

Memphis—
► WHBQ-TV (13) CBS; Blair; 291,181
► WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 194,682
► WSM-TV (4) NBC, DuM; Petry; 194,682
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 54,929
► KGNC-TV (4) NBC, DuM; Katz; 54,929
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 406,804
► WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 57,280
KELP-TV (13) Forjoe; 3/18/54-Fall '54
► KTSM-TV (9) NBC; Hollingbery; 57,280
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 41,237
Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 357,000
KTLJ (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 62,365
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 62,365
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell: 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
► WOAI-TV (4) NBC; Petry; 207,658
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 86,889
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 40,375
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 71,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 165,200
► KTVT (4) NBC; Blair; 165,200
KUTV (2) ABC; Hollingbery; 3/26/53-9/26/54

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 86,432
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 329,247
► WTOV-TV (27) ABC, DuM; Forjoe; 112,000
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 462,058
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 267,837

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 370,100
► KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Bolling; 3/18/54-10/15/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 370,100
► KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WCHS-TV (8) CBS, DuM: Branham
► WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 442,240
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-10/1/54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Meeker; 58,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 406,700
► WOKY-TV (19) ABC, DuM; Bolling; 343,057
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/27/54 (granted STA Sept. 7)
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-Fall '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 32,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

CANADA

Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500

Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627

Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500

Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate

Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000

St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000

Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102

Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000

Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975

Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 400; total cities with stations on air: 268. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 32,708,982.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

SEPTEMBER

Sept. 28: New England film directors, Hotel Statler, Boston.

Sept. 28: Chicago Federation of Advertising Club's fall clinic, for eight weeks, Chicago.

Sept. 29-30: National Community Tv Assn., regional meeting, Bellevue Hotel, San Francisco.

Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 1-2: Radio-tv workshop, Kansas State College, Manhattan.

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 6-7: Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Sept. 30 (7:45-8 p.m. EST): *Jane Froman Show,* General Electric Co. Lamp Div., through BBDO.

Sept. 30 (8:30-9:30 p.m. EST) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.

Oct. 4 (8-8:30 p.m.): *Burns and Allen,* alternate sponsors — Carnation Co. through Erwin Wasey and B. F. Goodrich through BBDO.

Oct. 4-8 (10-10:30 a.m.): *Garry Moore Show,* participating sponsors.

Oct. 13 (10-11 p.m.): *The Best of Broadway,* "The Man Who Came to Dinner," Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Oct. 8 (11-12 noon): *Home,* 8-minute pickup.

Oct. 10 (7:30-9 p.m.): *Max Liebman Presents,* "City Center Revue," Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

Oct. 14 and each Thursday thereafter until Dec. 23 (9:30-10 p.m.): *Ford Theatre,* Ford Motor Co. through J. Walter Thompson.

Oct. 18 (8-9:30 p.m.) *Tonight at 8:30,* co-sponsored by Fort Motor Co. and RCA through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Adult Responsibility

THE COMMENTS of FCC Comr. Robert E. Lee regarding violations of the radio and television codes should be interpreted as a forecast of what may come if a small but unprincipled minority of radio and tv broadcasters persist in trying to gull the public.

As reported elsewhere in this issue, Mr. Lee is concerned about excessive commercialism, fraudulent advertising and bad taste.

It is not only advertising abuses that the government is scrutinizing. The Senate Subcommittee on Juvenile Delinquency reports it has received "thousands" of complaints about crime and horror programs, and the subcommittee presumably intends to investigate with a view toward deciding whether these are violations of the radio and tv codes.

Lamentably enough, there are ample grounds for the concern of Mr. Lee and the Senate subcommittee.

The advertising abuses with which Mr. Lee was dealing are especially evident. As he explained, they are being committed by a minority of stations, but they are profuse and objectionable enough to warrant corrective action.

Whether or not it can be proved that horror programs are a factor in juvenile delinquency, it cannot be denied that some of them are in questionable taste and, more importantly, are broadcast at hours of utmost convenience to youngsters. It will not come as news to conscientious broadcasters that both the codes suggest that crime-horror shows be aired after children's bedtimes.

In our view, television and radio have been used as convenient explanations for juvenile crimes which are traceable to far more complicated origins. The fact that an under-age thug says he learned how to murder by watching television does not explain why he murdered. The "why" is what the Senate subcommittee ought to get at.

But even if radio and tv cannot be proved to influence the juvenile crime rate, this does not relieve broadcasters of their responsibilities. To the extent possible, children's programs ought not only be to entertain but also to enlighten.

However primitive his sense of ethics, no broadcaster can wish for additional regulation by the government. Radio and television are already oppressed by infinitely more government interference than any other communications medium. All broadcasters must unite in resisting when signs of additional regulation appear.

At the same time they must join in elevating advertising and program standards—not in fear of government reprisal but in awareness of the terrible responsibility they bear in operating instruments of unmatched power to influence the public.

Media Mortality

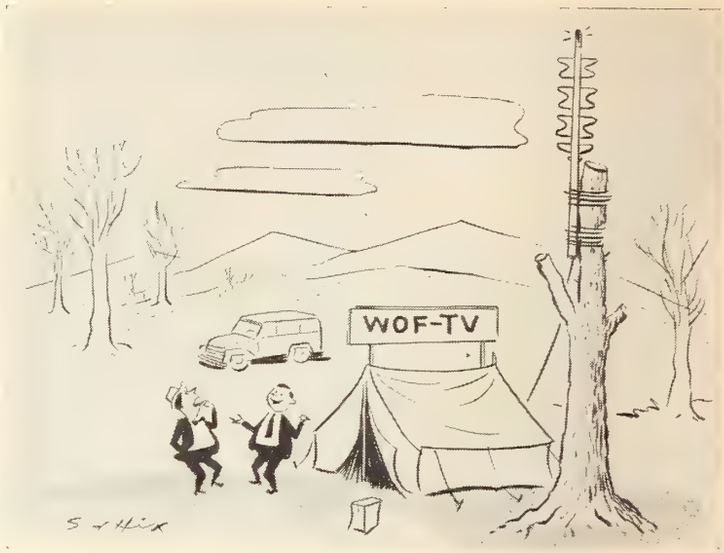
BECAUSE of the newness of television, great emphasis has been placed upon the mortality of stations unable to survive the rigors of competition. It was the main theme of the recent Potter Subcommittee hearings. It is destined to become a prime factor in the hearings by the Bricker Investigating Committee in the Senate, and it has been one of the FCC's most vexatious problems.

Nearly 100 construction permits (almost one-fourth of them vhf) have been turned in since mid-1952 when tv authorizations were resumed following the Great Freeze. But there are 400 tv stations on the air—all except 108 of them post-freeze.

What is overlooked in the reckoning are the mortality rates in other media. Most of these figures are hard to come by. But one has only to travel the highways to detect the decline in billboards. The number of magazines launched each year is rather substantial. The number that survive is negligible.

What about newspapers? Lee Hills, the able young executive editor of the *Miami Herald* and *Detroit Free Press* cited an interesting statistic or two in an address before the annual convention of the Stereotypers & Electrotypers Union in Miami a few days ago. To quote:

> Newspapers also are becoming fewer and bigger, with many of the big ones shrinking. The casualty rate is too high. Last year 22 dailies merged, leaving 82% of all towns and cities having newspapers with only one daily. Nearly 850 newspapers have disappeared in the last 25 years. Production and other costs keep rising faster than revenues and the result is inevitable.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"By keeping initial costs and overhead low, we've found we can operate at a profit!"

Mr. Hills was talking about a medium that has 300 years of background. Television counts its years in a single digit.

The plight of other media cannot assuage the problem of the harried broadcaster. In a free economy the investor takes a calculated risk, whatever the nature of his business.

Edward Klauber

COLUMNS could be written about Edward Klauber, who died last week at 66. In 1931 he joined CBS after a distinguished career in journalism and in agency work. As a newsman he saw the opportunity that lay in news broadcasting. As much as any man in our times he was responsible for creation of the "fifth estate." He set the pattern for broadcasting on a business basis. He emerged from retirement after having served CBS 13 years to put the Office of War Information on a business basis back in 1943. That's the story of Edward Klauber, probably as he would have told it. His is one of the real success stories of American radio.

Rebel Yell

SOMETHING may be done after all about the multitude of meetings held each year by, of and for broadcasters. At last count there were just about 10 formal sessions, mostly regional or state, scheduled for this year.

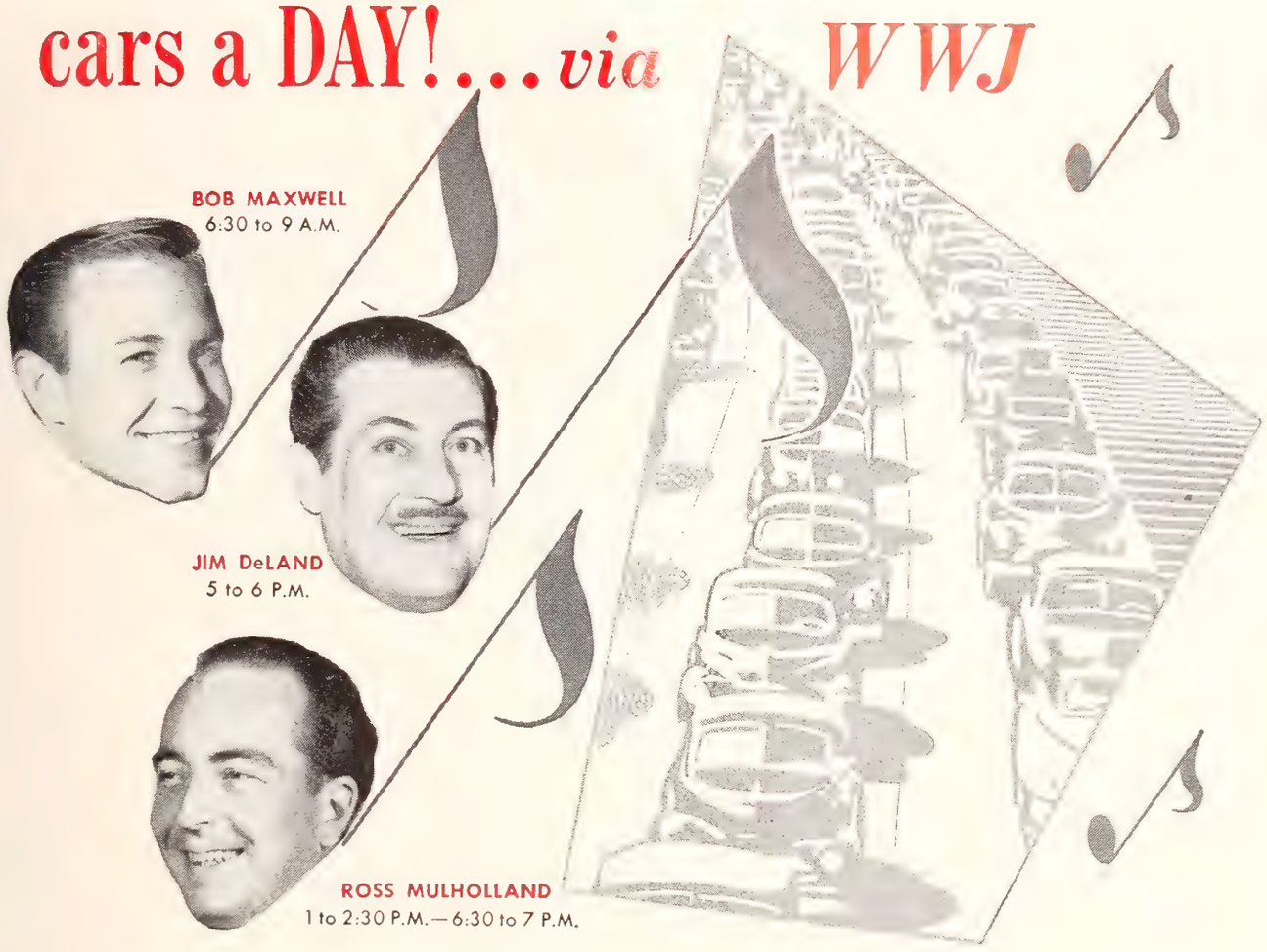
Last week, those embattled broadcasters of the Fourth District of NARTB (Virginia, North Carolina, South Carolina, District of Columbia) met in annual session. They heard President Harold Fellows discourse on the time and energy consumed in the ever-growing roster of meetings (a situation discussed in these columns with some regularity since 1950). They adopted a resolution that consideration be given to "amalgamation of meetings" before the 1955 schedules are set and they urged NARTB to "coordinate" needful adjustments to the end that the frequency and variety of locations of meetings be reduced.

We applaud the resolution. We think there's a waste of money and man-power in the current crop of meeting sprees. Some meetings are necessary to keep broadcasters current. There's no valid reason, however, why many of them cannot be consolidated and others eliminated altogether.

Eventually there's going to be a federation of all entities functioning in the area of broadcasting. Each passing year makes it more evident that one day there will be a federation acting as the legislative and public relations umbrella over the radio and television arts, functioning at the policy level. Under it will be the logical segments of the business of broadcasting.

The move toward reduction in meetings will constitute another step toward a national *Federation* of radio-tv broadcasters.

They PLAY to a Million cars a DAY!... *via* WWJ



Mornings, on their way to work—afternoons, on their way to shop—evenings, on their way home . . . for six of the heaviest traffic hours of the day, Detroit's one million car-radio owners are being serenaded by Detroit's "*Big Three*"—Maxwell, Mulholland and DeLand.

The popularity of the "Big Three" is easy to explain. They talk the language of their audiences, cater to their musical tastes, and drive home sales messages earnestly and persuasively.

That's why their client lists read like the "Who's Who" of local and national advertisers.

If YOU want to do a bigger sales job in the Detroit market, give the selling job to the "*Big Three*" on WWJ—Maxwell, Mulholland and DeLand. They've got the keys to a million cars.

See your Hollingbery man for facts and figures.

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WWJ AM-FM Basic NBC Affiliate

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS • *National Representatives: THE GEORGE P. HOLLINGBERY CO.*

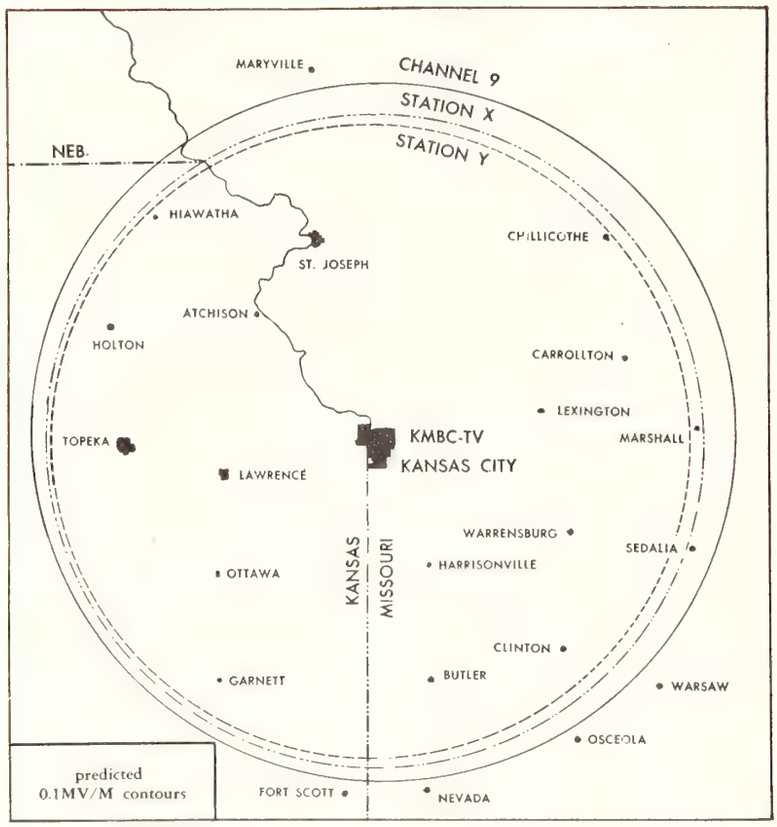
The BIG TOP goes up in Kansas City—

KMBC-TV

TALL TOWER in Operation Soon
equipped for telecasting in color

1,079-foot tower . . . . 316,000-watts power

As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.



BIGgest power TOPmost tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage *plus* the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.



Get on the CHANNEL 9 Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.



FREE & PETERS, INC.
National Representatives

CBS TELEVISION

Basic Affiliate

Kansas City's Most Powerful TV Station



ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.



KMBC-TV

The BIG TOP Station in the Heart of America

Arthur Hull Hayes,
President

John T. Schilling,
Vice President and General Manager

George Higgins,
Vice President and Sales Manager

and in Radio it's KMBC, Kansas City, Missouri — **KFRM for the State of Kansas**

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